

IVC Course Code : 506

TOURISM & TRAVEL TECHNIQUES

(T.T.T) First Year

(w.e.f. 2018-19)

Intermediate Vocational Course

Paper I : Fundamentals Of Tourism

Paper II : Tourism Geography & Cultural Heritage

Paper III : Tourism Products



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**ANNUAL SCHEME OF INSTRUCTION AND EXAMINATION FOR
Tourism & Travel Techniques**

1 YEAR

Part-A		No. of periods			Marks		
		Theory	Practicals	Total	Practicals	Theory	Total
1.	General Foundation course	150	-	150	-	50	50
2.	English	150	-	150	-	50	50
Part-B							
3.	Paper-I Fundamentals of Tourism and Travel	135	135	270	50	50	100
4.	Paper-II Tourism Geography, Cultural Heritage-I	135	135	270	50	50	100
5.	Paper-III Tourism Products-I	135	135	270	50	50	100
	Total			1110	150	250	400
	On the Job Training (363) periods						100
	Total						500

Theory Instruction Months : June, July, August, September, October, January & February

On the Job Training : November & December

MARCH

-

IPE EXAMINATIONS

EVALUATION OF ON THE JOB TRAINING:

The “On the Job Training” shall carry 100 marks for each year and pass marks is 50. During on the job training the candidate shall put in a minimum of 90 % of attendance.

The evaluation shall be done in the last week of January.

Marks allotted for evaluation:

S.No	Name of the activity	Max. Marks allotted for each activity
1	Attendance and punctuality	30
2	Familiarity with technical terms	05
3	Familiarity with tools and material	05
4	Manual skills	05
5	Application of knowledge	10
6	Problem solving skills	10
7	Comprehension and observation	10
8	Human relations	05
9	Ability to communicate	10
10	Maintenance of dairy	10
	Total	100

NOTE: The On the Job Training mentioned is tentative. The spirit of On the Job training is to be maintained. The colleges are at liberty to conduct on the job training according to their local feasibility of institutions & industries. They may conduct the entire on the job training periods of I year and (450) II year either by conducting classes in morning session and send the students for OJT in afternoon session or two days in week or weekly or monthly or by any mode which is feasible for both the college and the institution. However, the total assigned periods for on the job training should be completed. The institutions are at liberty to conduct On the Job training during summer also, however there will not be any financial commitment to the department.

TOURISM & TRAVEL TECHNIQUES

Paper - I

FUNDAMENTALS OF TOURISM

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UNIT 1**INTRODUCTION TO TOURISM****STRUCTURE**

- 1.1 Definition of Tourism
- 1.2 History/Evolution of Tourism
- 1.3 Types/ Forms of Tourism
- 1.4 Differentiation between Tourism and Travel
- 1.5 Nature of Tourism

Introduction:**1.1 Definition of Tourism**

The definition of Tourism varies from source by source, person by person.

There is no consensus concerning the definition of tourism. Nearly every each institution defines "Tourism" differently. But when it comes to explain it with the basic terms, we can say like this.

"Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups travelling away from home". The definition on Tourism was given by Guyer Feuler in 1905.

In order to prevent the disaccords to define "Tourism" The World Tourism

Organization (UNWTO) defined it as "The activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

Tourism is different from travel. In order to travel for tourism, there must be a displacement, an individual has to travel, using by any type of means of transportation (even on foot like pilgrims, hikers etc). But all travel is not tourism.

Tourism related activities arise from the entry, stay and movement of tourist. These activities generate ample economic opportunities for the growth of leisure, pleasure and business related travel worldwide. Tourism is a composite industry with multiple processes and activities arising from the relationship of tourists with service providers, local community, local government and the environment. It is a multi fragmented industry that encompasses many industries under the broad umbrella. Among them, accommodation transportation, food services, attractions, entertainment and recreation are major constituents of the modern tourism business. The total worth of tourism business activities which is analyzed from both the socio-economic and the environment points of view is computed from the total tourist expenditures within a particular territory, arising out of visit and stay of tourists there. The revenue of tourism service provider is generated from the tourism expenditures at various stages.

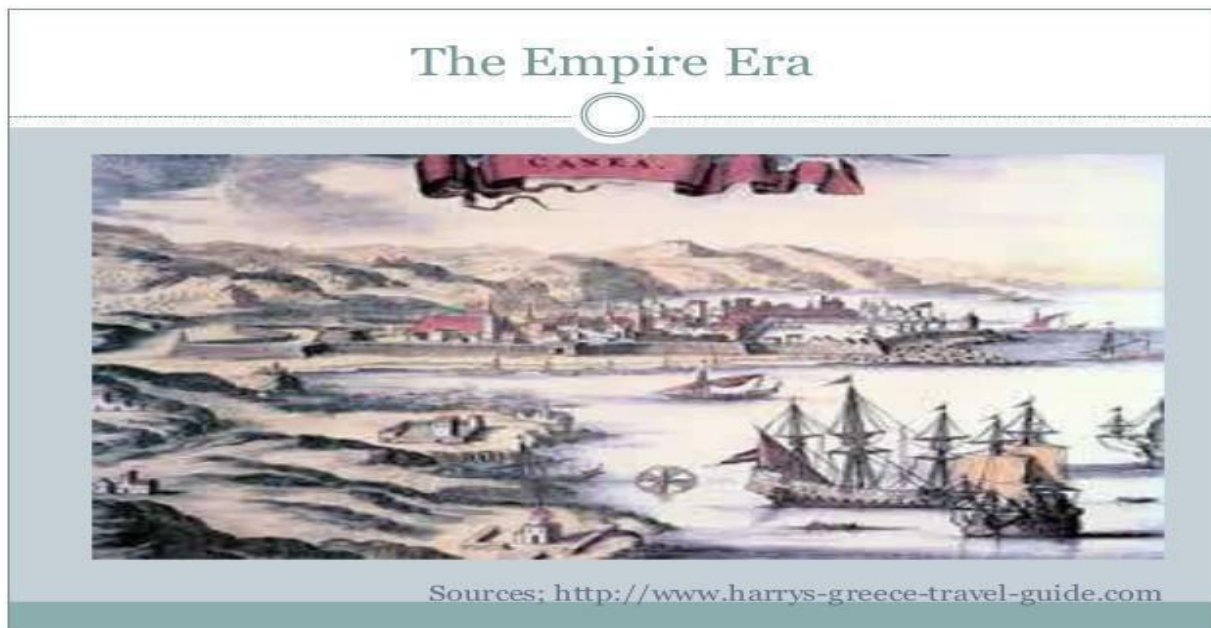
1.2. History/ Evolution of Tourism:

As seasons changed and animals migrated, people traveled to survive. These early travelers moved on foot, they were limited to quite small geographical areas. In this time, travel may remained a localized experience, but people by nature are interested. Travelers climbing a mountain and crossing rivers to satisfy their own sense of adventure and curiosity as they sought a glimpse of the unknown Phoenicians, Olmecs, early Chinese traveled for trade and military control. As civilizations became established and spread geographically, travels become necessity.

The history of tourism can be differentiated into the following Eras:

- a) The Empire Era
- b) The Middle Ages and The Renaissance Era
- c) Grand Tour Era
- d) The Mobility Era
- e) The Modern Era

a). **The Empire Era:** This started from the time of the Egyptians upto Greek's and finally came to an end with the fall of the Roman Empire. During this time, people began traveling in large numbers for governmental, commercial, educational and religious purpose. As centers of governmental activities, the city-states become attractions in themselves.



The Egyptians at their peak time they travelled for business and pleasure. Traveling to outlining cities was necessary. Various amenities were offered to travelers. They travelled for pleasure and festivals which were held every year. People used to travel to attend these festivals.

Greeks were the first, who shaped the modern day travel. Pleasure travel was popular. Travel was advanced by two developments: They were

2) Currency exchange: Greek cities accepted foreign currency, making it easier for travelers.: The Greek Empire covered the entire Mediterranean thus the language was widely understood. They provided all the amenities required.

The Romans: The prosperity of the roman empire was also reflected in the development of travel. The Romans included a large group of middle class who had money and time to travel. They built excellent roads, transportation and communication systems. They also built rest houses for the travellers.

b). The Middle Ages and The Renaissance Era: The duration time for The

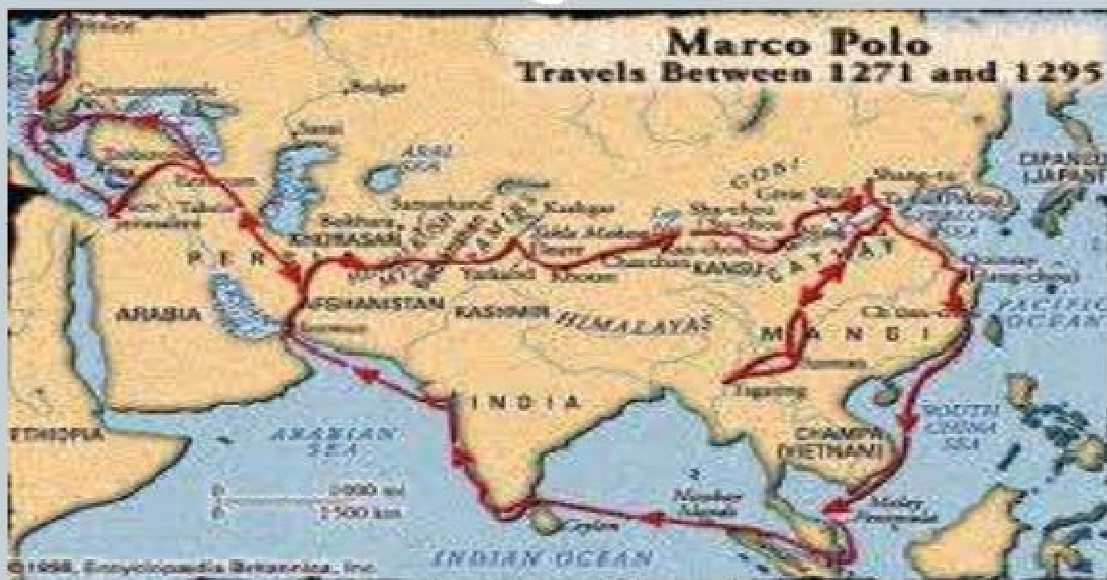
Middle Ages (5th to 14th centuries) and the Renaissance Era(14th to 16th centuries) Travel almost disappeared during the Middle Ages where travel became dangerous and sporadic. The feudal system that eventually replaced Roman rule resulted in many different autonomous domains. This breakdown in a previously organized and controlled society resulted in the

fragmentation of transportation systems, currencies and languages making travel a difficult and sometimes dangerous experience.

Factors that affected Travel during these times are -

a) Transportation and safety declined. b) Less acceptance of currencies and less knowledge of common languages c) Some travel by crusaders to Holy Land Eg: Marco Polo's historic travels in the late 13th century.

The Middle Ages and The Renaissance Era



Sources; <http://apostlethomasindia.wordpress.com>

The rebirth in travel emerged slowly during the Renaissance Era (14th – 16th centuries). The Merchants began to venture farther from their villages as the church and the kings and queens brought larger geographical areas under their control. Trade routes slowly began to reopen as commercial activities grew and the merchants ventured into new territories there by increased interest in travel for commerce and pleasure.

c). **The Grand Tour Era:** (1613 to 1785 A.D.): During this period, trend of luxurious travel started by wealthy English people. This developed as a status symbol and spread throughout Europe. The main goal was to experience the

“civilized world” and to study the arts and sciences. These travels often lasted for several years. Growth in travel also increased for business reasons.

d) **The Mobility Era (1800-1944):** The growing economic prosperity, Increase in systems, modes and speeds of travel (roads, railroads, and steamships) increased travels. In 1841, **Thomas Cook** organized the first tour for a group of 570 to attend a temperance rally in Leicester, England. The trip was complete with a picnic lunch and brass band. The immediate success of the first venture and the demand for more assistance in making travel arrangements led Cook into the full-time business provided travel services. Invention of automobile and airplane expanded freedom to travel.

e) **The Modern Era (1945 to present):** Paid vacations introduced in the early 1900 have made leisure travel possible for working and middle classes. Millions of people were introduced to international travel during World War II. Postwar prosperity made mass ownerships of automobiles possible. Advent of jet travel shortened travel time. Time, money, safety and interest in travel led to unparalleled growth of mass tourism and development irrespective of age and gender.

1.3: Types of Tourists and Tourism:

Tourist can be classified into various categories on the basis of motivation behind travel, purpose of travel, number of tourist arrivals, and geographical area of the visits. On the basis of motivation behind travel to a destination, tourists can be categorized as follows.

a. **Recreational Tourists** : Tourist who wish to move out from the hustle and bustle of city life to get to a tourist destination to rest, rejuvenate and recoup physical and mental vigor are called recreational tourists. For example urban and metro residents in Mumbai, Kolkata, Delhi, Chennai, Bengaluru and Hyderabad flock to nearby country side tourist spots like mountains, resorts, hill stations and beach resorts to spend weekends for relaxation and refreshment.

b. **Pleasure Tourists**: Tourist who want to spend their holiday experiencing a change of climate, seeing something new, enjoying natural scenic beauty, spending time on a crowded beach, and undertaking adventure sports for a thrilling experience are called pleasure tourists. For example, corporate executives of the information technology industry visit to Goa for a holiday pleasure.

c. **Business Tourists**: Nearly 85 percent of all air travel is undertaken for different business purposes. Corporate executive's, political representatives, academics and government employees attend conferences, conventions, symposia and meetings and these activities lead to the creation of opportunities for the promotion of business tourism. Tourists who motivated by these purposes is called business tourists. Participation in sports events and entertainment programmes are includes in business travel. It generates ample scope for employment to entertainers, sportspersons and athletes in the respective events.

d. **Educational Tourists**: Teachers, students at any level, researchers, and scholars visiting educational institutions for exchange programmes and for pursuing higher studies as well as research programmes called educational Tourism.

e. **Health tourists**: Tourists travelling to spas and ayurvedic treatment centers or any other modern health care facilities for treatment, rejuvenation and any other medical purposes are called health tourists. For example, the government of India has extended the duration of the health visa up to one year for the promotion of health tourism in India. Spas have traditionally been the centre of attraction for health conscious of tourists. Beach resorts, hill resorts, ethnic resorts and mountain resorts are built for providing amenities and services in this regard.

f. **Religion / Pilgrimage tourists:** Travel for spiritual or religious purposes has been in practice in India since time immemorial. The popularity of religious tourism may be gleaned from the ancient holy texts that say that often, the motivation for travel is the quest of seeking higher knowledge rather than for beholding a scenic view. Thus, people with a primary motive of visiting religious places or shrines for the fulfillment of their religious needs in life are called religious tourists. Muslim travel to Mecca, Jews travel to Israel, Catholics travel to Vatican City and Hindus travel to four popular religious places or Chardham Badrinath, Dwaraka, Puri and Rameshwaram. These are examples for religious centres that attract tourists for a visit for worshipping their Gods.

i. **Visiting Friends and relatives:** Deep rooted social bandage and fellow feeling persuade tourists to visit relatives who live in far flung places. In this case, the mode of travel and stay is economical and meeting loved ones is more important than the stay at the destination. People with the basic need for meeting friends and relatives may be called **VFR** tourists. It also includes tourists who visit their home lands or native places even though friends or relatives may no longer live in those places.

j. **Cultural Tourists:** Cultural tourism refers to tourists who travel to see displays of the tradition and custom of the host countries - music, dance, paintings, rituals, etc and enjoy various cuisines, fairs and festivals. People with an interest in learning and experiencing the features of cultural and heritage is called cultural tourists. They are interested in visiting places of cultural importance such as Khajuraho, Konark, Mahabalipuram, Kurukshetra, and Tirupathi etc. Tourism authorities encourage cultural tourism. For example, the government of Goa plans the carnival festival in such a way that all the cultural aspects are showcased during the event. The dance festivals of Khajuraho, Konark and Mahabalipuram are very famous under cultural tourism

Types of Tourism

a) **Adventure Tourism:** Also known as adventure travel, this kind of tourism is becoming very famous amongst adventure seekers, who are always in the quest of something new to satisfy their excitement. Adventure tourism requires that a

tourist has the heart to take risks and possesses special training and skills.

Generally, adventure tourists indulge in difficult activities and extreme sports, such as mountaineering, desert hiking, bungee jumping, scuba diving, paragliding, zip lining, rock climbing etc. E.g.: Ahobilam, Talakona Waterfalls,

Tada Falls, Sri Venkateswara Wildlife Sanctuary, Tyda Nature Camp etc.

b) Business Tourism: Common activities involved in business tourism include attending meetings, conferences, and seminars, visiting exhibitions and trade fairs, and so on. E.g.: Bombay, Surat , Chennai trade exhibitions etc:

c) Culinary Tourism: It is also known as food tourism which involves tasting and experiencing the local and traditional food of a particular country, region/ city/town/village. It is worth noting that though food alongside accommodation and infrastructure is one of the key components of tourism, there are numerous tours organized just for the sake of experiencing the culinary taste. Today, with the overall growth of tourism sector, this subset has also expanded and developed to a great extent. Culinary tourism also includes Enotourism (wine tourism), wherein people visit certain regions specializing in winemaking, in order to enjoy the exotic wines.

E.g.: Hyderabad Biryani, Nuzvid Mangoes etc are products of culinary tourism.

d) Cultural Tourism: Also known as culture tourism, this kind of tourism involves the culture of a particular country or region. The concept of cultural tourism encompasses things, such as history of a given region, the lifestyle of people in a particular geographical locale, architecture, oral traditions, religions, festivals, cuisine etc. Activities of cultural tourism in the urban areas may involve visiting museums, theaters, art galleries etc and those in the rural areas may involve visiting indigenous cultural communities and having an insight into their traditions, lifestyles and values. It also involves pop-culture tourism as one of its major subsets, which includes traveling to places, appearing in literary works, TV serials and cinemas.

E.g.: Chenchu Bhagotam, Kuchipudi, Bhamakalapam, Burrakatha, Veeranatyam, Butta bommalu, Dappu, Tappeta Gullu, Dhimsa, and Kolattam.

e) Ecotourism: It is a very broad category of tourism that involves a socially responsible travel to virtually undisturbed and pristine areas of natural beauty. It involves traveling to places, the primary attractions of which are flora and fauna, natural or artificial landforms and settlements of indigenous communities. Ecotourism also encompasses the concepts of geotourism and wildlife tourism. Moreover, agritourism has been added to the list of subtypes of ecotourism, which involves visiting a farm etc and indulging in agriculture-related activities.

E.g.: Krishna Wildlife Sanctuary, Nagarjunsagar-Srisailem Tiger Reserve, Kambalakonda Wildlife Sanctuary, Sri Venkateswara Zoological Park, Indira Gandhi Zoological Park, Atapaka Bird Sanctuary, Nelapattu Bird Sanctuary and Pulicat Lake Bird Sanctuary etc.

f) Medical Tourism: The term medical tourism constitutes the travel of patients from one place to the other in order to acquire proper medical care and treatment. Common treatments that patients indulging in medical tourism seek include treatments for certain genetic disorders and specialized surgeries such as joint replacement, cosmetic surgeries, and so on. Some people also travel to seek psychiatric and alternative healing treatments. E.g.: Hyderabad, Vishakhapatnam, Apollo Hospitals etc.

g) Nautical Tourism: This is a comparatively newer niche of tourism that focuses on combining holiday activities with boating/sailing. The concept was first developed in Europe and South America, but has now gained impetus even in the Pacific and the United States. Tourists not only prefer to sail to their destination, rather than fly, but also indulge in various activities, such as fishing and snorkeling while on the ship. Moreover, many of them also prefer to stay in their sailing vessels, instead of taking other terrestrial accommodations, even on ports. Resultantly, nautical tourism is also proving to be profitable, in

that the demand for various nautical goods and services have also increased. Eg:
Vishakapatnam and Papi kondalu

h) Religious Tourism: Often referred to as faith tourism, this is a type of tourism where people embark on long journeys, either individually or in groups, for the purpose of pilgrimage or for carrying out missionary activities. Numerous holy places around the world have been developed into thriving tourist centers each year, these receive an overwhelming influx of tourists. Places such as temples, churches, mosques, or landforms with religious significance are some of the most visited sites by the religious tourists, who claim to seek oneness with the God through such journeys. E.g.: Tirupati, Annavaram, Vijayawada and Simhachalam etc

i) Sports Tourism: Excitement and enjoyment are the basis for sports tourism. It can be either active or passive in nature, which means that one can either travel to another place in order to participate in a sport, or just to watch it being played. Numerous sports, such as cricket, football, tennis, etc., have gained worldwide popularity today and we see a large number of tours organized at times of major tournaments, which enable people to watch these games live in the stadiums. This niche of tourism generates a good amount of income each year. E.g.: Vishakapatnam and Hyderabad are the places for sports tourism.

j) Archaeological Tourism: There are a number of places of archaeological importance which can be broadly classified as Stone Age, Indus Valley, Neolithic-Chalcolithic, Megalithic Early Historic and Late Historic periods. Famous archaeological sites of the Stone Age are abound in Peninsular India. Eg: Kondapalli Fort, Undavalli caves, Vijayaganaram Fort etc.

k) Heritage Tourism: Heritage tourism of India has always been famous for its rich heritage and ancient cultural diversity with glorious past which attracts millions of tourists each year. India's rich heritage is amply reflected in the various temples, palaces, monuments, and forts that can be found everywhere

in the country. The most popular heritage tourist destinations in India are: Taj

Mahal in Agra, Mandawa castle in Rajasthan, Mahabalipuram in Tamil Nadu, Madurai in Tamil Nadu and Lucknow in Uttar Pradesh. The most famous heritage sites in Delhi are the Red Fort, Jama Masjid, Humayun's Tomb and Tughlaqabad Fort etc.

l) Coastal and Beach Tourism: Beaches in India provide the most perfect destination of sun, sand, sea and surf that is too hard to resist for any beach lover and water sport adventurer. Almost in every parts of this subcontinent, one can enjoy the beach holidays. E.g.: Vishakapatnam (R K Beach, Rushikonda Beach), Bapatla (Suryalanka beach) and Machilipatnam (Manginipudi beach).

m) Ayurveda and Meditation Tourism: Ayurveda and Meditation originated in India some 6000 years ago is the natural way of cure for body, mind and soul. Today, Ayurveda and Meditation has become the first preference of every person all over the world for not only its curing capacity but also for it does not have any side effects, if taken under proper guidance. Tourists can visit both North India as well as South India for Meditation and Ayurvedic treatment.

North India's prestigious institutes of Ayurveda and Meditation are set amidst the natural surroundings, giving its visitors enough space to breath in the natural atmosphere. Kerala in South India has innumerable place for Ayurveda and Meditation treatment centers.

n) Conference Tourism: This is a new type of tourism rapidly gaining significance. For sharing the latest know-how, technique, exchange of views and discussions among the intellectuals, leaders, businessman and professionals by participating in these conferences. Language, customs, countries and continents are not the barriers to share and participate in the deliberations.

o) Wellness Tourism: It is a fast growing trend in the tourism sector that refers to traveling for the purpose of maintaining and enhancing one's body,

mind and soul. This kind of tourism involves wellness solutions, such as massages, body treatments, weight loss programs, beauty treatments etc. Owing to the popularity of the trend, several destination spas have come up at various places, which offer numerous facilities for tourists according to their likes and preferences.

p) Genealogy Tourism: This is a very interesting form of tourism in which tourists travel to the land(s) of their ancestors in quest of their roots. While genealogy tourism has captured a substantial market all across the world, it seems to be more prominent in various diasporic communities the world over. Every year, several people, especially those belonging to the emigrated populations, go to countries of their origin and seek to reconnect with their pasts. E.g.: Central Europe where the World War II caused mass migrations of population, particularly Jewish genealogy tourism is very popular. E.g. Cellular Jail of Andaman, Hiroshima Peace Memorial Park etc.

q) Dark Tourism: This kind of tourism is also referred to as grief tourism, black tourism involves visiting those places and sites, which have been witnesses to some of the major tragedies in history. Apart from their tragic histories of human suffering and bloodshed, most of these locations are also popular for their historical value. The curious human mind is often more attracted to places that are associated with things far from normal and hence, sites bearing violent pasts have become popular tourist destinations, receiving a large inflow of visitors year after year.

1.4: Differentiation between Travel and Tourism:

The Key difference is that a traveler is a person who prefers to travel with minimum luggage and without any tour packages and to move from place to place and never prefer to settle. A tourist is opposite of a traveller. A tourist is usually seen with a group of people, family and tour guide. In the initial days travelling was considered as a means of survival, but now it is considered as an art form.

Travelling when the individual likes to immerse themselves in the culture, they prefer to spend time with the locals, they eat the local food. They like to go off on their own to find the nooks and corners of the cities. They prefer to sit in a secluded corner and just prefer to live in the moment, without worrying about visiting something or any planned tours. Travellers usually go on their own to look for the next best thing that the city has to offer. They may carry a translation book and prefer to converse in the language of the place that they are in.

A tourist is supposed to be quite the opposite of a traveller. A tourist is usually seen in a huge group of people, family with tour guides. They prefer to stick to a schedule that may or may not be set by their tour guide. They prefer to visit the tourist places and snap photos of that place and themselves at that particular place. They also prefer not to mingle with the locals unless necessary and prefer to speak in their own language rather than try the language of the locals. They do not prefer to try different foods and prefer to stick to foods that they know, this includes fast food places such as McDonalds, etc. They often pack heavy and prefer to be prepared for any situation that they may come across.

Travel:

- a) It is to go on a trip or journey: to go to a place and especially one that is far away
- b) It is to go through or over (a place) during a trip or journey
- c) It is to move from one place to another

Tourism:

- a) It is the activity of traveling to a place for pleasure
- b) It is also providing business to hotels, restaurants, entertainment, shops etc., for people who are traveling

The term tourism can also refer to an organization that caters or looks after the act of traveling from one place to another. Tourism organizations that are responsible for booking tickets, getting the visa process clear, organizing tours, taking care of accommodation and transport, etc. National and

International organizations are responsible for ethical tourism, setting up of opportunities for developing nations, developing and regulating tourism in their own country, etc.

There is one striking difference in a tourist and a traveler. An immigrant is also a traveler “without a return ticket”. A tourist shares very few qualities with a traveler.

Key differences between Travel and Tourism:

	Travel	Tourism
Culture	Engrosses themselves in the culture	Wants to see tourist places
Locals	Spends time with the locals	Spends time with tourist groups
Food	Spends time eating local foods	Prefers their own food rather than local food
Travelling	Travel solo or in small groups	Travel in large groups
Language	Tries to learn the local language	Prefers English and speaks only in English
Baggage	Packs light baggage	Packs heavy baggage
Sight seeing	Prefers to go off on their own to find hidden treasures of each place	Prefers maps and guides and guided tours
Hotels	Prefers small rentals or ethnic places to live	Prefers proper three star or above hotels and motels

1.5. Nature and Scope of Tourism:

Basic nature of tourism: The nature of tourism is closely connected with travelling. It has been a human phenomenon since the beginning of human civilization. It is a sensitive factor of the human nature in the context of moving to survive, explore and to know the unknown. In the early times, they started travelling as nomads in search of prey and foods. Later, the development of the agriculture activities created a base of the movements of people as a traveler. Then the movement of industrial revolution made travelling prominent to various destinations. It made the traveler's lifestyle easier and safer to realize their tourism activities.

In India, we see the origin of the concept of tourism in sanskrit literature.

It has given us three terms derived from the root word "Atana": means going out.

- a) Tirthatana: It means going out and visiting places of religious merit.
- b) Paryatana: It means going out for pleasure and knowledge.
- c) Deshatana: It means going out of the country primarily for economic gains.

There are two important components that make up tourism: 1. The practice of travelling for pleasure and 2. The business by providing tours and services for persons travelling.

Scope of tourism: Tourism is considered as one sector that shall propel growth, contribute foreign exchange, enhance employability and result in community development. As on one hand tourism is seen as an economic option and on the other side the greater social and human effect. There is a vast scope for tourism in India. Tourism is one such industry even though it is relatively new than the others but is growing and expected to do well in the coming years as well. 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, leisure, recreation sports and cultural industries are some of the contributors to the industry.

Tourism sector has created around 11 million jobs and has the potential to create another 37 million jobs in the future. Although the future of the industry is quite bright but still there is a lot of development in terms of infrastructure and skilled personnel needed.

Career Options:

There are many options to venture into the sector and to be a part of the tourism sector; either public and private or both like PPP. The following are some of the profiles one can look into:

Tourism Department: There are jobs such as reservation and counter staff, sales and marketing staff, tour planners and tour guides working with the department. There is also the requirement of information assistants at the office of the tourism departments who are selected through competitive examinations held by the Staff Selection Commission. The option of working as a Guide is also listed under the tourism department as the Ministry of Tourism recognizes three types of guides; regional, state and local.

Airlines: One can opt between being the ground staff or in flight staff. Apart from working as Airhostess/ Stewards, you can look into the option of Traffic Assistants, Reservation and Counter Staff, etc who are working with the airlines.

Hotels: The Hotel Industry being a service industry, serves the basic requirement of food and accommodation. One can choose from Operations, Front office, Housekeeping, Food and Beverages, Accounting, Engineering/ Maintenance, Sales, Public relations and Security, etc as one of the many departments in hotels to work with.

Tour operators: They are the ones who help to organize tours to the various tourist spots and manage the travel and staying of the tourists.

Travel Agents: Travel agents evaluate the requirements of tourists and businessmen and help them make the best possible travel arrangements from the present available. Many resorts, travel groups use travel agents to promote their tour packages among travelers and potential travellers.

Transport: Apart from airlines, travelers require rail, coach operators, car hire companies to go from one place to another - by air, road, rail, sea etc. Due care must be taken while handling the transportation.

Employment Opportunities in Tourism Industry:

The tourism industry can be divided into five career areas: Accommodation,

Food and Beverage services, Recreation and Entertainment, Transportation and Travel services. All of these areas involve providing services to people who visit from other parts of the country and the world.

Government Sector:

CENTRAL GOVERNMENT (Through UPSC or SSC Selections)

Assistant Director of Tourism

Tourism Information Officers

ITDC Executives and other menstrual staff

Tour Planners & Tourist Guides

Academic Positions (IITM, NITHM, IIHM & Central Universities)

Accountants

STATE GOVERNMENT (Direct Recruitment)

District Tourism Officers

Assistant Tourism Officers

APTDC Executive Manager

Academic Positions (Universities & Colleges)

Project Engineers at DOT & APTDC

Accountants

PRIVATE SECTOR

Travel Agent in Travel Agency

Tour Operator

Receptionists

Sales Co-Ordinators

Tourism Information Officers / Counselors

Food & Beverage Manager in Hotels

Team Leader Accountant & other Accountants

Tourist Guides

Special Executives in Banks

Transport Operator

Adventure Tour Operator

Event Planner

Guest Service Supervisors in Hotels

Head Chef

Convention Centre Executive Director

There is a ample scope for the varied mobility for the tourism and travel course student. A candidate can rise from trainee/apprenticeship position to the level of assistant supervisor, executive assistant manager, manager, and divisional heads. In Government positions, a student could move from the level of information assistant to assistant director to director.

1.7: Other Definitions regarding Tourism Aspects:

1. **Attractions:** Travel industry marketers use to refer to products that have visitor appeal like museums, historic sites, performing arts institutions, preservations , theme parks, entertainment and national sites.
2. **Culture:** The sum total of knowledge, attitudes, beliefs and customs to which people are exposed in their social conditioning.
3. **Domestic Tourism:** Tourism where the residents of a country take holidays as business trips wholly within their own country.
4. **Destination:** The country, region or local area in which the tourist spends his or her holiday.
5. **Excursionists:** People who take leisure trips which last one day or less and do not require an overnight stay away from home.
6. **International tourism:** Those tourist trips where residents of one country take holidays or business trips to other countries.
7. **Intangibility:** The characteristic of a service by which it has no physical form and cannot be seen or touched.
8. **Leisure:** Leisure is considered to be free time in other words, the time which is not devoted to work or other duties. However, some people also use the term to describe an industry which provides products and services for people to use in their spare time.

9. **Motivation:** Those factors which make tourists want to purchase a particular product or service.

10. **Package:** A fixed price salable travel product that make it easy for a traveller to buy and enjoy a destination or several destinations. Packages offer a mix of elements like transportation, accommodation, restaurants, entertainment, cultural activities, sightseeing and car rental.

11. **Seasonality:** The distribution over time of total demand for a product or destination, usually expressed in terms of peak off-peak seasons to distinguish between those times when demand is higher than average and vice versa.

12. **Tourism:** The practice of touring or travelling for pleasure or recreation and the guidance or management of tourist as a business.

13. **Tour operator:** An organization which assembles ‘package holidays’ from components provided by other sectors such as accommodation and transport.

These packages are then sold to tourists usually through travel agents.

14. **Tourist:** A temporary visitor staying at least 24 hours in the country visited and the purpose of whose journey can be classified under one of the following heading (i) leisure (ii) business, family mission, and meeting.

15. **Travel Agent:** An individual who arranges travel for individuals or groups. Travel agents may be generalists or specialists. The agents receive a 10 to 15% commission from accommodations, transportations companies and various attractions for coordinating to booking of the travel. They typically coordinate travel for their customers at the same or lower cost than if the customer booked the travel on his / her own.

16. **Tourist product:** A sum total of a country’s tourist attraction, infrastructure and tourist services which hopefully result in consumer satisfaction.

17. **Visitor:** A widely used term for someone who makes a visit to an attraction.

Visitors are not all tourists in the technical sense in that they all will not spend at least one night away from home.

Summary: Tourism is travel and visiting places for pleasure, often involving sightseeing and staying in overnight accommodation. Regarded as an industry, tourism can increase wealth and employment opportunities in an area of tourist spot. Travel and Tourism has come to occupy a prime position in the world and according to the global changes, the tourism industry has got the remarkable changes, where we have various types, forms of tourism and trends of tourists. This unit also contained the World and India tourism, historical developments which show its grand historical past.

Short Answer Type Questions

1. Define tourism.
2. What is culinary tourism?

Long Answer Type Questions

1. Write in detail about the nature and scope of tourism.
2. Explain the difference between tourist and traveler.

UNIT: 2**ROLE OF TOURISM****STRUCTURE:**

2.1: Introduction to Role of Tourism

2.2: Income Generation

2.3: Employment Generation

2.4: Exchange of Cultures

2.5: Engine for society development

2.1: Introduction to Role of Tourism:

Tourism is now one of the world's largest and fastest growing economic sectors. For many countries tourism is seen as a main instrument for regional development, as it stimulates new economic activities. Tourism may have a positive economic impact on the balance of payments, on employment, on gross income and production, but it may also have negative effects, particularly on the environment. Unplanned and uncontrolled tourism growth can result in such a deterioration of the environment that tourists growth can be compromised. The environment, being the major source of tourist product, should therefore be protected in order to have further growth of tourism and economic development in the future. This is especially true with regard to tourism based on the natural environment as well as on historical-cultural heritage. In the modern world, tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows actively affect various sectors of economy, which positively contributes to the development of own tourist industry.

2.2: Income Generation:

Throughout the world, tourism brings money to cities and countries. This also provides jobs for the local residents, further benefiting the destination. India has realized the profits available in this sector and was successful in promoting itself as a culturally rich and diverse nation which boosted its growing economy. India's tourism industry now brings billions of dollars into the economy each year. The growth in the tourism industry is due to the arrival of more and more foreign tourists and the increase in the number of domestic tourists. Andhra Pradesh is one of the leading state in the country in attracting maximum number of domestic tourists. The state has a large coast line of nearly 974 kms, temple destinations, lush green forests and spicy cuisine which have led to increase in domestic tourism significantly in the last few years.

There are very few words to explain the beauty of India. India is a country with diversified culture and traditions. The natural beauty of India, festivals, dresses, heritage sites of India are very popular among tourists. These things fascinate travelers to come here and increase income. India has so many scenic beauty places like Kerala, Darjeeling, Goa, Kashmir, Shimla, Manali etc. These places are very popular and are prime attraction of travelers from across the world and considerable income generators.

Domestic tourism continued to grow at a double-digit rate since 2012. The growth was driven by rising numbers of people travelling across the country for pilgrimage, wildlife, sightseeing, photography and adventure sports holidays. Some of the other factors also include wider economic growth of the country, rising disposable incomes, formal employment with leave entitlements etc. Domestic tourism also witnessed growth due to increased marketing efforts through television commercials, tour operators and agents of various states

highlighting the best tourism experiences on offer. Domestic tourism is expected to grow at a CAGR of 11% in the forecast period in terms of number of trips. The number of holiday takers overall is expected to increase at a CAGR of 5%, boosting domestic tourism. Additionally, disposable incomes will rise, enabling locals to take more trips annually. Furthermore, the weakness of the Indian rupee against the dollar and other currencies will encourage locals to take trips within the country, where their purchasing power will be stronger.

Travel and tourism play an important role in India's economy; compared with other nations, India ranks 14th in the world in terms of its tourism sector's contribution to the GDP. The World Travel and Tourism Council predict India will sustain the fifth largest amount of growth in the tourism sector of any country. Tourism offers direct and indirect aid to a nation's economy. Direct benefits include economic support for hotels, retail shops, transportation services, entertainment venues and attractions, while indirect benefits include government spending on related infrastructure, plus the domestic spending of Indians employed in the tourism sector. The share of Travel & Tourism spending or employment in the equivalent economy widely published in the national income accounts or labour market statistics

2.3: Employment Generation:

Tourism is one of the main economic engine of nation with 8.9% of total employment generation since 2013. Tourism can only flourish if the industry can employ qualified staff or sustainable workforce which is the heart for excellent and prompt service delivery system. Tourism and hospitality creates diversified employment opportunities in different sectors like accommodation, food and beverage establishments, transportation services, travel agencies, tour operation companies, natural and cultural attraction sites. Concerned stakeholders including, academicians, policy makers and business owners of tourism and hospitality shall take actions to bring sustainable work force for the development of tourism and hospitality sectors.

Worldwide tourism industry has been considered as the second largest employer amongst other significant sectors contributing to economic growth. It is having a close connection with employment generation and economic growth. When a country moves forward socially and economically, a need for expansion of employment avenues also grows simultaneously. Hence, Tourism Sector has a tremendous potential, especially in India, for development. The industry extends its territory by launching multifarious allied projects such as setting up of parks, sports clubs, hotels and restaurants, transport operations etc.,

Tourism and hospitality industries create many employment opportunities in different areas like accommodations, transportation, attractions sites etc. Therefore, the availability of skilled and trained manpower is a crucial element in the success of any tourism development plan or programme. Tourism can only flourish if the industry can employ an adequate supply of good quality staff or sustainable workforce. Based on the involvement or contribution tourism supply side, employment opportunities in tourism and hospitality sectors can be created either directly or indirectly. Direct employment opportunities are the total number of job opportunities supported by directly in travel and tourism. For example employment by hotels, restaurants, travel agencies, tourism information offices, museums, protected areas such as national parks, palaces, religious sites, monuments, aircrafts, cruise lines, resorts or shopping outlets, souvenirs, photography, sightseeing tours, farmhouses, bed and breakfast, rural inns and guest houses, local transportation (state owned airlines and railways, private transport facilities), Guides, cooks and scouts.

Tourism and hospitality also supports indirect employment in activities like restaurant suppliers, construction companies that build and maintain tourist facilities, as well as necessary infrastructure, aircraft manufacturers, various handicrafts producers, marketing agencies, accounting services, which are more or less dependent on the companies providing direct employment for their revenues.

2.4: Exchange of Cultures:

Culture is about how people interact as observed through social interactions, social relations and material artifacts. Cultural impacts of tourism refer to changes in the arts, artifacts, customs, rituals and architecture of a people.

The socio-cultural impacts of tourism are mainly the effects on host communities of direct and indirect relations with tourists and of interaction with the tourism industry. The interaction of the two groups will be a major issue in affecting the types of impacts. Host communities often are the weaker party in interactions with their guests and service providers, leveraging any influence they might have. These influences are not always apparent, as they are difficult to measure, depend on value judgments and are often indirect or hard to identify.

Tourism is also a force for peace. Travelling brings people into contact with each other and as tourism has an educational element, it can foster understanding between peoples and cultures and provide cultural exchange between hosts and guests. Because of this, the chances increase for people to develop mutual sympathy and understanding and to reduce their prejudices.

Tourism also strengthens communities by adding vitality to communities in many ways. Example is that events and festivals of which local residents have been the primary participants and spectators are often rejuvenated and developed in response to tourist interest. The jobs created by tourism can act as a vital incentive to reduce emigration from rural areas. Local people can also increase their influence on tourism development, as well as improve their job and earnings prospects, through tourism-related professional training and development of business and organizational skills.

Tourism also encourages civic involvement and pride. It helps to raise local awareness of the financial value of natural and cultural sites and can stimulate a feeling of pride in local and national heritage and interest in its conservation. More broadly, the involvement of local communities in tourism development and operation appears to be an important condition for the conservation and sustainable use of biodiversity.

2.5: Engine for the development:

The growth in tourism sector is expected to rise further in the coming decades as the sector is expanding fast thereby contributing to the economic sector as well. Several establishments are included in the tourism industry whose products are mainly sold to visitors, although they do not form a major share of tourist consumption. In this category several sectors related to infrastructure like power, telecommunication, roads, supply of water and some production sectors like sports related equipment, materials needed for photography, medicines and cosmetics etc. are included. Besides all these services other components of infrastructure like airport, railways, waterways, roads and other amenities like electricity, supply of water, sewage drainage and other facilities like accommodation, recreational facilities, restaurants and shopping facilities etc. are also an important part of tourism infrastructure. As all these components create the foundation of tourism industry the Government of India and Ministry of Tourism with the help of State and U.T. Governments are launching and developing various development schemes to improve the present situation of infrastructure in India and in turn developing the society.

In this 21st century, tourism has been gaining momentum and total revenues from tourism activities have reached several billion dollars. So it is evident that

1. Compared to other industries, it has a superior capacity to distribute wealth and promote regional development,
2. It has a high multiplier effect,
3. 3. It generates a varying consumption of goods and services.

Tourism activities take place in a natural and manmade environment, which is extremely complex. The manmade environment consists of economic, social and cultural processes and the natural environment is made up of the natural landscape, climate, flora and fauna present in a certain space. Unfortunately, for many communities the change equals with the loss of local traditions and values by replacing them with a false rural culture.

In rural areas, land and coastal areas are purchased by developers / investors, who transforming and fishing communities in tourist resorts, replacing farms and forests with apartments or shopping centers. Modern hotels, highways and recreation centers have no local charm. All the resources that have attracted tourists in the beginning - the beauty of the landscape, peace and tranquility – are continuously eroded by tourism development and the rapidly increasing pace of life. Today, tourists experience fishing on

"authentic boats", while fishermen work in supermarkets. This situation causes a fracture between the locals and the sociocultural environment. Also contributing to the growing number of tourists and the new technology and modern life.

In the cities and urban concentrations, the response to consumerism is the emergence of a growing number of stores or shopping centers in central areas. The transformation of spaces into tourist attractions. Through this process, a general feeling of security was created with an excessive control combined with increased attention. Security cameras are installed, alarm systems are engaged and security services are hired to ensure that tourists are not bothered by the negative realities such as poverty, begging, social issues or ecosystem degradation. The less beautiful face of the world has no place in this controlled environment.

Advantages and Disadvantages of Tourism**Advantages of Tourism**

1. Tourism is the best source of revitalization
2. It is available for all sections of the people
3. It is the best source of foreign exchange
4. It creates unity through socialization
5. It promotes the culture of a country
6. It improves infrastructure
7. Regions get a face lift
8. Economy of a country improves
9. It helps to settle the Balance of Payments (BOP)
10. It creates job opportunities
11. It initiates new ventures
12. It is one of the easiest business propositions

But whenever some advantages are cited there are bound to be disadvantages too. Some of them are highlights here.

Disadvantages of Tourism

1. In the wake of job opportunities, cheap labour and child labour are created.
2. Under the cover of satisfaction for tourists some base instincts such as sex tourism is promoted.
3. In the light of business competition, unhealthy trends are floated.

4. In the development of newer motivations, lifestyle of some tribal people is affected.
5. In the event of development of infrastructure, Ecological resources are destroyed.
6. In the enthusiasm of tourists, the routine life of wild animals are dislodged.

Summary:

Tourism is a global phenomenon. It is the world's largest and fastest growing industry. Tourism is also an important catalyst in the socio-economic development in the modern times, contributing in multiple ways and strengthen the interconnected process. Tourism have been playing a vital role in a country, state or region, while often portrayed as panacea for many evils such as under development, unemployment, poverty eradication, social discrimination and so on. In tourism industry, various advantages are quite high rather than disadvantages and the industry provides different socio-economic, cultural and environmental benefits to society.

Short Answer Type Questions

1. Write any one disadvantage of Tourism.
2. Write any two benefits of Tourism.

Long Answer Type Questions

1. Describe the role of tourism in Income generation.
2. Explain the role of tourism in exchange of cultures.

TOURISM AS AN INDUSTRY

STRUCTURE:

3.1: Tourism and Entrepreneurship

3.2: Role of Government towards Tourism

3.3: Sub sectors of Travel

3.4: Hospitality

3.5: Entertainment and Shopping

3.1: Tourism and Entrepreneurship:

Entrepreneurship is a purposeful activity to initiate, maintain and develop a profit-oriented business.

The role of entrepreneurs in the development of a tourist destination arises when visitors begin to increase their visits to a destination and locals see the need to provide services which the visitor needs and reap the economic opportunities through this.

Linkage between entrepreneurship and tourism is inseparable. Local entrepreneurs are more prevalent at involvement stage. Migrant entrepreneurs are found at consolidation stage and have a more significant impact at the decline or rejuvenation stage. Entrepreneurial behavior such as that described above might induce turning point in the evolution of tourism at any stage throughout the development cycle.

Entrepreneurship is a critical component in the development process and is one valid approach to developing human capital, encouraging self-reliance and creating a sense of well-being among the people. If entrepreneurship is to assist development, then it ought to be a vibrant activity where by new

combinations are being achieved and where new markets are explored not just benign ownership/management that is overly dependent on the government.

Tourism can facilitate the development of an entrepreneurial class. The participation of the local population in the tourism industry contributes to the balanced development of both the industry and the nation. Indeed the future of the tourism industry in any area may depend on the development of a vibrant and innovative group of entrepreneurs who will be able to effectively respond to the opportunities and challenges of the industry.

There are three ways by which a tourism entrepreneur can be a change catalyst in tourism industry.

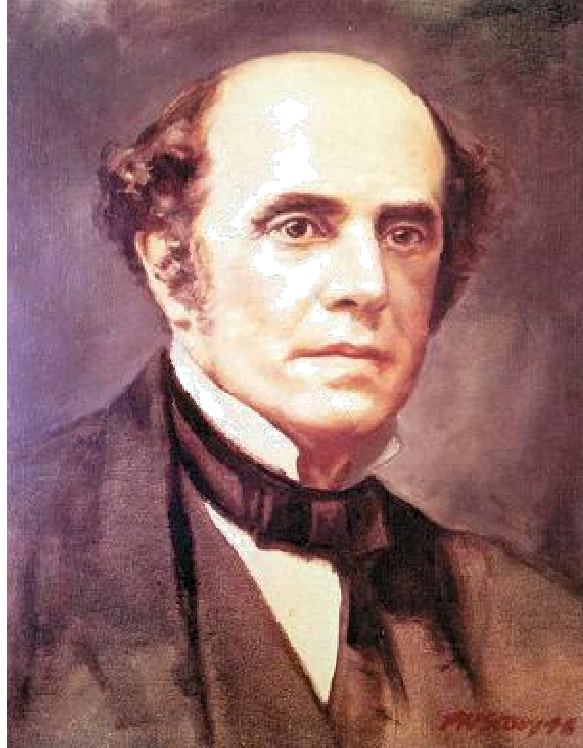
Firstly, by coordinated management of externally generated emergencies, he may diminish his competition.

Secondly, by superior tactics he may induce crises for his competitors that render them less viable

and thirdly, by excessive expansion beyond the carrying capacity and environmental sustainability limits.

THOMAS COOK:

Thomas cook has undoubtedly been the most significant global entrepreneur in the tourism industry, often called as the '**father of mass Tourism**'; he is a powerful model for tourism entrepreneurs. He brought change, economic vitality and new social and cultural standards for tourism industry.



Thomas Cook

Cook spotted the opportunity to uniquely combine a number of concepts thus filling the gap in the market and doing so creating further needs which he set about addressing. He not only valued the new opportunities for rational recreation that were offered to him but also how to make use of them.

Thomas Cook was a frontrunner of establishing tourism systems and made Mass Tourism possible in Italy. First, he introduced circular tickets that could be used in all Italian railways. These tickets allowed travel by train for a preset number of days along predetermined routes. Second, He designed a series of hotel coupons to complement circular tickets, which could be exchanged for lodging and meals at designated accommodations. Thirdly, he introduced the circular notes which could be changed at designated hotels, banks and tickets agents for Italian lire at a predetermined exchange rate.

Cook's introduction of tourism-specific currency facilitated easier and effective trips within Italy. Also, by introducing a widely dispersed coupon system, he

"helped to stabilize the burgeoning Italian economy not only by increasing the revenues from tourism but also by expanding the circulation of Italy's new currency, the lira." The coupon system spread rapidly and were well accepted throughout Italian cities. Furthermore, due to this system, middle class

Italians were able to travel more frequently and easily.

3.2: Role of Government towards Tourism:

The government of India has taken several steps for improving tourism in the country, following are the few important steps taken for the growth of the industry.

The first conscious and organized efforts to promote tourism in India were made in 1945 when a committee was set up by the government under the chairmanship of Sir John Sargent, the then educational advisor to the government of India. Thereafter, the development of tourism was taken up in a planned manner in 1956 coinciding with the second five year plan. The approach has evolved from isolated planning of single unit facilities in the second and third five year plan. The sixth five plan marked the beginning of a new era when tourism began to be considered as a major instrument for social integration and economic development. But it was only after the 80s that tourism activity gained momentum.

Indian Tourism Development Corporation Ltd (ITDC): This came into existence in October 1966 with the sole objective of developing and expending tourism infrastructure in the country and thereby promoting India as a tourist destination. Working on the philosophy of public sector, ITDC succeeded in achieving its objectives by promoting the largest hotel chain in India and providing all tourist services i.e. Accommodation, Catering, Transport, in-house Travel Agency, Duty Free Shopping, Entertainment Publicity etc. under a single window. It also offers consultancy services from concept to commissioning in the tourism field both for private as well as public sector.

National Tourism Policy: This was formulated in November 1982 and presented to the Parliament. The objective of the policy was to so develop tourism that it:

- **Becomes a unifying force nationally and internationally fostering a better** understanding.
- Helps preserving Indian Heritage and culture and projecting the same to the world.
- To bring socio-economic benefits in terms of employment, income generation, revenue generation and foreign exchange etc.
- Give direction and opportunity to the youth of the country to understand the aspirations and view point of others and help in developing national integration.
- Offer opportunities to the youth of the country, not only for employment but also for taking up activities for nation-building and character-building like sports, adventure activities.

•
Indian Institute of Tourism and Travel Management (IITTM): This was set up in January 1983 at New Delhi. This offers different level academic courses in tourism and travel management and related areas. It has embarked upon a series of alternative educational courses for supervisory and grass root level workers of the industry.

National Council for Hotel Management and Catering Technology [NCHMCT]: This was set up in 1984. It acts as an apex body to coordinate training and research in hotel and catering management with its head office in New Delhi. It is the main agency for planning and monitoring the activities of 15 institutes of Hotel Management and 15 food craft institutes. This ensures uniformity in academic standards and procedures for selection and admission of candidates for various courses conducted by these institutes.

Tourism Finance Corporation of India (TFCI): This is sponsored by IFCI

(Industrial Finance Corporation of India). TFCI was set up in April 1988 with a view to provide institutional assistance to tourism projects other than those in the accommodation sector. In addition to the above mentioned organizations at the central level, the state government and union territories have their own Department of Tourism, Tourism Development Corporations and other institutions or organizations formed for the purpose of helping the development of tourism industry in their areas. Besides these, various agencies such as Department of Archaeology, International Airport Authority of India, Indian

Airlines, Vayudoot, Indian Railways, Custom Department, Reserve Bank of

India, Forest Departments, Handloom and Handicrafts Boards and Corporations and Individual level agents , hotel and tour operators are engaged in the promotion of tourism in India.

The National Action Plan 1992: In 1992 a national action plan was announced which aims at -
Improvement of tourism infrastructure.

Developing areas on a selective basis for integrated growth along with marketing of destinations to ensure optimal use of existing infrastructure.

Restructuring and strengthening of the institutions for development of human resources.

Evolving a suitable policy for increasing foreign tourist arrivals and foreign exchange earnings.

Tourism policy: In 2002, the action plan was finally translated into a tourism policy and it officially became a joint central-state government concern.

The policy document attempted to establish tourism's great contribution in national development and its role as an engine of growth.

It suggested that tourism not only generates government revenue, foreign currency, but also provides an optimal use of India's scarce resources, sustainable development, high quality employment(especially to youngsters, women and disabled people), and finally peace, understanding, national unity and stability.

The policy aimed at increasing the number of domestic and international tourists. In order to do this, the government proposed to diversify the Indian tourism products and substantially improve the quality of tourism infrastructure, marketing, visa arrangements and air travel.

Incredible India: In 2002, Government of India launched an international marketing campaign named as Incredible India to promote tourism in India to global audience. This campaign projected India as an attractive tourist destination by showcasing different aspects of Indian culture and history like yoga, spirituality, etc. This campaign was conducted globally and received appreciation from tourism industry observers and travelers.

Atidhi Devo Bhava: In 2009, the Ministry of Tourism launched a campaign titled “Atithi Devo Bhava” to educate local population regarding good behavior and etiquettes while dealing with foreign tourists. Atithi Devo Bhava aimed at creating awareness about the effects of tourism and sensitizing the local population about preservation of India's heritage, culture, cleanliness and hospitality. It also attempted to re-instill a sense of responsibility towards tourists and re-enforce

the confidence of foreign tourists towards India as a preferred holiday destination. The concept was designed to complement the “Incredible India” Campaign.

Above mentioned are the few important measures taken by the Government of India to promote tourism in the country and apart from this the various state governments have taken several steps to improve tourism in their respective states.

3.3: Sub sectors of Travel:

The tourism industry is a combination of all sorts of businesses and people working together. The following are the sub-sectors of Travel.

- a) Travel agency and Travel Agent
- b) Tour operator
- c) Tourist information and guiding services
- d) Accommodation & catering
- e) Attractions
- f) Transportation

a) **Travel agency:** Travel agents are integral part in the whole system of travel & tourism agency. They are the suppliers of tourism-related services to the public and make travelling much more easier.

They are required to have a wide knowledge of the world, especially the popular destinations.

They will suggest you the best places to visit or where to have meetings depending on the type of tourist you are.

They can inform you about the destination's culture, rules, weather and other significant information you need to know.

They, themselves, go on trips and do all sorts of activities to learn about famous destinations.

They will handle all complaints and deal with unsolicited situations you run into.

b) **Tour operator:** A tour operator is in charge of arranging everything for customers like the transportation, accommodation facilities and so on. They make contracts with the airline companies, transport companies and other tourism-related companies to put together all the different components that make up a holiday. A tour operator makes arrangements of the tour and combined them all into a package. The 'package' is then distributed to travel agents or directly to customers (via internet). While the travel agent suggests their clients with good places to visit and all sorts, a tour operator holds more responsibility and take care of all the preparations for the tourists from the beginning of the trip to the end. The fees of tour operators are apparently higher than travel agents due to taking many responsibilities.

c) **Tourist Information and Guiding Services:** Tourism is about visiting to places you're not familiar with, so tourists certainly need someone to guide them. For that reason, tourism information and guiding services are necessary in the tourism industry. Tour guides are people who accompany tourists at a destination, explaining them about the place, its culture and suggest them with suitable activities that can be done in the area. Moreover, there are TICs, tourist information centers, in destinations that provide a wide range of brochures, books and even maps to help inform the visitors about the area.

d) **Accommodation & Catering:** People travelling from place to place need a place to sleep and rest. Therefore, accommodation is a significant component of tourism. There are many types of accommodation which give visitors with options to choose from, depending on their budget, requirement and interests.

Types of accommodation

1. Hotel - high standards with dining services
2. Motel - mainly for car travelers with safe parking site. (located near roads)
3. Guesthouse - not as big as hotels & motels. Decent standard with dining services
4. Hostel - simple accommodation, cheap and offers cooking facilities

5. Bed and breakfast - accommodation services at a private place. (farm house or an apartment)

e) **Attractions:** Attractions are a huge part of tourism. They are places that draw visitors to the destinations and offer leisure, amusement and knowledge. These attractions are often appealing to people in different ways like its historical importance, culture value, or even beautiful landmarks of a place.

There are several types of attractions but they can be broadly divided into two.

Natural:



Mount Everest

Man-Made



Taj Mahal

f) **Transportation:** Improvements in transportation facilities can encourage more people to travel since it makes it easier to go to places. There are lots of different transport options and the tourists will choose the one which meets their requirements. Choice of transportation can be made according to their budget and interests as well.

Types of Transportation

1) Rail Transport: Safe & inexpensive, requires no long check-ins and there are no baggage charges.



2) Air Transport: This has both scheduled/chartered flights. This attract both business & leisure passengers



3) Water Transport: This consists of Ferry Operators & Cruise Companies



4) Coach Transport: This is for both domestic and international tours



5) Car Transport: This can be hired independently or reserved with agents. This mode is popular with independent travelers.



3.4: Hospitality

Hospitality refers to the relationship between a guest and a host, wherein the host receives the guest with goodwill, including the reception and entertainment of guests or visitors. Hospitality ethics is a discipline that studies this usage of hospitality. Hospitality is derived from the Latin word hospes, meaning, "guest", or "stranger". Hospes is the root word for the English words host, hospitality, hospice, hostel and hotel.

In India hospitality is based on the principle “Atithi Devo Bhava”, meaning "The Guest is God". This principle is shown in a number of stories where a guest is revealed to be a god who rewards the provider of hospitality.

From this stems the practice of graciousness towards guests at home and in all social situations.

Hospitality Industry: The hospitality industry is a broad category of fields within service industry that includes lodging, event planning, theme parks, transportation, cruise line and additional fields within the tourism industry. The hospitality industry refers to everything from short term sofabed lets to star rated hotel & restaurant.

This is a multibillion-dollar industry that depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or an amusement park consists of multiple groups such as facility maintenance and direct operations (servers, housekeepers, porters, kitchen workers, bartenders, management, marketing, and human resources etc.).

Usage rate and vacancy rate, is an important variable for the hospitality industry. The owners of restaurants, hotels and theme parks seek to maximize the number of customers they "process" in all sectors. This led to formation of services with the aim to increase usage rate provided by hotel consolidators. Information about offered products are advertised in business networks used by vendors as well as purchasers.

A very important point is the characteristics of the personnel working in direct contact with the customers. The authenticity, professionalism and actual concern for the happiness and well-being of the customers that is communicated by successful organizations is a clear competitive advantage.

3.5 Entertainment and Shopping

Tourism is a vast sector which has with various branches. There are companies and sectors that benefit directly and indirectly from this large sector both in the long and short run, these sectors rely on the inflow of tourists or foreigners from other countries to keep their business moving. Entertainment plays an important role in the tourism industry. Many tourists on holiday trips across the globe and away from their familiar region always depend on the entertainment sector of the tourism industry to give them a memorable and pleasurable holiday.

The entertainment sector which is the main focus of the research could also be categorized into different segments:

a) Theme Parks

b) Amusement Parks

c) Casinos

d) Cinemas

e) Sports and Games

a) **Theme Parks:** This aims to create an atmosphere of another place and time and usually concentrates on one dominant theme, around which architecture, landscaping and different facilities for entertainment, distraction, recreation, or physical activities, such as rides, shows, food service and merchandise, are available. These are majorly child-friendly, which makes them interesting places for families to visit and they are usually filled with numerous exciting rides, a carnival atmosphere and several cartoon and movie characters.

b) **Amusement Parks:** These are one form of entertainment for numerous tourists. These are set just to amuse guests. It has an array of rides and games which attract tourists. These also cater for family attractions, especially for children.

c) **Casinos:** These are places where people play games for entertainment. Casino games are part of attractions that make tourists travel across the globe to be entertained and are seen in so many bars, cafes and cities around the world. It's an enormous investment which gives return to the economy as a whole and also helps in employment of labour. This entertainment trend is continuing as more and more people visit the casino world.

d) **Cinemas:** These are another form of entertainment centers which attracts lots of interest from tourists. Movie premiers, artistic displays and presence of famous actors and actresses to support their movies at the cinema centers attracts lots of people.

e) **Sports:** Sporting events like the World Cup, Olympic Games and the World Athletics Championship are all few examples of mega sporting events. They are

grouped under entertainment tourism because of the euphoria and the influx of tourist from different parts of the world to the venue.

The whole entertainment industry attracts a lot of tourists seeking to have a fun time around the world. The synchronization of entertainment sector, hotels/ accommodation sector and transportation sector works together in an interwoven pattern. The revenues from these sectors increase whenever a major event is been hosted or at any destination synonymous for entertainment offers.

Furthermore, numerous club managers and entertainment outfit managers have realized the impact and importance of attracting wide varieties of tourist from different backgrounds to their business, so they increase the horizon on marketing and branding their product and services with focus on what they have to offer to their customer and how it has an edge over a competing brand.

SHOPPING :

This is a part of the travel experience and also the primary focus of travel.

Major motivation for a leisurely travel trip by the tourists for the shopping is found. Tourists look for exciting opportunities to shop while travelling. Some destinations provide special tourist shopping activities for tourists to shop for goods. For many tourists, shopping is one priority when they travel. Shopping is a major tourist activity with a high percentage of participation. Shopping ranks as the top participation activity for Asian people which indicate that the demand for shopping is high for asian tourists.

The concept of shopping tourism: There are several factors that have led to the recognition of shopping tourism as a concept. Influencing factors for shopping while tours are as follows

- ☐ An enjoyable experience ☐
- ☐ Meeting a social need ☐
- ☐ As a motive to travel ☐
- ☐ The leisure destination ☐
- ☐ Specialty shopping ☐

India as a shopping destination: The important shopping destinations of India are Delhi, Kashmir, Rajasthan, Madhya Pradesh, Bombay, Kerala and Hyderabad and others.

Shopping festival: Shopping festivals are created by countries to help with the economic growth by providing good quality products and services. Tourists from all over the world come to shopping festivals in Hong Kong and Dubai etc.

Shopping festivals thus have become big attractions of tourist destinations.

There are a number of shopping festivals that cater to the different needs of the shopper's worldwide. There are various shopping festivals held at different seasons in nearly every part of the world. This way, goods and commodities from every region comes within reach. If you have a liking for a particular thing, you need not go that region and buy it. Thus tourists also engage in shopping activities with shopping festivals.

Economic impact of shopping tourism: Shopping tourism generates a significant amount of spending in the destination. Shopping play a crucial role in a regional economy as they provide high visibility for commercial exchanges and these imported dollars often provide the additional revenue needed for local businesses to remain financially viable. Shopping tourism has a huge impact on the economy of a destination. With the growing trend of shopping tourism many countries have felt the need of making more developed shopping malls and shopping centers which lead to high visibility for Commercial exchanges and sustain a number of jobs directly and indirectly in regional economies. Apart from it, in the context of India shopping provides a boost to the handicraft industry. India has a large variety of handicrafts which tourists like to purchase on their visit to take back as mementos or souvenirs. This leads to improvement in the living condition of the handicraft industries. When a tourist comes to a destination especially during the shopping festival season

it also leads to growth in the other infrastructure such as hotels, transportation, food etc.

It is clear that shopping is an integral part of tourism and has become a tourism activity in its own right. An understanding of tourists shopping behavior is vital if destination stakeholders are to satisfy their needs and expectations, thereby ensuring customer satisfaction. The economic importance of shopping tourism cannot be underestimated. This trend of shopping as leisure has increased the number of participants and over the years it has developed into important travel form of tourism for shopping with venues and seasons in peak or out of peak which is known worldwide.

Summary: Entrepreneurship is a purposeful activity to initiate, maintain and develop a profit-oriented business. Government always plays key role in encouraging entrepreneurship. Through increased role of government in this sector correspondingly there will be increasing trend observed in entertainment, shopping and hospitality. All these factors finally increase the number of tourists and in turn the economies of either state or nation.

Short Answer Type Questions

1. Define Entrepreneurship.
2. Who is Thomas Cook?

Long Answer Type Questions

1. Write in detail about the role of government in tourism.
2. Explain about various sub sectors of travel.

GLOBAL TOURISM ORGANIZATIONS

STRUCTURE:

4.1: WTO

4.2: IATA

4.3: PATA

4.4: ICAO

4.1: WTO (World Tourism Organization):

The World Tourism Organization (UNWTO) is the United Nations 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 and 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.

Members:

UNWTO includes 156 countries, 6 territories and over 500 affiliate members representing the private sector, educational institutions, tourism associations and local tourism authorities. Its headquarters are located in Madrid. The objectives of the UNWTO are to promote and develop sustainable tourism to contribute to 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.



UNWTO headquarters, Madrid

History:

Origin of UNWTO dates back to 1920 when the International Congress of Official Tourist Traffic Associations (ICOTT) was formed at The Hague. Some

claim that the UNWTO originated from the International Union of Official Tourist Publicity Organizations (IUOTPO), although the UNWTO states that the ICOTT became the International Union of Official Tourist Publicity Organizations first in 1934.

Following the end of the Second World War and with international travel numbers increasing, the IUOTPO restructured itself into the International Union of Official Travel Organizations (IUOTO). A technical, non-governmental organization, the IUOTO was made up of a combination of national tourist organizations, industry and consumer groups. The goals and objectives of the IUOTO were to not only promote tourism in general but also to extract the best out of tourism as an international trade component and as an economic development strategy for developing nations.

Towards the end of the 1960s, the IUOTO realized the need for further transformation to enhance its role on an international level. The 20th IUOTO general assembly in Tokyo, 1967, declared the need for the creation of an intergovernmental body with the necessary abilities to function on an international level in cooperation with other international agencies, in particular the United Nations. Throughout the existence of the IUOTO, close ties had been established between the organization and the United Nations (UN) and initial suggestions had the IUOTO becoming part of the UN. However, following the circulation of a draft convention, consensus held that any resultant intergovernmental organization should be closely linked to the UN but preserve its "complete administrative and financial autonomy". It was on the recommendations of the UN that the formation of the new intergovernmental tourism organization was based.

Resolution 2529 of the XXIVth UN general assembly stated: In 1970, the IUOTO general assembly voted in favor of forming the World Tourism Organization (WTO). Based on statutes of the IUOTO, and after ratification by the prescribed 51 states, the WTO came into operation on November 1, 1974.

In 2003, the WTO general council and the UN agreed to establish the WTO as a specialized agency of the UN. The significance of this collaboration, WTO Secretary-General Mr. Francesco Frangialli claimed, would lie in "the increased visibility it gives the WTO, and the recognition that will be accorded to it. Tourism will be considered on an equal footing with other major activities of human society".

In 2004, UNWTO established the World Committee on Tourism Ethics, the implementation body for the Global Code of Ethics for Tourism (adopted in 1999). The Committee, whose members are elected due to their professional capacities rather than their nationalities or country affiliations, promotes and disseminates the Code and evaluates and monitors the implementation of its principles. The Committee was permanently headquartered in Rome in 2008.

Taleb Rifai of Jordan became UNWTO Secretary-General in 2010. Under his mandate the Organization introduced Hotel Energy Solutions (HES), a web-based tool to help hotels reduce their carbon footprint whilst increasing profits, worked with Members on research on benefits of easing visa facilitation and forecast that in 2030 the number of international tourists would reach 1.8 billion.

In 2014 the 69th session of the United Nations General Assembly adopted by consensus the resolution entitled 'Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection'. This was followed in 2015 by the adoption of 2017 as the International Year of Sustainable Tourism for Development, "Recognizing the important role of sustainable tourism as a positive instrument towards the eradication of poverty, the protection of the environment, the improvement of quality of life and the economic empowerment of women and youth and its contribution to the three dimensions of sustainable development, especially in developing countries". The United Nations also recognized tourism in the

Sustainable Development Goals, approved at the same 70th Session of its General Assembly. Tourism is included as a target in Goals 8, 12 and 14.

Members:

As of July 2017, membership of the UNWTO included 156 states, six territories (Flemish Community (1997), Puerto Rico (2002), Aruba (1987), Hong Kong (1999), Macau (1981), Madeira (1995)), and two permanent observers

(Holy See (1979), Palestine (1999)). Seventeen state members have withdrawn from the organization for different periods in the past: Australia, Bahamas, Bahrain, Belgium, Canada, Costa Rica, El Salvador, Grenada, Honduras, Kuwait, Latvia, Malaysia, Myanmar, Panama, Philippines, Qatar, Thailand, United Kingdom and Puerto Rico (as an associate member). The Netherland Antilles was an associate member before its dissolution.

Non-members are: Antigua and Barbuda, Barbados, Belgium, Belize, Comoros, Denmark, Dominica, Estonia, Finland, Grenada, Guyana, Iceland, Ireland, Kiribati, Latvia, Liechtenstein, Luxembourg, Marshall Islands, Micronesia, Nauru, New Zealand, Palau, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Samoa, Singapore, Solomon Islands, Somalia, South Sudan, Suriname, Sweden, Tonga, Tuvalu, United Kingdom, and United States.

The United Arab Emirates (UAE) rejoined the organization in May 2013, 26 years after having left UNWTO. Additionally and uniquely for a United

Nations specialized agency, UNWTO has over 500 affiliate members, representing the private sector, educational institutions, tourism associations and local tourism authorities, non-governmental entities with specialised interests in tourism, and commercial and non-commercial bodies and associations with activities related to the aims of UNWTO or falling within its competence.

List of Secretaries-General

Name	Years of Tenure
Robert Lonati	1975–1985
Willibald Pahr	1986–1989
Antonio Enriquez Savignac	1990–1996
Francesco Frangialli	1997–2009
Taleb Rifai	2010–2017
Zurab Pololikashvili	2018

Structure of UNWTO:

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 organ of the General Assembly.

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.

Committees: Specialized committees of UNWTO members who will advise on management and programme content. These include: the Programme

Committee, the Committee on Budget and Finance, the Committee on Statistics and the Tourism Satellite Account, the Committee on Market and Competitiveness, the Sustainable Development of Tourism Committee, the World Committee on Tourism Ethics, the Committee on Poverty Reduction and the Committee for the Review of applications for affiliate membership.

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, Zurab Pololikashvili, who supervises about 110 full-time 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.

The official languages of UNWTO are Arabic, English, French, Russian and Spanish.

4.2: IATA: (INTERNATIONAL AIR TRANSPORT ASSOCIATION)

The International Air Transport Association is a trade association of the world's airlines. Consisting of 278 airlines, primarily major carriers, representing 117 countries, the IATA's member airlines account for carrying approximately 83% of total Available Seat Kilometers air traffic. IATA supports airline activity and helps formulate industry policy and standards. It is headquartered in Montreal, Quebec, Canada with Executive Offices in Geneva, Switzerland.

History: IATA was formed in April 1945 in Havana, Cuba. It is the successor to the International Air Traffic Association, which was formed in 1919 at The Hague, Netherlands. At its founding, IATA consisted of 57 airlines from 31 countries. Much of IATA's early work was technical and it provided input to the newly created International Civil Aviation Organization (ICAO), which was reflected in the annexes of the Chicago Convention, the international treaty

that still governs the conduct of international air transport today. The Chicago Convention couldn't resolve the issue of who flies where, however and this has resulted in the thousands of bilateral air transport agreements in existence today. The benchmark standard for the early bilateral was the 1946 United States-United Kingdom Bermuda Agreement.

IATA was also charged by the governments with setting a coherent fare structure that avoided cut-throat competition but also looked after the interests of the consumer. The first Traffic Conference was held in 1947 in Rio de Janeiro and reached unanimous agreement on some 400 resolutions.

Aviation grew rapidly over the following decades and IATA's work duly expanded.

Priorities

Safety: This is the number one and prime priority for IATA. The main instrument for safety is the IATA Operational Safety Audit (IOSA). IOSA has also been mandated at the state level by several countries. In 2017, aviation posted its safest year ever, surpassing the previous record set in 2012. The new global Western-built jet accident rate became the equivalent of one accident every 7.36 million flights. Future improvements will be founded on data sharing with a database fed by a multitude of sources and housed by the

Global Safety Information Center. In June 2014 the IATA set up a special panel to study measures to track aircraft in flight in real time. The move was in response to the disappearance without trace of Malaysia Airlines Flight 370 on 8 March 2014.

Security: Security has become increasingly important following the September 11 attacks in 2001. Following a series of uncoordinated rules by different countries, the industry has developed a Checkpoint of the Future, which is based on risk assessment and passenger differentiation.

Simplifying the Business: This was launched in 2004. This initiative has introduced a number of crucial concepts to passenger travel, including the electronic ticket and the bar coded boarding pass. Many other innovations are being established as part of the Fast Travel initiative, including a range of self-service baggage options.

An innovative program, launched in 2012 is New Distribution Capability. This will replace the pre-Internet EDIFACT messaging standard that is still the basis of the global distribution system /travel agent channel and replace it with an XML standard. This will enable the same choices to be offered to high street travel shoppers as are offered to those who book directly through airline websites.

Environment: IATA members and all industry stakeholders have agreed to three sequential environmental goals:

1. An average improvement in fuel efficiency of 1.5% per annum from 2009 through 2020
2. A cap on net carbon emissions from aviation from 2020 (carbon-neutral growth)
3. A 50% reduction in net aviation carbon emissions by 2050 relative to 2005 levels.

At the 69th IATA annual general meeting in Cape Town, South Africa, members overwhelmingly endorsed a resolution on “Implementation of the Aviation Carbon-Neutral Growth (CNG2020) Strategy.” The resolution provides governments with a set of principles on how governments could: Establish procedures for a single market-based measure (MBM). Integrate a single MBM as part of an overall package of measures to achieve CNG2020. IATA member airlines agreed that a single mandatory carbon offsetting scheme would be the simplest and most effective option for an MBM.

Services:

- ☐ IATA provides consulting and training services in many areas crucial to aviation. ☐
- ☐ Travel Agent accreditation is available for travel professionals. Full accreditation allows agents to sell tickets on behalf of all IATA member airlines. ☐
- ☐ Cargo Agent accreditation is a similar program. ☐
- ☐ IATA also runs the Billing and Settlement Plan, which is a \$300 billion-plus financial system that looks after airline money. ☐
- ☐ And it provides a number of business intelligence publications and services. ☐
- ☐ Training covers all aspects of aviation and ranges from beginner courses through to senior management courses. ☐

Strategic Partners: IATA's Strategic Partners are aviation solution providers who, through their work with various IATA work groups, help build and maintain relationships with key industry stakeholders and work with IATA in serving the air transport industry

Standards: A number of standards are defined under the umbrella of IATA.

One of the most important that the transport of dangerous goods.

4.3. PATA (Pacific Asia Travel Association):

The Pacific Asia Travel Association (PATA) was founded in Hawaii, in 1951, with 44 members. PATA is a nonprofit travel industry association which promotes the Pacific Asian areas as travel and tourism destinations. PATA focuses its attention on travel opportunities in the member countries and develops awareness among the travel trade in tourism originating countries.

The headquarters of PATA is located at Bangkok. It maintains divisional offices in Sydney, Singapore, Monaco, and San Francisco.

Aims:

The main aim of PATA is to developing, promoting and facilitating travel to and within the Pacific areas of South East Asian regions. It primarily operates in the USA which is the world's biggest travel market.

The organization provides a meeting point for the people involved in all aspects of the travel trade from a large number of countries.

It focuses on travel opportunities in member countries and builds up greater awareness and specific contacts among the travel trade in countries from where the tourists originate.

PATA serves as a central resource for information and research, travel industry education and training and quality product development, with sensitivity of culture, heritage and environment.

Activities: The activities performed by PATA are as follows

- It provides information and practical assistance in the field of tourism
- It assists upcoming destinations to develop their infrastructure by providing expertise.
- It serves as a central source of information and guidance through its research and development, education and marketing council.
- It organizes an annual travel mart.

Membership:

There are over 2100 PATA members worldwide, working as travel industry organizations. It includes 101 government, state and city tourism bodies, 76 airlines and cruise lines and 2060 industry members from the Pacific Asia region.

The memberships are divided into the following nine different categories.

Active Government members: These are primary government organization sdesignated by the government of any nation.

Associated government members: The membership is given to organizations that are responsible for the domestic or overseas promotion of tourism.

Active carrier members: These are any government recognized or certified airlines, ship lines, etc which provide scheduled passenger services in pacific areas.

Associate Carrier members: The membership is for any government recognized passenger carrier. This does not provide common carriage as prescribed for active carrier members.

Active Industry members: This membership is for the hotel industry

Allied members: Allied members consist of travel agencies, tour operators, hotel representatives and firms, representing the various segments of pacific travel industry.

Affiliated Allied members: These are the branch offices of allied Members i.e. travel agencies or tour operators.

Associate members: These are individual operating organizations such as communication media, advertising, public relations and research agencies. All of them must have absolute interest in Pacific travel.

Sustaining members: These are the organization or individuals with cultural or commercial interest in tourism of pacific region.

PATA functions through pacific travel conferences and workshops, in marketing and research and development.

4.4. International Civil Aviation Organization (ICAO):

The International Civil Aviation Organization (ICAO), is a specialized agency of the United Nations. It codifies the principles and techniques of international air navigation and fosters the planning and development of international air transport to ensure safe and orderly growth. Its headquarters are located in the Quartier International of Montreal, Quebec, Canada.



ICAO World Headquarters, Montreal, Quebec, Canada

The ICAO Council adopts standards and recommended practices concerning air navigation, its infrastructure, flight inspection, prevention of unlawful interference, and facilitation of border-crossing procedures for international civil aviation. ICAO defines the protocols for air accident

investigation followed by transport safety authorities in countries signatory to the Chicago Convention on International Civil Aviation.

The Air Navigation Commission (ANC) is the technical body within ICAO. The Commission is composed of 19 Commissioners, nominated by the ICAO's contracting states, and appointed by the ICAO Council. Commissioners serve as independent experts, who although nominated by their states, do not serve as state or political representatives. The development of international Standards and Recommended Practices is done under the direction of the ANC through the formal process of ICAO Panels. Once approved by the Commission, standards are sent to the Council, the political body of ICAO, for consultation and coordination with the Member States before final adoption.

ICAO is distinct from other international air transport organizations, like the International Air Transport Association (IATA), a trade association representing airlines; the Civil Air Navigation Services Organization (CANSO), an organization for Air navigation service providers (ANSPs); and the Airports

Council International, a trade association of airport authorities.

Membership: As of November 2017, there are 192 ICAO members, consisting of 191 of the 193 UN members (all but Dominica, Liechtenstein), plus the Cook Islands.

Council:

The Council of ICAO is elected by the Assembly every 3 years and consists of 33 members elected in 3 categories. The present Council was elected on 4th October 2016 at the 39th Assembly of ICAO at Montreal.

The structure of the present Council is as follows:

PART I-(States of chief importance in air transport): Australia, Brazil, Canada, China, France, Germany, Italy, Japan, Russian Federation, United Kingdom and the United States.

PART II- (States which make the largest contribution to the provision of facilities for international civil air navigation): Argentina, Colombia, Egypt, India, Ireland, Mexico, Nigeria, Saudi Arabia, Singapore, South Africa, Spain and Sweden.

PART III - (States ensuring geographic representation): Algeria, Cape Verde, Congo, Cuba, Ecuador, Kenya, Malaysia, Panama, Republic of Korea, Turkey, United Arab Emirates, United Republic of Tanzania and Uruguay

Standards:

ICAO also standardizes certain functions for use in the airline industry, such as the Aeronautical Message Handling System (AMHS). This makes its standards. Each country should have an accessible Aeronautical Information Publication (AIP), based on standards defined by ICAO, containing information essential to air navigation. Countries are required to update their AIP manuals every 28 days and so provide definitive regulations, procedures and information for each country about airspace and airports. ICAO's standards also dictate that temporary hazards to aircraft are regularly published using NOTAMs.

ICAO defines an International Standard Atmosphere (also known as ICAO Standard Atmosphere), a model of the standard variation of pressure, temperature, density and viscosity with altitude in the Earth's atmosphere.

This is useful in calibrating instruments and designing aircraft.

ICAO standardizes machine-readable passports worldwide. Such passports have an area where some of the information otherwise written in textual form is written as strings of alphanumeric characters, printed in a manner suitable for optical character recognition. This enables border controllers and other law enforcement agents to process such passports quickly, without having to enter the information manually into a computer.

ICAO publishes Document 9303 Machine Readable Travel Documents, the technical standard for machine-readable passports. A more recent standard is for biometric passports. These contain biometrics to authenticate the identity

of travelers. The passport's critical information is stored on a tiny RFID computer chip, much like information stored on smartcards. Like some smartcards, the passport book design calls for an embedded contactless chip that is able to hold digital signature data to ensure the integrity of the passport and the biometric data.

ICAO is active in infrastructure management, including Communication, navigation and surveillance / Air Traffic Management (CNS/ATM) systems, which employ digital technologies (like satellite systems with various levels of automation) in order to maintain a seamless global air traffic management system.

SUMMARY:

Tourism organizations have been formed to plan, develop and monitor all tourism-related activities around the globe. They play an important role in marketing destinations and managing a country's tourism industry. Unplanned tourism activities can have a detrimental effect on the destination. Therefore the organizations help in promoting sustainable tourism development with well planned activities.

Short Answer Type Questions

1. Explain the term IATA.
2. Describe the headquarter of WTO.

Long Answer Type Questions

1. Write the origin and functions of ICAO.
2. Elaborate the role of PATA in the development of Tourism .

**UNIT:
5****NATIONAL AND STATE ORGANIZATIONS OF TOURISM****STRCUTURE**

5.1: ITDC

5.2: APTDC

5.3: Travel Agents Association of India (TAAI)

5.4: Federations of Hotels and Restaurants

5.5: IRCTC

5.1: India Tourism Development Corporation (ITDC)

The India Tourism Development Corporation Limited (ITDC) is an Hospitality, Retail and Education company owned by Government of India, under Ministry of Tourism. Established in 1966, it owns over 17 properties under the Ashok Group of Hotels brand, across India. ITDC came into existence in October 1966 and has been the prime mover in the progressive development, promotion and expansion of tourism in the country.

Mission Statement: To provide leadership and play a catalytic role in the development of tourism infrastructure in the country and to achieve excellence in its strategic business units through professionalism, efficiency, value for money and customer focused service.

Main objectives of the Corporation:

- To function as an efficient corporate house with improved productivity levels and profit margins.
- To be a major player in the development of tourism infrastructure in the country.
- Achieve high level of productivity of its employees by way of better training, motivation and HRD techniques.

- To play an active role in associating State Governments and State Tourism

Development Corporations in conceptualizing and execution of tourism projects, publicity, promotion and training.

- To rationalize/ right-size the manpower to have an efficient organization.
- To create value for the shareholders.
- To ensure customer delight by providing value for money.
- To construct, take over and manage existing hotels and market hotels, beach resorts, travelers' lodges/restaurants;
- To provide transport, entertainment, shopping and conventional services;
- To produce, distribute, tourist publicity material;
- To render consultancy-cum-managerial services in India and abroad;
- To carry on the business as Full-Fledged Money Changers (FFMC), restricted money changers etc.
- To provide Innovations, dependable and value for money solutions to the needs of tourism development and engineering industry including providing consultancy and project implementation.

Joint Venture Company of ITDC:

Name of the Joint Venture Company and Name of the Hotel property

1. Ranchi Ashok Bihar Hotel Corpn. Ltd. Hotel Ranchi Ashok, Ranchi
2. Utkal Ashok Hotel Corpn Ltd. Hotel Nilachal Ashok, Puri
3. Donyi Polo Ashok Hotel Corpn Ltd. Hotel Donyi Polo Ashok, Itanagar
4. Assam Ashok Hotel Corpn Ltd. Hotel Brahmaputra Ashok, Guwahati
5. MP Ashok Hotel Corpn Ltd. Hotel lake View Ashok, Bhopal

6. Pondicherry Ashok Hotel Corpn Ltd. Hotel Pondicherry Ashok, Pondicherry
7. Punjab Ashok Hotel Company Ltd. Hotel Anadpur Ashok, Anandpur

As per the Promoters Agreement entered into by ITDC, the shareholding of the Promoter i.e. ITDC and the Co-promoter i.e. respective State Government/State Tourism Corporation is in the ratio of 51:49 respectively. However, in the case of Utkal Ashok Hotel Corporation Ltd., Puri, the Joint Venture ratio is varied i.e, 60:40.

5.2: Andhra Pradesh Tourism Development Corporation (APTDC)

This is a state government agency which promotes tourism in Andhra Pradesh, India. This is a State Government undertaking incorporated in the Year 1976, initially it was stated as subsidiary for APSRTC. In consonance with the Vision 2020, APTDC has started gearing itself to meet the challenges. It envisaged the role of facilitator and private investment has been recognized as primary tool for achieving the projected objectives of tourism development in the State and the Tourism Development Corporation has envisaged the role of facilitator and developer rather than a competitor for bringing out holistic development of tourism in the State.



Office of Andhra Pradesh Tourism Development Corporation, Vijayawada

Aims and Objectives:

The primary aim of the Corporation is to identify new tourism products and make them attractive for private investment besides exploring the possibilities in the new branches of tourism. Blending in a viable mix of Public and Private sectors as well as various wings of Government to provide infrastructure services of quality at affordable cost is the defined role of the Corporation.

- Tourism Infrastructure Development
- Hotels & Catering Units
- Guided & Package Tours
- Leisure Cruises & Pleasure Boating
- Sound & Light Shows
- Eco-Tourism

The department offers tour packages of Heritage, Nature, Adventure, Health and Rural tourism representing rich historical and natural background of Andhra Pradesh state. The tours covering 8 centers of Andhra Pradesh. The department maintains resorts at popular tourism destinations such as Tirupatti, Horseley hills, Araku valley, Vizag and Srisailam. A wide range of vehicles including 63 hi-tech coaches, 29 volvo coaches, 8 air-conditioned hi-tech coaches, 4 semi-sleepers, 11 mini vehicles, 1 vintage coach and 10 qualis are being used.

APTDC is also promoting leisure tourism in the state of Andhra Pradesh. It has identified a number of potential tourism developments.

AP is 3rd highest in India in terms of number of visits by tourists to Indian states. In 2016, 15.35 lakhs domestic tourists visited Andhra Pradesh which was about 13.3% of the total domestic tourism market. There are Scenic

locations, Beaches, Reservoirs and Pristine Forest areas in the state. 100% exemption of luxury tax for all new tourism infrastructure projects that meets certain minimum requirements is provided by Authorities.

The Corporation involved in many areas of development i.e. hotels, resorts, wayside amenities, tourist packages and water sports etc. APTDC runs 54 hotels, a fleet of 117 buses that cater to varied tour packages; Water fleet with strength of 122 boats that provide pleasure and river cruises. APTDC continues to strive for promotion of new tourism products such as Eco-Tourism, Beach Tourism and Cruise Tourism.

5.3: TRAVEL AGENTS ASSOCIATION OF INDIA (TAAI)

This was formed towards the end of the year 1951 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 organized lines and in accordance with sound business principles. The primary purpose was to protect the interests of those engaged in the industry, to promote its orderly growth and development and to safeguard the travelling public from exploitation by unscrupulous and unreliable operators. In the following years, the Association's membership has increased steadily from the original 12 to approximately 2500 members consisting of Active, Associate, Allied, Government and Non-Resident.

TAAI is a professional coordinating body of different segments of the travel and tourism industry. TAAI is the Nodal Association of India. TAAI is non-political, non-commercial and a non-profit making organization. TAAI is recognized as the main representative body of the travel and tourism industry.

The symbol of TAAI is an enforcement of reliable and professional service.

Mission Statement: The Travel Agents Association of INDIA (TAAI) represents all that is professional, ethical and dynamic in our nation's travel related

activity. TAAI has been recognized as the voice of the Travel and Tourism Industry in India.

Aims and Objectives

TAAI is conscious of the interest of the travelling public and maintains high ethical standards within the travel trade.

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 travelers and tourists from within India and overseas.

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.

Activities:

- ☐ TAAI functions as a powerful platform for interaction of thoughts and experiences. ☐
- ☐ TAAI helps promote, maintain and stimulate the growth of travel and tourism in the industry. ☐
- ☐ TAAI educates and equips the members to meet the challenges of tomorrow through conventions and seminars. ☐
- ☐ 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. ☐
- ☐ TAAI maintains close contact with world bodies and represents matters affecting the travel and tourism industry of the country. ☐
- ☐ TAAI gathers useful information on travel and tourism and disseminates the same to its members for their guidance. ☐

- 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. □
- TAAI fosters fraternity among its members. TAAI has signed several □
MOU's with various Travel Agents Associations in neighboring countries and around the globe. □

Code of Ethics:

The travel industry is now highly specialized and the average traveler depends upon the professional travel agent to guide him wisely. The principals who appoint travel agents to represent them also depend upon their approved agents to follow the best traditions of salesmanship and ethical conduct. The growing number of travel agents and their increased scale of activities require their adherence to fair dealing and ethical practices. Therefore, each TAAI member by reason of their membership admits and acknowledges that they are aware of the TAAI Code of Ethics and subscribes to and supports the precepts and principles contained therein.

TAAI represents all that is professional, ethical and dynamic in our nation's Travel related activity and has been recognized as the voice of the Travel and Tourism industry in India.

I - Relations with the Public: The TAAI member should endeavor to eliminate any practices which may be damaging to the public or to the dignity and integrity of the Travel agents profession. The TAAI member shall report in writing to the respective Chapter / Regional Sub-Committee on any alleged unethical or unlawful practice which comes to their attention, accompanied by all evidence as they are able to gather in support of allegations.

Such a report shall be confidential in nature and unless otherwise agreed shall not be disclosed to any person. If, after due consideration of the evidences, the Chapter/ Region considers such report sufficiently valid, it shall

submit the same to TAAI Headquarters with its comments and recommendations. In performing its functions in this context, TAAI shall give regard to the provisions of the Consumer Protection Act and other relevant laws.

It is the duty of the TAAI member to keep himself and his staff informed and updated in respect of all important aspects of the travel requirements, in order to give clients effective, accurate and professional travel advice, in keeping with the main objective of the Association.

The TAAI member should possess the adequate knowledge of procedure and requirements of Central and State Authorities.

The TAAI member shall consider every transaction with their clients to be strictly confidential in nature and will not divulge any related information, which may be damaging to either the clients or the trade. At the time of discussions of travel related plans the TAAI member's staff should fully advise their clients on all formalities and costs involved in the program, and ensure, to the best of his ability that such formalities have been satisfied before travel.

The TAAI member shall use available advertising materials to acquaint the public with the advantages of dealing with a TAAI member. Additionally the TAAI Logo should be incorporated in all advertising materials issued by him. The TAAI member shall display the TAAI insignia on entrance doors or display windows, and on all official stationery

The TAAI member shall not imitate, simulate or copy any name, design, style, mark or patten used by another TAAI member or Principal without prior permission.

The TAAI member in his advertising shall avoid incorrect and misleading statements, doubtful superlatives and any negative reference to his competitors.

II - Relations with Carriers and Other Principals

The TAAI members shall, at all times, follow the best traditions of marketing ethics and fair dealing by presenting all carriers, hotels and other agencies which they represent in a fair and impartial manner to prospective clients.

The TAAI members shall make himself thoroughly conversant with tariff rules, regulations and changes in procedure introduced by his principals and the appropriate regulatory bodies.

A The TAAI members shall not attempt to improperly influence his principals or other organizations for the purpose of securing preferential considerations in the assignment of booking with his status in the trade and in society.

The TAAI members must discourage receiving any personal favors in the conduct of his profession, in keeping with his status in the trade and in society.

The TAAI member shall not make any false, deceptive or misleading statements when called on to give an opinion of a Principal's service to a client or any other interested party.

In the event of a complaint or grievance by a client against any Principal, the TAAI member shall give the Principal an opportunity to make a full investigation before any further action on his part.

III - Relations with Fellow Members and Other Travel Agents:

The TAAI member shall conduct his business so as to avoid controversies with his fellow Travel agents. In the event of a controversy between TAAI members, the matter should be settled by mutual discussions, failing which it

should be brought to the notice of the TAAI Managing Committee for settlement before any direct course of action is resorted to by the parties.

The TAAI member shall not denigrate the business dealing of another TAAI member and shall not volunteer any negative opinions thereon. If his opinion is sought, it should be given with strict professional integrity and courtesy.

The TAAI member shall not willfully violate any decision of TAAI Managing Committee. He shall adhere to the decisions taken, Memoranda of understanding or agreements initiated by TAAI from time to time.

The TAAI members shall secure, preferably, a No Objection Certificate (NOC) or at least a relieving letter from the previous employer of any person the former is planning to employ, particularly if the previous employer is a TAAI member. The former will help the latter in recovering dues, if any, from such an employee.

If a TAAI member happens to take any account previously serviced / handled by another TAAI member, the member shall make all efforts to assist the previous member in recovering dues and clearing accounts.

The TAAI member shall circulate the names of defaulters in his client list strictly as per the mode and format specified by TAAI, sufficiently in advance, to save other TAAI members from any risk of business loss.

The TAAI member shall endeavor to participate regularly in the meetings of their respective Chapters and Regions, and shall contribute to the best of his ability in promoting the interests of the Association.

The proceedings of all meetings of TAAI should be kept confidential and decisions taken shall not be disclosed, in part or full, to anyone not belonging to the Association.

Region/Chapters

- Western Region
- Northern Region
- Southern Region
- Eastern Region
- Andhra Pradesh & Telangana Chapter
- Chandigarh Chapter
- Goa Chapter
- Gujarat Chapter
- J & K Chapter
- Karnataka Chapter
- Kerala Chapter
- MP & Chhattisgarh Chapter
- Nagpur Chapter
- Pune Chapter
- Punjab Chapter
- Rajasthan Chapter
- Uttar Pradesh & Uttarakhand Chapter
- Saurashtra Kutch Chapter
- South Gujarat Chapter
- South Tamilnadu Chapter

5.4:FHRAI (Federation of Hotel and Restaurant Association of India)

This is the voice of the Hospitality Industry and provides an interface between the Hospitality Industry, Political Leadership, Academics, International Associations and other Stake Holders.

FHRAI is committed to the progress of the Industry through the various activities like education and training, research and publication, Annual

Convention to promote interaction with Government officials, political leaders and stake holders of the Industry.

FHRAI is managed by the Executive Committee headed by the elected President having tenure of one year. The Executive Committee comprises of members from the four Regional Associations. The day-to-day business is conducted by the Secretariat headed by the Secretary General.

FHARI is an apex body of four regional associations, representing the hospitality industry. FHARI was established in the year 1954 and incorporated as a company under the Indian companies act in 1955. It was formed by the

Hotel and Restaurant Association (HRA) of North India, New Delhi, HRA of Eastern India, Kolkata, HRA of Western India, Mumbai and South India Hotels and Restaurants Association, Chennai. FHRAI is sponsored by these four regional associations. FHRAI is committed to provide and protect the interest of the hospitality industry by giving special concessions to the industry.

The FHRAI provides a link between the hospitality industry, political leadership, academicians, international associations, and stake holders. It also helps the hospitality industry to grow, prosper and keep pace with the development of the international scenario.

FHRAI has more than 3300 members. There are 2052 hotels, 1016 restaurants, 105 associate members, and four regional associations. It employs more than 15 million direct employees. It also has a hospitality management institute under it, i.e. the FHRAI institute of hospitality management

Objectives: The objectives of FHRAI are to

- Unite the four regional associations and work towards encouraging, ` promoting and protecting by lawful means the interest of the hotel and restaurant industry and raising the standards of the industry both at home and abroad.
- Consider policies, guidelines, legislations, by law and regulations that affect the industry and discuss with the government authority and initiate, support, or oppose by lawful means such legislation or regulation by various means.
- Advise and inform members about national / international matters pertaining to the industry and disseminate statistical and commercial information through surveys and research.
- Print, publish and circulate, papers, periodicals, books and other literature, conducive to advance the interests of the industry.
- Assist in affording training facilities for the hospitality personnel and for promoting and running a hotel institute and
- Convene national and international meetings to encourage friendship between members and discuss issues and points of current importance.

Activities: The activities of FHRAI are:

- Dissemination of information to the members
- Organizing conventions and seminars which are an ideal forum to exchange experiences and ideas.
- Conducting research on the hotel and restaurant industry and updating members on the latest developments.
- Training human resources in different spheres of the hotel and restaurant activities and

- **Conducting regular professional development programmes to develop and update the knowledge and skills of hotel professionals.**

Membership: The FHRAI offers different categories of membership which are as follows

The FHRAI hotel membership: This is offered to a hotel who is a member of one of the regional associations. The hotel should have at least ten rooms which should be functional and a restaurant in the hotel is mandatory.

The FHRAI restaurant membership: The restaurant seeking the membership must be operational and must be a member of one of the regional associations.

It should have a minimum of 25 covers.

The FHRAI associate membership: It is offered to companies and firms. The companies or firms must be a member of a regional association. It should be associated with the hospitality industry. Institutes of hotel management can avail of this membership.

FHRAI Institute of Hospitality Management:.

The FHRAI Institute of hospitality management (IHM) was established in the FHRAI's golden jubilee year, 2005 and today offers undergraduate and post graduate degree / diploma programmes in hospitality management for top, middle and entry level professionals under one roof. A new three year graduate programme in hospitality, catering and tourism with Sikkim and Manipal university, a one year programme in various hospitality operations and a four year international programme in hospitality and catering with the EHL, Switzerland are being offered at present.

5.5: IRCTC (Indian Railway Catering and Tourism Corporation)

Indian Railway Catering and Tourism Corporation (IRCTC) is a subsidiary of the Indian Railways that handles the catering, tourism and online ticketing operations of the Indian railways.

Services of IRCTC:

Online ticketing: It is known for changing the face of railway ticketing in India. It pioneered internet based rail ticket booking through its website, as well as from the mobile phones via WiFi, GPRS or SMS. In addition to e-tickets, Indian Railways Catering and Tourism Corporation also offers I-tickets that are basically like regular tickets except that they are booked online and delivered by post. The tickets PNR status is also made available. Commuters on the suburban rail can also book season tickets through the website. It has also launched a loyalty program called Shubh Yatra for frequent travelers. Through this program, passengers can avail of discounts on all tickets booked round the year by paying an upfront annual fee. Seeking to make it easier to book e-tickets, It launched a scheme called Rolling Deposit Scheme (RDS). RDS is a hassle-free e-ticket booking scheme allowing passengers to reserve seats against advance money kept with the corporation. It has also added flights and hotels booking facilities to their line of online reservation services.

Tatkal scheme: Under the Tatkal scheme, passengers who plan their journey at short notice can book their tickets in almost all Mail/Express trains through the Indian railways internet portal. The booking starts at 10:00 AM daily for AC coach reservation and for NON-AC timing is residual to 11.00 AM, one day prior to the departure of the train from source station. Tatkal E-ticket can be booked for selected trains one day in advance excluding date of journey from the train originating station. It can be booked on the opening day. Passengers travelling on Tatkal tickets should carry a photo ID proof along with them to be shown to the ticket checker. Earlier this year, the website has launched Lite version which doesn't include ads, pop ups, etc. and check PNR status.

Tourism: Indian Railways Catering and Tourism Corporation also organises budget and deluxe package tours for domestic and foreign tourists. A popular tourism package for budget tourists covering important tourist destinations across India is called "**Bharat Darshan**". Luxury tourism packages are also

available, that involve special luxury trains such as Buddhist Circuit Train and Maharajas' Express operation.

Apart from conventional tourism, it also offers adventure tourism packages that include water sports, adventure and wildlife treks, etc. A provision for customising tours as per specific requirements is also an added attraction. Recently a new venture of Indian Railways, named as Rail Tourism India has been launched to provide direct catering and tourism packages to users.

Some of the Milestones

As a biggest e-commerce portal in India, it made lot of records. On 2 September 2013, nearly 5, 82,000 tickets booked in a day. On 19 March 2014, nearly 5,80, 000 tickets booked in a day.

On 1 April 2015, Indian Railway Catering and Tourism Corporation (IRCTC) created a new national record with 13,45,496 tickets booked in a day. On 2 April 2015, nearly 11,00,000 tickets booked in a day.

Awards and Achievements:

Within short span of its going online, it had become the largest and the fastest-growing e-commerce website in the Asia-Pacific region, with about six lakh registered users as of 2013. In April 2016, nearly 13,40,000 tickets booked in a day .

SUMMARY: The national and state organizations play an important role in the tourism development. Government should give special incentives time to time to these organizations for their development and proper functioning to development of tourism in the respective states as well as Indian tourism. The organizations should conduct market surveys now and then for understanding the pulses of the tourists, potential tourists and market trends. Based on the survey results, they should design the required policies, schemes and packages

by keeping in mind the tourist expectations. The concept of tourist satisfaction is to be considered by these organizations at every stage at any moment for the development of the tourism.

Short Answer Type Questions

1. Explain the term ITDC?
2. Write about APTDC.

Long Answer Type Questions

1. Discuss the origin and functions of IRCTC ?
2. Write the role of APTDC in the development of India Tourism.

ACCOMMDATION FOR TOURISTS

STRUCTURE

6.1: Forms of accommodations

6.2: Main stream accommodations

6.3: Supplementary accommodations

6.4: Alternative accommodations

6.5: Chain of Hotels

6.1: Forms of accommodations: The following are the different kinds of accommodations that the tourists are offered

Hotels: They can be classified into 7 types of star hotels. A structure that provides sleeping accommodation to travelers and that usually features dining facilities and daily housekeeping service

Resorts: These cater primarily to leisure travelers. Generally found in four kinds resorts i.e. Beaches, ski areas, deserts and near theme parks and natural attractions. Usually they have facilities for recreational activities such as a swimming pool, tennis courts, golf course and dining facilities. When a resort is especially large with many facilities and activities covering spacious acres of land, it is called a mega-resort

Different Kinds of Resorts:

1. **A spa resort-** Provides extensive facilities for massages, facials, fitness activities and healthy dining.
2. **A ski resort-**provides a site and facilities to serve the needs of winter sports enthusiasts.

3. **A Themed resort-** One that has a strong identity. Often tied to some other place and time, Examples include, The Taj Mahal in Atlantic City and Disneys Animal Kingdom Lodge. An all inclusive resort, charges one price that includes most or all of the costs of staying there in.

Business Hotels: These target the needs of business travelers. Tend to be located in city centres and at airports. Guestrooms are equipped with spacious desks and internet connection.

All-Suite Hotels: All accommodations are suites instead of conventional rooms. May be either leisure or business-oriented or a mix of two.

Motel: This is a type of hotel in which parking is provided at or near room and the room door gives out onto the parking lot. Usually do not have full dining facilities or provide luggage assistance.

Limited-service Lodging: Modestly sized and economically priced properties.

Have rooms that open onto an interior hallway. Rooms are simple with continental breakfast included. Tend to be situated near popularly found restaurants, fast-food outlets and/or shopping centres. Rarely they have pools or exercise facilities

Extended-stay lodging: Appeal to those who need lodging for a week or more. Tend to be spacious and often resemble small apartments with kitchenettes. Attract business people on lengthy business trips.

Condominiums (Condo) - Individuals own each unit and also pay fees for upkeep, security, landscaping and maintenance. They can be rented out when owners are not in residence

Timeshares: Similar to condominiums, owners do not purchase individual units but they own a certain amount of yearly time at the property.

Bed-and-Breakfast (B&B) - There home-like properties charge guests to stay in a bedroom (sometimes with shared bath facilities) and often full breakfast in a common dinning room area or in the guestroom

Lodges: Thgese are usually rural, nature-dominated settings (e.g. national parks) or exotic places (e.g. the African wilderness)

Campgrounds: a place where you can pitch tents and enjoy the natural scenery

Hostel: An inexpensive alternative for students and budget travelers. Offer low-costing lodging, Common toilets, kitchen and bathing facilities are shared by all rooms on the floor.

Dude ranches: A unique form of lodging, Convey a theme of American West.

Usually located in the resort areas featuring horseback riding, cattle roundups, outdoor barbeques and other cow-boy type activities.

Chalet - A wooden dwelling with a sloping roof, common in Switzerland and other Alpine regions.

Capsule Hotels - Very popular in Japan, They are a little bigger than a coffin.

They are commonly found around the city, near train stations, men who miss the last train go to the home or just a rent sober enough to go home.

Ice Hotel - It is like a big igloo built from enormous blocks of ice, very popular in Canada, Sweden and Finland. The hotel is a constant -6C inside and the outside temperatures can drop to morethen -50C. The rooms are decorated with lovely carvings in the ice.

Train cabin - Accommodation in the train, normally for long journey travel. Also know as a "berth"

Caravan - A vehicle that consists of beds, toilets and kitchen. Good for long distance travel, very popular in Europe & USA

Ryokan - It is a traditional Japanese-style hotel with high quality service and often furnished with Japanese-style hot spring baths called "Onsen". High standard Japanese-style breakfast and dinner are often included in the relatively expensive accommodation fee.

Minshuku : It is cozier and small type of Japanese inn which is usually more affordable than Ryokan. Often family-run, have a chance to mingle with other guests and the owner, enabling to get a close glimpse into Japanese daily lives. A homely breakfast and dinner are served and may also have a choice of just paying for the bed, and not including the meals.

Boutique Hotel - They are of intimate size, Idyllic settings, highly personalized service, individual style and outstanding attributes.

Cave Hotel – It is an accommodation in a cave. Commonly found in Greece, Turkey, Spain & Australia

Undersea Lodge - Accommodation in the sea where you can view marine life, found in Florida.

Tree Lodge - Accommodation built on a tree, commonly found in Africa or near a national park E.g., Bhavani Island, Vijayawada.

Main Stream Accommodation:

This is one of the basic needs for any tourism activity. Travelers and tourists need lodging for rest, while they are on a tour. Accommodation in the form of low budget lodges/hotels to world class luxury hotels is available at all the major tourist destinations to provide the tourist a home away from home. These are establishments that provide a place for the tourist to stay i.e. lodging facilities which are paid for the duration of the stay by the tourist. There are various types of accommodation which are being used by tourists regularly. Travel agents and tour operators generally include different kinds

accommodation in the itinerary. Of these hotels are the main forms of accommodations.

Hotel: A hotel is an establishment that provides paid lodging on a short-term basis.

The precursor to the modern hotel was the inn of medieval Europe. For a period of about 200 years from the mid-17th century, coaching inns served as a place for lodging for coach travelers. Inns began to cater to richer clients in the mid-18th century. One of the first hotels in a modern sense was opened in

Exeter in 1768. Hotels proliferated throughout Western Europe and North

America in the early 19th century, and luxury hotels began to spring up in the later part of the 19th century.

Hotels are a vital and essential part of the tourism industry. Today, hotels not only provide accommodation and meals but also offer a variety of other services as per the needs of the tourist/guest. hotels offer a health club, crèche, etc. as per the changing needs of the customer now a days.

There are many modern western style hotels, found mostly in metro cities and at major tourist destinations and that are located at prime locations in the city. These hotels are classified on the internationally accepted star grading which ranges from five stars to one star. The grading is given to the hotel depending on the facilities and services which the hotel provides. The facilities which are provided by the five star are an information desk, conference centre, travel desk, multi cuisine restaurants, banquet halls, room service, swimming pool, gymnasium, health clubs, shopping arcades, beauty parlors, entertainment or cultural programmes, etc

Hotel operations vary in size, function, and cost. Most hotels and major hospitality companies have set industry standards to classify hotel types. An upscale full-service hotel facility offers luxury amenities, full service accommodations, an on-site restaurant and the highest level of personalized

service, such as a concierge, room service and clothes pressing staff. Full service hotels often contain upscale full-service facilities with a large number of full service accommodations, an on-site full service restaurant and a variety of on-site amenities. Boutique hotels are smaller independent, non-branded hotels that often contain upscale facilities. Small to medium-sized hotel establishments offer a limited amount of on-site amenities. Economy hotels are small to medium-sized hotel establishments that offer basic accommodations with little to no services. Extended stay hotels are small to medium-sized hotels that offer longer-term full service accommodations compared to a traditional hotel.

Non Star or Commercial Hotels:

These hotels are located mostly near the business or commercial centers and mainly serve the business tourists, middle income tourists and their repeat customers. Most of these hotels are equipped with parking space, restaurants, and facilities for their business clients/guests such as convention centers and meeting rooms.

Most hotel establishments are run by a General Manager who serves as the head executive (often referred to as the "Hotel Manager"), department heads who oversee various departments within a hotel (e.g., food service), middle managers, administrative staff and line-level supervisors. The organizational chart and volume of job positions and hierarchy varies by hotel size, function and class and is often determined by hotel ownership and managing companies.

SUPPLEMENTARY ACCOMMODATION

There are a number of establishments outside the hotel industry which offer accommodation to tourists. For example, supplementary accommodation in India had been provided by Sarais and Dharamshalas, on the principle that

the traveller can make do with accommodation if not hotel service when on holiday.

However, supplementary accommodation is that which is specifically designed to cater to the tourist where hotel accommodation may not be available or may be beyond the budget of the tourist. In the present context, we may consider tourist bungalows with dormitory accommodation, travel lodges, youth hostels, railway retiring rooms and PWD rest houses as supplements to the organised accommodation sector.

The basic criterion is:

To provide furnished accommodation, either rented rooms or apartments, and related to the investment that is being planned for the development of infrastructure in consonance with an overall promotional strategy.

MOTELS:

Motels were the earliest form of supplementary accommodation. They were set up to cater to the automobile tourist and as highway systems began to bypass cities, The role of the motel became increasingly important. Motels provide auto conveniences like parking and garage facilities, cheap rooms, fewer staff oriented services as well as catering and bar facilities along with recreational activities like swimming, tennis etc. In India several aspects of motel services like drive in registration and servicing are not included although motels are generally located near servicing facilities.

Motels can be of three types:

Roadside,

Resort

Suburban.

They can provide minimum, middle level and luxury services. In India it is the state government tourism departments that have provided motels in states where road transport and travel are important, like Punjab, Haryana and Uttar Pradesh. Rajasthan has also provided motels along its main tourist routes. Motels are essentially for overnight halts but in India they have become important for weekend visits. With the introduction of services like air conditioning, restaurant services, phone services, television and attached bath and toilet facilities, motels are attracting higher income travellers. Motels have helped the tourism industry in face of the challenge of changing trends in tourist behavior.

Advantages of motels:

- ☐ low cost investment ventures, ☐
- ☐ located where land is cheap, and ☐
- ☐ offering facilities with low operational costs. ☐

They are compact with no public rooms. They provide a relaxed and informal atmosphere to their clients and their rooms do not follow the double bed pattern of hotels since they encourage the stay of a family of travellers. Motels also provide opportunities for special parties and lectures. Today wherever car borne traffic is established chains of motels have entered the business.

YOUTH HOSTELS/YATRI NIWAS :

Youth took to travel on foot or hitch-hiking both from the cities as well as the countryside for education, adventure and recreation. This requirement created the need for providing accommodation. Germany took the lead in establishing youth hostels. They provide dormitory accommodation with common bathing and cafeteria facilities. They also provide kitchens for self-catering. Self service in a low cost environment encouraged the youth tourism movement and the World Tourism Organization encouraged all member

countries to construct hostels. In India, the youth hostels movement began in the early sixties and provided young and family oriented domestic tourists the opportunity to travel to different parts of the country by using the LTC (Leave Travel Concession) subsidy. They were no longer limited to destinations where they had friends and relatives.

The Yatri Niwas was a similar concept, to provide domestic tourists low cost self service accommodation in cities. The first such facility was constructed in the Janpath area of Delhi, attracting budget tourists. Such accommodation units encouraged people from different regions and social backgrounds to interact with each other. Comfort is modest, the stay is short and the cost is low. Such properties are set up and operated by non-commercial or developmental organizations. They are located at historical, cultural and natural sites. The hostels are small to medium scale and their average capacity is about 40 rooms. Hostels are constructed by the Central Government on land given free of cost by State Governments as they would not be able to provide low cost accommodation without such a subsidy. They are operated by the State Governments and social organizations like the YMCA and YWCA.

The Wardens are also appointed and paid by the State. Government has given priority for the construction of youth hostels at sites which are popular with international tourists, although pilgrimage destinations were also identified during the National Action Plan on Tourism. Educational institutions can also provide hostel accommodation to low budget tourists for special events and in the vacations.

CARAVANS, CAMPING GROUPS AND TOURIST CAMPS:

Such facilities are normally located within cities in open spaces. Delhi has such locations, at Asif Ali Road and Kashmere Gate. They provide parking space along with water, electricity and toilets. Destinations like Goa, Khajuraho and Aurangabad, which have a mild and dry climate along highways and along

major tourist circuits are being encouraged to set up such sites. Camps must follow certain regulations regarding quality of services and costs set up by municipalities and the serving personnel who require some prior exposure and training to ensure that tourists get the required facilities.

Alternative Accommodation:

Accommodation establishments such as commercial homes, Bed & Breakfast and Guest Houses provide alternatives to tourists who prefer accommodation other than traditional hotels.

Accommodation is a fundamental factor of the tourism product to the tourists. The type, extent and nature of accommodation determine the volume and value of tourism that is possible at any destination. While tourist accommodation typically refers to traditional hotels of several categories, alternative accommodation refers to establishments such as Guest houses, Service apartments and Commercial homes that provide paid lodging to the tourists on short-term basis. They differ from traditional hotels in terms of the limited and personalized services provided with authentic deal and local touch.

The concept of commercial homes is not new. The practice originated in Europe, and tourist homes operated by private homeowners have always been a fixture in popular American vacation areas. However, in India, the practice is a decade old. The Ministry of Tourism (Government of India) introduced the concept of Commercial homes (specifically, the Bed & Breakfast and Home stay establishments) as part of its globally acclaimed Incredible India campaign in 2011-12.

There are four factors, namely homely atmosphere, value for money, local touch and guest-host relationship that influence the tourists to choose alternative accommodation such as Guest houses, Service apartments and

Commercial homes (including Homestay and Bed & Breakfast). The value for money perception of the tourists make them to choose alternative

accommodation. Choosing alternative accommodation will offer some direction in shaping facility, service and marketing decisions of alternative hoteliers. This will also help in creating and sustaining meaningful points of differences for alternative hoteliers.

Alternative accommodations contribute significantly to the development of local communities and the local economy. It should be reiterated that alternative forms of accommodation are cheaper compared to hotels, however the experience of staying with properly trained hosts and the opportunity to experience first-hand a village atmosphere is something unique and memorable that should be preserved and maintained.

Chain of Hotels:

These are all hotels under the design of a hotel group, whatever their legal status might be (subsidiaries, franchises...). The vast majority of chain hotels have an official tourism approval.

Hotel chain is an enterprise that administrates through a unique management of number of hotels located in different areas. They can be total or partial owners of the hotel and they manage their administration, marketing and promotion. The global hotel industry is dominated by hotel chains. It is about 1/3rd (over 5 million) of world hotel rooms were controlled by 300 hotel chains and 3.9 million hotel rooms were controlled by the top ten hotel chains only.

According to the market segment, the management contract is the preferred and only mode of development in the luxury segment . Management contract have been also the prevalent mode of development in the upscale segment, where 62.1% of the developed hotels are operated under management contract, 27.9% under company ownership and only 10% under franchising. In the middle market, the majority of hotel units have been developed under

franchising (56.3%), while management contract have also used to a considerable degree (34.5%), and only 9.2% under franchising.

The highest market segment of operation requires higher specialized skills and managerial expertise to operate the hotel according to the standards. Therefore, mostly the hierarchical mode will be used for their development.

Hotel Chains in India:

The Ashok Group is a chain of hotels owned and operated as Public Sector Undertakings (PSUs) of the India Tourism Development Corporation (ITDC) in India, headquartered in New Delhi.

- ☐ The Ashok, Delhi, Samrat Hotel, Delhi, ☐
- ☐ Lalitha Mahal, Mysore ☐
- ☐
- ☐ Forest Resorts: Kaziranga Jungle Camp, Assam. ☐
- ☐
- ☐ Ashok Classic Hotels ☐
- ☐
- ☐ Hotel Jaipur Ashok, Jaipur ☐
- ☐
- ☐ Hotel Kalinga Ashok, Bhubaneswar ☐
- ☐
- ☐ Hotel Jammu Ashok, Jammu ☐
- ☐
- ☐ Hotel Patliputra Ashok, Patna ☐
- ☐
- ☐ Donyi Polo Ashok, Itanagar ☐
- ☐
- ☐ Pondicherry Ashok, Pondicherry ☐
- ☐
- ☐ Nilanchal Ashok, Puri ☐
- ☐
- ☐ Ranchi Ashok, Ranchi ☐
- ☐
- ☐ Ashok Alliance Hotels ☐
- ☐
- ☐ Chandigarh Ashok, Chandigarh ☐

Presently, ITDC has a network of eight Ashok Group of Hotels, five Joint Venture Hotels, 1 Restaurant, 11 Transport Units, 9 Duty Free Shops at airport and seaports and two Sound & Light Shows

Besides, ITDC is also managing a hotel at Bharatpur and a restaurant at Kosi on behalf of the Department of Tourism. In addition to, it is also managing catering services at Western Court, Vigyan Bhawan and Hyderabad House, New Delhi.

Ginger: This is an Indian hotel chain, established by Roots Corporation Limited and part of the Tata Group, a new brand under a category called "Smart Basics Hotels". The first hotel was opened in Whitefield, Bangalore in June 2004. Roots Corporation Limited is a subsidiary of The Indian Hotels Company Limited (IHCL). IHCL a, part of the Tata Group, is India's largest hotel chain with more than 70 properties in India and abroad and over 100 years' presence in India's hospitality sector.

Ginger Hotels is the pioneer and the largest chain of branded budget hotels in India with a resilient promise of safety, cleanliness, a relaxing sleep experience, an invigorating shower experience, a hearty breakfast and seamless WiFi.

ITC Hotels: It is India's second largest hotel chain with over 100 hotels based in the Hotels Division Headquarters at the ITC Green Centre in Gurgaon, New Delhi. ITC Hotels is also the exclusive franchisee of The Luxury Collection brand of Starwood Hotels and Resorts in India. It is part of the ITC Limited group of companies. ITC Hotels is regularly voted to their credit amongst the best employers in Asia in the hospitality sector.

Keys Hotels: This is a brand of full-service hotels in India that operates under its parent chain of Berggruen Hotels founded in September 2006 by Berggruen Holdings to build and operate mid-segment business hotels in India. Keys Hotels' headquarters is located in Santacruz east, Mumbai. With the first Keys hotel launched in Trivandrum in September 2009, it now has 22 properties across 18 locations in India as of 2017.

The Leela Palaces, Hotels and Resorts: They are commonly known as The

Leela, is an Indian luxury hotel chain, founded in 1986 by C. P. Krishnan Nair, and owned by The Leela Group business conglomerate. Currently, The Leela is a group of eight luxury palaces and hotels

Lemon Tree Hotels: It is a hotel chain company based in India. It is India's largest hotel chain in the mid-priced hotel sector and the 3rd largest overall, in terms of controlling interest in owned and leased rooms.

The company owns and operates 44 hotels with over 4500 rooms in 28 cities of India. Lemon Tree Hotels was founded by Patanjali (Patu) Keswani.

This award winning Indian hotel chain opened its first hotel with 49 rooms in May 2004.

OYO Rooms: commonly known as OYO, is a network of budget hotels in India , headquartered in Gurgaon. It currently operates in more than 200 Indian towns, Malaysia and Nepal. It started with one city and one hotel in Gurgaon in January 2013. The company now has around 70,000 Rooms in 8,500 hotels across 230 towns of India.

The Park Hotels: This is a collection of contemporary luxury five-star boutique hotels in India belonging to the Apeejay Surrendra Group, headquartered in Kolkata, West Bengal, India. These hotels are located in Bangalore, Chennai, Hyderabad, Kolkata, Navi Mumbai, New Delhi, Visakhapatnam and Goa. New properties are under construction in Kochi, Kolkata (E.M. Bypass), Pune, Coimbatore and Jaipur.

Summary: Tourism is meant for travel and visiting places for pleasure, often involving sightseeing and staying in overnight accommodation. There are different forms of accommodations for a tourist basing on his requirement. This unit contains all the aspects with regard to tourists accommodations.

Short Answer Type Questions

1. What is the alternative accommodation?
2. What is a chain of Hotels?

Long Answer Type Questions

1. Write in detail about supplementary accommodations.
2. Explain about main stream accommodations.

DEVELOPMENTAL BASIC SKILLS OF TOURISM STUDENTS

STRUCTURE

7.1 Attending and Receiving tourists

7.2: Know the Customers Needs

7.3: Preparing to handle customer with due care

7.4: Tour Escort Manager

7. Customer Satisfaction

The tourism industry is a potential area for the youngsters who seek job as their career path. As it is the composite sector which is depended on several other sectors, it provides huge employment to the young and educated youth.

7.1: Receiving and Attending tourists:

The first impression is the most important and should be the best impression. The communication skills of all those who come in contact with the arriving guest are very essential and should convey nothing but welcome through their courteous and friendly manners.

All the tourists arriving at a particular place must be welcomed by good greeting which sets a positive tone for the entire transaction and it makes the tourist feel good about being at that particular place. It is very important to create the correct first impression on the tourist and one must understand that he will get only one chance to do that.

Tourist may request special equipment and supplies during the reservations process, at registration, or during their stays. Managements should have a reliable method of recording such requests to ensure that they are satisfied. When a guest requests special equipment or supplies at registration or during occupancy, they will almost always ask a front desk agent. The agent then relays the request to the appropriate department for processing.

7.2: **Know the Customers Need:**

To identify and develop the quality visitor experiences which requires research, product differentiation and quality customer services.

Successful marketing requires timely and relevant market information. Marketing is often a major expense, but use of market research can significantly reduce costs by highlighting those market segments that will produce the best results.

There are cost effective measurement tools available to provide consumer feedback and to help understand visitor needs and expectations, but these are often overlooked or underutilized because of time, perceived cost and work pressure.

Monitoring of the wider social and economic trends can also help a business to anticipate problems and to capitalize on opportunities.

Segment the tourism market,

- ☐ Develop a tourism product that responds to market needs, ☐
- ☐ Realign a tourism product to meet changing market needs, ☐
- ☐ Use great customer service to boost the bottom line, ☐
- ☐ Understand your customers and competitors, ☐
- ☐ Create and implement simple customer surveys, ☐

- ☐ Use a professional customer auditing service to provide deeper insight to your business.
- ☐

7.3: Preparing for handling the customer with special care:

Effective visitor management is basically impossible without some good analysis of the tourism that takes place. Most destinations and heritage sites are seasonal, so one needs to identify when too many people may crowd the attractions, spoiling the visitor pleasure and also sometimes may damage the site.

One should identify the current and future demand for the destination.

To manage visitor flows one needs to be able to anticipate tourism demand based on past experiences. You cannot guess or estimate this. You must absolutely collect data to make demand forecasting effective. You also must be able to identify the time and physical spaces where the issues are arising and the key risks to the site.

1) **Wider trends:** Every destination is different, but being aware of the long-term and short-term trends with regard to visitor numbers and pressures, is crucial. A destination that is subject to 20% growth per year in visitor numbers will need to develop visitor management systems appropriate for the pressures that are coming up, as well as those that already exist.

2) **Seasonality:** Most destinations are subject to peak season pressures. In other words, the negative impacts and risks are not spread evenly across the year and you need to identify the seasonal peaks and troughs. Visitor management systems must kick in and shape visitor movements and behaviors specifically during that period; in less busy periods it may not be necessary.

3) **Monthly and daily analysis:** The patterns of leisure time hours for any given society have a major impact on the pressures at heritage sites. In some countries, weekends are often the days that have the greatest visitor numbers,

so it may be wise to identify this time period in advance and develop systems for managing visitor movements and behaviors on those peak days.

4) **Public holidays and special days:** In many societies, the greatest pressures will come on a handful of public or religious holidays, special days, or festivals, especially if the World Heritage site in question has a spiritual significance. Again, visitor management should identify and focus on these days in advance and develop an appropriate system of management.

5) **Time of the day:** It is vital to have some understanding of the peak periods during the day. Pressures will vary enormously and improving the quality of visitor experience, mitigating pressures and spreading benefits for the local community can often all be improved by spacing out visitor groups throughout the day.

7.4: **Tour Escort Manager:**

This is one of the important position in tourism industry. He is in charge of escorted tours. Escorted tours are a form of tourism in which travelers are escorted in a group to various destinations against a self-guided tour where the tourist is on their own. Escorted tours are also known as Guided tours or Package Tours.

Escort tour manager takes care of all services from the beginning to end of the tour. Escorted tours normally include the flights, hotels, transportation, meals and some sightseeing. In these tours not more than three nights are spent in each location visited. They are usually fast-paced and prices include all most everything in the tour.

Package holidays are a form of product bundling which includes almost everything. Package holidays are organized by a tour operator and sold to a consumer by a travel agent. Some travel agents are employees of tour operators, others are independent. The first organized tours dated back to Thomas Cook who, on 5 July 1841, chartered a train to take a group of

temperance campaigners from Leicester to a rally in Loughborough, eleven miles away.

In these tour customers see great financial security in the wake of a number of holiday and flight companies going increased 'no-frills' flights. Also coupled with the search for late holidays as holidaymakers left booking to the last moment, this led to a rise in consumers booking package holidays.

7.5 Customer Satisfaction:

Customer satisfaction should be the main objective of any tourist company and this involves a good knowledge of consumers' expectations. Offering a high quality service is obviously based on fulfilling some requirements through which the service touches the level desired by the customer. Knowing the customers' needs and expectations, as well as the perceptions related to the supplied service, should represent the quality management objectives of the services provided, that is, the conditions of providing tourist services.

The tourist orientation can assure a high level of satisfaction and it involves the identification of his desires and requirements with regard to the services offered, his proper informing, facilities and possibilities to choose the service that corresponds the best to his expectations. In order to win the clients' trust in the services offered the trained staff of service companies should be more sensitive to the client's needs, suggestions, dissatisfactions and preoccupations.

A highly important condition for achieving the objectives of satisfying clients is the service company employees' satisfaction. The trained staff is responsible to offer high quality services and satisfaction to the consumer, the staff's behavior will be able to increase or decrease the name of the service company. The staff's efficient leading objective and of the service offering process can be achieved by a successful practicing of internal marketing, that

has in view developing the staff motivation and its stimulation in the effort to offer high quality services. The fundamental strategy of internal marketing is to form faithful clients from its own employees. Satisfying internal clients' requirements, the service company increases its ability to satisfy successfully external consumers' needs.

Here are few suggestions for excellent customer services that the operator can follow:

1. **Listen to Customers:** Sometimes, customers just need to know that you're listening. If they're confused or have a problem, by lending a listening ear, you're showing that you care and that you're not dismissing them.

2. **Apologize:** When something goes wrong, apologize. Don't engage in fault-finding or laying blame, but let them know you're sorry they had a problem.

Deal with the problem immediately and let the customer know what you have done.

3. **Take Them Seriously:** Make customers feel important and appreciated. No matter how funny a question may sound to you; it's important to the customer.

If they feel like they're being laughed at, or spoken down to, they will not visit next time. Customers can be very sensitive and will know whether or not you really care about them.

4. **Stay Calm:** Difficult as it is sometimes, it is important to stay calm. Your calming approach will help your customer stay calm too. They will feel like you're in control of the situation and that you can help solve their problem.

5. **Identify and Anticipate Needs:** Most customer needs are emotional rather than logical. The more you know your customers, the better you become at anticipating their needs. Communicate regularly so that you're aware of problems or upcoming needs.

6. **Suggest Solutions:** Have a menu of calming offering remedies which you and your employees can use. Whether it's purely a refund or return, or if it's coupons or a free service. By agreeing in advance the scenarios where you will provide these remedies, and how much you're willing to spend, you will be able to speak calmer and more confidently when offering the solution.

7. **Appreciate the Power of "Yes":** Always look for ways to help your customers. When they have a request (as long as it is reasonable) tell them that you can do it.

Figure out how afterwards. Look for ways to make doing business with you easy. Always do what you say you're going to do.

8. **Acknowledge Your Limits:** Yes is a powerful word but if you're unable to fulfill a request, know your limits. You can't be everything to everyone. If you don't think you can fulfill the request, help them find an alternate remedy. Whether that remedy is your business or another, they will appreciate the extra mile you went to help them, and will recommend your business to their network.

9. **Be Available:** Customer service is no longer just about face-to-face contact and by telephone. Make sure that you respond promptly and informatively to clients.

10. **Get Regular Feedback:** Feedback is a great way to grow both your business and your skills. Provide ways for customers to give feedback, whether it's a follow up email or phone call, a suggestions box or something more fun and innovative.

Summary: Tourism is meant for travelling and visiting places for pleasure, often involving sightseeing and staying in overnight accommodation. Receiving and attending to tourists is a very sensitive job which finally determines the income generated and also brings the tourist again and again and provides good mouth to mouth publicity. This unit also consists of all the aspects which are aimed at proper handling of tourists.

Short Answer Type Questions

1. How to receive a tourist?
2. What does a tourist need?

Long Answer Type Questions

1. Write in detail about tour escort manager.
2. Explain about customer satisfaction?

TOURISM & TRAVEL TECHNIQUES

Paper - II

TOURISM GEOGRAPHY & CULTURAL HERITAGE

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Intermediate Vocational Course

Tourism & Travel Techniques

Paper-2: Tourism Geography & Cultural Heritage

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UNIT-1

INTRODUCTION TO GEOGRAPHY

Structure

1.1 Meaning of Geography with definitions

1.2 Geographical importance of Tourism Aspects

1.3 Weather & Climate Variations

1.1 Meaning of Geography with Definitions

The term “GEOGRAPHY” was first coined by “ERATOSTHENESE”, Greek scholar, Who lived between 276-194BC. In Greek language ‘GEO’ means EARTH and ‘GRAPHOS’ mean DESCRIPTION. When these two words clubbed, it gives the Earth, whose age is 4600 millions of years as per the “BIG BANG THEORY”.

We the human beings along with flora and fauna live on the surface of the planet Earth in many ways the life of both flora and fauna are affected by our surroundings. The entire living beings depend on the natural resources for their existence in the surrounding areas on the earth which is home to live along with other creatures, whether big and small. The planet earth’s shape is oval and its surface is not uniform with variations in its physical features. On the planet Earth, there are mountains, hills, valleys, plains, plateaus, oceans, seas, lakes, rivers, deserts, forests and wilderness. Apart from this, clear variations in the social and cultural features in the human society. The human society spread all over the planet Earth, these are villages, towns, cities, roads, railways, seaports, commercial markets and many other elements developed by human beings across the entire periods of their cultural developments. The physical environment has provided the stage, on which human societies enacted the drama of their creative skills the form of tools and techniques which were invented and evolved in the process of their cultural progress.

The planet earth has always been considered as the abode of human beings and thus, scientist's defined "earth as the abode of human beings" The earth in realty is always multifaceted and also multidimensional.

Geography Means

"Geography is concerned with the description and explanation of the areal differentiation of the earth's surface"-Richard Hartshorne

"Geography studies the differences of phenomena usually related in different parts of the earth surface"-Hettner

Scope of Geography

Geography has acquired the status of science that explains the arrangements of various natural and cultural features on the Plant Earth surface. In general, the natural phenomena like mountains, rivers, lakes etc. change slowly while the cultural elements like buildings, roads, crops, change in a fast manner to confirm growth and progress century wise and also regional wise. Travelling from one place to another we notice that the trees number and types of trees change from area to area. All this because of continuous interaction between the environment in which we live in and the way we use it. The study of geography is about observing such patterns.

Another aspect of geography is to understand the factors, how do social, cultural, economic and demographic factors change our physical landscape and create new or altered landscapes by human interventions. For example, human settlements are transformation of forests or barren lands for living purpose by human being.

As earlier, even today geographical information about an area is available through reports, travel diaries and gazetteers. At present maps can be drawn by using satellite images using Geographic Information Systems (GIS) tools.

Thus, the scope of geography is in various disciplines, like armed forces, environment management, water resources, disaster management, meteorology and planning and various social sciences. Apart from that, a geographer helps in day to day life like tourism, housing and health related activities and more.

1.2 Geographical Importance of Tourism Aspects

There are many theories and definitions to what can be understood through the term of tourism geography and researchers are still debating on what is and isn't included in this rather large field of study. The content of tourism geography is complex, making a connection between the two concepts of geography and tourism, being rather new compared especially with the term of geography. The beginning of the science can be traced at the beginning of the 20th century, although tourism was being used inside the study of geography long before. By the 1950s, tourism geography began to be accepted as its own domain, especially in scientific works from USA and Germany. The first definitions were pretty vague and incomplete, G. Chabot (1964) stating that *geography* and tourism are two terms predestined to be joined because every geographer has to necessarily be doubled by the qualities of a tourist and also reciprocally, we can say that in every tourist there is a hidden geographer, because the intelligent tourist is actually a geographer that has not discovered himself. As more and more researchers began to study this new field, the accuracy and depth of the definitions began to improve. Geography is fundamental to the study of tourism, because tourism in geographical form is true in its nature. Tourism occurs in places, it involves movement and activities between places and it is an activity in which both place characteristics and personal self-identities are formed, through relationships that are created among places, landscapes and people.

Physical geography provides the essential background, against which tourism places are created and environmental impacts and concerns are major issues, that must be considered in managing the development of tourism places.

Characteristics of the tourism system relating to the geography

1. Rural tourism : Focused on countryside
2. Urban tourism : Focused on town & cities
3. Spa tourism : Travel for health & wellness
4. Sport tourism: Focused on spectators travelling to sports events.
5. Eco tourism : Based on nature
6. Heritage tourism: Focused on heritage cities and Heritage buildings.

The Role of Tourism Geography: In the 21st century the importance and popularity of tourism increased, especially in the last two or three decades, becoming one of the biggest industries in the world, so did the role of tourism in geography and its study. While before there were few mentions of tourism related facts in any book or research of geography, today we cannot imagine any geographical descriptions without a separate chapter on tourism. Still rather raw and simple, L. Merlo (1969) considers this science as being a branch of geography that studies the position and appearance of tourist centers, their individual natural and cultural-historical characteristics, the attractions and traditions in the context of the area where they are found, the transportation network assuring the accessibility and the links with other tourist centers. Tourism is essentially a geographical phenomenon, regarding the transfer of people and services through space and time, so a special domain dedicated to the research of the interconnections between tourism and geography was inevitable. Although the scientific field is new, the connections of geography and travel can be traced to ancient times, when geographers had no other way of describing the world than traveling and seeing it for them.

The Connect between Tourism and Geography: The connections between tourism and geography are linked to specific terms such as place, location, space, accessibility, scale and others. This science also has an integrative character, containing key elements from all fields of geography, physical, human and economic. Besides this, tourism geography also has many common points with other sciences, including history, geology, biology, art, economy and so on. In more modern times, the tourism geography has become to achieve a broader definition, regarding the study of the spatial and temporal genesis, repartition and unfolding of the tourism phenomenon, being considered as a complex and specific interaction at the level of the geographic environment. As such, tourism geography studies things like the tourist resources (natural or man-made), the tourism infrastructure (transportation, accommodation, etc.), the types and forms of tourism, the tourist circulation (statistical research), tourist markets, as well as other domains. The areas of geographical interest in tourism are stated by S. Williams (1998), including the effect of scale, spatial distributions of tourist phenomena, tourism impacts, planning for tourism and spatial modeling of tourism development.

There is also another link between the two domains, as the primary factor which attracts tourists to a certain area is geography, with all its specific elements. The interconnections go a lot deeper, as tourists usually choose a certain destination primarily through the perceived experience of that place, as they envision its geographical characteristics; they use means of transportation to travel over the land or water surface, creating what we call tourism fluxes or the tourist circulation. While visiting a certain place, tourists actively discover and appreciate the geography of that place, from the landscapes with their typical forms, to the traditions of the local population, all while benefiting the local economy and using its resources. In conclusion, tourism geography studies the relations between places, landscapes and people, describing travel and tourism as an economic, social and cultural activity. More concisely, it is all about the spatial and temporal dynamics, as well as the interactions between the tourism resources.

1.3 Weather & Climate Variations

The Climate of India

Indian climate is synonymous to the monsoons. Monsoon climate refers to the determination of the climate of the region relating to the seasonal reversal in the direction of the winds blowing from the southwest. The whole of the south Asia and southeast Asia is infect influenced by these winds in one or the other way though the scale of the effect is more on the Indian subcontinent more particularly India. There is certain uniformity at a larger perspective in the monsoon climate nevertheless regional differences can be witnessed. The regional differences or variations are found in terms of precipitation, degree of wetness and dryness, occurrence of seasons and pattern of winds and temperature. There are reasonable variations in the climate within India due to these factors.

For instance, southern part of India has literally no winter when the mercury falls below 1 degrees on an average across north India. While, most parts of the western Rajasthan have temperatures Above 50 degrees during summer, it is quite the reverse in most parts of Arunachal Pradesh where temperature never goes over 20 degrees.

While in the mid winters the mercury may drop down to minus 30° C, the scene may not be the same in the south where temperature may not fall below 20° to 25° C in Hyderabad, Chennai or Cochin. In the union territory of Lakshadweep islands the day night temperature may not show

much difference and may have seven to eight degree variation but during the same time this variation may be very high in the Thar desert in western parts of Rajasthan. The day-night temperature here may be upto 50° leading to extreme climate meaning, days are very hot and the nights are very cool.

These variations are also very much visible in terms of rainfall. The Meghalaya plateau receives heavy rainfall during monsoon season where as during the same time it hardly rains in Rajasthan. While the Himachal, Uttaranchal and the Jammu Kashmir valleys experience snowfall, the rest of the country only experiences rainfall. Barmer in Rajasthan may not receive the rainfall over ten years as much Mawsynram in Meghalaya receives on a single day. While it hardly rains in the Coromondal coast during summer monsoon when the rest of the country experiences rainfall. It only rains during in the winter by virtue of the returning monsoon winds.

Though these regional differences exist the uniformity of the monsoon climate of India is unique in itself adding to the vibrant and rhythmic character of the monsoon.

Factors Determining India Climate

Before we dwell upon the climate of India in detail it will be of great use to know and understand the various factors which determine.

The factors related to location and relief is latitudes, the Himalayan mountains, distance from the sea, altitude, relief, distribution of land and water. And the factors related to air pressure and winds are pressure belts and movement of winds, upper air circulation and Jet streams, western disturbances and tropical depressions.

- a) **The Himalayan Mountains:** Stretching along the northern borders of India and extending to the north east the Himalayas literally block the central Asian cold wave keeping the India warm. These mountains also lessen the influence of the western disturbances and facilitate rainfall during winter in the extreme northwestern parts of India which otherwise would have been cold deserts like the Ladakh.
- b) **Distance from the Sea:** Water bodies of the Arabian Sea in the west, the Bay. of Bengal in the east and the Indian Ocean in the south encircle. The peninsula of India. Because of these water bodies this region is neither hot in summer nor very cold in winter. This is

visible as one move from south to north. There is extreme climatic difference in the north and this extremity becomes equable in the southern parts of the country mainly because of its proximity to sea.

- c) **Location:** India is located in Northern hemisphere closer to equator at 8.4° and $23\frac{1}{2}^{\circ}$ Tropic of Cancer passes through the central of India. Hence, south of this latitude we find tropical climate and towards the north we find sub-tropical climate. Distance from the equator being one of the factors for climatic difference, even to the both ends of the Tropic of Cancer there is variation. For instance, Tamil Nadu would be hotter than Punjab when we consider the average annual temperature mainly because of the distance from the effect of solar heat. Regions to the south of the Tropic of Cancer receive more solar heat than those lying north of it reducing the overall effect of the heat.
- d) **Altitude:** There is a change in the weather conditions as one move to the higher location such as hill station. Latitude refers to this factor of the height above the average sea level. The atmosphere becomes less dense and we feel breathlessness as we go higher from the earth surface and thus the temperature also decreases with the altitude. For instance in the mid summer season when the temperature in Coimbatore city is 45 degree C during the same time on the same day a little away in Kodaikanal the temperature may not fall below 16-20 degree C. This is a classic example of how altitude plays a major role in determining the climate of a place as Kodaikanal is in the higher altitude above 1,500 meter from the mean sea level and Coimbatore is in the lesser altitude.
- e) **Relief:** The relief features of India like that of the Himalayan Mountain also affect the climate of any region to a great extent. The mountains and the highlands affect the movement of winds, rainfall and air pressure as it is seen in case of the Western Ghats and the hills in the northeast. The windward sides of these mountains block the incoming rain bearing winds and experience good amount of rainfall. At the same time, the region lying to the east of Western Ghats which are in the leeward (on the side sheltered from the wind in that direction) side remains dry with very little precipitation.
- f) **Direction of surface winds:** Movement of winds equally plays a major role. This system which consists of monsoon winds, land and sea breeze, and local winds determine the climate of India. In winter the winds blow from land to sea so they are cold and dry. On the other hand, in summer wind blow from sea to land bringing the moisture along with

them from the sea and bring in a lot of rainfall across the country. The monsoon winds which after causing rainfall and travelling all the way to the northwest take a u-turn and return to south causing rainfall along the Coromondal coast during winter.

- g) **Upper Air Circulation:** Other than surface winds, the upper air circulation also plays its part in affective climate in certain parts of the country. These air currents are Jet streams or western disturbances. Jet streams are a narrow belt of fast blowing winds located generally at 12,000 meters above the sea level and bring western cyclonic disturbances along with them. These cyclonic winds originate near the Mediterranean Sea and move eastwards. On their way, they collect moisture from Persian Gulf and shed it in the northwestern part of India during winter season. They later move into the central Asia.
- h) **The Monsoon Mechanism-** Monsoon controls and characterizes the climate in India. It plays the central role in determining the nature of climate and its variations across the country. Monsoon refers to the seasonal movement and reversal of the wind direction during a year. It is found that during summer season, the northern plains and low lying areas especially the states of Punjab, Haryana, Rajasthan, Delhi and western and central parts of Uttar Pradesh are very hot with temperature reaching upto 45-50 degree C. Maximum temperature in some of the places may go beyond 45 - 50 degree. Let's have an understanding of the differences in temperature and rain fall thorough Table given below which indicates the variance in climate at different places across the country.

Temperature and Rainfall of some of the important places in India

Stations		Months											
		J	F	M	A	M	J	J	A	S	O	N	D
Leh	Temp.	- 8	- 7	- 1	9	10	14	17	17	12	6	0	- 6
	Rainfall	10	8	8	5	5	5	13	13	8	5	0	5
Shillong	Temp.	10	11	16	19	19	21	21	21	20	17	13	10
	Rainfall	14	29	56	146	295	476	359	343	302	188	36	10
Delhi	Temp	14	17	23	29	34	35	31	30	29	21	20	15
	Rainfall	21	24	13	10	10	68	186	170	125	14	2	9
Jaisalmer	Temp	16	20	25	30	33	34	32	31	30	28	22	17
	Rainfall	0.2	0.1	0.3	0.1	0.5	0.7	0.9	86	14	01	0.5	0.2
Mumbai	Temp	24	24	24	28	30	29	27	27	27	28	27	25
	Rainfall	4	2	2	2	18	465	613	329	286	65	18	2
Chennai	Temp	25	26	28	31	33	33	31	31	30	28	26	25
	Rainfall	4	13	13	18	38	45	87	113	119	306	350	135
Thiruvana Nthapuram	Temp	27	27	28	29	29	27	26	26	27	27	27	27
	Rainfall	23	21	39	106	208	356	223	146	138	273	206	75

Note: Temperature in 0Celcius and Rainfall in cm

Source: NIOS Social Science- India Module 2

It may be noticed that the average maximum temperature beyond 33 degree C in the month of May in Jodhpur and Delhi. The hot spell due to high temperatures in this belt and a similar hot belt to the west of Balasore in Odisha are formed. This creates low pressure area in the lower altitudes as the hot air being lighter rises. There forms long low pressure zone during summer called as through lining between Jaisalmer in west Rajasthan and Balasore in Odisha state in the east. Contrary to this temperature in the Indian Ocean during the same time is low due to slowness in the heating of water. Such a scenario creates a relatively high pressure belt in the sea.

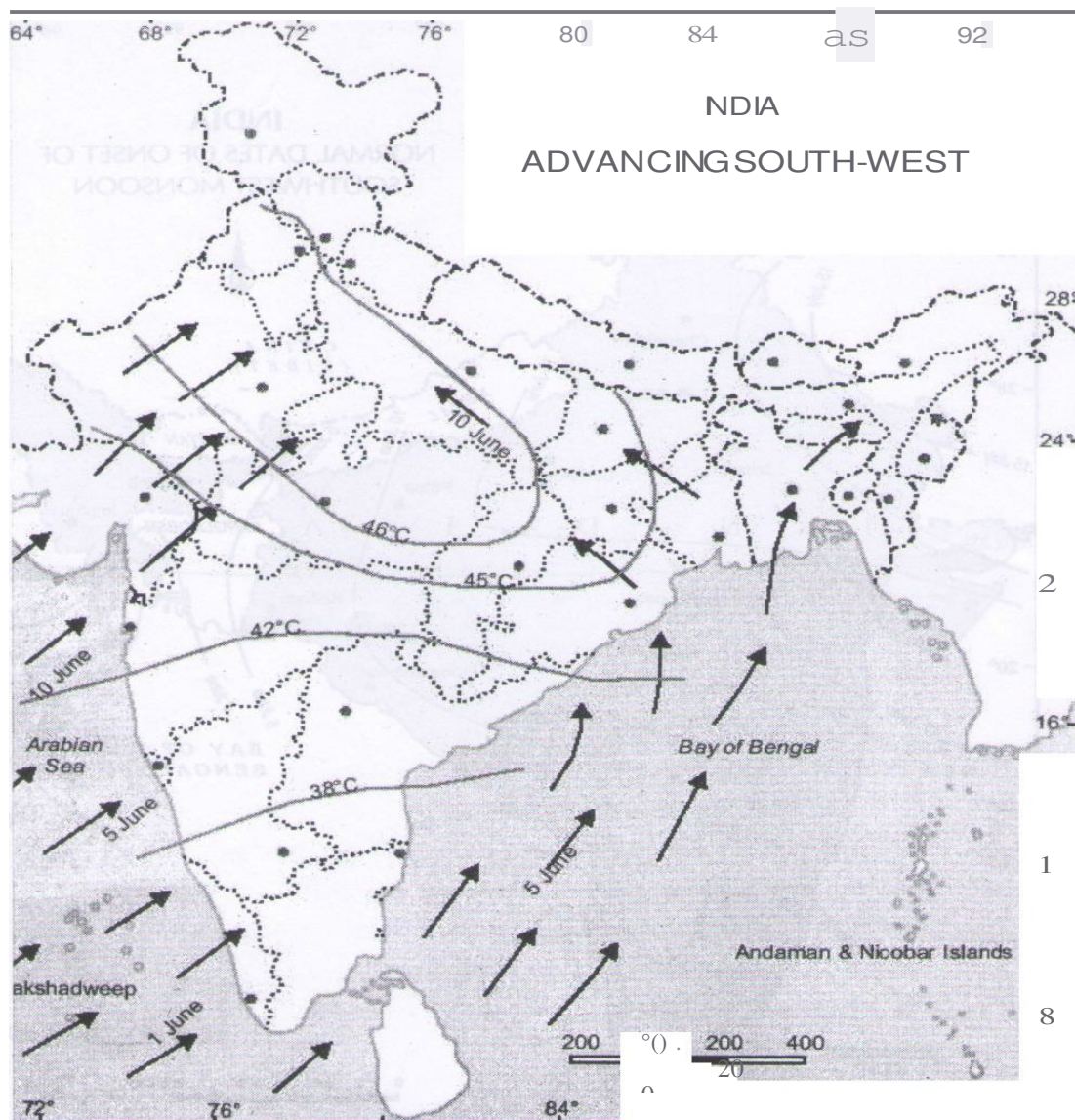
Now there is a visible difference between the northern plains of India and eastern coastal region of Odisha with the large water body of the Indian Ocean to the south of the Indian peninsula. This difference in temperature having created low pressure belt in the north and high pressure belt in the Indian Ocean gives way to the actual mechanism of the monsoons. The principle of physics

plays its role in the movement of winds from the high pressure belt to the low pressure belt'. This process starts somewhere between the last week of April and the first week of May.\

The movement of these moist winds pick up speed by the mid of June and move in the direction of South-West to North -East. During winter season this becomes exactly opposite where the direction of winds is North -East to South-West as the pressure belts also replace.

This whole process of movement of winds from the Indian Ocean and then the reversal of the same winds from North and North-East to the Indian Ocean in the South is called as Monsoons.

The moisture re laden



Characteristics of Monsoon

- a) Monsoons are unequal in their distribution of rainfall. The amount of rainfall differs from region to region. For example, monsoons bring heavy rainfall in the regions of Western Ghats, along most of the west coast, in the northeastern areas of Meghalaya and Assam and also in the states of West Bengal and Odisha where as rainfall in interior areas of Madhya Pradesh, Haryana, Rajasthan receive less or no rainfall.
- b) Monsoons are not steady winds. Different atmospheric conditions affect the nature of these winds. This may sometime delay or advance the movement of monsoons.
- c) They come heavy at times causing a phenomenon known as 'monsoon burst' especially in the Western Ghats of Kerala and in the hills of northeast.
- d) 'Monsoon breaks' is another characteristic of the monsoon as the rainfall during this season often interspersed by breaks or dry spells. Sometimes after heavy rainfall for a few days it's observed that there are short and long dry spells or breaks without any rainfall in many parts of the country.
- e) Monsoons are uncertain many a time. Even with the advanced technological predictions sometimes monsoons become uncertain of their length.
- f) These winds are seasonal in nature. This causes a lot of disturbance for the agricultural crops since possibility of multiple crops is difficult with the alternative means of irrigation.

Summary

Geography is a wonderful brand of knowledge for the human beings, for their existence on this planet Earth we the human beings along with flora and fauna live on the surface of the earth in many ways the life is affected by our surroundings. Tourism is essentially a geographical phenomenon regarding the transfer of people and services made available at the tourist destinations, whether they are nature's wonders or manmade wonder since time immemorial pleasant climatic conditions with good weather conditions to enjoy during all the seasons.

Short Answer Type Questions

1. Write a note on geography.
2. Explain weather & climate?

Long Answer Types Questions

1. Describe the Geographical importance of Tourism aspects?
2. Write an essay on weather and the climatic variations with examples

Unit-2

Time zones & Date line

Structure

- 2.1 Study of Maps**
- 2.2 Time Zones**
- 2.3 IATA- Geographical areas**
- 2.4 Latitude & Longitude**
- 2.5 International Dateline**

2.1 Study of Maps

Map reading is a technical skill to read a map to understand its representation of location information such as a place, an area or a geographical unit etc. It may be as simple a task as to identify the location of a particular country or city on the world map. To consider this as an example, when we asked where India is located, this question can be answered in two ways i.e., in terms of relative location and absolute location. Relative Location depends on point of reference, e.g. near, far etc. on the other hand absolute location is in degrees of longitude and latitude. Relative location may not be useful everywhere. In aviation as location plays an important role, only actual location makes sense. The location of a place can be identified where longitude and latitude meet. Map reading is not all about locating places but also to know physical features, political boundaries, and demography of regions, cultural diversity, altitude variations, tourist places and much more. Ability to relate various symbols printed on maps, knowledge of scale representation, directions together enable the technical skill of map reading. These map reading not only helps service providers, destination management personnel and planners but also tourists at large. In the following section we will learn about some of these map reading techniques such as longitudes and latitude, directions, scale representation. Though remote sensing and altitudes also add to map reading, they are discussed separately in the subsequent sections.

This is a list of countries, regions, and territories grouped by time zone.

Although many time zones have descriptive names used by people in them, they are least ambiguously identified by their relationship to UTC (Universal Time, Co-ordinate). UTC used to be called GMT (Greenwich Mean Time), after the Royal Observatory located in the Greenwich area of London.

UTC is also sometimes called Z or Zulu time. A time may be written as e.g. 21:45Z with the Z indicating UTC. The "Z" is for "zero", and "Zulu" is the two-way radio pronunciation of "Z". It comes from the nautical system in which each time zone was assigned a letter.

Time zones east of UTC and west of the International Date Line are specified by the number of hours ahead of UTC (e.g. UTC+4); zones west of UTC and east of the Date Line are specified by the number of hours behind UTC (e.g. UTC-6). Crossing the Date Line going eastward, clocks are turned back a full 24 hours, and vice versa in the opposite direction. (Note: The total span of time zones covers more than 24 hours because the Date Line jogs westward and eastward to keep certain national island groupings on the same calendar day, although they are not within a single time zone.)

Travel across time zones

You need to take some care when planning trips that cross several time zones, e.g.,:

1. Your "body clock" may experience some stress as you "tell" it to meet business appointments, tours and other obligations perhaps a few or several hours different from the hours you normally rest.
2. You may miss an important obligation, or connections with scheduled transport, simply by not understanding what will be the correct local time as you travel.
3. Crossing the International Date Line can cause confusion about on what date you'll arrive, e.g.,:
 - a. Starting a 12–15 hour flight from the U.S. west coast to Japan or Hong Kong in late evening can land you there in the morning two calendar days later.
 - b. If starting the reverse course by midday, you may in a way "travel back in time" as you land earlier than you started. For example a typical flight from Sydney to LA will take off at lunchtime and land early in the morning on the same calendar date

If your travel has time zone complexities or possible impacts on your health or comfort, consult an expert as you plan it.

Jet lag is a mismatch between your body clock and the local time wherever you are. It's caused by rapid travel across time zones, and compounded by the fact that long hours spent on a plane can cause you to sleep too much, or not enough, possibly at the wrong time. Flights from east to west, where you gain a few hours, are usually a bit easier, as most people find it easier to stay up a little later than to go to bed earlier. A rule of thumb is that you recover about 1 hour difference per day. You may find that on your way out, you are fine after just a couple of days, but you will really notice the recovery period on your way home. At that point your body clock will be really confused and it will take a while for it to sort things out.

You can aid the process a bit by trying to operate on your new local time as early as possible, and spending the daylight hours first few days in your new time zone outdoors. If you're going to land early in the day, try to sleep on the plane so you arrive refreshed and ready for a full day of activity. Conversely, if you're going to arrive near the evening, try to stay awake on the plane so that you'll be tired when you arrive and can get a lengthy sleep.

Daylight Saving Time

In many jurisdictions, local time is set forward by an extra hour in summer to "shift" daylight hours to the end of the day. This is known in the UK as British Summer Time (BST, GMT+1) and almost anywhere else as Daylight Saving Time (DST) or (name of local time zone) Daylight Time.

In temperate northern countries, DST usually starts late March/early April and ends late October/early November; exact start dates vary by country. Equatorial nations typically use no DST; southern nations will use dates that match their local summer. It's not unheard of for an individual province or state or even a piece of one province to opt out of a DST scheme in effect in the rest of the same nation. Due to the nature of daylight saving time the difference in time zones may vary during the year as one country doesn't have daylight saving time while the other does, or both have it but start at different times. However due to increasing commerce and international communication via the internet and other nearly instantaneous modes, there are increasing efforts to harmonize those things, especially among direct neighbors or political entities with good relations with each other.

"Political" time zones

As can be seen on the map above, some time-zones seem to defy logic and were mostly drawn by national or regional governments to make commerce and administration easier. This can have strange consequences, most notably in the case of China which "should" span at least three time zones but for political reasons observes the same (Beijing) time in all its territory. To complicate

matters, in the restive province of Xinjiang, Beijing time is used by ethnic Han, but UTC +6 is used by ethnic Uygurs. Departure times of long distance transport (most notably the Trans-Siberian railway) are also often given in one time only (usually that of the departure point) and it was in fact the railway that made time zones necessary in the first place (instead of thousands of "local times" only minutes apart). Another "odd" time-zone border lies in Europe where (also mostly due to political reasons) going west from France lets you stay in the same time zone (when you "should" have to change from Central European time to UTC) but going north from France to Britain you will have to change time-zone. Daylight saving time can further complicate this, as most tropical countries see absolutely no need for it and thus keep on standard time year round, which means the difference to other countries makes wild "leaps". As there is no universally agreed point of the year to change from standard to daylight saving time, there may also be "fluctuations" of up to several weeks when one country has already changed and the other hasn't. If you are traveling during that time or calling home, make sure to inform yourself of the local time at both your destination and point of origin.

IATA Areas, Sub Areas and Global Indicators

The Chicago Convention in the year 1944 is a milestone in the air transport. With the cease of the Second World War new initiatives were mooted. 54 states met in Chicago to lay the first foundation of the new system that would soon be needed by civil aviation. The international convention at Chicago was organized from November 1 to December 7, 1944. This conference laid the foundation of two permanent bodies called IATA, International Air Transport Association and ICAO, International Civil Aviation Organization. Finally, IATA, a non governmental body was officially set up in Havana in April 1945. IATA plays a vital role in the Air traffic area.

The core concerns of the IATA are interlining arrangements, the standardization of forms, procedures, handling agreements and exchange of traffic between airlines. With the IATA agreements, the airlines have adopted standard codes of relations with their passenger and cargo agents and consolidators which assure the agents of fair, uniform and non-discriminatory treatment. The traffic advisory committee and various expert working groups guide through such arrangements coordinating with the Assistant Director General (Traffic) and his staff. The assistance of the standing committees is often sought in such matters.

The unique nature of air transport gives rise to the Traffic Conference process. Airlines fly between most of their major cities wherever air transport is possible. To minimize the complexity of air traffic, check on the discrimination in air fare calculation and for

administrative purpose, IATA has divided the world into three Traffic conferences (TC) which are a so called as IATA Areas.

Traffic Conference Area I and Sub Areas:-

The areas falling under this area are North and South American continents and adjacent Islands, Central America, Greenland, Bermuda, the West Indies and Islands of Caribbean Sea and Hawaii Islands. Following is the detail list:

- a) North America includes: Canada, USA, Mexico, St. Pierre and Miquelon
- b) Central America: Belize, Salvador, Honduras, Costa Rica, Guatemala, Nicaragua
- c) Caribbean Islands include: Anguilla, Antigua and Barbuda, Aruba, Barbados, British Virgin, Cayman Islands, Cuba, Dominica, Dominican Republic, Grenada, Northern St. Martin, Haiti, Jamaica, Martinique, Montserrat, Netherland Antilles, Nevis, St. Kitts, St. Lucia, St. Vincent and the Grenadines, Trinidad and Tobago, Turks and Caicos Islands.
- d) Mid Atlantic sub areas includes: Bahamas, Bermuda, all of the Caribbean Island, Central American, French Guyana, Guyana, South America except Argentina, Brazil, Chile, Paraguay and Uruguay.
- e) South America includes: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, French Guiana, Guyana, Panama, Paraguay, Peru, Suriname, Uruguay, and Venezuela

Traffic Conference Area II and Sub Areas:-

The areas falling under this category are Europe, Africa, 'Indian ocean Island and Middle East. Following is the detail list:

- a) Europe: Albania, Algeria, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Gibraltar, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Monaco, Morocco, Netherlands, Norway, Poland, Portugal, Romania, Russian Federation- West of Ural, San Marino, Slovakia, Slovenia, Spain including Balearic and Canary Islands, Sweden, Switzerland, Tunisia, Turkey, Ukraine, United Kingdom, Yugoslavia
- b) Sub Areas of Europe: EC Members, Continental Europe, Common Wealth of Independent States, Iberian Peninsula, Scandinavia, Benelux, Baltic States, United

Kingdom (England, Scotland Wales, Northern Ireland, Channel Islands and The Isle Man)

- c) Africa: Malawi, Zambia, Zimbabwe, Burundi, Kenya, Tanzania, Djibouti, Rwanda, Uganda,. Ethiopia, Somalia, Botswana, Mozambique, Namibia, Lesotho, South Africa, Swaziland, Angola, Benin, Burkina Faso, Cameroon, Cape Verde, Central African Republic, Chad, Congo, Cote d'Ivoire, Equatorial Guinea, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Principe, Sao Tome, Senegal, Sierra Leone, Togo, Zaire
- d) Indian Ocean Islands: Comoros, Mauritius, Madagascar, Mayotte, Reunion, Seychelles, Libya: Libyan Arab Jamahiriya
- e) Middle East (Including Gulf): Bahrain, Cyprus, Egypt,. Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Qatar, Saudi Arabia, Sudan, Sultanate of Oman, Syrian Arab Republic, United Arab Emirates, Abu Dhabi, Ajman, Dubai, Fujairah, Sharjah, Umm Al Qaiwain, Yemen

Traffic Conference Area III and Sub Areas:-

The areas falling under this area are South-East Asia, South-Asia, South-West Pacific. Following is the detail list:

- a) South East Asia: Brunei Darussalam, Cambodia, China, Guam, Hong Kong, Indonesia, Kazakhstan, Kyrgyzstan, Lao People's Democratic Republic, Macau, Malaysia, Marshal Islands, Micronesia, Mongolia, Myanmar, Northern Marianas, Palau, Philippines, Russian Federation- East of Urals, Singapore, Taiwan, Tajikistan, Thailand, Turkmenistan, Uzbekistan, Viet Nam, Micronesia (Koror, Kwajalein, Majuro, Ponape, Rota, Saipan, Tinian, Truck, Yap)
- b) South Asia: Afghanistan, Bangladesh, Bhutan, India including Andaman Islands, Nepal, Pakistan, Srilanka, Maldives, Japan,
- c) South West Pacific: American Samoa, Australia, Cook Island, Fiji, French Polynesia, Kiribati, Nauru, New Caledonia including Loyalty Islands, New Zealand, Niue, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu, Vanuatu, Wallis and Futuna.
- d) Sub Area Global Indicators- The global indicators are nothing but it is a two letter code used in airlines industry for travel direction either through lobe or type of routing. As we know air fare is purely based on mileage system so these global indicators help

passengers identify their routes with in maximum permissible mileage. The important global indicators are as follows:

1. EH (Eastern Hemisphere): This particular code is used for routing between Eastern Hemisphere, All areas of TC-2, 3.
2. WH (Western Hemisphere): Under this area North and South American continents and adjacent Islands including Hawaiian Islands and one half of Antarctica are covered.
3. AP (Atlantic Pacific): Routing between Area 3 and Area 2 via both Atlantic and Pacific Ocean is included.
4. PA (Pacific): All the routings between Area 1 and Area 3 via Pacific.
5. AT (Atlantic): Routing between Area 1 and Area 2 or 3 via Atlantic Ocean
6. PO (Polar Route): Designated routes via Anchorage
7. TS: Trans Siberian Routings between TC2 and TC3 except China, Afghanistan, Bangladesh, Bhutan, India including Andaman Islands, Nepal, Pakistan, Srilanka and Maldives.
8. E (Far East): The routes between Russian Federation- West of the Urals and Area 3 excluding travel via TS routing.
9. RU (Russian Route): Between Russia (in Europe) and Area 3 with nonstop service between Russia (in Europe) and Japan/Korea;- not via another country(ies) in Europe

Imagine how one would precisely give you the location of a place. As discussed earlier in most case it will be relative location meaning, near to school, in the state of Madhya Pradesh or to the northeast of the country etc. this may not serve the purpose many a time. Latitudes and longitudes have solved this problem of exact locations besides coming handy in resolving many other issues. North Pole and South Pole on earth's axis form the basis for something caused geographical grid (the pattern of latitudes and longitudes drawn on a map or globe). A work of horizontal and vertical lines is drawn which intersect each other these two sets of line are called as parallels of latitudes and meridians of longitudes. The lines which run north to south connecting both the poles are referred to as meridians of longitudes which touch the pole in the two ends and are farthest at the equator with each other. On the other hand are the lines which are drawn around the earth on globe or from east to west on a flat surface are called as the parallels of latitudes. As the name itself denotes, they are parallel

to each other. The central line drawn between North and South Poles is called as the equator. As we move from the equator to the poles the parallels become smaller.

The latitudes and longitudes are generally called as the geographical Cardinals. Location or position of various surface features such as location, direction of different points or distance between places is possible using the network of these lines.

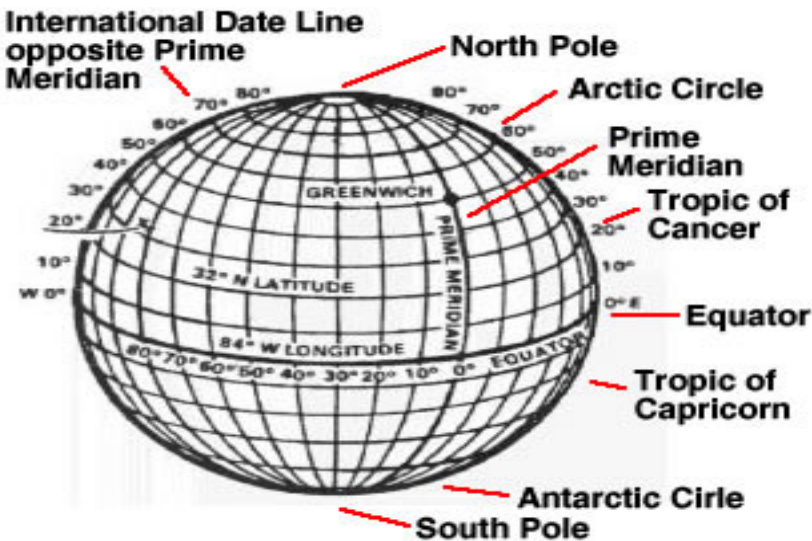
Let's now learn in details about these imaginary lines of the parallels of latitudes and the meridians of longitudes.

Latitudes

As learnt earlier latitudes are parallels. These are the imaginary line drawn on a surface, map or a globe which run from east to west parallel to each other. Hence the lines same latitudes are called parallels. When we refer to the latitude/latitudes of a place/ region, we are actually refining to its position on earth if it to the north of equator or south. For instance, India is between the latitudes of 60 45'N and 370 6'N. This means the region of India is to the north of tile equator ('N' means Northern Hemisphere) and the degrees show us exactly extension of it in the northern hemisphere. Any place to the south of the equator falls in the Southern Hemisphere which can be derived from letter (S) with the values. For example Australia is between 290 S and 4509'S latitudes. It means Australia is extended between 290 S and 4509'S latitudes in the Southern Hemisphere.

The Equator is designated as 0°. The North Latitude lines measure from the Equator (0°) to the North Pole (90°N). The South Latitude lines measure from the Equator (0°) to the South Pole (90°S). There are other special latitude lines to note. The Tropic of Cancer is at 23.5°N latitude and at 23.5°S latitude is the Tropic of Capricorn. These Lines represent the farthest north and farthest south where the sun can shine directly overhead at noon. Latitudes of 66.5° N and 66.5° S mark the Arctic and Antarctic Circles, respectively. Because of the tilt of the Earth, there are winter days when the Sun does not rise and summer days when the sun does not set at these locations.

International Date Line (180 °)



The Parallels of Latitude

There will be 89 parallels in the northern and southern hemispheres each when parallels of latitude are drawn at an interval of one degree from the equator. Including the 00 latitude the equator the total number of parallels will be 179. As said earlier depending upon the location of a place or a feature to the north or the south of the equator the letter N or S added to the value of degrees.

It may be noted that latitude of a place or feature may be determined with the help of the altitude of the pole star or that of the sun. Taking earth as a perfect sphere distance between two latitudes anywhere on the earth could be a constant value of 111 km. The length of a meridian on the equator is also the same. Though 111km is taken as the constant length of latitude there is slight difference as we move from the equator to the poles. At the equator it is 110.6 km while at the poles it is 111.7 km. this length would also help us in calculating distance between different places.

Longitude

While the parallels of latitudes are circles running east to west around the earth meridians of longitudes are semi-circles which converge at the north poles and the south poles. Though an opposite meridian makes a complete circle, each meridian is taken as a separate value. A meridian of

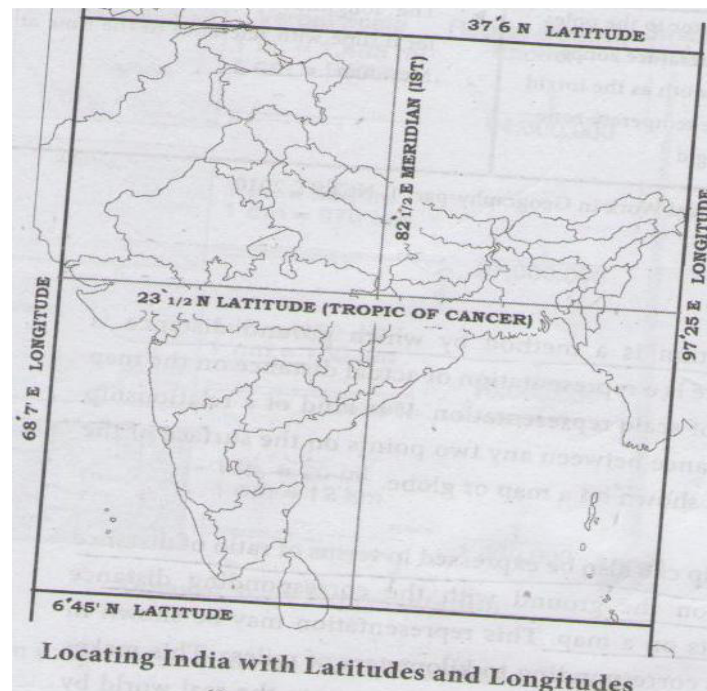
longitude is the angular distance on the earth's surface, measured east or west from prime meridian at Greenwich. It's only for the convenience of numbering the meridians, the meridians passing through the Greenwich observatory near to London has been adopted by the geographers through an international agreement as the Prime Meridian.

The prime meridian is located at 0° it is neither east nor west. Meridians of longitude are numbered east from Prime Meridian' to the 180° line and west from the Prime Meridian to the 180° line. The Prime Meridian (0°) and the 180° line split the earth into the Western Hemisphere and Eastern Hemisphere. Exact location of a place or a feature on earth can be easily located on earth (by using maps and globe) by combining latitude and longitude. The intersection of these two can help us locate a place. For example New Delhi locates at the intersection of the latitude 30° N and the longitude 70° E. Likewise a larger region can also be identified with the help of the parallels of latitudinal extension and meridians of longitudinal extension. For example try to locate India and its extension on a political map of either Asia or world.

Location of India with the help of Longitude & Latitude

From the above map it is clear that the geographical extension of India extends between $6^{\circ}45'$ N and $37^{\circ}6'$ N latitudes between $68^{\circ}7'$ E and $97^{\circ}25'$ E longitudes. This is how with help of parallels of latitude and the meridians of longitudes location and extension of any country, continent or region can be identified.

Apart from location usage this grid system of parallels and meridians is also very useful for geographical, geological, meteorological, agricultural and political purposes. Navigation system has become easy, calculation of time accurate and aviation comfortable.



Comparison between form latitudes and Latitudes

Parallels of Latitude	Meridians of Longitude
1. Latitude is the angular distance of a point north or south of the equator as measured in degrees.	➤ Longitude is the angular distance along the equator measured in degrees. It is measured east or west of Greenwich, from 0° to 180°.
2. All latitudes are parallel to the equator.	➤ All meridians of longitude converge at the poles.
3. On a globe, parallels of latitudes appear as circles.	➤ All meridians of longitude appear as circles running through the poles.
4. The distance between two latitudes is approximately 111 km.	➤ The distance between two longitudes is maximum at the equator (111.3 km) and minimum at the poles (0 km). Midway, at 45° of latitude, it is 79 km.
5. The 0° latitude is referred to as the equator and the 90° as the poles.	➤ There are 360° of longitude, 180° each in the east and west of the Prime Meridian.

Scale Representation

Scale representation is a method by which ground distance is denoted on the map. This is a representation of actual distance on the map different means of scale representation. It is kind of a relationship in the actual distance between any two points on the surface of the earth that which is shown on a map or globe. This relationship can also be expressed in terms of ratio of distance: n two points on the ground with the corresponding distance same two points on a map. This

representation may be shown in Centimeters or inches corresponding to kilometers or miles. This makes the map more useful to us as we can apply the map to the real world by seeing what the map represents. It can also be used to calculate the distance on the ground.

There are at least three ways to represent scale. Varying in simplicity and usefulness. These three major scaling methods are:

(A) Statement of Scale

(B) Representative Fraction (R.F.)

(C) Graphical Scale

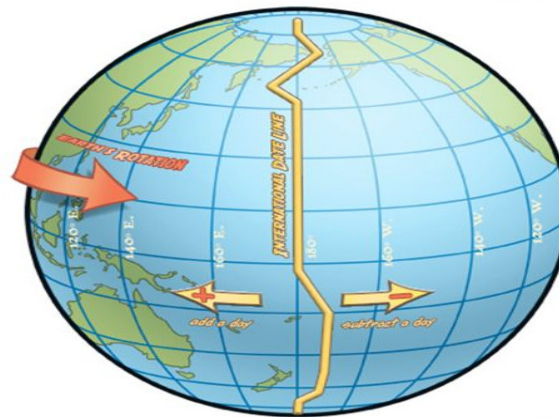
There are two different systems of measurement of scale used to the distances in different parts of the world. These are Metric and English system. Metric system uses miles, furlongs, yards, and inches whereas English system uses Kilometers, meters and centimeters. Scale of the map may be expressed any one of the methods or a combination of both though multiple scale representation is most Popular.

International Dateline:-

World time on global basis is calculated in relation to the longitudinal location of a place. While prime meridian passes through Greenwich(0°), the another meridian which is located at 180 degrees west of Greenwich, both being the same meridian is of importance. This meridian marks the change of day is referred to as the International Date Line. The International Date Line is an imaginary line running from North Pole to South Pole through the Pacific Ocean, with the date differing in the east and west, the east of the line being one day earlier. For example, if it is the 15th July in the USA, it will be 16th July in India. The travelers may either gain a day or lose a day when they cross the International Date Line. Who travel long distances by air, often complain of jet lag because of the change zones

International Date Line

- A line of meridian that runs through the Pacific Ocean and is exactly half way around the world from the prime meridian.
- *Most of this line runs along 180° longitude, which is on the opposite side of the globe from the prime meridian.



Summary

As the people living on the planet Earth, since the dawn of civilization of man is a wonderful aspects of different regions in different time zones experiencing the sunrise and sunset in day today life. IATA –geographical areas are very helpful both to the tourism industry and world tourists for timely service with all comforts to enjoy tourism activities at the Tourist destinations. International Date Line gives a clarity of day and date to the people living on the east and west of 180° west of Greenwich (0°) both being the same meridian is of much importance is of much importance. This meridian marks the change of day referred to as the in Date line.

Short answer type questions

1. Explain about Maps
2. Write about longitude & latitudes

Long answer type questions

1. Write an essay on IATA geographical areas .explain its importance
2. Explain about the importance of longitudes and latitudes for the map Preparations. What is international data line?

Unit -3

Indian Geography

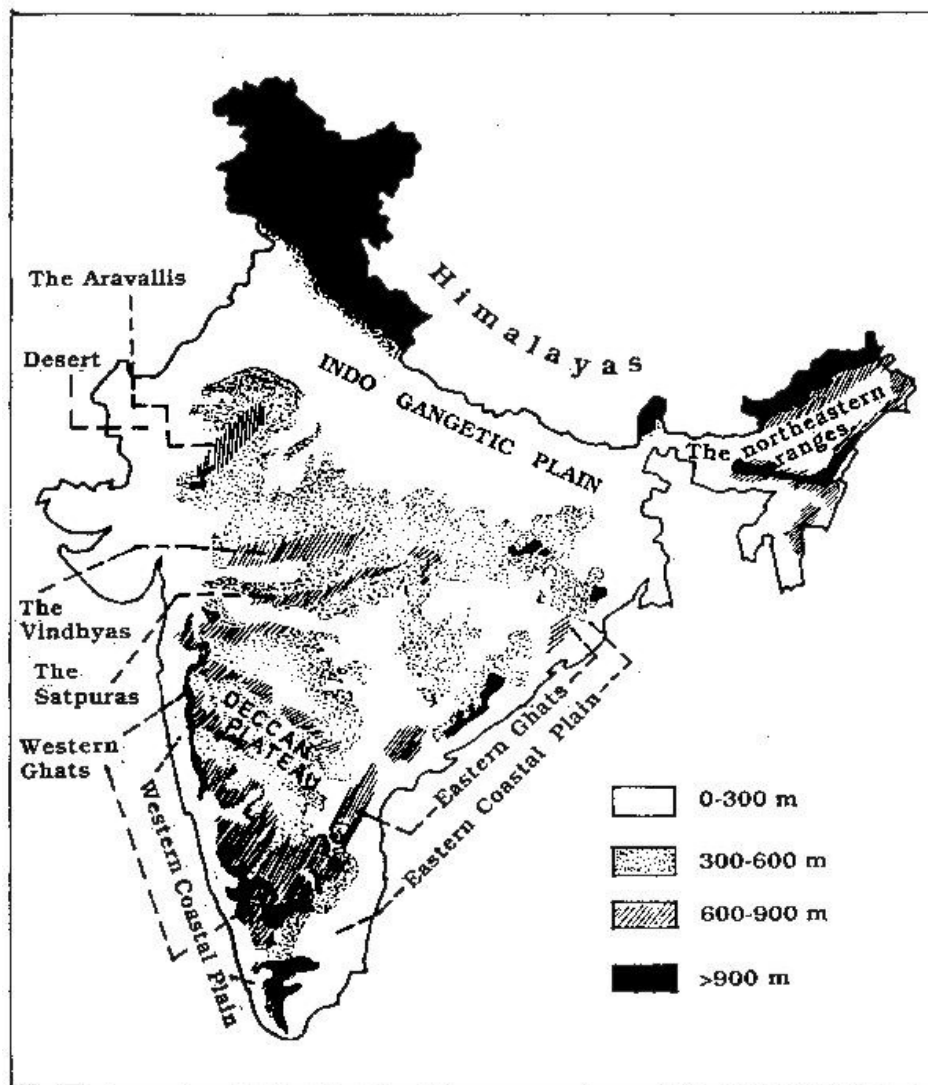
STRUCTURE

- 3.1 Physical Geography of India
- 3.2 Political features of Indian Geography
- 3.3 Duration of Seasons

3.1 Physical Geography of India

India can be divided into five physical divisions. They are:

- 1) The Northern Mountains
- 2) The North Indian Plain
- 3) The Peninsular Plateau
- 4) The Coastal regions and Islands
- 5) Grate Indian Desert



1. **The Northern Mountains:** The Himalayan mountains form the northern mountain region of India. They are the highest mountain ranges in the world. They have the highest peaks, deep valleys, glaciers etc. These mountain ranges start from Pamir Knot in the west and extend up to Purvanchal in the east. They extend over 2,500 km. They have been formed during different stages of continental drift of the Gondwanaland mass. There are three parallel ranges in the Himalayas. They are (a) The Greater Himalayas or Himadri, (b) The Lesser Himalayas or Himachal and (c) The Outer Himalayas or Siwaliks.
2. **North Indian Plain:** The North Indian plain is also called the Gangetic plain. The total area of this plain is about 6,52,000 sq. km. This plain is situated between the Himalayan Mountains in the north and the Peninsular plateau in the south and is formed by the alluvium brought down by the rivers. The plain is very fertile and agriculture is the main occupation of the people. Many perennial rivers flow across the plain. Since the land is almost flat, it is very easy to construct irrigation canals and have inland navigation. It has excellent roads and railways, which are helpful for the establishment of many industries. 40% of the total population of India lives here and it is called “The heart of India”.
3. **Peninsular Plateau:** It is the largest of India’s physical divisions. It is the oldest and is formed of hard rocks. The Narmada rift valley divides the peninsular plateau into two parts. They are the Malwa plateau and the Deccan plateau. The Malwa plateau is bounded by the Aravalli hills in the north-west and the Vindhya Mountains in the south. The total area of both these plateaus is 7,05,000 sq. km. and the shape is triangular. The Malwa plateau slopes towards the Gangetic Plain. The highest peak on the Aravallis is Mt. Guru Shikhar. The Deccan plateau is surrounded by the Satpura hills, the Mahadeo hills, the Maikala range, the Amarkantak hills and the Rajmahal hills in the north and the Western Ghats in the west and the Eastern Ghats in the east. The Western Ghats are called Sahyadris in Maharashtra and Karnataka and further south they are called Nilgiris in Kerala and Annamalai range, Cardamom and Palani hills in Tamilnadu. Anaimudi in Annamalai range (2,695 mts.) is the highest peak in South India. The Western Ghats and the Eastern Ghats meet in the Nilgiri hills. The Peninsular plateau has economic importance because of its rich mineral resources and many rivers, which have waterfalls.

They help in the generation of hydroelectric power. The plateau is also suitable for the cultivation of cotton and the dense forests are the home of many wild animals.

4. **Coastal Plains and Islands:** Excluding the islands, the mainland of India has 6,100 kms length of coastline. It extends from Kachchh in Gujarat in the west to the Gangetic delta in the east. The coast of India is divided into western coast and eastern coastal plains. The western coastal plain lies between the Western Ghats and the Arabian Sea and from the Gulf of Kachchh in the north upto Cape Comorin (Kanyakumari) in the south, with a length of about 1,500 km. It is divided into Malabar coast, Karnataka coast (Canara), Konkan coast, Gujarat coast and Kachchh and Kathiawad peninsulas. The coast is straight and affected by the South-West Monsoon winds over a period of six months. So, there are only a few good harbours Mumbai, Marmagao, Cochin, Mangalore, Karwar, Nhava-Sheva and Kandla are the important ports on the West Coast. The eastern coast extends from Kanyakumari to the Gangetic delta and between the Eastern Ghats and the Bay of Bengal. It consists of the deltas of rivers Mahanadi, Godavari, Krishna and Kaveri. It is a broad and flat land. There are some salt water lakes or lagoons. Chilka Lake of Orissa and Pulicat Lake of Tamilnadu are the best examples. The Eastern Coast is divided into Coromandel coast in the south and Utkal coast in the north. The coastal regions of India are noted for agriculture, trade, industrial centres, tourist centres, fishing and salt making. They provide important hinterlands for the ports. These coastal plains play a very important role in the economic development of India.

There are Major 247 islands in Bay of Bengal and Arabian sea, out of which there are 204 islands in the Bay of Bengal and 43 islands in the Arabian Sea. There are a few coral islands in the Gulf of Mannar also. The Andaman and Nicobar Islands in the Bay of Bengal consist of hard volcanic rocks. The middle Andaman and Great Nicobar Islands are the largest islands of India. Lakshadweep islands in the Arabian Sea are formed by corals. The southern - most point of India is in the Greater Nicobar Island.

5. **The Grate Indian Desert:** Between Indus basin to the west in Pakistan and the Aravalli Mountains to the east lies the Grate Indian Desert which is also called as the Thar desert. This is a hot, humid and dry arid region due to very less rain fall annually and high temperature. The climate is very extreme. A large spared of sand across the region

forming desert relief all over. Oases are the source of water in the interiors which are natural pools around which is found human habitation

3.2 Political features of Indian Geography

India has been divided into 29 states and 7 union territories. States were linguistically carved out. Where one particular language has an influence over a large area, for administrative convenience and such states have been further divided in the later stage keeping in mind the regional identities. States are governed by the state legislature with Governor as the head of the state and Chief Minister and the state cabinet takes care of the governance with other bodies of the democratic setup, Whereas union territories are under the direct control of the centre with lieutenant governor as the head of the union territory.

List of States and Union Territories with Capitals in India as Administrative divisions

1. Andhra Pradesh (Amaravathi)
2. Arunachal Pradesh (Itanagar)
3. Assam (Dispur)
4. Bihar (Patna)
5. Chhattisgarh (Raipur)
6. Goa (Panaji)
7. Gujarat (Gandhinagar)
8. Haryana (Chandigarh)
9. Himachal Pradesh (Shimla)
10. Jammu & Kashmir (Srinagar{S*}, Jammu{W*})
11. Jharkhand (Ranchi)
12. Karnataka (Bangalore)
13. Kerala (Thiruvananthapuram)
14. Madhya Pradesh (Bhopal)
15. Maharashtra (Mumbai)
16. Manipur (Imphal)
17. Meghalaya (Shillong)
18. Mizoram (Aizawl)
19. Nagaland (Kohima)

20. Odisha (Bhubaneshwar)
21. Punjab (Chandigarh)
22. Rajasthan (Jaipur)
23. Sikkim (Gangtok)
24. Tamil Nadu (Chennai)
25. Telangana (Hyderabad)
26. Tripura (Agartala)
27. Uttarakhand (Dehradun)
28. Uttar Pradesh (Lucknow)
29. West Bengal (Kolkata)

Union Territories

1. Andaman and Nicobar Islands (Port Blair)
2. Chandigarh (Chandigarh)
3. The Government of NCT of Delhi (Delhi)
4. Dadra and Nagar Haveli (Silvassa)
5. Daman and Diu (Daman)
6. Lakshadweep (Kavaratti)
7. Puducherry (Puducherry)

India is fortunate to be in the Indian Ocean. It's mainly because of its great advantage of its location- which becomes very strategic to the very existence of India in this modern world. The global businesses merge here from east and west making it the possible hub for marine trade in the future. Its location also helps the country in benefitting out of the long monsoon season otherwise which would be dry. The size as it has already been mentioned above makes it a sub-continent and one of largest countries of the world. The neighbors of India except for China are relatively weak in terms of economies and hence the significance of India increases in leading the region like a big brother to its prosperity.

3.3 Duration of Seasons

The geographical locations, the Monsoons and many other factors are influencing the seasonal differences in India. The culmination of these factors gives way for four major uniformed spells

of seasons with a few short regional differences though. While whole of the country experiences rainfall during advancing south-west monsoon season certain parts like the Coromondal coast and northwestern parts hardly receive any rain. Likewise when it's very cool in the winter across the northern plains and central

India, south India is a bit warmer. To know more about these variations let's now learn in detail about the four seasons listed below:

- (a) Cold weather season (December - February)
- (b) Hot weather season (March - May)
- (c) Advancing South - West monsoon season (June - September)
- (d) Post or retreating monsoon season (October - November).

Let's now know more about each of them in the following section.

- (a) **Cold Weather Season:** The period of cold weather season is spread from December to February. There is a fall in the temperature from the south to the north. December and January months are the coldest and the average temperature in north is between 12°C and 15°C and in south it may vary between 23° and 25°C. Frost is common in the north and north-west India. Western disturbances cause light rainfall in this region. Higher slopes of the Himalayas experience snowfall. During the winter season, North-East trade winds prevail over India. They blow from land to sea. Hence, for most part of the country, it is a dry season. There is a different scenario along the Tamil Nadu coast (Coromondal) which receives winter rainfall due to these winds. A part of north-east trade winds blow over Bay of Bengal. They gather moisture which causes rainfall in the coastal Tamil Nadu while the rest of the country remains dry. In the northern part of the country the weather is marked by clear sky, low temperatures and low humidity. The winter rainfall is very important for the cultivation of •Rabi' crops especially in the northwestern and the southeastern parts of the country.
- (b) **Hot Weather Season:** Temperature starts rising from the last week of February. It is hot weather season from March to May. One can experience high temperature in the

plains, western part of India and in the central part of peninsular India. In Northern plains, thus, an elongated low pressure which is called monsoonal trough created here, which extends from Jaisalmer in western Rajasthan to Jharkhand and parts of Odisha to the East. During the same period, over Indian Ocean south of the equator high pressure belt starts to develop during season. This results in blowing of afternoon dust storms in the northwestern parts of India which is a common phenomenon. During summer, very hot and dry winds blow over North Indian plains. These hot and dry winds are locally referred to as “Loo” Exposure to these hot winds may cause heat or sun stroke. This is also the season for localized thunderstorms, associated with violent winds, torrential downpours, often accompanied by hail. In West Bengal, these storms are known as the 'Kaal Baisakhi' (calamity for the month of Baisakh). Pre-monsoon showers are common towards the close of the summer season especially in Karnataka and Kerala. Such rainfall is called as 'mango showers' which helps in the early ripening of mangoes.

- (c) **Advancing South - West Monsoon Season (June - September):** As the scorching heat of summer season slowly fades, it gives way for actual monsoon rains to release people from the hot weather across the country. Farmers wait for rains so that they can prepare their fields for next cropping season **Kharif**. The period for about four months between June –September is of advancing South –West monsoon season. By the end of May the monsoon trough further intensifies over north India due to high temperature in the region. The general direction of the wind during this season is from South- West to North –East parts of the country. These early winds are strong and blow at velocity of 30km per hour. These are loaded with a lot of moisture and first hit at Andaman and Nicobar Islands in the last week of May and by the first week of June Kerala coast. There is a significant change in the weather conditions of the India subcontinent with the entry of South-West monsoons.

There are two branches of south-west monsoon which originate from: a) Arabian Sea and (b) Bay of Bengal.

The South-West monsoon winds blowing from the Arabian Sea branch are intervened and obstructed by the Western Ghats along the west coast prompting for heavy rainfall to the western side of Western Ghats. These winds moving in the

northwest and northeast reach Mumbai by 10th June. When this branch crosses the Western Ghats and enters into the Deccan Plateau and parts of Madhya Pradesh, it gives less rainfall as it is a rain shadow region. Further, this branch reaches in Northern Plain by 20th June. The second branch of the monsoon winds that start from Bay of Bengal hit the Andaman and Nicobar islands first and further north they strike the coastal areas of West Bengal and later majority of the North- Eastern states with heavy rainfall and they cover the whole of India by the 15th of July. However, it should be noted that quantity of rainfall decreases as they move towards West over the Northern plains. For instance, rainfall at in Gauwahti is 150 cm, Kolkata 120 cm, Allahabad 91 cm and Delhi 56cm and Chandigarh 40 cm during this season. As the monsoon comes after the hot and dry summer season, the rainfall brings down the temperature.

We can see this decline is from 5°C to 8°C between mid June and mid July. This is the time when many parts of India face floods also. This is mainly because of heavy rainfall and our inability to manage our water resources more systematically. Contrary to this, there are several places which still experience dry and draught climate without much rain like northwestern parts of Rajasthan and Ran of Kuchch.

- (d) **Retreating or Post Monsoon Season:** The period of Retreating Monsoon season (also referred to as Post Monsoon) prevails between the months of October - November. The temperatures during September-October start decreasing in north India resulting in weakening of the Monsoon trough over northwestern parts of India. A pressure belt is replaced by the monsoon trough. Due to change in pressure belts the South-West monsoon winds weaken and start withdrawing gradually from North Indian Plains by November end. In October the weather remains humid and warm due to continuing high temperature and moist land in month of October. Northern plains experience hot and humid weather during this transition. Such a spell is commonly called 'October Heat'. However, towards the end of October, temperature starts falling gradually making nights pleasant and cool. During the same time, a low pressure belt is formed in the Bay of Bengal towards which the weak monsoon wind of northern plains start blowing resulting in cyclonic storms. It is known to us how these retreating wind turn into storms and create havoc in coastal areas of Odisha, Andhra

Pradesh and Tamil Nadu. Sometimes, there is huge loss of standing crops, property and life of people living in these areas. Retreating monsoons at the same time energize the winter cropping in these regions wherever it rains. Staying for over two months and disturbing the east coast these winds move away towards the south of equator as the low pressure belt slowly shifts down.

This sequence of seasons is unique to India which makes it one of the most diversified climatic regions in the world yet retaining the original entry of the Monsoon climate at large. These seasons have had a lot of impact on the socio-cultural nature of people differently in different parts of the country. Their housing patterns, cropping patterns, food habits and over- all lifestyle are influenced by the climatic conditions of the places. There are different festivals celebrated to commemorate the onset of monsoon season like Teej, Bihu, Pongal and Sankranthi for harvest season during winter Holi and Baisakhi. The list goes on but the festive saga doesn't end in India. Every festival comes with seasonal change. Crop patterns change as mentioned earlier such as Kharif starts with advancing of monsoons and harvesting is done during post monsoon. Whereas Rabi cropping season is during winter. Coinciding with these differences the food habits of people are also diverse. Hence, it wouldn't be exasperating to say that the seasons above bring in a lot of vibrancy into the lives of people of India.

Distribution of Rainfall

Monsoon winds though bring in a lot of rainfall, it may be seen that the distribution of rainfall has great regional variations and spatial differences. Some areas receive high rainfall, some moderate, some low and some inadequate rainfall. The average rainfall registered with some variations in India is about 125 cm. Let's try to find out the regional differences in rainfall from the following classification:

- a) **Areas of High Rainfall:** The west coastal plains, the Western Ghats, the hills in Meghalaya and the sub-Himalayan areas in the northeast receive highest rainfall in India. The average annual rainfall in these areas exceeds 200 cm. It may be noted that some areas in the Garo, Khasi and Jaintia in Meghalaya receive rainfall over 1,000 cm. whereas the adjoining regions of the Brahmaputra valley and hills around receive

- less than 200 cm. The world's highest annual rainfall is also registered in this area at Mawsynram in Meghalaya which received 2,600 cm in 1985 (a Guinness Record) and 1270 cm in 2012.
- b) **Areas of Medium Rainfall:** Medium rainfall about 100-200 cm is received in the northeastern peninsula covering Bihar, Jharkhand, Orissa, northern Ganga plain along the sub-Himalayas, in the eastern Madhya Pradesh, the Cachar valley and Manipur, southern parts of Gujarat and Coromondal coast of Tamil Nadu.
 - c) **Areas of Low Rainfall:** Low rainfall is received in the areas of Jammu and Kashmir, eastern parts of Rajasthan, north and northwestern parts of (Gujarat, Deccan plateau, Western Uttar Pradesh, Delhi, Haryana, parts of Himachal and Punjab. In these areas, low rainfall of about 50-100 cm is witnessed.
 - d) **Areas of very less or inadequate Rainfall:** Western Rajasthan, Ladakha, rain shadow region of Western Ghats in the parts of Peninsula such as northern Karnataka, Marathawad of Maharashtra, and central parts of Andhra Pradesh. Some parts of Shiwalik ranges and northern parts of the Himalayas experience snow fall. Less rainfall may be less than 50 cm annually. Due to very scanty or no rainfall, we find formation of hot desert in western Rajasthan and a cold desert in the parts of Ladakha to the east of Jammu and Kashmir state.

Summary

On the planet earth, the geographical location of India is strategical with its outstanding diverse physical patterns and variations. The mighty Himalayan Mountains, the Northern plains, the peninsular plateau, the Indian desert i.e. Thar, the coastal plains & the islands i.e. Andaman Nicobar and Lakshadweep.

The geographical location, the duration of seasons/ monsoons and many other factors influence the seasonal difference in India and the people experience these benefits wherever they are living in their respective regions. For example Jammu & Kashmir is paradise is the most sought after place in the world for beauty adventure, romance with the nature among the tourists globally rivers are the source of the life for any human civilizations to prove it, we the Indians are having bliss of the river Indus, the Ganger, the Brahmaputra, the Krishna, the Godavari, the Mahanadi,

Thapathi & Narmada with rich delta areas for the economic growth and social conditions with variations in different periods as shown in the Indian history.

The great Indian desert (Thar) has unique geographical identity or the people of Rajasthan with different culture and social economical conditions which attracts the tourists worldwide.

Short Answer Type Questions

1. What is the importance of mount Himalayas in Indian geography?
2. What do you know about the duration of seasons?

Long Answer Type Questions

1. Write about the unique features of Indian physical geography in Relation to tourism importance
2. Explain in detail the geographical variations in region wise

Unit-4

Geography of Andhra Pradesh

STRUCTURE

4.1 Physical features of AP

4.2 Political features of AP

4.3 Climatic Conditions of AP

INTRODUCTION

The unique geographical position of Andhra Pradesh with its large navigation / navigable Rivers, alluvial soil, a chain of hilly ranges, (Eastern Ghats –Nallamala Forest) A second largest sea coast of 974 K.M. (605 miles) has been helping for growth of political , socio-economic and mostly cultural attraction of the region to serve and fulfill the expectations of the tourist to the wonderful land. The prosperous peasants, flourishing tradesmen, artisans and craftsmen combined contributed a lot to the promotion of Andhra culture. The internal trade provided an Opportunity to local tradesmen to visit different places during the courses of their business and bring home the new ideas and concepts. It was a common upsurge of the people, rich and poor alike, which gave an unprecedented impetus to the art and culture of the Andhra Desha.

4.1 Physical Features of AP

Andhra Pradesh lies between 12⁰41' and 19.07°N latitude and 77⁰ and 84°40'E longitude, and is bordered by Telangana, Chhattisgarh, and Orissa in the north, the Bay of Bengal in the East, Tamil Nadu to the south and Karnataka to the west. Among the other states, which are situated on the country's coastal area, Andhra Pradesh has got a coastline of around 974 km, which gives it the 2nd longest coastline in India. Two major rivers, the Godavari and the Krishna run across the state. A small enclave, 12 sq mi (30 km²), the Yanam district of Puducherry, which lies in the Godavari Delta in the north east of the state. The state includes the eastern part of Deccan plateau as well as a considerable part of the Eastern Ghats. Historically the region comprising the state was known as Andhradesa, Andhraavani, and Andhra vishaya Climate

The climate of Andhra Pradesh is generally hot and humid. The summer season in this state generally extends from March to June. During these months the moisture level is quite high. The coastal areas have higher temperatures than the other parts of the state. In summer, the temperature generally ranges between 20 °C and 40 °C. At certain places the temperature is as high as 45 degrees on a summer day.

The summer is followed by the monsoon season, which starts during June and continues till September. This is the season for heavy tropical rains in Andhra Pradesh. The major role in determining the climate of the state is played by South-West Monsoons. About one third of the total rainfall in Andhra Pradesh is brought by the North-East Monsoons around the month of October in the state.

The winter season in Andhra Pradesh is very pleasant. This is the time when the state attracts most of its tourists. October to February are the winter months in Andhra Pradesh. Since the state has quite a long coastline, the winters are comparatively mild. The range of winter temperatures is generally from 13 °C to 30 °C.

4.2 Political features of AP

Divisions:-Andhra Pradesh can be divided into two regions, namely Coastal Andhra and Rayalaseema. Andhra Pradesh has 13 districts:

1. Ananthapur
2. Chittoor
3. Y.S.R Kadapa
4. East Godavari
5. Guntur
6. Krishna
7. Kurnool
8. Sri Potti Sreeramulu Nellore
9. Prakasam
10. Srikakulam
11. Visakhapatnam

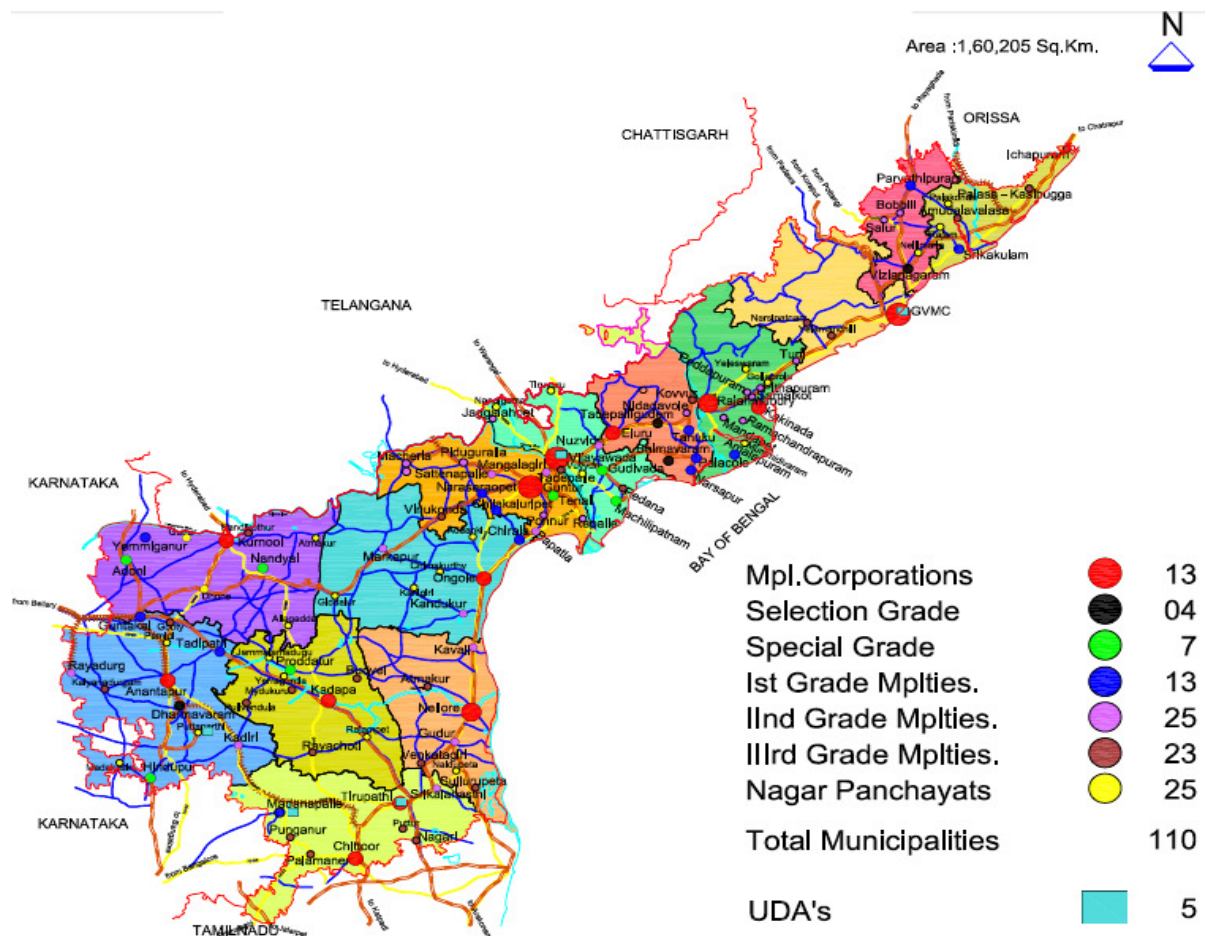
12. Vizianagaram

13. West Godavari.

Ananthapur is the largest district of the state and the 7th largest district in India with an area of 19130 km². Each district is divided into multiple mandals, and each Mandal has many villages. Visakhapatnam is the largest city in the state followed by Vijayawada. Other important cities and towns are Kakinada, Guntur, Rajahmundry, Tirupathi, Nellore, Ongole, Kurnool and Eluru. New Capital of Andhra Pradesh i.e. Amaravathi. After Telangana was created on 2 June 2014, Andhra Pradesh erstwhile capital Hyderabad remained in Telangana. Although Hyderabad was set to remain the joint capital of both states for ten years, the new capital is being built at Amaravati.

Coastline

The state has a coastline of 974 km (605 mi) with jurisdiction over nearly 15,000 km² territorial waters, the second longest coastline among the states of India after Gujarat.



4.3 Climate of Andhra Pradesh

The climate of Andhra Pradesh is generally hot and humid. In broad terms, climate of this South Indian state can be referred to as tropical. Some variations are reflected in pelagic influence and elevation. Main three seasons enjoyed by the state is monsoons, summers and winters. There is little or no discrepancy in weather in different areas of the state since the state is close to rivers, seas and hills. Moderate climate is experienced in the plateau region in comparison to the coastal belt and low valleys.

From March till June, summer season continues that allows the temperature to increase up to 42 degree maximum. In various regions, variation in maximum temperature is from 23°C to 28°C and a variation can be seen in minimum ranges from 10°C to 12°C. Hot summers are experienced in coastal plains, and at times, temperature reaches at 42°C to 45°C at some places. Temperate climate is enjoyed by plateau residents where cool summers and cold winters are experienced.

A degree of relief can be enjoyed when pre-monsoon showers hit state somewhere around the middle of June, but only drawback of this time is that there is a rise in humidity. Monsoon arrive in the state in the month of July and stays till September but sometimes in October, November and December, heavy rainfall can be experienced. Southwest monsoon winds offer maximum rainfall at times reaching up to 55 inches maximum.

In regions closer to coast, rainfall is heavy but in northern and western plateau regions, meager rainfall is observed. During October and November, heavy rainfall occurs due to north east monsoon winds. From October till February, winter season is experienced by state and this time of year is quite enjoyable and pleasant. Mild winters are enjoyed, and temperature does not go below 16 degree. Locals and tourists generally find that cotton summer clothes are best suited to coping with the climate of Andhra Pradesh

Best Time to Visit Andhra Pradesh:

Set at the southeastern coast of India, Andhra Pradesh is well- known for its temples, natural resources and rivers. The beauty of the place calls people from all across the globe throughout the year. But, there is always a best time to visit any place. On an average, the temperature

remains hot and humid in the state. October to February is considered the best time to visit the place as the temperature remains somewhere around 16°C. It is an ideal time for sightseeing around the different destinations of the state.

Summary

Andhra Pradesh is treated as “Food bowl of South India”. It truly reflects secular spirit with three regions such as Northern Andhra, Coastal Andhra and Rayalaseema in its geographical and social religious life of the Andhra people.

From 2014, June onwards after its bifurcation from the erstwhile Andhra Pradesh under the stewardship of Chief Minister Sree. Nara Chandra Babu Naidu has highlighted “The Sun Rise Andhra Pradesh” in all multi dimension future projects with its natural and new technological developments.

It is further noted that the physical conditions existing in Andhra Pradesh in the newly formed 13 districts with different climatic conditions during all the seasons with second longest largest coastline of 974 kms length.

Short Answer Type Questions

1. Give brief account geography of Andhra Pradesh
2. Describe the climatic conditions of Andhra Pradesh?

Long Answer Type Questions

1. How the physical Geographical features have influenced the Andhra Pradesh in its growth and development from tourism Point of view?
2. Explain in detail the political features of 13 administrative districts Andhra Pradesh?

UNIT-5**TOURISM RESOURCES OF ANDHRA PRADESH****STRUCTURE****5.1 Nature based tourism resources / products****5.2 Man –Made tourism resources / products****Introduction to Sunrise State**

Andhra Pradesh state is located on the east side of India where the sun rises in the morning it's not just sun rising in the east it's about our contribution to the rise of our country we have eastern naval command head quartered at Vizag we have countries one and only satellite sending station ISRO at Sullurpet near Nellore we have world's richest Hindu god balaji at Tirumala we have Araku valley we have Borra caves we have ONGC refinery which contributes to Indians economy by giving jobs to many we have Vizag steel plant which is proud of our nation we have 13 districts and every district has unique specialties for tourism we are trying to make INS Vikrant a floating museum which served our naval command plenty of years i am pleased to tell at the end of this post every state has history and culture none is less but we just wanna say once come and visit our state and our tourist spots and feel the difference and say why we are called sunrise state. The Natural Socio-economic and religions conditions in Andhra Pradesh play an eminent role in shaping the Cultural life of every region or community both in crier and Rayalaseema for the promotion of tourism with "Sun Rise State" in 21st century of India. No doubt the geographical factors i.e. Natural features all equally vital for the social behavior and for building up the character of the people to enact the role of good hosts to, attract welcome and provide the best hospitality both to the domestic and foreign tourists at the natural and manmade as very attractive Tourist destinations.

5.1 Nature based Tourism Resources / Products

These include natural resources such as natural climate and its setting, landscapes and natural physical environment. Natural resources are basically the key elements in a destination's attraction. The following categories are placed under Natural Based Tourism Products :

1. Flora and Fauna
2. Water- lakes, beaches, ponds, rivers, waterfalls, springs
3. landscapes, valleys, hills, rocks, gorges, caves
4. Wildlife / Forests
5. Islands etc.,

Flora and Fauna attract many a tourist. Tourists like to know the various types of plants and trees that they see and which trees are seen in which seasons. There are many plants which are specific to certain regions and many times students and travellers visit those areas especially to see those varieties of plants. Thick forest covers, attract tourists who enjoy trekking and hunting activities. Fauna attracts tourists who like to watch birds, wild mammals, reptiles and other exotic and rare animals

The climate of a tourist destination is often an important attraction. Good weather plays an important role in making a holiday. Millions of tourists from countries with extreme climates visit beaches in search of fine weather and sunshine. The sunshine and clear sea breeze at the beaches have attracted many people for a very long time. In fact, development of spas and resorts along the sea coasts in many countries were a result of the travelers. Urge to enjoy good weather and sunshine.

Around these winter resorts, winter sport facilities have been installed to cater to the increasing needs of tourists. People from warm climates are to travel especially to see snowfall and enjoy the cold climate. In countries with tropical climates, many upland cool areas have been developed as 'hill stations'. Hence climate is of great significance as a tourism product.

Examples of Flora and Fauna

1. **Kadiapulanka**-Kadiapulanka, abutting the National Highway-5 and 20 Km from Rajahmundry is the hub of nurseries of myriad varieties of flowers and fruits. It is only since four years that flower festivals are being organized, thanks to the then District Collector, Satish Chandra, who took keen interest in the development of nurseries in these parts
2. **Kolleru Lake Bird Sanctuary**-Kolleru Lake Bird Sanctuary was located in West Godavari district. It was established in 1999. The nature of Habitat being a marsh with shallow water spread. The Kolleru Bird Sanctuary is rich in a diverse variety of flora and fauna and is a natural home for a number of birds. A large number of migratory birds flock to this region during the winter season. The Kolleru Lake Sanctuary, Andhra Pradesh is a haven for these birds looking for a proper shelter. Nature lovers find an apt place for themselves at Kolleru Wildlife Sanctuary. Migratory Birds from Australia, Siberia, Egypt and Philippines assemble near the Kolleru Lake in search of a suitable place for their survival.

These birds include some of the exclusive varieties like the Open Billed Stork, Shovellers, Painted Stork, Pintails, Glossy Ibises, Teals and Red Chested Podchards. Numerous other varieties of birds are found in the Kolleru Lake Bird Sanctuary. The soothing breeze from the lake ensures a natural harbor for these roving birds. Kolleru Lake Bird Sanctuary occupies an area of 673 sq. kilometers and there is a Watch Tower to aid the tourists to observe these **itinerant birds**. The Kolleru Lake Bird Sanctuary is also known as the Colair Lake in Andhra Pradesh.

3. **Maredumilli**- The Maredumilli Forests of East Godavari District are having rich biodiversity and the area is having semi evergreen forests with undulating terrain, which forms part of the Eastern Ghats. The Maredumilli Community Conservation & Eco Tourism Area is situated on Maredumilli. The area is having many streams flowing over the undulating rocks in the deep woods and any visitor feel thrilling experience in the Nature. The Eco-tourism project is managed by the local indigenous tribal community of Valamuru, Somireddypalem and Valmeekipeta Vana Samrkshana Samithi people with the active support of Andhra Pradesh Forest Department. The project was successfully completed in a short span of time due to the commitment of the highly motivated

community participation coupled with the timely financial assistance from the World Bank aided Andhra Pradesh Community Forest Management Project. This also provided unique opportunity to the native ethnic community to spread the message of conservation to the masses. The jungle star campsite is located adjoining the Valamuru River with the stream flowing on 3 sides overlooking the Vali-Sugriva Konda which is believed to be the battle ground of the Vali-Sugriva during the Ramayana period. The remarkable variation of the battleground with the presence of grass land, encircled by forests on the other hillocks makes the visitor to pay attention on the legendary story. As a part of Tourism Development Maredumilli Forest Rest House was constructed in the year 1914, the Forest Rest House is in Maredumilli Village with all facilities. The name of the rest house is “Abhayaranya Forest Rest House”. Suits are available here for stay of Tourists.

Attractions:

1. Jalatarangini
2. Nandanavanam
3. Vali Sugriva Medicinal plants Conservation
4. Amrutha Dhara
5. Vana Vihari
6. Swarna Dhara
7. Jungle star camping Site
8. Coffee Plantation
9. Valamuru vagu

Beaches

Beach tourism is very popular among the tourists today. Tourists of all age groups, backgrounds, cultures and countries enjoy this tourism product. Besides attraction and salability, beach holidaying has lead to overall development of tourism in many parts of the world. The basic importance of beaches is that they provide aesthetic and environmental value of the beach such as beautiful natural scenery with golden sands, lush green vegetation and bright blue sky. The water should be clear, free of currents and underwater rocks. Beach tourism activities include water and land resource use. The water usage involves swimming, surfing, sailing, wind

surfing, water scootering, Para-sailing, motorboat rides, etc. The land use has multifacets like sunbathing, recreational areas for tourists (parks, playgrounds, clubs, theatre, amusement parks, casinos, cultural museums, etc.), accommodation facilities (hotels, cottages, villas, camping sites, etc.), car and bus parking areas, entertainment and shopping complexes, access roads and transportation network. Due to its multidimensional requirements the beach product needs special care. A beach resort needs to be developed as an integrated complex to function as a self-contained community. Environmental management should also ensure the availability of necessary infrastructure in the immediate hinterland to the coastal region in support of the development on the coast to maintain its ecosystem.

Examples of Beaches in AP

- a) **Kalingapatnam beach-** Kalingapatnam beach is popular beach of Andhra Pradesh actually the ancient port is developed by Andhra Pradesh tourism as one of best beach tourism destination with construction of beach resorts. In the ancient times Kalingapatnam was the harbor town for exporting cloth and perfumes. This fabulously beautiful Kalingapatnam beach is located on the junction of Bay of Bengal and river Vamsadhara. In local travel circuits, Kalingapatnam beach is more popular for weekend vacations and sea food. Perfect picturesque and charmingly beautiful blend of sand, sea and the sky is the prime tourist attraction of quite unexplored Kalingapatnam beach.
- b) **Ramakrishna Beach-** Ramakrishna Beach offers soothing scenery to the visitors. It has gained tremendous popularity in the past few years and is a famous visiting spot for the visitors. The scenic beauty of the Beach is Incomparable. The Beach occupies large part of the sea front and is one of the exclusive regions that are often the visitor's choice. The Beach is located in Vishakhapatnam. The same is a harbor that is located in the Northeast corner, laying alongside the Bay of Bengal this beach is a continuation of the Coromondal Coast. People irrespective of their caste and creed visit this gorgeous landscape only to enjoy the extravagant beauty of this place. This place is favorable for **sunbathing and surfing**. The Beach is also exclusive for the fishermen choose this spot since it is best suited for their business and activities. The private companies are coming up with ideas in order to establish sporting complexes at the Beach, Which is a potential

spot moreover reminiscence of the Dutch settlements comes alive with the numerous cemeteries and ports that are located along the beach.

- c) **Suryalanka Beach-** Suryalanka is the perfect weekend getaway beach for friends and families. The natural beauty of the beach is major draw for people, who are looking to refresh and rejuvenate themselves. The pristine beach is clean and the waters of the Bay of Bengal are crystal clear. Visitors can enjoy swimming and sunbathing without feeling squeezed, as the beach is wide and spacious.

Examples of waterfalls in AP

Ethipothala Falls- Ethipothala is a famous waterfall formed by the mountain streams which falls from a height of approximately 70 feet into a lagoon. Three streams namely Nakka Vagu, Tummala Vagu and Chandravanka Vagu combine to form this waterfall. The name Ethipothala has been derived from the Sanskrit word 'Etitaposthal' meaning the place for penance. It is believed that saints have performed rigorous penance at this place. The caves nearby also attest their presence at this place. Ethipothala waterfalls are striking falls on River Chandravanka (a tributary of River Krishna), towards the down flow of Nagarjuna Sagar Dam. Ethipothala Waterfall is also a great place for mild trekking and camping along with refreshing nature sightseeing. A view point was created by Andhra Pradesh Tourism Department from the adjacent hillock. There is a **crocodile breeding center** in the pond formed by the water fall and is managed by the Forest Department of Andhra Pradesh where one can see the crocodiles from close distance. Water from the Nagarjuna Sagar right bank canal is released in to the above streams to keep the water fall alive or flowing throughout the year for tourism purpose. AP Tourism has developed a very good restaurant with two rooms for accommodation and wonderful garden with toilet facilities at this place. One can enjoy half day trip at this place watching falls, bathing and roaming around.

Talakona Waterfalls- The waterfalls are placed amidst dense forest surrounded by natural beauty and greenery. It is believed that the water of Talakona Falls is enriched with herbs with healing powers. Talakona was declared as Bio-Sphere Reserve in 1990 because of wide variety of plant species present in the region. In this forest, one can find variety of endangered species like sambar, porcupine, cheetal, golden gecko, Indian giant squirrel,

slender Loris, panther and mouse deer etc. Talakona means 'head hill' in Telugu. The gorgeous waterfall falling deep into a valley from a height of around 270 feet makes it the highest waterfall in Andhra Pradesh and also one of the top Tourist places in Andhra Pradesh.

Landscape Resources

Geology and the landform are two other major bases of landscape resources. A growing interest in them has given rise to the term 'geological tourism'. Both along with the climate determine the rocky peaks for climbing, cliffs or scarps for hang gliding, very steep snowy slopes for skiing and caves for exploiting them for a serious sightseeing.

Examples of Hill stations

- a. Anantagiri Hills-** Anantagiri Hills are located along the Eastern Ghats. Anantagiri Hills is like a store house of energy. It can replenish the lost energy of a sick person and enable him to get back to normal life with former energy and vigor. The exquisite views of sunrise and sunset at Anantagiri Hills lures the tourists.

Anantagiri Hills are replete with rare medicinal herbs which are indispensable for human use. The thrilling view of the landscape at Anantagiri Hills is mingled with its usefulness. River Musi floods the Anantagiri Hills making it an irrigable land. The coffee plantations add to the scenic elegance of this region. There are numerous waterfalls in this region and the gorgeous gorges offer unforgettable memories. The extravagant beauty of the Anantagiri Hills makes the tourists remember this place and so this place often finds a place in their personal diaries.

- b. Horsley Hills in Chittoor-** Horsley Hills is a beautiful getaway located in the Chittoor District of Andhra Pradesh. The local name of the hill was Yenugu Mallama Konda after a legend of a saintly old woman named Mallamma who lived atop the hill and was fed by elephants (yenugulu). W.D. Horsley, a British collector, built his home around 1870 after whom it is named. In contrast to the surrounding dry, hot and barren country surrounding it the area is well vegetated and cooler climate made it attractive as a hill resort and tourist spot. It is set an altitude of 4100 ft. The place is a famous tourist spot which has much to offer to all the tourists, right from scenic locations to adventurous activities. This

captivating hill station assures one with a great holiday amid beauty and tranquility. The destination is a must-visit for nature and adventure lovers. Some adventure activities which the place offers include Zorbing, Rappelling, Trekking, Running Bungee and Rock Climbing.

- c. Araku Valley-** Araku Valley lies close to the Orissa Border and the pleasant weather tempts tourists for a visit, especially during the summer. The natural beauty of the Araku Valley is beyond compare; it lies roughly at an altitude of 600-900 kilometers from the sea level and extends over an area of 36 kilometers.

A journey to the valley is filled with entertainment and soothing views consisting of thick forests that line the way to Araku Valley. There are 46 tunnels and Bridges that offer enticing Trekking Tours for the explorer.

The Sangda Falls has been discovered recently and is considered to be the best tourist spot in Araku Valley. It is located in the Sangda Village and offers spectacular scenes. Moreover Paderu is another picturesque Valley located few miles away from Vishakhapatnam and has an altitude of about 900 meters from the sea level. Hill streams locally known as Geddes offer a comforting view here. The Shiva Temple at Matsyagundam is another pleasant sight. This is a beautiful place in the Araku Valley and is a unique locale for the anglers. The Coffee Plantations beneath the Valley offer a spectacular scene to the high spirited tourists.

Araku Valley is a home to many tribal people; about 19 tribal groups reside here. The women of the tribal community wear saris beautifully and bedeck their hairs with brightly coloured flowers. Dhimsa and Mayur are the age old folk dances at the Araku Valley and it is still performed during the Itika Pongal Festival.

Examples of Wild Life Sanctuaries

a) Sri Venkateswara Wildlife Sanctuary

Sri Venkateshwara Wildlife Sanctuary is one of the important tourist attractions here. If you love nature and wildlife, you would not want to miss this sanctuary, which is home to over 100 species of birds and 1500 varieties of plants. The wildlife found here includes hyena, sambar,

sloth bear, spotted deer, black buck and many more. The sanctuary, which was established in the year 1989, is breath taking with picturesque landscape that elevates your spirits.

b) Coringa Wild Life Sanctuary

The Coringa Wild Life Sanctuary, Coringa is situated in the East Godavari district of Andhra Pradesh. The region covers an area of 235 square kilometers. It was declared a sanctuary in the year 1978. The sanctuary is formed in the delta and estuary region of the River Godavari. The government declared the region a sanctuary to conserve the natural mangrove vegetation that grows in the region. The Coringa Wild Life Sanctuary is rich in flora and fauna. The mangrove plants have been categorized into thirty-five species that belong to a group of 24 families. The mangrove plants have adapted themselves to the environment in which it grows. The sanctuary also has a heavy growth of shrubs and herbs. A unique feature of the sanctuary is the nesting of the Olive Ridley-Sea Turtle in the months of January to March in the 18 kilometer long sand path in the sanctuary. The Coringa Wild Life Sanctuary also a collection of 125 species of birds that include the Crested Serpent Eagle, Scarlet Minivet, Indian Roller, Black capped Kingfisher, Oriental Dwarf Kingfisher and White bellied Woodpecker.

Islands abound with natural beauty, with the rare flora and fauna and tribes. This makes islands an ideal place for adventure, nature and culture lovers to visit. This tourist product has great scope as these islands are being developed as tourist paradises. The topography is generally undulating and they offer natural scenic beauty with exotic flora and fauna. Most of these islands have places of worship like churches, temples, etc. As an added attraction some of these islands have developed as tax havens thereby encouraging commercial development of these economies. They offer social and cultural attractions as tourists can experience the local lifestyle, local food, fairs and festivals, etc.

Examples of Islands in AP

- a) **Bhavani Island** situated in the midst of the Krishna River, at Vijayawada. It is located at the upstream of Prakasam Barrage and is considered as one of the largest river islands in India, with an area of 133 acres (54 ha), this island is one of the largest river islands. Ideal for picnic, this island has boating facilities, mangroves and manicured gardens.

Andhra Pradesh Tourism Development Corporation (APTDC) plans to develop more aquatic and marshy-land oriented activities in the Bhavani Island. As this island is easily accessible from the city of Vijayawada, it is frequented by tourists especially on weekends. Development of Bhavani Island is one of the prestigious and flagship projects of present AP govt. to promote the tourism in the state.

b) Hope Island, Kakinada

Hope Island is so named for providing a natural haven to sailors against the forces of wind and tide against the weary traveller. In doing so, it has made Kakinada one of the most affluent natural ports in the region. Visitors to Hope Island will be presented with excellent views of the bay and the opportunity to explore the many protected species of plants and animals which grow and flourish there.

Hope Island is a small tadpole shaped Island situated off the coast of Kakinada, India, in Bay of Bengal. A relatively young island, it formed in the last 200 years into 16-kilometre-long (9.9 mi) sand spit from the sand carried by the waters of Godavari delta. Hope Island acts as a sort of natural break water and provides tranquility to the ships anchored in Kakinada bay which makes Kakinada Port one of the safest natural ports in the Eastern Coast of India. The northern part of the island is called the "Godavari point" which overlooks the entry point into the Bay of Kakinada and the Kakinada harbor.

“Hope Island is a cyclone prone area, where there is threat of cyclones from July to December every year. “Tourism activity on Hope Island will certainly affect the flora and fauna of the island which is now a safe haven for several endangered species,” keeping the things into consideration, the concept of sustainable tourism is to be observed by the management of the Island.

5.2 Man Made Based Tourism Resources / Products

Man- made tourism products are created by man for pleasure, leisure or business. Man- made tourism products can be mainly categorized into five, they are as follows-

1. Culture & Crafts

2. Historical& Heritage
3. Religious
4. MICE/Event
5. Theme parks

Historical and Cultural Resources:

The wealth of these resources is found in artificially created landscapes. This component of India's tourist resources is widespread almost in every part of the country. These are associated with some historical, religious or a cultural event. During the course of a very long history of India, different people and different religions have left a mark in the concrete forms. They comprise statues, shrines, tombs, minarets, forts, palaces, ancient monuments or recent buildings created by our people. These are known for their architecture or the plans of cities now lying in ruins.

Above all, the performing arts (music, drama and dance), traditions and customs, costumes, cuisine, languages, social habits, religious rites and festivals are expression of culture. The industrial and planned cities, scientific installations, river dams and other modern structures created in independent India, are the attractions added to India's heritage. Greater the variety of tourist resources and their easy accessibility by well-connected transport network more are the chances of the development of tourism resource potential. The revenue earned and the direct or indirect sources of employment created for the people, have made the great pool of all our tourist resources of much relevance.

Examples of dance forms in AP

a) Dhisma dance – The dance of the hill tribes:

Generally performed in the local fairs and festivals of Araku Valley in Visakhapatnam district of AP, this tribal dance sees 15-20 women forming a chain and dancing in praise of local deity. Women attired in typical tribal dresses and ornaments dance to the beat of instruments like mori, thudum and dappu played by the male members.

b) Bhamakalpam Dance

Bhamakalpam is another form of Classical dance in Andhra Pradesh. The entire dance revolves around Satyabhama. She had been the beautiful yet jealous wife of Lord Sri Krishna. Bhama was the original name of that lady, and Kalpam means complaint or jealousy. Bhamakalpam dance drama was innovated by Siddhendra Yogi and has a close relation with Kuchipudi Dance Drama.

Lord Krishna and Radha had an intimate relationship. Bhama, his wife, was always suspicious of Krishna, because of his affair with Sri Radha. Therefore she used to argue with her husband and feel the pangs of jealousy while the thought of Radha came to her mind. The Bhamakalpam dance in Andhra Pradesh actually displays feminine movements in dance. This is known as Lasya. This is antagonistic to the male Tandava Movement. The latter movement is a part and parcel of the Kathakali Dance, another form of Classical Dance in India.

c) Kuchipudi classical dance

Kuchipudi originated from a small hamlet in Andhra Pradesh, known by the same name. It is a dance which combines the style and technique of various other forms of dances, gestures and mimics. Siddhendra Yogi was the innovator of Kuchipudi. He belonged to the time when the Bhakti Movement was swaying the South Indians with its powerful impact. Kuchipudi had been kept out of the reach of the Devadasis. This was done deliberately due to the religious origin of this dance. Some of the religious gurus who initiated and continued this dance were Brahmins like Lakshmi Narayan Shastri and Chinta Krishna Murti. Their performances in roles such as Satyabhama in Bhamakalapam made the audiences feel the depth of the character.

Kuchipudi is a kind of classical dance that enacts the scenes from the Indian epics and Mythological tales. Since Kuchipudi involves drama and music, it offers a unique scope for self-expression by the dancers. Sanskrit verses are chanted as background music to this dance. There are various phases of Kuchipudi dance. It consists of a solo recital which is known as Sabdam.

After this the dancer gets abundant scope for expressing the magnitude of characters through dramatization and mimic. This phase is known as Padams or Tarangams. In each and every case the main character is Satyabhama. She is a beautiful yet arrogant queen who ultimately discovers the path of devotion and finds true love.

In the Tarangam section of the Kuchipudi dance, the dancer performs skilled display of balancing feats. Kuchipudi is usually performed in open air and on an improvised stage by artists. The Kuchipudi Dance Drama generally begins with an Orchestral Music with a pair of Cymbals; this is followed by invocation of the deity who appears along with Ganesha. Then the dancers start worshipping these Gods and Goddesses. The dance starts at a slow pace with intermediate intervention by the dancers who play roles from the epics. This is a part and parcel of the Kuchipudi Dance. Characters for Kuchipudi Dance are mainly selected from epics like Ramayana and the Mahabharata.

Examples of Crafts in AP

a) Ettikopakka Toys

If you are on a trip to this culturally rich land of Andhra Pradesh probably the best gifts that you can take back home for your loved ones are the Ettikopakka Toys. The Ettikopakka Toys are also the perfect choice for those who want to decorate their drawing rooms beautifully. These traditional toys of Andhra Pradesh come at surprisingly affordable prices.

Most of us have perhaps not given it a deep thought but each toy always has a story to tell. The toys of Andhra Pradesh are no exception and reveal a lot about the cultures and traditions of the state. The Ettikopakka Toys are a wonderful means of acquainting your children with the cultural heritage of the state of Andhra Pradesh. They come in a wide variety and are very life like.

The Ettikopakka Toys are named after the place Ettikopakka which is located near the Visakhapatnam. The reason behind naming them after this place is that they are produced here in large numbers. The toys are made of wood and then a coating of lacquer is applied on them. A dry form of lacquer is used and generally the lacquer is applied by hand.

After the toys are carved out of wood and before they are coated with lacquer, designs are painted on them with vegetable dyes. The craftsmen lacquer the Ettikopakka Toys so adroitly that the colors are not lost. The purpose is to increase the aesthetic beauty of the Ettikopakka Toys which are then rendered all the more charming. Beads, coloured glass, stones and mirrors are also used to decorate the Ettikopakka Toys.

One will surely be very pleasantly surprised on seeing the diversity of the Ettikopakka Toys. They depict gods and goddesses as well as typical Carnatic musical instruments like the veena. You can purchase the toy of peasant woman who works in the field. The choice of going for a typical Telugu bride is also there in front of you. Several other household articles like furniture's are sold in toy sizes as well.

The Ettikopakka Toys are lovely presents and nice decorative items. By buying them you will help this craft of Andhra Pradesh survive and also help out those artisans in the villagers who spend their days making these beautiful toys.

b) Kondapalli Toys

The small village of Kondapalli located at a distance of just about 25 km from Vijayawada, one of the major commercial centres of Andhra Pradesh would have faded to oblivion but for two reasons. One of them is definitely the skills displayed by the craftsmen of this village in the production of Kondapalli Toys and the other is the beautiful fort that is located within it.

A trip to this village serves two purposes. You can witness the fort which is a major tourist attraction and you can pick up a few Kondapalli Toys which will serve to adorn your drawing room. The Kondapalli Toys are not just decorative items to the people of this state. They are objects of pride to the Telugu all across the world. It reflects their cultural heritage and is the essence of their crafting skills.

There are several processes involved in the making of Kondapalli Toys. In fact it is very interesting to watch these beautiful toys being made. **The craftsmen first carve the Puniki wood to give it the shape of a toy.** One is amazed to learn that this white coloured wood is specially grown in and around the **village of Kondapalli** for producing the Kondapalli Toys. The wood is stuffed with sawdust and tamarind seed paste.

When the right shape has been given by chipping the surface, the toys are painted. The Kondapalli Toys which are made for the international markets are painted with the traditional vegetable dyes. If the Kondapalli Toys are made for the domestic market, oil paints are generally used and if they are being made for a special occasion then enamel paints are used. The coloured

toys look very beautiful and no one can resist the temptation to purchase one or two as ornamental pieces.

At a time when the traditional crafts of Andhra Pradesh are struggling for existence, it is very encouraging to know that the demand for Kondapalli Toys are in rising demand in national and international markets. The price of the Kondapalli Toys is pleasantly surprising. Apart from the village of Kondapalli, they are found in state emporiums and in handicraft exhibitions held in various parts of the state. Children will surely love to receive these Kondapalli Toys as gifts.

c) **Kalamkari Work**

Kalamkari work is a very popular and ancient art work in India that refers to the method of **painting natural dyes in fabrics** that range from cotton to silk, with the help of a pen or '**kalam**'. This kind of a fabric decoration was a significant product of trade and commerce in ancient India, the main focus of which was in Andhra Pradesh. The centres of kalamkari work in Andhra Pradesh are Srikalahasti and Machilipatnam

d) **Leather Puppets**

The craft of making Leather Puppets originated in the small village of **Nimmmalakunta** in Andhra Pradesh. Before the advent of television, Leather Puppetry was one of the major forms of entertainment not only to the rustic people but also to the people dwelling in towns and cities. The popularity of Leather Puppetry has partially dwindled but even now it is widely prevalent in the state of Andhra Pradesh.

Locally, the Leather Puppetry shows are referred to as **Tholu Bommalata**. They are based on stories from the Indian epics - Ramayana and Mahabharata. In this case, holes are made on the Leather Puppets and a slim bamboo stick is attached to them so that they remain straight. Strings are attached to the various joints of the Leather Puppets to facilitate controlling their movements.

The main raw material that is used for making Leather Puppets is the skin of goats and sheep. It is the responsibility of the Leather Puppet Society to supply the craftsmen with the leather that is required for making the Leather Puppets. The skin of the animals is subjected to an intensive process of cleaning. This spring cleaning process involves soaking the skin in pits of

lime water for a period of 10-15 days. What follows is cleaning it with the help of a knife. It is possible to clean it using a knife because after being drenched for so many days, the surface becomes smooth. It is re-soaked in water for 10 days. However this time kadaka powder is added to the water. **Kadaka Powder is a local vegetable dye.** At the end of all this the hide finally becomes ready for decoration.

Beautiful designs are then drawn on this light brown coloured leather. The borders are drawn with the help of an outlining brush. Vegetable dyes were formally used as colors. However, now-a-days chemical dyes are also used because they are very easily available. The brightly coloured Leather Puppets are indeed very beautiful to look at. The eyes of the Leather Puppets are always painted at last.

You will surely be impressed by the large Leather Puppets of Ram, Hanuman and the demon king Ravana. Lamp shades and wall hangings are also made with the leather. They enhance the beauty of the drawing rooms. They are fairly priced and so do make sure you pick up a few of these as decorative items or as gifts to present.

Examples of Forts in Andhra Pradesh

a) Bobbili Fort

The Bobbili Fort, located in the Vizianagaram district of the Indian state of Andhra Pradesh, was built during the middle of the 19th century in Bobbili. The fort in Bobbili is the resemblance of valor of Telugu people. The town Bobbili is mainly famous in the history of state of Andhra Pradesh due to the historic battle which happened here in 1757 between the Raja of Bobbili and king of Vizianagaram. The Vizianagaram kings won the battle with the help of French.

There are many tourist places in Bobbili. So many places which belonged to the Sovereigns of Bobbili have now become tourist locations. Durbar Mahal/meeting hall is a glorious place with two stone elephants on the stairway. The Poojamahal and Bobbili guest houseware some other prominent places of the fort. The Prang Mahal opposite to the fort is a famous heritage site and draws many – tourists. The Venugopala Swamy temple here is very famous and also very ancient temple in the district. There are many glorious structures built by the rajas of Bobbili which are turned into heritage places.

b) Chandragiri Fort

Chandragiri Fort is a historical fort, built in the 11th century located in Chandragiri, Tirupati in Andhra Pradesh, India. Though mostly associated with Vijayanagara Kings it was built much earlier in 11th century by Yadava Naidu kings. It is also said that he met his future queen Chinna Devi at this fort. Chandragiri was the 4th capital of Vijayanagara Empire The Raja Mahal Palace is now an archaeological museum. The palace is an example of Indo-Sarcen architecture of Vijayanagara period. The crowning towers represent the Hindu architectural elements. The palace was constructed using stone, brick, lime mortar and devoid of timber.

The Raja Mahal Palace is now an archaeological museum, which houses a great collection of metal and stone sculptures dating back to 2nd BC, the Museum can be categorised in bronze gallery, stone gallery, model gallery and Yanganti gallery.

Bronze gallery hosts artifacts that were made out of Pancha Loha, a mixture of copper, brass, white lead, silver, gold metals. The gallery hosts a collection of utensils, coins, temple ware. The highlights of bronze collection are the Bells, Harathi Plates, Idols of Lord Vishnu and Sridevi, Krishna, Sita and Rama.

There is also a collection of armoury used in those days like Dragers, Knives, Swords, Head Shields used in battle fields and iron chains

The stone gallery has to its collections the Kalayana Sundara – Shiva's marriage to Parvathi, kala bhairava, sati, Alwar, seated Vishnu and many more

The model gallery house Palaeolithic tool and microlith tools, stucco heads and copper coins used in the times of Vijayanagara king dom.

c) Kondapalli Fort

Kondapalli Fort, also locally known as Kondapalli Kota, is located in the Krishna district, close to Vijayawada, India. The historic fort on the hill (Eastern Ghats) located to the west of the Kondapalli village was built by Prolaya Vema Reddy of Kondaveedu during the 14th century, initially as a pleasure place and a business centre, along with the Kondaveedu Fort in Guntur

district. In later years, it was used as a military fortification and the British placed a strong garrison here.

Apart from the fort, which is a major tourist attraction, another important artistic rural product of Kondapalli is the crafting of colourful toys, called the Kondapalli toys. A very light white wood is used to make the lively painted toys, including mythological figures, women and animals. This handicraft product has been given a Geographical Indication under the name "Kondapalli [Koyya] Bommalu" as protection given to a reputed product. airport is at Vijayawada, which is 50 kilometres

d) Vizianagaram fort

Vizianagaram fort is an early 18th century fort in the city of Vizianagaram in north-eastern Andhra Pradesh, South India. It was built by Vijay Rama Raju, the Maharaja of Vizianagaram in 1713. The formal ceremony, while laying the foundation for the fort, was very auspicious date chosen for the foundation laying ceremony corresponded, according to the Hindu calendar, to the year known as Vijay on the tenth day of the Vijay Dashami when the Dasara Festival is generally held in the country. It was also a Tuesday, which means Jayavaram ("victory day") in Telugu. The square-shaped fort has two main gates, of which the main entry gate has elaborate architectural features. There are many temples and palaces within the fort and a victory tower.

Examples of Heritage Museums

a) Araku Tribal Museum

The Araku Tribal Museum is perhaps as famed as the place that houses it, the splendiferous Araku Valley. Started in February 1996, the museum unlike others is not historical, but instead showcases the orthodox lifestyle, along with the social, economic and cultural norms and customs of the native tribes of the region. The museum itself is built with mud and various metals that give it an authentic tribal feel and lend more credence to the artifacts that reside within.

Aimed at preserving and displaying the dominant traits of original tribal culture, traditional handicrafts, and fine arts of ancient tribes, the display of beautiful artifacts, intricate ornaments

and exquisite textiles of the tribes of Northern Andhra Pradesh is a sight to behold. Araku Tribal Museum is spread over two levels, the first one displaying some extremely rare artifacts belonging to the Eastern Ghats Tribal Culture. The museum has been designed to showcase tribal lifestyle in motion, starting with a kitchen that displays utensils made of iron and mud. The passages within the museum that connect the various sections are constructed of mud walls adorned with drawings and artwork made by tribal's. Displayed further ahead are differences in house constructions that signify tribal hierarchy. Another section of Araku Tribal Museum showcases the local tribal dances of Mayur and Dhimsa, with their beautifully coloured mannequins dressed in vivacious clothing and accessories to match.

The second level of the museum also houses a shop with number of artists from local tribes, setting up stalls to try and entice customers with their own skilful creations of tribal art. The museum also houses The Tribal Arts and Craft Centre, which is aimed at promoting and showcasing the hitherto unknown tribal art of the region. The Centre also provides convenient accommodation, with ten double rooms, public conveniences and a cafeteria.

b) Amaravati Museum

Located on the right banks of the River Krishna, Amaravati is a historical town that was once the capital of the Satavahanas kingdom. The Satavahanas dynasty ruled the region for four centuries. During this period Amaravati emerged as a major center of Buddhist art and culture. The Amaravati Museum in Amaravati is an amazing repository of relics that have been gathered from the ruins of this 2000 year old Buddhist settlement as well as from nearby places which were also under the influence of this religion.

A visit to the Amaravati Museum gives you an excellent opportunity to witness the superb collection of antiquities that have been collected from various Buddhist sites in Andhra Pradesh. The three galleries of the Amaravati Museum exhibit these rare artifacts. They mostly belong to the period 3rd century B.C. to 12th century A.D. Some of the precious objects housed in the Amaravati Museum include a gold necklace from Gummadidurru, several caskets, Bone relics and gold flowers.

Gallery I of the Amaravati Museum provides valuable insight into the art tradition of Amaravati. The collection includes an inscribed relief of Buddha from Gummadiidurru, coins, beads, terracotta pottery, exquisite sculptures and pillars. What will surely catch your attention at the second gallery of the Amaravati Museum are the two Buddha images from Alluru, inscribed pillars and a stone wheel from Liongarajapalli. Beautifully sculpted Limestone panels from Dharanikota are a part of this impressive depository.

There was once a great Stupa at Amaravati even larger than the one at Sanchi. Even though this stupa is presently kept in the Government Museum in Chennai, a few remains of this 2000 year old stupa is to be found in the Amaravati Museum.

The greatest attraction of the Amaravati Museum is the tall and elegant bronze statue of Lord Buddha. It probably belongs to the 8th century A.D and was excavated from the south eastern part of the Deccan. The sculptural dexterity revealed in the statue is commendable. The robes of the Buddha are not very distinctly visible. His right shoulder is bare. From the right hand of the Buddha it appears as though he wants to do some charitable act. This kind of gesture of charity is referred to as Varadamudra. The statue is admirable.

Examples of Religious places in AP

a) Tirumala Venkateshwara Temple, Tirupati

Tirumala Venkateshwara temple is one of the richest temples in the world which is dedicated to Lord Shri Venkateshwara. It is also one of the most visited temples by the Hindus. Lord Venkateshwara is known by many other names: Balaji, Govinda, and Srinivasa.

The Tirumala Hills are part of Seshachalam Hills range. The hills are 853 metres (2,799 ft) above sea level. The Hills comprises seven peaks, representing the seven heads of Adishesha. The seven peaks are called Seshadri, Neeladri, Garudadri, Anjanadri, Vrushabhadri, Narayanadri and Venkatadri. The temple lies on the seventh peak -Venkatadri, on the southern banks of Sri Swami Pushkarini, a holy water tank. Hence the temple is also referred to as "Temple of Seven Hills". Tirumala town covers about 10.33 sq. mi (26.75 km²) in area.

The architecture of the temple is its star attraction which leaves one spellbound. The temple features Dravidian style of architecture all around, right from the intricately carved doorways to Mandap. More than 50,000 pilgrims visit the temple every day. To ensure smooth Darshan, there is an entry facility through the Vaikuntam Queue Complex which has different halls which eventually leads to the main temple.

The temple is visited by about 50,000 to 100,000 pilgrims daily (30 to 40 million people annually on average), while on special occasions and festivals, like the annual Brahmotsavam, the number of pilgrims shoots up to 500,000, making it the most-visited holy place in the world. The world-famous "Tirupati Laddu" is given at Tirumala Temple as prasadam

b) Ameen Peer Dargah, Kadapa

Ameen Peer Dargah was constructed by Sufi Saint Peerullah Hussaini in the year 1683. The Dargah is visited by people who follow various faiths and hence it stands as a symbol of harmony that crosses all man-made barriers. It is believed that Peerullah Hussaini is a descendent of Mohammed, the Prophet. It is believed that a wish made by a visitor here is fulfilled. The shrine is in a serene location and offers peace of mind.

If you plan your holiday to visit somewhere serene with rich cultural background, tourist places in Kadapa could be your natural choice. While the forts give you an insight into the grandeur of the past, places of various faiths give you an idea about the various influences that had been prevalent. The wildlife sanctuary amidst the dense forests takes you to a different world. Kadapa, in short, is a perfect destination if you seek to remain close to nature on an ancient land.

c) Infant Jesus Cathedral, Phirangipuram

The Infant Jesus cathedral Church is one of the **largest church and Oldest** in the Andhra Pradesh. Built in 1891 AD by Fr. Theodore Dieckmann, this massive, majestic, and magnificent Cathedral is a piece of architectural excellence. With a tall tower above the front entrance and a huge semi-circular dome with stained glass windows above the main altar of the church, the Cathedral dominates the skyline in the area for miles around.

Against the backdrop of a black rock bow-shaped high hill crested with a chapel dedicated to Mother Mary, Infant Jesus Cathedral is in an idyllic setting. It shimmers like a dream of ecstasy set in imperturbable serenity. The hill chapel of Mother Mary was built by Fr. Ferman. Both the priests came from London Mill hill Missionaries. Infant Jesus's Cathedral in recent years has become a beehive of Shrines, of Infant Jesus and of St. Anthony. At the western entrance to the Cathedral, Fr. Bellamgunda Jayaraj, the Parish Priest, has built an exquisite chapel in honour of Mother Mary of Mount Carmel, besides erecting a tall tower at the top of which is enshrined the statue of **Mother Mary** seen for miles around. He has also built a huge guest house with a hall that accommodates about 5000 people. Infant Jesus Cathedral today has become a year-long pilgrim centre especially on Sundays when healing service and charismatic prayer worship are conducted with people of different faiths participating.

d) Dhyana Buddha

The Dhyana Buddha statue of 125 ft (38 m) is located at Amaravati. It is situated on the banks of Krishna river in 4.5 acres (1.8 ha). The statue has a museum inside it, which consists of sculptures depicting Buddhist significance. The eight pillars signifies path for salvation followed by Buddha, four zones for noble truths and five ayaka pillars for stages of life.

e) Hinkar Tirtha, Nagarjuna Nagar

Hinkar Tirtha is supposed to be the biggest shrine for the Jains in the region and is noted for the intricate marble work which is a common feature of almost all Jain temples. The temple is situated beside the National Highway. The temple reflects Jain style architecture and is filled with great artistic designs carved on the pillars and columns; highlighting the glorified past of Jainism.

The Hinkar Tirtha is one of the most visited Jain pilgrimage sites of that region. The devotees who flock this temple have great faith in the blessings they receive from visiting the temple and do not doubt its sacredness, even a slightest bit.

Examples of MICE in AP**a) Books Exhibition, Vijayawada**

The 18th edition of the Vijayawada Book Festival (VBF) will be kicked off at Swaraj Maidan this year, with about 270 stalls put up by major publishing houses and book sellers from different parts of the country luring book lovers of this region.

VBF Society president R. Ramaswamy recalled at a press conference the modest beginning of the fair in 1991 when only 80 stalls were put up. The venue of the fair has been named after the late Surapaneni Chandrasekhara Rao, who had donated liberally for the setting up of a library by the society members, while the dais (vedika) has been named after prominent writer G.V. Chalam. In keeping with the tradition of commemorating prominent writers and litterateurs, the society has decided to dedicate the programmes to be held on January 3 to Jammalamadaka Madhavarao Sharma and Koththa Satyanarayana Chowdary, while those slated for January 5 would be in memory of Bejawada Gopala Reddy and Paturi Nagabhushanam.

b) Handcrafts exhibition, Vijayawada

Handicraft and Weavers Exhibition has been organized by Kalanjali Arts and Crafts Exhibition which was arranged at Bishop Azaraiah High School this year. The mayor of Vijayawada said that the government would support the handicrafts and weavers. He visited stalls displaying Etikoppala toys and Kondapalli toys and spoke to the workers and encouraged them. About 40 stalls were set up at the exhibition.

c) Kalanjali arts and crafts exhibition, Vijayawada

Organizer of the Kalanjali Arts and Crafts Exhibition said that Kalankari, Mangalagiri, Gadwal sarees, Lucknow Chicken work sarees, Jaipur bed sheets, Warangal towels, Kashmiri Tops, Bengali cotton, Beneras sarees, Tamil Nadu Bed Sheets weaving products stalls were arranged in the exhibition. The other attractions were Hyderabad pearls, Jaipur Chappals, Sarangpur wood products, leather products, Rajastini Bangles, imitation jewellery and other household articles.

d) Travel exhibition, Vijayawada

Event Profile: IITE - India International Travel Exhibition - Vijayawada 2017 will be held on 24-26 Feb 2017 in Vijayawada, India. It is an exhibition series on Tourism exchange, a platform where the upward moving, high earning Mid level city consumers will interact with your Tourism Board, Travel Partners and Affiliated service providers, thus promoting the beauty and the benefits of your destination. IITE, an annual, travel and tourism exhibition show will be held for the fast growing Net worth consumers of the mid level Indian Cities with respect to their travel and Leisure needs. Profile of exhibit based on International & Domestic tourist destinations, National & International Tour Operators, National & International affiliated service providers, Hotels & Resorts, Local Attractions & Theme Parks, National & International Airlines, Cruises, Transportation, Airlines, Others related to Tours, Travels, Tourism, Hospitality, Transportation and Aviation Industry.

Visitors like Travel agents, consultants, transport owners & operators (air, train, coach, car hire), forex bureaux, customs & immigration, publications e.g. travel guides & magazines, websites, Publicity Associations and National Tourist Authorities from neighbouring states.

Examples of Theme Parks in AP**a) Crazy World, Guntur**

The Crazy World is a multi-theme park providing various amusement attractions in Water Amusement and dry Amusement. The Crazy World is owned and managed by M/s. VSJ Entertainment Pvt. Ltd.

Water Park attractions:

1. Aqua Snake
2. Family Slide
3. Foam Party Dance
4. Mushroom Umbrella
5. Pendulum Slide
6. Rain Tree

7. Toddlers Pool
8. Rain Dance
9. Typhoon Tunnel
10. Tilting Bucket
11. ZipZapZoom
12. Water fall
13. Wave Pool

Amusement park attractions

1. Crazy Trooper
2. Mini Train
3. Bouncer
4. Multiply System
5. Bumping Car

b) Haailand, Chinna kakani

Arka Leisure & Entertainments Pvt Ltd operates the world's first Buddhist Theme park in Andhra Pradesh under the Name of Haailand. A slice of South East Asia provides the perfect backdrop for a leisure getaway. Haailand's spectacular setting creates the ideal destination for nonstop excitement and adventure. Discover an endless combination of thrilling rides, fantastic entertainment, delightful F&B outlets, and authentic Ayurveda wellness centre, exciting retail venues, enlightening cultural areas, superb banquet halls, and luxurious resort facilities. It is home to 25 rides and spread over 48 acres of landscaped space, built with international standard constructions that are inspired by Tibet, Thailand, Burma, Indonesia, Japan and China. We house 69 international standard resort rooms with a Swimming pool and fully-fledged sports club.

At the heart of the Park, is the majestic Food Court in the shape of a Stupa. Here, a veritable Culinary Nirvana awaits you as endless multi-cuisine delights conjured by Master-chefs daintily teases your taste-buds. There are also special F&B outlets located around the Park, serve exotic cuisines ranging from Continental, Italian, Mexican, Thai and Chinese to our own varied traditional flavours from Chettinad, Andhra, Kerala, Punjab, Gujarat, and Rajasthan.

Summary

The state Andhra Pradesh is blessed with wonderful natural resources of second longest sea coastline with two major rivers i.e. Godavari and Krishna with rich delta area is boom to the coastal region for its wonderful agricultural productions to feed sumptuous food to all the people of the state. The legacy of Andhra Pradesh with its rich history, culture has contributed a lot down to the present times with cultural unity; particularly with mother tongue Telugu has united entire 5 crores of people has a proof for all its manmade wonders with resources

Short Answer Type Questions

1. Discuss Ram Krishna beach
2. Explain Kondapalli fort

Long Answer Type Questions

1. Give an account of two important bird sanctuaries of AP.
2. Describe the importance of religious importance of any two pilgrim Tourism destinations of Andhra Pradesh?

UNIT-6**GLIMPSES OF INDIAN CULTURE AND HERITAGE****STRUCTURE****6.1 Tourism & Culture – Relationship****6.2 Values of Culture****6.3 Promotion of Tourism Culture****6.4 Cultural Exchange****6.5 Fairs and Festivals****Introduction**

Culture the way of life of men in a society, there customs and manners, their ideas and beliefs, their relationships with one another, their achievements.

Culture is transmitted from one generation to another generation and may indicate ideas, skills, attitudes and social roles.

Culture is expressed in different forms- our behaviours, dance and music, literature, religious rituals and practices are all forms of cultural expression.

The manifestation of culture may be seen in many dimensions –from social habits, music and dance, language, cuisine and religion.

Glimpses of Indian culture, as it is manifested now, has been shaped by a variety of influences over centuries with its origins in the agrarian life style many millennia ago and evolved through the impacts of the great religious of the land, India is known for its multiculturalism a term that denotes the peaceful coexistence of different cultures with the same geographical region.

6.1 Tourism and cultural - Relationship

Tourism is heavily dependent on the culture and its expressions, so it is of utmost significance that we have deep knowledge and a clear understanding of commonly used term, the heritage that our culture has provides us and the issues connected to such heritages there are several other terms –culture, heritage, tradition, values, customs –which are used while taking about the Indian experience in the context of tourism among this multiplicity of terms, it may be useful forms to have a clear understanding of the term ‘ culture’ when used in the context of tourism.

Eastern and western travellers are attracted for its ‘cultural values’, ‘cultural heritage’ or ‘cultural traditions’. Indeed, ‘culture’ may be one of the most ubiquitous words used in contemporary Indian tourism, finding place in promotional literature academic articles and every day usage.

Ours culture teaches us to respect elders, welcomes a guest as god. i.e. ‘Atidi Devo Bhava’. Visitors to India are often categorised as cultural tourists and the bulk of Indian tourisms is designated as – Cultural Tourism.

Cultural tourism includes many activities such as visiting historical sites, architectural monuments, art works, galleries and museums and religious structures. Cultural tourism is emphasising on experiencing the lifestyle of the tourist destination in its myriad forms and manifestations such as – Dance, Music, Celebrations, traditional events.

If the visit exposes the visitor to any facet of historical context or cultural identity of the population, it becomes part of cultural tourism.

Cultural expression and creative industries the commercialization of cultural skills and knowledge, are driving tourism in many destinations. India is naturally blessed with a plethora (Abundance) of cultural expressions and can rightfully be called one of the world’s greatest cultural destinations. A man is the measure of all things on the planet earth to enjoy earthly things through tourism.

6.2 Values of Culture

The cultural values of any nation/ country can be best visualised in the practice of preserving the heritage, which we have received from the previous generations and which we will pass on to the coming generations.

In general people are always curious known more about foreign lands, their people and their culture. Culture is one of the most significant factors, which attractions tourists to a specific destination. Culture in terms of tourism given the tourist an insight into the-

- (a) Way of life or life style of the people which one can experience.
- (b) Dance, Music, Painting, Architecture, dress and jewellery.
- (c) Customs and beliefs, fairs and festivals and religious practiced in the region.

Generally cultural tourism covers all those aspects travellers where by people travel to learn about each other's ways of life, their beliefs and thoughts. The food, beverages, hospitality, crafts etc. appeal to the travellers.

6.3 Promotion of Tourism culture

It is a fact that tourism is an important tool for promoting cultural relations and international cooperation. The way in which a country represents itself to tourists can be considered as its cultural factories.

The cultural tourism includes widening ones knowledge about other tourist destinations and people, their way of life, their culture and includes journeys to places of art and heredity treasures, religions shrines and other civilization interest in religion, philosophy, history etc.

6.4 Cultural Exchange

Culture is the seed that is sown in and many contribution' have happened over time-through human interactions. It may be described as a breeding cocoon for ensuring intellectual and spiritual development in society. Cultural exchanges are better undertaken through tourism to make a nation grow and develop towards the refinement of its culture. As the society matures and further develops, cultural development becomes measurable. Any change occurs due to the direct and indirect interaction between tourists and community

members. A great amount of change happens in culture when there is an intensive cultural exchange in a formal or informal way.

It is important to give tourists the status of cultural ambassadors because the culture of both the tourists and the host country's locals are refined through cultural exchanges. Many positive aspects of tourists' culture can be learnt and adopted to enhance convenience and quality of everyday life. It is certainly important to underline the vital role of tourism in fostering as many cultural exchanges as a country can organize through the inflow of tourists. A country or a destination is dependent upon cultural tourism for the refinement of its society and civilization. Moreover, unity in diversity is the hallmark of India's culture and this distinction helps India to be unique and different in the form of rich cultural tourism attractions.

Tourism activities are considered to be the best platforms for the tourist's cultural exchange and also to represent themselves as culture. It is quite natural that both domestic and foreign tourists show keen interest to participate in all the cultural events at the tourist destinations such as art festivals and celebrations, music, dance, theatre, folk – lore festivals. Some popular events are Ellora festival, Elephant festival, Khajuraho festival, Hampi – Vijayanagara festivals, Malaysian festivals and famous Dubai festival etc.

Tourists as participants will gain rich experiences, which make use of the opportunities of active involvements in the festivals during their visits at the tourist destinations on the eve of these cultural programs. These tourists not only enjoy them but also carry their experiences to home land and this activity is true for real tourist cultural exchange which promotes very good international understanding with brotherhood in a peaceful manner.

6.5 Celebrations of National & Modern Fairs& Festivals:-

Some of the common festivals observed in India are – festivals of National Importance

- (a) January 26 – Republic day celebrations-President hoist National Flag. President of India is given guard of Honour by all the forces Army, Air Force, Navy. Regional wise cultural importance is show cases on vehicles for public as the pride of Indian Nation.
- (b) Kumbha Mela – it is a great Hindu religious gathering which takes place four times in 12 years – at four places – Haridwar, Ujjain, Prayaga and Nasik. This great mela is held at each of these places in 12 year cycle.

- (c) March – Holi; A festival colours crowds fill the streets and throw coloured water on the passers-by. All people old and young known and unknown take part in this fun.
- (d) March/ April – Good Friday; Good Friday is observed in the Christians as the day when Jesus Christ laid down his life, being crucified for the welfare of humanity services and recital of religious music are held in churches.
- (e) August 15 – Independence day- India got Independence from the 190 years of British rule on 15th August 1947. The national flag is unfurled and public tributes and paid to national heroes. The Prime Minister hoists the national flag on the Red fort Delhi.
- (f) July / August – Raksha Bandhan –on this day, sisters tie Rakhi on the wrist of their brothers to protect them from evil and help them as and when the need arises and precious gifts from brothers as a token of love and brother – sister relationship.
- (g) August / September
 - (I) Khordad Sal – This is the birth day of prophet spit man Zarathustra, the founder Zarathustra religion of Parsees. For the Parasees, Khordad Sal is most important festival.
 - (II) Ganesh Chaturthi – Ganesh, the God of wisdom and prosperity, is a very popular deity of Hindu believers. This festival is celebrated with great enthusiasm by Hindu devotees in Maharashtra state for 10 days on the first day, the image of Ganesh made of clay, is brought with great pomp and show in special pendar by the local people on the 10th day, in a big procession having dance and music the image is immersed in a river, lake or sea. Regular Bhajan, Dance, Drama, Music and fairs are organised in the evening hours during the 10 day of festival function.
 - (III) Janmastami – The birth of Lord Krishna is celebrated at midnight because he was born at that hour. This festival is celebrated with great pomp throughout India by all the Hindu devotees. At Mathura in north India Janmastami is celebrated in great pomp, where lord Krishna was brought up. All the temples are decorated with colourful lights throughout the night. The devotees keep fast until mid-night.
- (h) October -2 – Gandhi Jayanthi - every year throughout India the birth anniversary of Mahatma Gandhi is celebrated. In Delhi at Raj Ghat (Samadhi of Mahatma Gandhi) highest political dignitaries, freedom fighters, family members, P.M and Cabinet

Ministers M.P's gather in large number men prayers and for spinning Bhajan. It is a national holiday.

- (i) September / October – Dasahara - The festival is celebrated throughout India as one of the main festivals. This festival is dedicated to Goddess Durga and first nine nights of this festival are called as 'Navaratri'- Nine sacred nights. In Bengal state beautiful idols of Durga are made in clay and worshiped for nine days and 10th taken out in a procession for immersion in river, pond or Lake. The festival of Dasahara is very famous in Kullu Valley. In Mysore caparisoned elephants are taken out in a colourful procession through the streets of the city. Mysore city, during Dasahara season attracts foreign tourists at a very large number.
- (j) October/ November – Diwali – Diwali is generally called as the festival of lamps. During this festival people of slums to multistoried would be decorating their place of living with clay lamps with oil. The Goddess of wealth, Lakshmi is welcomed in the house and worshiped by all Hindu devotees. This festival is worth seeing in Uttara Pradesh, Maharashtra and Gujarat. It is beloved that this festival is celebrated to mark Rama returns to Ayodhya with Sita after his victory over Ravana.
- (k) October/ November – Guruparva - Guru Nanak Dev (1469 -1539 AD) the founder of 'Sikh' faith was born in 1469 at Talwandi Rai Bhoes, now called - Mankana sahib in Pakistan. The birth anniversary of Guru Nanak the founder of Sikhism is celebrated with great enthusiasm by the followers of Sikhism throughout India and abroad. Whenever the Sikh community is in existence. There were nine other Gurus in succession. The fifth guru Arjun dev compiled 'Guru Grandhu Saheb' the sacred scripture of Sikhism. On the birth anniversary of Guru Nanak 'Guru Grandhu Saheb' is taken out in an impressive procession through the Streets with devotion.
- (l) November 14 – Children's Day – The birthday of free Indians first Prime Minister, Jawaharlal Nehru, is celebrated throughout the country as Children's day. He is popularly known as 'Chacha Nehru'
- (m) Vasantha Panchami – In February. Sarsavathi, the goddess of learning, is worshipped with Great fervour temple Radha festival Puri (Swami Jagannath Radhostavam). The deity Jagannatha in whole honour the festival is held in June/July at Puri is believed to be an incarnation of Vishnu. In huge decorated 3 rathas the deity along with Images of

Balabhadra and Subhadra, the brother and sister are taken out on the Main streets of Puri with music and dance. Millions of Hindu pilgrims along with foreigners participate in the Holy celebrations.

- (n) Konark Dance Festival – A spectacular dance by Indian foremost classical dancers is held at the sun temple of Konark in December with pomp and gaiety with huge gathering of artists and pilgrims.
- (o) Elephant festival – Held in the Elephant Island in the Arabian Sea off the coast of Mumbai with feast of dance, music and gaiety where huge number of fine art lovers along with tourists participates.
- (p) International kite festival – on the day of Makar Sankranti, in January month, a kite-flying competition is held. Gujrat handicrafts and cuisines are other attraction of the day. People of all age group including women participate in large number and make the event a colourful during day and night attracts large number of foreign tourists.
- (q) Pongal – the biggest event of the year for the Tamils is celebrated as a 3days festival in January month Bhogi – Pongal is the first, Surya- Pongal the second day and Pongal mattu the third day of festivals. The Pongal that is offered to the local deities is given to the cattle to eat. Pongal is rice, pulses, sugar etc. mixed and cooked.
- (r) Thyagaraja Festival – Thyagaraja was south Indian famous musician and saint in whose honour this festival of classical music is celebrated. Tourists and lovers of music take great pleasure in celebrating this festival as a great cultural event of classical fine art.
- (s) Deccan Festival – This festival is held at Hyderabad city in February month and is highlights the traditional arts and crafts along with a pearl exhibition. Hyderabad cuisines along with cultural programs are the main attraction both to the local people and foreign tourists.
- (t) Onam – This is a harvest festival of Kerala celebrated for four days in August/ September month with feasting, boat races, songs and dance. The ‘Vallumkali (Boat Race)’ is one of the main attractions of the ‘Onam’ and is best seen at Asanmullai and Kottayam. In the evening pretty girls, perform the ‘Kykottikal’ (the clapping dance) in the open, dance around the traditional lamp. Lakhs of local people and a very large number of foreign tourists participate in the cultural traditions.

Summary:-India with its diverse natural and cultural heritage, offers a feature which still remains in its infancy. The tangible and intangible heritage comprises age old construction and performing arts and diversity colour and educational values to heritage tourism. the increasing role of local community in the management of cultural heritage still not strengthen the segment but also promote tourism in India. The range and diversity of cultural expressions that can be found in India makes it a country without parallel. The imprints of a variety of external influences and peaceful co-existence of different faiths and beliefs have created a new cultural tapestry that so rich and multilayered that it takes a life time to imbibe it. It is no wonder, then, that India is viewed by the world as a unique cultural destination.

Short Answer Questions

1. Define culture?
2. Explain the promotion of Culture?

Long Answer Questions

1. Write the Relationship between Tourism and culture?
2. Explain the concept of cultural exchange in tourism point of view?

UNIT-7**CONSERVATION AND PRESERVATION OF CULTURAL HERITAGE OF INDIA****STRUCTURE**

- 7.1 Role of Archaeological Survey of India (ASI)**
- 7.2 Educate the public on conservation & preservation of cultural heritage of India**
- 7.3 Participation of local Fairs & Festivals (village Based Festivals)**
- 7.4 Role of govt. towards Conservation & Preservation of Cultural Heritage of India**

7.1 Role of Archaeological Survey of India (ASI)

Viceroy Lord Curzon (1899-1905), who was a most capable, energetic, and brilliant man and was by far the ablest viceroy of British India. He had widely travelled in Asia, and had visited India four times before he became viceroy and developed a great passion for Indian history, culture and the monuments are large number spread in the Indian sub continent.

Lord Curzon was keenly interested in the preservation of Indians historical monuments. In 1904, he passed the “ancient monuments preservation act” by which any injury done to certain selected ancient monuments was declared an offence punishable by law. Moreover he founded the Archaeological Department for the preservation of ancient monuments and excavation of burial sites. The development has not saved ancient buildings from destruction, but has extended knowledge of ancient Indian history by escalating sites of ancient towns like Taxila, Pataliputra, Harappa, Mohanjodaro, Nalanda, Sanchi, Sarnath etc,. This was indeed a very useful act to unearth the historical truth and preserve it for future generations.

UNESCO, a specified agency of the United Nations, works for international cooperation in the field of cultural are part of its mandate. The General conference of UNESCO in 1972

discussed the pressing need to protect and preserve cultural heritage of outstanding universal value and agreed on a convention concerning the protection of the world cultural and natural heritage on the same line conservation and preservation of cultural heritage of India has been taken up by Archaeological Survey of India (ASI) as a premier organisational responsibility at national level as the custodian of the sites and monuments which form a major part of tourism product of India. ASI protects 3650 ancient monuments and sites of national importance. These are from different historical periods includes temples, masques, churches, tombs, cemeteries, palaces, step wells, rock cut caves and ancient mounds and sites. The officials of ASI are involved in the maintenance, conservation and preservation of these structures and also conduct research activities.

List of World Heritage sites in India

Cultural (27)	
Agra Fort (1983) Ajanta Caves (1983) Buddhist Monuments at Sanchi (1989) Champaner-Pavagadh Archaeological Park (2004) Chhatrapati Shivaji Terminus (formerly Victoria Terminus, 2004) Churches and Convents of Goa (1986) Elephanta Caves (1987) Ellora Caves (1983) Fatehpur Sikri (1986) Great Living Chola Temples (1987) Group of Monuments at Hampi (1986) Group of Monuments at Mahabalipuram (1984) Group of Monuments at Pattadakal (1987) Nalanda Mahavihara (2016)	Hill Forts of Rajasthan (2013) Humayun's Tomb, Delhi (1993) Khajuraho Group of Monuments (1986) Mahabodhi Temple Complex at Bodh Gaya (2002) Mountain Railways of India (1999) Qutub Minar and its Monuments, Delhi (1993) Rani-ki-Vav (the Queen's Stepwell) at Patan, Gujarat (2014) Red Fort Complex (2007) Rock Shelters of Bhimbetka (2003) Sun Temple, Konârak (1984) Taj Mahal (1983) The Jantar Mantar, Jaipur (2010) Capitol Complex, Chandigarh (2016)
Natural (7)	
Great Himalayan National Park Conservation Area (2014) Kaziranga National Park (1985) Keoladeo National Park (1985) Manas National Park (1985)	Nanda Devi and Valley of Flowers National Parks (1988) Sundarbans National Park (1987) Western Ghats (2012)
Mixed (1)	
Khangchendzonga National Park (2016)	

7.2 Educate students and public on Conservation and Preservation of Cultural Heritage

Cultural heritage sites by far the most important tourism attraction in India. Hundreds of thousands of tourists visit these tourist destinations every year, bringing in economic benefits and also employment generation to the local people at the destinations. As heritage is priceless asset vital for tourism, it is in our interest to gain knowledge of the management of heritage properties. Heritage structures were places under the 'Protection' of government bodies primarily to ensure that these are conserved well and not destroyed or defaced by human interventions.

Teaching and learning in a classroom environmental may not cater to all the desired needs of students in acquiring skills and knowledge. Apart from the conventional teaching, educational tourism, which is growing international phenomenon, younger generation across all educational disciplines undertake educational tourism with greater responsibility on conservation and preservation of cultural heritage in the entire responsibility of both Government and educational institutions.

We should catch the young students in the educational institutional for excursion and educational tourism programme, we can make them realised the importance of conserving and preserving the cultural heritage becomes the greater responsibility when they grow and as citizens to live in their countries to live with head high about the cultural heritage of their countries cultural wealth to preserve it for the coming generations to visit the tourist destinations with a greater interests.

It is fact that education and tourism are closely associated in order to understand and experience value and ethical standards of cultural as an intertwined in the basic purpose of education. The responsibility of army in any country is to protect the lives of the citizens and their properties from the foreign invasions. So also, it is our primary duty to educate the students to visit to the cultural heritage tourists destinations during the schooling and pursuing higher education period and understand how rich is our country's history, cultural and heritage . Go that the said students during their student life will develop a great love will certainly feel proud of their cultural heritage and it is automatically prepare their minds to conserve and preserve the cultural heritage of India. Like this, given the important ingredient in the tourism experience.

This will not only ensure that we play a role in preserving such structures but also create durable tourism assets in more regions and destinations.

Visits to the local historical places

It is the primary responsibility of both the parents at home and teachers at school have to visit to the local historical places to possible extend makes the children / students to know about the local history of the dwelling places, become tourism is people oriented. Because of this practice / habit young learners will develop. Psychological belongingness with the places of birth, living develops a strong fundamental relationship with the local historical places for which they feel very proud of themselves. For example, people of Hyderabad, Agra, Hampi – **Vijayanagara**, Chittoreghar feel high of their historical cultural attachments. This activity promotes domestic tourism during weekends for the local people to feel happy and hearty and also to attract non local persons which promotes tourism in course of time.

Government has to provide good infrastructure to attract the tourist making use of Ministry of Tourism involvement to the possible extent with recreational activities with good hospitality services by local people at the said tourist destinations. This tourism activity certainly creates income and employment to the local people for their services at the local tourist destination. In this process, the value of tourism attracted is also given due important.

7.3 Participation in Local Fairs and Festivals (Village based)

It is a universal truth that fairs and festivals are an integral part of human life. In India the diversity of religious and varied followers across communities create a verity of holidays for celebrations to suit the occasions of the local people. Throughout the festivals are celebrated in different months and seasons to mark the sowing of seeds, harvesting of craps, end of winter and beginning of summer, victory of good over evil. The traditional events lend colour and gaiety to life. It is happy to notice and participate to celebrate the merry-making moments of the active involvement of the people to remember the significance of holiday. As such, tourism is greatly benefited by number of fairs and festivals, which promotes the local importance. It further boosts up the socio cultural and economic development of the host people and country, when it becomes a tradition to conduct fairs and festivals regularly. The core attraction of cultural tourism is fairs and festival celebrations in traditional manner entertain to the local people and same time to

attract large number of tourists to participate and enjoy to the optimum people unite in different festivals in joyful celebrations of significant events.

Eruvaka Purnima -Kaza

This is a special festival celebrated mainly by the farmers and agriculturists. It falls on the full moon day in the month of Ashadha. Agriculturists worship the yoke, the plough and the bulls with turmeric and kumkum. Coconuts are broken either at home or in the field, in-front of the yokes and bulls.

They inaugurate the annual cultivation by ploughing five or nine rounds in their fields on this day, as it is supposed to be an auspicious day auguring fresh showers. They also cook payasam, a small dish and enjoy it with their children and relatives. In some parts of the country cultivators worship the bullock. They wash the cattle, smear and decorate the hooves and horns with oil and a variety of colours and feed them with pulagam (rice, green gram dal and sesame cooked together). The bodies are also decorated gaily with coloured circles and designs. Little bells are tied to their horns and necks and they are driven out into the open space to wander and run about. The tillers take home a part of the festoon that is tied to the village gate, after the cattle pass under it as a talisman for the ensuring year. The gaily dressed people and the colourfully decorated cattle make the village a grand spectacle of colour and pageantry.



Sirimanothsavam, Vizianagram

Sirimanothsavam, is a festival organized to propitiate Goddess Pyddithallamma of Vizianagram Town. Siri means lean and small and manu means stump or stick. The priest of the temple, while taking procession between the fort and temple three times in the evening, hangs from the tip of the long, lean wooden stick (measuring 60 feet), raised high into the sky. The priest possessed by

the goddess would himself tell a few days before, where this manu is available; from there only, this has to be procured. Hanging from the upper end of the stick, which is raised high into the sky, is a very risky exercise, but the grace of the Goddess, it is believed, saves the priest from falling. It is organized in the month of September or October (Dasara) of every year. It is a stupendous event attended by two to three Lakhs of people from the neighbouring towns and villages. The Rajas of Vizianagaram would be overseeing this event.



Sri Narayana Theertha, Kaza

The 331st birth anniversary of saint-poet Sathguru Sri Narayana Theertha will be celebrated at Kaza village in Guntur district, the birthplace of the saint (July 7), according to Sathguru Sri Narayana Theertha Trust chairman.

Sri Krishna Leela Tarangini' scripted by Theertha ages ago is popular among devotees of Lord Krishna even today "Devotees render the taraginis of Theertha and dance in glory of Lord Krishna. Theertha is also considered guru of Sri Thyagaraja,"



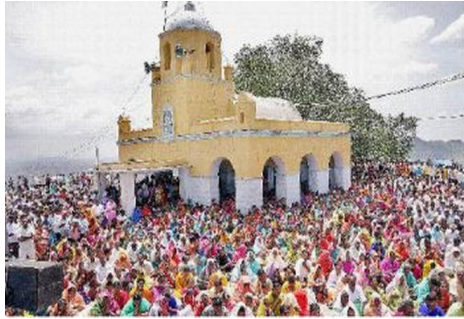
Atla Taddi-Women's Festival

It is a traditional festival celebrated by married Hindu women of Andhra region in Andhra Pradesh, India, for the health and long life of their husbands. It occurs on the 3rd night after the full moon in Aswiyuja month of Telugu calendar, and falls in either September or October in the Gregorian calendar. It is the Telugu equivalent of Karva Chauth. In the evening, women perform pooja, and after looking at the moon, they break the fast by having tiny atlu (miniature dosas). On eve of this day, they apply Gorintaku (Mehndi) on their palms. Women and children wake up in the early morning before the sunrise, and have suddi (rice cooked day before night) with perugu (curd) and Gongura chutney. Unmarried girls and children will play on the streets singing Atla Tadde Song after having suddi until sun raises. People swing in the uyyala (Swing (seat)). People watch the moon in nearby pond or lake after the sunrise welcoming the day. Pootarekulu (sweet made with rice flour, jaggery, and milk) Kudumulu (5 for gauri devi) (for yourself and other muttayuduvu 5 each and on 4 kudumulu you place one on top of the 4 and make it as deepam and eat the same after your pooja when the deepam is still lighting). To all these 11 ladies you give each 11 atlu with deepam (made of rice flour and ghee and lit in front of goddess Gowri).



Carmel Matha festival, Phirangipuram

The arduous trek of over a 1,000 steps in sweltering heat to reach the top of the hill, the surging crowds climbing to reach the top of the hill and the commotion. As one stood on the hill of Lady of Lourdes located above 675 feet, one could witness a sea of humanity united in their faith and devotion to Mother Mary on the last day of Carmel Matha festivities in the Village. The festivities, also called 'Konda Meeda Panduga' in local parlance, had been marked by profound faith and fascinating festivity with people of all religions and regions converging to offer their prayers.



Poleramma Jatara- Venkatagiri Village

Every year in the third week after Vinayaka Chaturdhi, the citizens belonging to Venkatagiri and surrounding hamlets come together to celebrate the famous temple fair, which is popularly known as ‘Poleramma jatara’, in the historic fort town. It will be stretched a few days more on account of pouring pilgrims from different parts of South India. The Venkatagiri temple jatara marks the significance of Poleramma as a highly revered guardian deity of the fort town. The jatara is conducted under the auspices of the Endowments Department. The processional idol is presented by members of the Kummara community residing in the town.

The idol is taken out in a procession in the fort town for two days. The idol will be immersed in the Kaivalya rivulet nearby. Devotees, particularly from Chennai, Tirupati, Srikalahasti, Chittoor, Nayudupeta, Nellore, Hyderabad also would offer prayers to the village deity.



Swasthisala- Pedda Kakani

Devotees belonging to all religions pray together at 'swasthisala' at Pedakakani to fulfill their wishes. Faith can move mountains, is one of the famous sayings of Jesus in the Bible. It is faith in the healing prowess of Kakani Swasthisala, popularly called as 'Kakani Thota' at Pedakakani near Guntur that has been drawing thousands of people over the years.

A vast multitude of people cutting across barriers of caste and religion from far flung areas in the State, suffering from various ailments seek divine intervention in their pursuits, throng the dusty tracks of Pedakakani every Monday. The RTC plies special services from Vijayawada and Guntur keeping in view the heavy flow of devotees.

**Nagapanchami**

To worship the king of snakes - Cobra, Nagapanchami or Nagula Cahvithi is celebrated in Andhra Pradesh. The rituals of the festival are usually performed by the womenfolk of the place who adorn themselves with vibrant attires and ornaments and come to mandapams where the idol of a Cobra with seven heads is set. The common belief doing the rounds in the villages of Andhra Pradesh for several decades is that Cobra is the revered God of all kinds of serpents available on earth. The festival of Nagapanchami is followed in order to worship King Cobra and to praise him so that he can protect the mankind from all kind of harmful reptiles.

Apart from visiting the mandapams, the people of the sate celebrate this festival by placing the idols of King Cobra outside their houses. Made up of cow dung, the idols are a medium of

invitation through which the devotees request the Cobra to come to their houses. During the ceremony, bowls of milk are often found in different spots of the grounds and open fields which are the possible dwelling places of snakes. Locally known as Nagula Cahvithi, the festival is followed in the rainy season of shravana. Since the numbers of casualties caused by snake bites are the highest during this time, so more and more people participate in the festival with the hope that King Cobra will protect them from other poisonous snakes.



Rottela Panduga, Nellore

Rotiyaan ki eid or Rottela Panduga is an annual three-day urs(festival) held at Bara Shaheed Dargah in Nellore in Andhra Pradesh. Annual event is observed in the month of Muharram as urs of 12 martyrs whose mortal remains are buried in the compound. Women who visit the shrine, exchange their rotis(flat breads) in Nellore Tank.



7.4 Role of Government towards conservation & preservation of cultural heritage of India

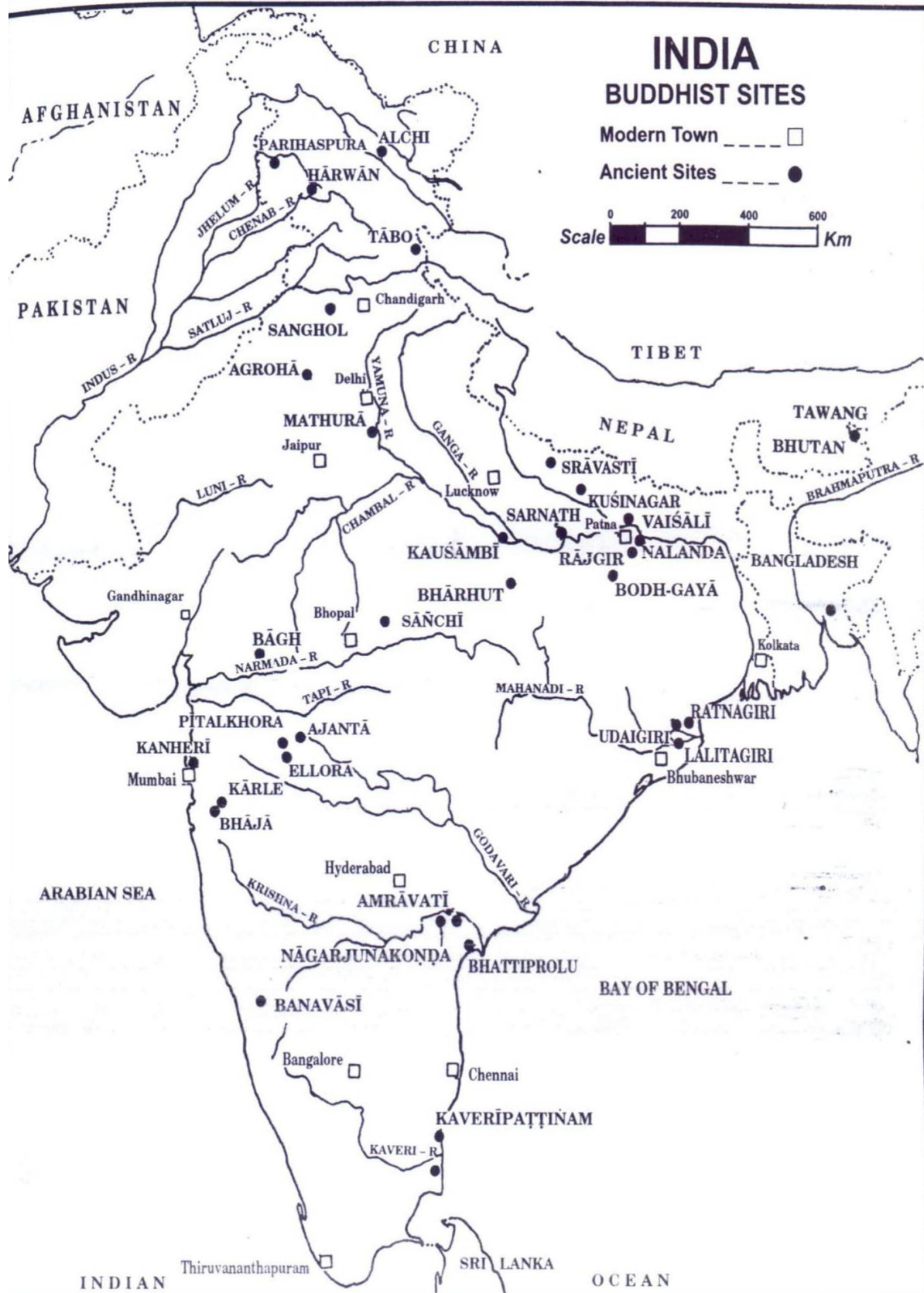
During fairs and festivals, not only local people visit also domestic and foreign tourists show greater interest to participate and experience Indian cultural as per their railways to maintains security, precautionary means users the involvement of government is must to control the law

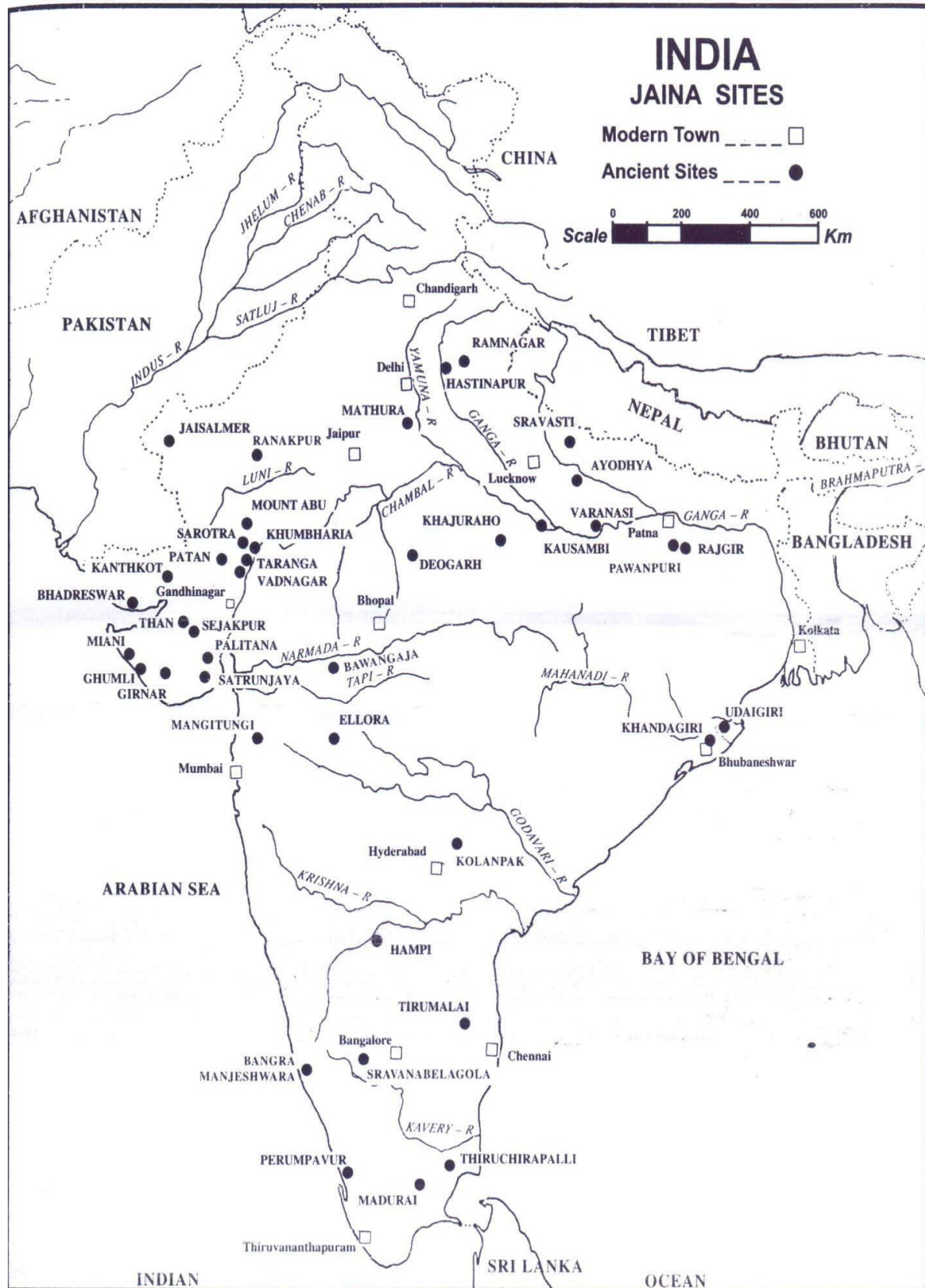
and order situation only for the safety at the destination, controlling traffic rules very stickily for the wellbeing of the general public and devotees to return home safety without facing inconvenience at the destinations, where the fairs and festivals are celebrated due to huge crowd. It is must to make all arrangements with infrastructural facilities to the devotees also to the general public.

Now – a- days we have a great threat of terrorist activities causing great lose to human life and their properties to avoid this strict vigilance by the police and intelligent departmental staff round the clock is a must. Proper transport facilities to the tourism to clear off crowd in a systematic manner using technology has become a routine programme. Arranging toilets, drinking water facilities, emergency medical services and good shelter, through it is a temporary one is very important measure for the entire satisfaction of the devotees and tourists as a welfare measure with local people cooperation and coordination of the Government authorities. If this activity is implementing as regular procedural practice, the promotion and patronage of fairs and festivals can be celebrated in a very particular manner at the local, regional and national level. In fairs, entertainment is to the public and tourists are a routine habit. But some time undo incidents occur. To prevent these strict vigilance precautions by the advice is a must for public safety.

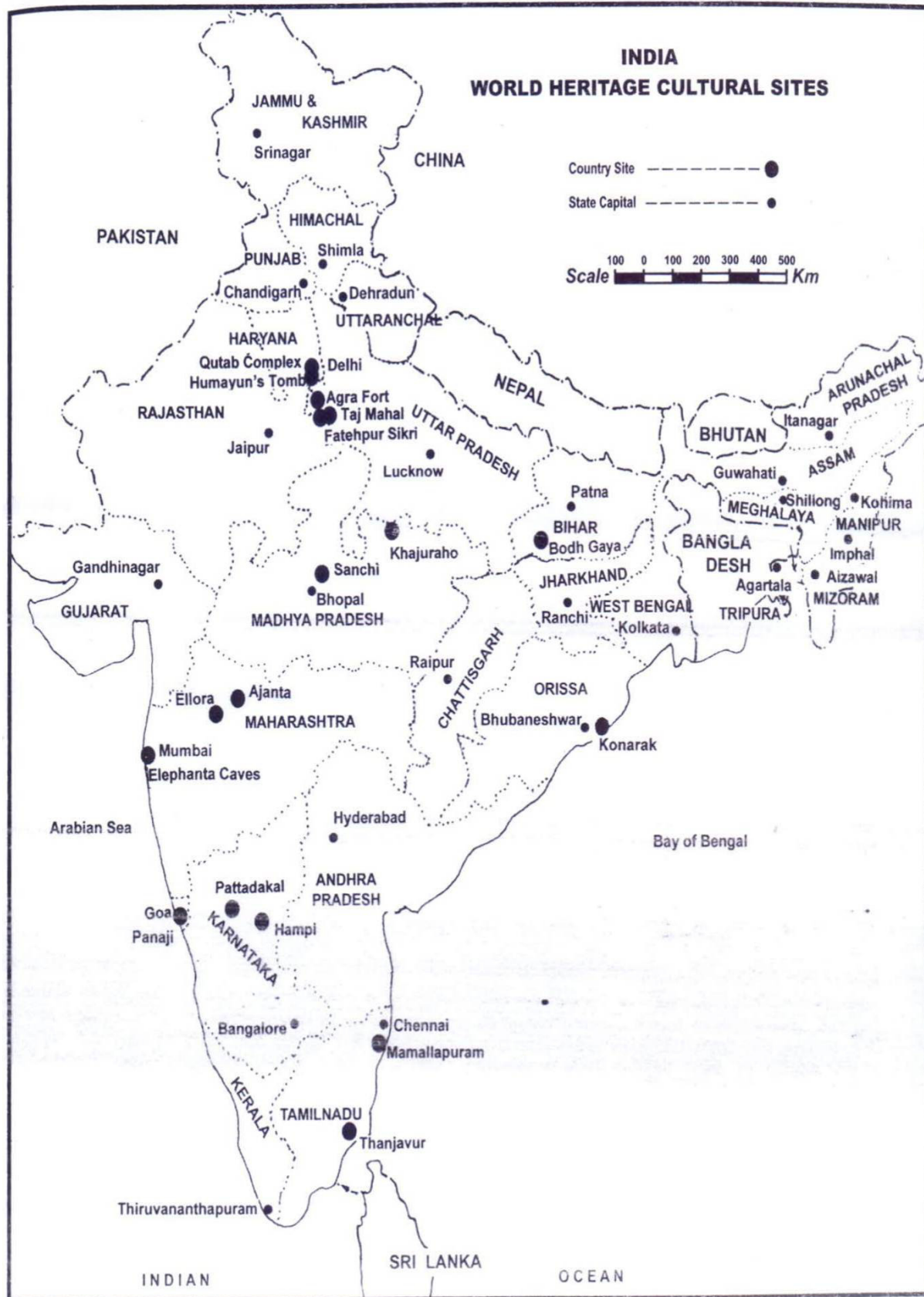
It is the primary responsibility of the civilians and the tourists, either domestic or foreign to visit them with lot of love, concern during visits, conserve and preserve the artistic beauty, grandeurs to passion the same to the coming generations. This activity, if taught and given training from school level to the students, when they become responsible citizens to protect their heritage monuments with government officials, particularly archaeological survey of India department with the cooperation and help which will fulfil the concept of conservation and preservations of cultural heritage monuments.

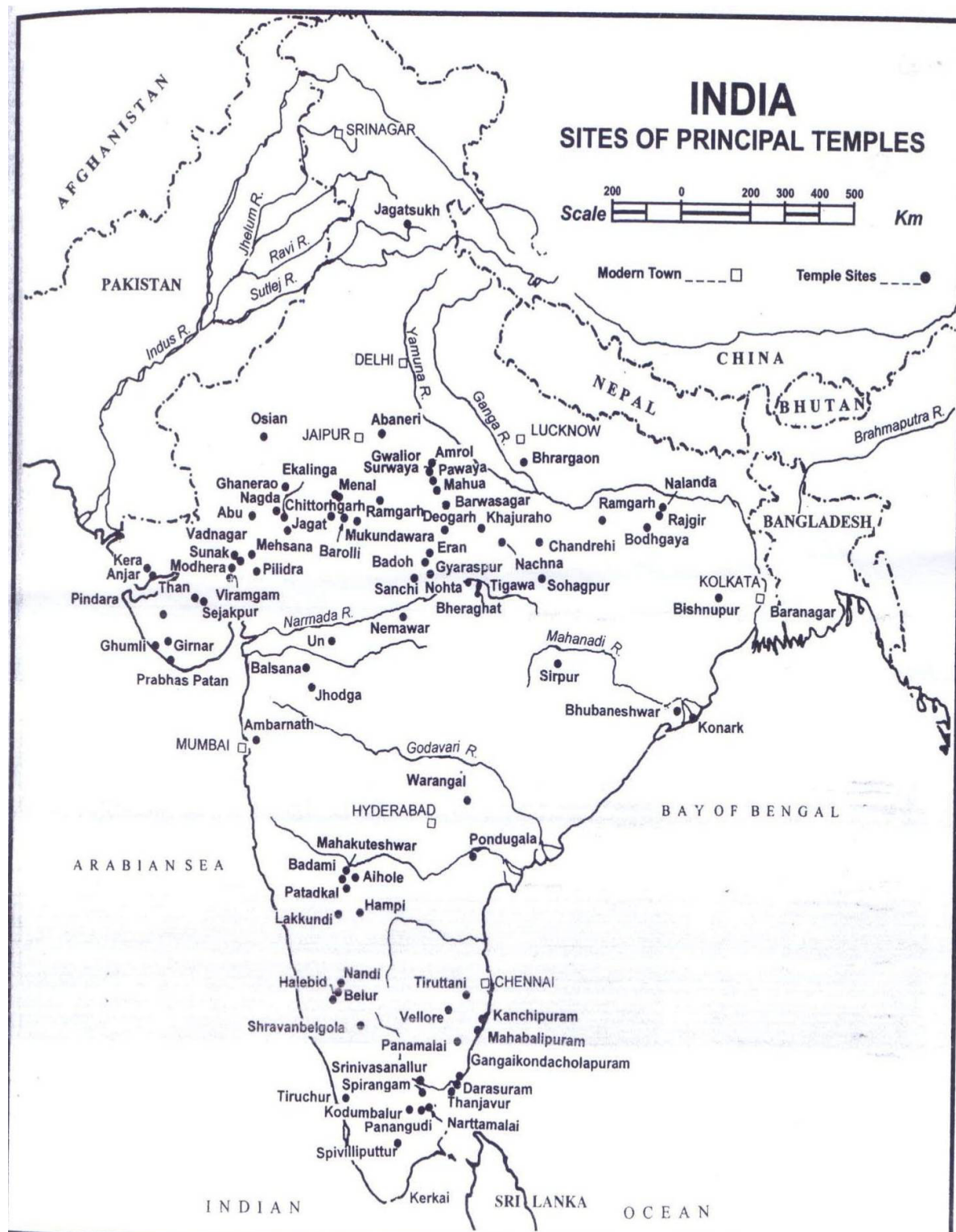












Short Answer Type Questions

1. Write the concept of Educate students on Conservation and Preservation of cultural heritage.
2. Write the importance of Cultural heritage in India.

Long Answer Type Questions

1. Write the Local Fairs & Festivals in India.
2. Explain the role of Govt. towards the fairs and festivals in India?

TOURISM & TRAVEL TECHNIQUES

Paper - III

TOURISM PRODUCTS

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Intermediate
Vocational Course
First Year

Tourism & Travel Techniques

Paper-3: Tourism Products

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INTRODUCTION TO TOURISM PRODUCTS

STRUCTURE

- 1.1 Introduction
- 1.2 Special Characteristics of Tourism Products
- 1.3 Classification of Tourism Products
- 1.4 Difference between Tangible & Intangible Tourism Products
- 1.5 Promotion of Tourism Products

1.1 Introduction

Tourism is commonly referred as “**The activity of visiting places for pleasure**”. In the language of Jews, the word ‘**Torah**’ means study or search and ‘**tour**’ seems to have been derived from it. The word tour is derived from Latin word ‘**TORNUS**’ and Greek word ‘**TORNOS**’. In Sanskrit, ‘**Paryatan**’ means leaving one’s residence to travel for the sake of rest **and** for seeking knowledge. ‘**Deshatan**’ is another word which means travelling for economic benefits. ‘**Tirthatan**’ is the third equivalent word which means travelling for religious purposes. Therefore, the above words are coined basing on the purpose of the tourists under tourism concept.

According to **UNWTO (United Nations World Tourism Organisation)**, has defined Tourist, staying for at least **more than 24 hours and less than 1 year** for both International and domestic travel. They suggest the action of movement around a circle. It represents a starting point, which ultimately returns back to its beginning. Example – A person starting from Delhi travels to Mumbai, Goa, Chennai and then returns to Delhi.

Tourism Product

Tourism Product is a group of components or elements brought together in a 'bundle' to satisfy the consumer's need. A tourism product is anything that can be offered for attraction, acquisition or consumption. It includes physical objects, services, personalities, places, organizations and ideas. Generally, tourism product is designed as an augmented product, which

is the totality of benefits that a traveller receives or experiences in obtaining the formal product. People do not buy products, they buy expectation of benefits. Therefore, tourism product is an amalgam of what a traveller does and experience during a tour. The service used and the products purchased during the trip are called tourism products. Tourism product is an experience of place (Location and people) at a particular time. The basics of tourism product formulation are selling experience, which they cannot get at home. Tourism product is something that can be offered to tourists to visit a tourist destination. Tourism products can be Natural, Cultural and also Man-made.

In the opinion of “Burkart and Medlik”, Tourism Products are an array of integrated products, which consist of objects and attractions, transportation, accommodation and entertainment, where each element of the tourism product is prepared by individual companies and are offered separately to consumers (tourists).

Tourism is considered as a product because just like any product it is something that attracts. Tourists are those who visited different places and enjoy the activities and adventures it offers them. Tourism increases income and provide economic stability of the local people for their services. This is why the government of all countries i.e. may be developed or developing phase is paying more attention to earn foreign exchange and revenue from the tourist activities. This provides economic stability to the host country. Tourism industry also attracts foreign investors. Tourism Products are those products which can be sold in tourism market. It can be anything which provides satisfaction during the course of visit of the particular tourist.

Components of Tourism Product

Attractions- Attractions are very important for any tourist destination such as cultural, archaeological Sites, historical buildings and monuments, flora and fauna, beach resorts, national parks or exhibitions, arts and music festivals, games, etc which are to pull large number of tourists. Tourist demands are also very much susceptible to changes in fashion.

Accessibility – Accessibility means how the tourist destinations can reach mainly in terms of Transportation. A Tourist in order to go to his destination needs some mode of transport. The accessibility includes all modes of transportation by Road, Rail, Air and Water.

Accommodation- Accommodation plays a central role and is very basic need at every tourist destinations. Accommodation includes boarding and lodging. The room facility provided to the tourists who come from a long distance is the need at any tourist place.

1.2 Special Characteristics of Tourism Products

Characteristics of tourism products mean the basic features or qualities of tourism products that give an identity. They are as follows -

- (a) **Intangibility:** Intangibility is the most unique characteristic of Tourism product. Things you can see, touch and feel are known as Tangible, Example, the consumer goods. Intangible, on the other hand, means that things which cannot be seen, tasted, touched before purchase but they can only be felt and experienced during consumption. Examples, Flight experience in an air plane, experiencing the cruise liner in a sea, view of mountain, visit to a museum and much more.
- (b) **Perishability:** Perishability is considered to be the feature of product when the Product is lost very quickly. You have often heard that fruits, vegetables and milk are perishable products as they get spoiled very fast. Similarly, all tourism products are perishable and have very short window of time frame in which they need to be sold or else they are lost forever. The product cannot be stored for use or sale later. If tourists do not visit particular place, the opportunity at that time is lost. Example, if tourists do not come to see the Taj Mahal on the scheduled day the view is lost for that day.
- (c) **Inseparability:** A tourism product is often referred to as being inseparable. This means that the product cannot be separated from the service provider as often the product is being produced and consumed simultaneously. In tourism industry, often the participation of the consumer along with the service provider is simultaneously necessary for its consumption. Example, the experience of visiting Taj Mahal in the Full moonlight or climbing the Eiffel Tower cannot be experienced by sitting in a room at tourist native place/ working place.
- (d) **Heterogeneity/Variability:** Services are inseparable from the person who offers it. They are produced and offered by individuals. Due to this, quality of service differs from person to person, and from time to time with the same individual, it depends on the psychological mood, neglecting professional responsibility. Another reason for variability

of services is involvement of the guest or customer in the process of service production, delivery and consumption system.

- (e) **Composite Product:** 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 with stay for number of days for total study of the regions has rich personal experience. Service providers are always to help out the customers in fulfilling their need. For instance, airline supplies seats, a hotel provides rooms and restaurants, travel agents make bookings for stay and sightseeing, etc.
- (f) **Unstable Demand:** Tourism demand is influenced by seasonal, economic political and others factors. Every season has its unique characters during the flush seasons there is a greater demand on services like hotel bookings, employment, and the transport system, etc and vice versa.
- (g) **Seasonality:** Tourism is seasonal in nature. One destination is not popular in similar manner all through the year. During the peak times the destination is more popular than Unseason, also known as Right Season. During Unseason, the destination does not receive tourists as usual. Example, India sees an influence of foreign tourists mainly from Autumn through Winter till Spring.
- (h) **Risky:** Tourism as a product is considered to be risky. A tourist may consider that if the price of the product is not justifying the product after consumption thus leading to Economic risk. On the other hand, physical ailments or such risks can also affect the tourism product as seen in the case of severe acute respiratory syndrome (SARS) and swine flu. Tourist movement stops when the tourists fear Personal risks to themselves. Similarly terror threats can also affect the tourism industry. When they are political, Social, Economic crisis in the host countries, tourists in general avoid visiting them or postpone their trips to sometimes.

1.3 Classification of Tourism Products

Tourism products are essential pull factors for the tourist destination. The diversity in tourism products attracts large number of tourists to the destination. The tourism products can be grouped on the basis of relevant similarities.

1. Natural Tourism Products

These tourism products are more closely associated with natural environment. These include natural resources such as area's climate and its setting, landscape and natural environment. Natural resources are frequently the most important elements in a destination's attraction. Major natural resources could be countryside. They are -

- (a) Climate
- (b) Natural beauty- Landforms, Hills, Rocks, Gorges, Terrain
- (c) Water- Beaches, Lakes, Ponds, Rivers, Waterfalls.
- (d) Flora and Fauna -Plants, Wildlife, Forests.
- (e) Islands

(a) Climate

The climate of a tourist destination is an important attraction as good weather plays an important role in making a holiday. A warm, sunny, dry climate is typically considered desirable by most tourists, especially those from cold winter areas. Climate is important factor for the choice of travel. People choose those destinations for holiday trips where climatic conditions are favourable for their purposes.

(B) Natural Beauty (Landforms, Hills, Rocks, Gorges, Terrain)

The scenery and natural beauty of places has always attracted tourists. Tourists enjoy nature in all its various forms. There are land forms like mountains, canyons, cliffs, etc. The elements that attract people to mountains are clean air, diverse landscape, rich biodiversity, scenic beauty, snow, recreational opportunities, and culture in general.

(c) Water Bodies (Beaches, Lakes, Ponds, Rivers and Waterfalls)

The water related products have always attracted large number of tourists. In India Water has a central place in the practices and beliefs of many religions for two main reasons. Water washes away impurities and pollutants, it can make an object look as good as new and wipe away any signs of previous defilement. Water in Hinduism has a special place because it is believed to have spiritually cleansing sins / evil powers. To Hindus all water is sacred,

especially water from rivers. There are seven sacred rivers, namely the Ganges, Yamuna, Godavari, Sarasvati, Narmada, Sindhu and Kaveri. Although Hinduism encompasses so many different beliefs among those that most Hindus do share is the importance of striving to attain purity and avoiding pollution. This relates to both physical cleanliness and spiritual well-being. Recently Andhra Pradesh has attracted number of Foreign & Domestic Tourists for conducting the Godavari Pushkaralu in 2016 and Krishna Pushkaralu in 2017 under religious tourism this is an example of how water bodies to attract tourists.

Beaches are popular among tourists and give relaxation and recreation. Beaches provide beautiful natural scenery with golden sands, lush green vegetation and bright blue sky. Andhra Pradesh has the second longest coastline length of 974 km with large Number of beaches like Rama Krishna beach, Rushi Konda Beach, Surya Lanka Beach, Mypadu Beach, Vodarevu Beach, Uppada Beach, Bheemunipatnam beach, Kakinada Beach etc, which have been attracting the large number of tourists at weekends, festival days, special days etc.

(d) Flora and Fauna (Plants, Wildlife, Forests)

Flora and Fauna attract many tourists. Now-a-days researchers and Eco-tourists have to visit thick forest areas especially to see and collect data from those varieties of Flora and Fauna for their study purposes. Tourists who like to Watch Birds, Wild Mammals, Reptiles and other Exotic and Rare Animals, Wildlife Sanctuaries, National Parks, Zoos, Aquariums, Botanic Gardens are the places where they can view and learn about the particular flora and fauna.

(e) Islands

Islands abound with natural beauty, with the rare flora and fauna and also ethnic tribes. This makes islands an ideal place for adventure, nature and culture lovers by visiting Andaman and Nicobar Islands, Lakshadweep islands etc, they are the most popular island tourism destinations in India. Andhra Pradesh has a Bhavani Island which is a popular Island tourist destination to the tourists. It is hopeful that this Island will attract huge number of tourists either domestic or foreign tourists in future.

2. Man-Made Tourism Products

Man-made tourism products are created by man for pleasure, leisure or business. Major Man made Products are classified into a, b, c & d groups, they are-

(a) Culture

- i. Archaeological Sites
- ii. Historical Buildings and Monuments
- iii. Museums and Art Galleries
- iv. Political and Educational Institutions
- v. Religious or Pilgrimage Places and etc.

(b) Traditional

- i. Fairs and Festivals
- ii. Arts and Handicrafts
- iii. Dance
- iv. Music
- v. Native Life and Customs and etc.

(c) Entertainment

- i. Amusement and recreation parks
- ii. Theme parks
- iii. Sporting events
- iv. Zoos
- v. Cinema Halls
- vi. Theatres
- vii. Shopping Malls
- viii. Cuisine and etc.

(d) Business

- i. Conventions/ Meetings centres
- ii. Conferences halls and etc.

3. Symbiotic Tourism Products

These tourism products are an excellent blend of natural and manmade resources. Nature has provided the natural resource and man has converted them into a tourism product by managing them. National parks, Wildlife Sanctuaries, Marine Parks are good examples of symbiotic Tourism products. National parks for example are left in their natural state of beauty as far as possible, but they are to be managed and by providing roads, transport, parking facilities, resorts, jeep safaris etc. Though, the core attraction is nature in this category of tourism product but these products are symbiosis of nature and man.

4. Event Based Tourism Products

Event is an attraction; Event is a thing that happens or takes place, especially one of the important product in the tourism industry. It is a planned public or social occasion. An event attracts tourists as spectators or as participants in the events. Sometimes it can be both Sporting and Cultural events. Sporting events like Olympics, football and cricket world cup, formula one race, Indian Premier League and Cultural events like International Dance Festivals, Film Festivals, and International Food Festivals. Examples – International Sweet Festival conducted by Telangana Tourism Department at Hyderabad during 13th to 15th, January 2018 attracted both Foreign and Domestic tourists as participants as well as spectators.

5. Site Based Tourism Products

When an attraction is a place or a site then it is called a site based tourism product. Site Based Tourism Products are identified by the geographical regions. Example - Himalayas and Thar Desert in India, the Alps Mountains in Europe, Great wall of china In China, Eiffel Tower in Paris etc.

1.4 Difference between Tangible Products and Intangible Tourism Products

Tangible Products	Intangible Products
All Goods are tangible in nature, manufacturing products are being the tangible products.	Services are mostly Intangible and Tourism being service based sector.
Tangible Products can be Seen	Intangible products can only be felt
Tangible Products can be touched	Intangible products cannot be touched
Tangible products can be tasted	Intangible Products cannot be tasted
Ownership can be easily transferred	Ownership cannot be transferred

1.5 Promotion of the Tourism products

Tourism plays a vital role and it is one of the biggest Industries under service sector. In present scenario, more tourism products are promoted by online through different websites like MakeMyTrip, Yatra.com, TripAdvisor, and IRCTC etc. In present days, Social Media is one of the major tools for promoting tourism products through Facebook, Twitter etc. Developing a marketing plan and using tools in social media and other promotional materials, like Pamphlets, Brouchers, and Posters can all help to promote the tourism products. The Travel Agencies also promote tourism products through offline by the marketing and sales agents and giving advertisements about the tourism products in print and electronic media.

Summary

A tourism product is an object that attracts tourists at various tourist destinations. Tourism product is to get sum of the physical and psychological experience which gained by tourist during their travel to the destinations. Tourism product is a Mix of attraction, accessibility, accommodation and provides enough satisfaction to the tourist. Tourism Industry also provides the Economic growth and Employment opportunities to the Local people. This unit helps you to identify the different types of Tourism products and their characteristics of the tourism Industry

Short Answer Type questions

- 1) Define Tourism Product.
- 2) Write about the promotion of Tourism Products.

Long Answer Type Questions

- 1) Explain the Different types of Tourism Products.
- 2) Write the special Characteristics of Tourism Products.

The world is just like a book, and those who do not travel read only one page.

-Saint Augustine

UNIT-2

NATURE BASED TOURISM PRODUCTS

STRUCTURE

- 2.1 Flora and Fauna**
- 2.2 Geography based Products**
- 2.3 Rivers, Beaches, Islands and Valleys**
- 2.5 Forest, Wildlife Sanctuaries and National Parks**

“Study nature, love nature, always stay very close to nature. It will never fail you.”

- Frank Lloyd Wright

Introduction

God's **Postal Index Number (PIN)** is Nature. The nature based tourism products are closely related to natural environment. The nature based products come under the combination of number of tourism concepts like Eco-Tourism, Wildlife Tourism, Beach Tourism, Sustainable Tourism etc. It is a form of tourism which involves visiting unexplored and wonderful natural areas, intended as a peaceful tourism who wants to be free from pollution and enjoy the nature. Its purpose may be to rejuvenate, educate the traveller, and make use of the local products and services from the local communities thereby creating the positive socio-economic benefits of the State as well as the Country.

2.1 Flora and Fauna

Mainly Flora, Fauna and Cultural Heritage are the primary attractions under Eco-Tourism. Flora and fauna are words originating from Latin. Flora, in Latin means Goddess of the flowers. Flora is also derived from the word floral, which means relating to flowers. Therefore, flora is a group of indigenous plants in an ecosystem of a geographical region. The origin of the word fauna is a bit shrouded in mystery. According to Roman mythology, Fauna refers to the

Goddess of fertility. Fauna is sometimes referred to as Fauns, meaning forest spirits. By definition, fauna is a group of indigenous animals of any geographical region in the world.

Without flora and fauna, humans cannot exist on this planet earth. The flora generates and releases oxygen, which is very much needed by the fauna for respiratory purposes. In return, the fauna produces and releases carbon dioxide, which is must the flora for photosynthesis. It is a symbiotic kind of relationship, in the same line; humans cannot survive without flora and fauna. The oxygen that we breathe it comes from the flora, and the carbon dioxide we exhale is vital for the flora Humans benefit a lot from flora and fauna in regards to sources of food, medicine, and water. Our main source of food emanates from plant and animal species. Over 90% of medicine we use to cure diseases comes from flora only.

Eco-tourists who are spending their time in outdoor settings such as forests, natural areas, parks and other green spaces because of their aesthetic value. This aesthetic value is mainly contributed by spread of flora and fauna. Flora and fauna contribute a lot to the economies under tourism industry.

Flora – Flowers & Flowering Plants,

Fauna – Animals

2.2 Geography Based Products

Geography means to study the nature and relative arrangement of places and physical features on the surface of the planet earth. They are -

- (a) Mountains
- (b) Lakes
- (c) Waterfalls.
- (d) Mangroves
- (e) Caves
- (f) Deserts

(a) Mountains – The Great mountains zone is located in the northern part of the India. The Himalayas extend from the north to north-east. The Himalayas are divided into three major regions, i.e. Greater Himalayas, Middle Himalayas and Outer Himalayas. Greater Himalayas

have an average height of 6,000 meters above the (Mean sea level MSL); important peaks in these regions are Mount Everest (8,848 m), Mount K2 (8,611 m), Kanchenjunga (8,598 m), Dhaulagiri (8,172 m), Hidden peak (8,068 m) etc.

The Middle Himalayas have an average height of 3,500 m to 5,000 m above the MSL. These extended in the South to the Shivalik range. Important hill stations in the middle Himalayas are Darjeeling, Almora, Nainital, Shimla and Mussoorie.

Outer Himalayas have an average height of 1,000 m to 1,500 m above the MSL. The region is a chain of low-lying hills formed through fluvial deposits like sand, clay and pebbles. Important hill stations of outer Himalayas are Dehradun valley, Udhampur valley and Kotli valley etc.

(b) Lakes

Lakes are valued as natural water sources and for fishing, water transport, recreation, and tourism. Six major types of lakes are found in India, as follows -

- i. **Tectonic Lakes** – Wular lake (Jammu and Kashmir), Kumaon lake (Uttarakhand)
- ii. **Lakes formed due to Volcanic activities** – Lunar lake (Maharashtra)
- iii. **Logoon Lakes** – Chilika Lake (Orissa), Pulicat (Tamilnadu) and Kolleru (AP)
- iv. **Glacial Lake** – Khurpatal Lake (Uttarakhand), Malwa Tal (Uttarakhand).
- v. **Lakes formed due to the Aeolian Process** – Sambhar Lake (Rajasthan), Didwana Lake (Rajasthan).
- vi. **Other lakes** – Dal Lake (Kashmir), Udaipur (Rajasthan), Hussain Sagar (Telangana), Loktak (Manipur), Vembanad (Kerala).

(c) Waterfalls

India having numerous majestic waterfalls. These scintillating cascades are famous picnic spots and excursion destinations round the year and for ever.

Types of Waterfalls

- i. **Block:** Water descends from a relatively wide stream or river.
- ii. **Cascade:** Water descends a series of rock steps.
- iii. **Cataract:** A large, powerful waterfall.

- iv. **Chute:** A large quantity of water forced through a narrow, vertical passage.
- v. **Fan:** Water spreads horizontally as it descends while remaining in contact with bedrock.
- vi. **Frozen:** Any waterfall which has some element of ice.
- vii. **Horsetail:** Descending water maintains some contact with bedrock.
- viii. **Plunge:** Water descends vertically, losing contact with the bedrock surface.
- ix. **Punchbowl:** Water descends in a constricted form and then spreads out in a wider pool.
- x. **Segmented:** Distinctly separate flows of water form as it descends.
- xi. **Tiered:** Water drops in a series of distinct steps or falls.
- xii. **Multi-stepped:** A series of waterfalls one after another of roughly the same size each with its own sunken plunge pool.

Examples

- i. Dudhsagar Waterfall – Goa
- ii. Jog Waterfall – Karnataka
- iii. Nohsngithiang Waterfall – Meghalaya
- iv. Thoseghar Waterfall – Maharashtra
- v. Athirappilly Waterfall – Kerala
- vi. Courtallam Waterfall – Tamil Nadu
- vii. Talakona Waterfall – Andhra Pradesh
- viii. Khandadhar Waterfall – Orissa
- ix. Chitrakot Waterfall – Chhattisgarh
- x. Dhuandhar Waterfall – Madhya Pradesh

(d) Mangroves

These are the Salt –tolerant ecosystems that found mainly tropical, sub-tropical areas. A mangrove is a small tree that grows in coastal saline or brackish water. The term is also used for tropical coastal vegetation consisting of such species. The mangrove biome, or mangal, is a distinct saline woodland or shrub land habitat characterized by depositional coastal environments, Mangroves Forest is the home of low and medium height of various types of trees. The swamps protect coastal areas of India and home to so many species of Aquatic Birds, Water Animals and Reptiles.

Examples

- i. Sundarbans – West Bengal
- ii. Bhitarkanika Mangroves, Odisha
- iii. Godavari – Krishna Mangroves, Andhra Pradesh
- iv. Pichavaram Mangroves, Tamil Nadu
- v. Baratang Island Mangroves, Andaman

(e) Caves

Caves are reflecting at our wonderful past, there are many caves in India that is worth exploring. Each state in the country has certain number of caves that are specimen history, culture and spirituality; for instance there are caves with many legends attached to them, on the other side one can also find oodles of caves that reflects the rich culture and tradition of India

Cave tourism is becoming increasingly important to tourism development and as such tourists are motivated to visit caves for its inherent natural landscape features. Caves are part of nature or ecotourism that is capable of attracting tourists from different parts of the world. These natural landscapes are found fascinating and valuable to tourists. Tourist visits caves for recreation, education, and sometimes for adventure and People who explore caves often wear battery powered headlamps and sometimes torch lights. Caves as natural resources can be great potential for tourism development and in return increase the growth of the economy of its host residents as well as help the government to achieve environmental awareness and environmental education and protecting the environment.

Types of Caves

Solutional caves - Solutional caves are the most frequently occurring caves. Such caves form in rock that is soluble; most occur in limestone, but they can also form in other rocks including chalk, dolomite, marble, salt, and gypsum. Rock is dissolved by natural acid in groundwater that seeps through bedding planes, faults, joints, and comparable features. Over time cracks enlarge to become caves.

Primary cave - Caves formed at the same time as the surrounding rock are called primary caves. Lava tubes are formed through volcanic activity and are the most common primary caves.

Sea caves-Sea caves are found along coasts around the world. A special case is littoral caves, which are formed by wave action in zones of weakness in sea cliffs. Often these weaknesses are faults, but they may also be dykes or bedding plane contacts. Some wave-cut caves are now above sea level because of later uplift. Sea caves are generally around 5 to 50 metres (16 to 160 ft) in length, but may exceed 300 metres (980 ft).

Corrasional caves - Corrasional caves are those that form entirely by erosion by flowing streams carrying rocks and other sediments. These can form in any type of rock, including hard rocks such as granite. Generally there must be some zone of weakness to guide the water, such as a fault or joint. A subtype of the erosional cave is the wind or Aeolian cave, carved by wind-born sediments. Many caves formed initially by Solutional processes often undergo a subsequent phase of erosional or vadose enlargement where active streams or rivers pass through them.

Glacier cave - Glacier caves occur in ice and under glaciers and are formed by melting. They are also influenced by the very slow flow of the ice, which tends to close the caves again. (These are sometimes called ice caves, though this term is properly reserved for caves that contain year-round ice formations).

Fracture cave - Fracture caves are formed when layers of more soluble minerals, such as gypsum, dissolve out from between layers of less soluble rock. These rocks fracture and collapse in blocks of stone.

Talus caves - Talus caves are formed by the openings among large boulders that have fallen down into a random heap, often at the bases of cliffs. These unstable deposits are called talus or scree, and may be subject to frequent rockfalls and landslides.

Anchialine caves - Anchialine caves are caves, usually coastal, containing a mixture of freshwater and saline water (usually sea water). They occur in many parts of the world, and often contain highly specialized and endemic fauna.

List of Famous Caves in India

- i. Elephant Island Caves, Mumbai
- ii. Badami Caves, Karnataka

- iii. Ajanta and Ellora Caves, Aurangabad
- iv. Dungeshwari Cave Temples, Bihar
- v. Khandagiri Caves, Odisha
- vi. Carla Caves, Maharashtra
- vii. Borra Caves, Vishakhapatnam, Andhra Pradesh
- viii. Belum caves, Kurnool , Andhra Pradesh
- ix. Bhimbetka Cave, Madhya Pradesh
- x. Koteswar Temple Cave, Uttarakhand
- xi. Varah Caves, Tamil Nadu

(f) Deserts

Deserts in India are mainly spread over the States of Rajasthan and Southern portion of Gujarat and Punjab. Their eloquent history and never changing dynamics have surely a catch of eye among sightseers around the globe. World famous Thar Desert is spread over huge area of more than 200,000 km² (77,000 sq. mi.). It is one of the very important tourist places in India.

Thar Desert

Thar Desert extends into two states of North West India (Rajasthan and Gujarat) and in the eastern region of the neighbouring country, Pakistan also. The desert is bordered by Indus and Sutlej River in the west and the Aravalli ranges in the east. The alluvial plains of Haryana and Punjab occupy the northern region. Thar Desert in India

Fascinates tourists by giving an amazing and evergreen opportunity to enjoy its world famous Camel Safari. 'Thar Desert' is also known as the Great Indian Desert.

Jodhpur Desert

Jodhpur is also known as the Sun City. Desert of Jodhpur is set at the edge of Thar Desert in Rajasthan. The major attractions of Desert of Jodhpur are Mehrangarh Fort, Umaid Bhawan Palace and JaswantThada. The most famous Jodhpur Desert Camp is located in Osian village on Jodhpur-Jaisalmer highway.

Jodhpur Desert festival expresses culture and traditions of Rajasthan. The most famous Jodhpur Desert festival is Marwar Festival Jodhpur Desert Festival also includes Jodhpur International Desert Kite Festival and Nagaur Fair. The Jodhpur Desert Festival serves as a platform to perform local customs that have been there since times immemorial. Staying overnight in tents and mud huts, and enjoying various amusing activities are full of mirth there.

2.3 Rivers, Beaches, Islands and Valleys

(a) Rivers

A river is a natural flowing watercourse, usually freshwater, flowing towards an ocean, sea, lake or another river. River is also one of Nature based product. Rivers are the backbone of humans, Animals and Plants. They provide us with fresh water which is helpful for various purposes such as drinking, cleaning, washing, etc. Rivers provide us with fresh drinking water. It is one of the biggest sources of fresh drinking water. In entire waterbodies 80% water is saline water which cannot be consumed by humans and remaining 20% water is only drinking water. We need to rely heavily upon the rivers for drinking water as it is a basic need to the human being as well as other living beings on the earth.

Famous Rivers

- i. Brahmaputra River
- ii. Indus
- iii. Ganga
- iv. Narmada
- v. Krishna
- vi. Godavari
- vii. Tapi
- viii. Manjra
- ix. Bhima
- x. Cauvery
- xi. Mahanadi

Rivers flowing into Bay of Bengal; Brahmaputra, Kaveri, Ganges (with its main tributaries Ramganga, Kali or Sharda, Gomti, Yamuna, Chambal, Betwa, Ken, Tons, Ghaghara, Gandaki, BurhiGandak, Koshi, Mahananda, Tamsa, Son, Bagmati) and alsoMeghna, Mahanadi, Godavari, Krishna (and their main tributaries)

Rivers flowing into Arabian Sea; The Indus, Tapti, and Narmada Rivers (with its main tributaries)

(b) Beaches

India is gifted with some of the best beaches in the world spread across the coastal lines of Southern India. Coastal areas of India- Bay of Bengal in east and Arabian Sea in the west with the length of 7,517 km endowed by the nature. Beaches are one of the best creations of nature. India has a very rich culture in terms of beaches, natural beauty and landscapes. Beaches are perfect for the honeymoon couples to enjoy their happy moments in a very cheerful manner with nature. Beaches are very much useful for sun bath for capture of Vitamin D to the tourists without paying any amount to nature. The sun provides abundant amount of Vitamin D on free of cost.

Beach Activities

- i. Sun Bath
- ii. Sports- Beach Volleyball etc.
- iii. Adventure Activities - Scuba Diving, Banana Boat Rides, Dinghy Sailing, Parasailing, Wind Surfing, Water Skiing etc.
- iv. Eateries - Marine food
- v. Spa
- vi. Shopping

Examples of Beaches -

- i. Agonda Beach –Goa
- ii. Baga Beach – Goa
- iii. Marina Beach –Tamilnadu
- iv. Elliot's Beach – Tamilnadu
- v. Radhanagar Beach – Andaman Nicobar Island
- vi. Bangaram beach - Lakshadweep islands
- vii. Rama Krishna Beach –Andhra Pradesh
- viii. Rushikonda Beach – Andhra Pradesh

- ix. Puri Beach – Orissa
- x. Kovalam Beach –Kerala

(c) Islands

An island is any piece of sub-continental land that is surrounded by water. The distinctiveness of the island lies in its beautiful silvery beaches, marine life flourishing with rare species of plants, animals and corals, meandering mangrove-lined creeks and the tropical evergreen rain forests. Andaman and Nicobar islands covers a total area 8250 square kilometers.

Lakshadweep, in the Arabian Sea, is a part of the Indian subcontinent and is recognized as the smallest union territory of India. Lakshadweep means ‘Hundred Thousand Islands’ in Sanskrit. True to its name, these islands are very picturesque and provide a true vacation for those who love beaches, water sports and varieties of marine food.

‘Lakshadweep’ is a group of beautiful islands, located some 400km off India’s west coast into the Arabian Sea. The islands, though all are equally mystical and beautiful, each offers a unique blend of tourist places. Some islands have been promoted for diving and water sports; still, others have been developed, So that people enjoy the charm of relaxation and natural enjoyment with such Islands.

Havelock Island

Havelock Island is famous island in Andaman. Spread in an area of 113 sq. km. and located 39 km of north-east of Port Blair, Havelock Island offers a perfect beach vacation in Andaman. The white sand beaches of this congenial and imposing island are fringed with rain-fed forests making them quite beautiful destinations to see in India. Famous Radhanagar Beach and Elephant Beach are also part of Havelock Island.

Neil Island

Located 30 km southwards of the Andaman Islands, Neil Island is treated as a tiny gem. It has several allures and thus is known as one of the best Islands in Andaman and Nicobar Islands. On the Northeast side of Port Blair, Neil Island is the Vegetable bowl of Andaman, owing to the farming practices that take place there. Some of such attractions in Neil Island are impressive

bio-diversity, unexplored coral reefs, lush tropical forests and clean white sandy beaches. It has some wonderful beaches, ideal for leisure as well as adventure tourists.

Examples of Islands

- I. Havelock Island – Andaman
- II. Neil Island – Andaman
- III. Barren Island – Andaman
- IV. Narcondam Island – Andaman
- V. Great Nicobar Island – Nicobar
- VI. Minicoy – Lakshadweep
- VII. Agatti Island – Lakshadweep
- VIII. Bhavani Island – Vijayawada, Andhra Pradesh
- IX. Hope Island– Kakinada, Andhra Pradesh
- X. Chorao – Goa

(d) Valleys

The valleys of India constitute a great wonderland for tourists across the worlds who are seeking a dose of adventurous sports. These valleys having low density, snow-capped peaks and pervading Monastery and Temples make together amazing locations to be hankered. Valleys, forming wonderful natural beauty of India, appeal large number of fun-loving and adventure seeking people, and captivate them with their innate natural beauty.

Types of Valleys

River Valley: A river valley is formed by the erosive action of water flowing over the land. These valleys are usually V-shaped with steep walls. If a river valley becomes particularly deep, it's often referred to as a canyon or gorge.

Glacial Valley: During the Pleistocene Era, glaciers covered huge areas of North America. As these walls of ice moved across the landscape, they carved out valleys similar to how a bulldozer might dig a trench. Because of the breadth and weight of glaciers, these valleys are wider and have flat bottoms with a contour similar to a 'U' shape.

Flat-Floored Valley: The most common type of valley in the world, most flat-floored valleys began their existence as either a river or glacial valley. Over time, rivers and streams spread across the valley, persistently eroding its edges while levelling out its bottom. The result is a flattened contour characterized by many slow-moving waterways

Famous valleys in India

- i. Kashmir Valley – Jammu & Kashmir
- ii. Kangra Valley – Himachal Pradesh
- iii. Sutlej Valley – Punjab
- iv. Dibang Valley – Arunachal Pradesh
- v. Ketti Valley – Ooty, Tamilnadu
- vi. Valley Of Flowers – Uttarakhand
- vii. Spiti Valley – Himachal Pradesh
- viii. Chambal Valley – Madhya Pradesh
- ix. Yumthang Valley – Sikkim
- x. Silent Valley – Kerala
- xi. Araku Valley – Andhra Pradesh
- xii. Dzukou Valley – Nagaland

2.4 Forests, Wildlife Sanctuaries and National Parks

(a) Forests

“Forests are the natural lungs of the planet earth”. Forests support biodiversity and nature conservation, they absorb carbon from the earth’s atmosphere and provide the oxygen to the people. Eco- tourism has to enhance the landscapes of forests and provide opportunities for recreation to the tourists and generate employment opportunities to the local people. Forests are very essential to preserve flora & fauna. Forests which attracts the number of Eco tourists for jungle safari. Forest always plays an important role to attract the Eco tourists for jungle safari. Wildlife is one of the most important resources provided by forest ecosystems around the world. Ecotourism focuses on socially responsible travel, personal growth, and environmental sustainability in particular.

Types of Forests in India

- i. Wet Evergreen forest
- ii. Semi Evergreen forest
- iii. Moist Deciduous forest
- iv. Dry Deciduous forest
- v. Littoral and Swamp forest / Mangrove forest
- vi. Dry Evergreen forest
- vii. Thorn forest
- viii. Sub-tropical broad leaved forest
- ix. Subtropical Pine forest
- x. Subtropical Dry Evergreen forest
- xi. Montane Wet Temperate forest
- xii. Montane Moist Temperate forest
- xiii. Montane Dry Temperate forest
- xiv. Sub Alpine forest

Famous Forests in India

- i. Nallamala forest – Andhra Pradesh
- ii. Kukrail Reserve Forest – Uttar Pradesh
- iii. Bhavnagar Amreli Forest – Gujarat
- iv. Baikunthapur Forest – West Bengal
- v. Annekal Reserved Forest – Western Ghats

(b) Wildlife Sanctuaries

Wildlife sanctuaries are established by (The International Union for Conservation of Nature) IUCN, under category IV protected areas. India has 543 wildlife sanctuaries. Wildlife sanctuaries which are protected habitats for local plants and animal species. Wildlife sanctuaries give them a safe place to live naturally. Wildlife sanctuaries preserve nature, biodiversity, and threatened species. Project Tiger is a wildlife conservation program has been administrated by

National Tiger Conservation Authority in India since 1973. Project Tiger program is specially started for the protection of Bengal Tigers in India.

Bhadra Wildlife Sanctuary, Karnataka

Bhadra Wildlife Sanctuary is a protected area and a Project Tiger Reserve area. It is located 38 km (24 mi). Northwest of Chikkamagaluru town in Karnataka state, India. Bhadra sanctuary has a wide range of flora and fauna and is a popular place for day outings. Bhadra Wildlife Sanctuary is a biodiversity hotspot. Bhadra supports more than 120 plant species. Approximately 33 tigers are found in Bhadra. Other mammals in the sanctuary include elephant, gaur, sloth bear, wild boar, black leopard, jungle cat, jackal, wild dog, sambar, spotted deer, barking deer, mouse deer, common langur, bonnet macaque, slender Loris, small Indian civet, common palm civet, pangolin, porcupine, flying squirrel and the Malabar giant squirrel etc.

Chinnar Wildlife Sanctuary, Kerala

Chinnar Wildlife Sanctuary is one of the biggest wildlife sanctuaries in Kerala. This sanctuary is situated on the Western Ghats on the **Annamalai Hills**. A lot of tourists, especially nature lovers and wildlife enthusiasts visit this place. They are also attracted towards species like Grizzled Giant Squirrel, Star Tortoise, Tufted Grey Langur, Gaur, Spotted Deer, Slender Loris, Wild Elephant, Crocodile, Tiger, Leopard, Panther, Hanuman Monkey etc. along with many birds and insect species. The Chinnar Wildlife Sanctuary is a well-known repository of medicinal plants. There are close to 144 species of animals, 225 recorded species of birds, 1000 species of flowering plants, and a wide variety of medicinal plants in the forest. The main activities in wildlife tourism include wildlife/ Animals watching, bird watching and photography.

Examples of Wildlife sanctuaries

- I. Bhadra Wildlife Sanctuary (Karnataka)
- II. Chinnar Wildlife Sanctuary (Kerala)
- III. Jaldapara Wild life Sanctuary (West Bengal)
- IV. Mudumalai Wild life Sanctuary (Tamilnadu)
- V. Palamau Wild life Sanctuary (Bihar)
- VI. Anaimalai Wild life Sanctuary (Tamilnadu)

- VII. Vedanthagal Birds Sanctuary (Tamilnadu)
- VIII. Krishna wildlife Sanctuary (Andhra Pradesh)

(c) National Parks

A national park (IUCN Category II) is similar to a wildlife area in its size and its main objective of protecting, functioning ecosystems. National parks tend to be more lenient with human visitation and its supporting infrastructure. National parks are managed in a way that may contribute to local economies through promoting educational and recreational tourism on a scale that will not reduce the effectiveness of conservation efforts.

Jim Corbett National Park

Jim Corbett National Park is the oldest national park in India and was established in 1936 as Hailey National Park to protect the endangered Bengal tiger. It is located in Nainital district of Uttarakhand and was named after Jim Corbett who played a key role in its establishment. The park was the first to come under the Project Tiger initiative.

It has become 'Jim Corbett' which has been a haunt for tourists and wildlife lovers for a long time. Tourism activity is only allowed in selected areas of Corbett Tiger Reserve so that people get an opportunity to see its splendid landscape and the diverse wildlife. In recent years, the number of people coming here has increased dramatically. Presently, every season more than 70,000 visitors coming to the park.

Around 520 square kilometers is the total area of Jim Corbett, its whole area comprises of hills, marshy depressions, riverine belts, grasslands and large lake. It is among the few tiger reserves in India that allows overnight stays in the lap of the National Park. Nature watching and wildlife viewing in the park is done and also in Jeep safari and elephant safari took place here.

If you love bird watching then Corbett is virtual haven for such tourists. Corbett and its adjoining area is a home to more than 650 species of residents and Migratory Birds, more than over 50 species of Reptiles alone shows the healthy biodiversity of the area. In a nutshell, this finest national park of India is well known for rich and varied wildlife including Royal Bengal Tiger, Elephant, four to five species of Deer and Rich Birdlife.

Kanha National Park

Kanha National Park is one of the tiger reserves of India and the largest national park found in Madhya Pradesh, in the heart of India. The present-day Kanha area was divided into two sanctuaries, Hallon and Banjar, of 250 and 300 kms respectively. Kanha National Park was created on 1 June 1955 and in 1973 it was made the Kanha Tiger Reserve. Today, it stretches over an area of 940 kms in the two districts Mandla and Balaghat. This makes it the largest National Park in Central India. Kanha national park is home to over 1000 species of flowering plants. Kanha Tiger Reserve has species of Tigers, Leopards, Wild Dogs, Wild Cats, Foxes And Jackals. The national park brings around 300 species of commonly seen birds are the Black Ibis, Bee-Eaters, Cattle Egret, Blossom-Headed Parakeets, Pond Heron, Drongos, Common Teal, Crested Serpent Eagle, Grey Hornbill, Indian Roller, Lesser Adjutant, Little Grebes, Lesser Whistling Teal, Minivets, Pied Hornbill, Woodpecker, Pigeon, Paradise Flycatchers, Mynas, Indian Peafowl, Red Jungle fowl, Red-Wattled Lapwing, Steppe Eagle, Tickell's Flycatcher, White-Eyed Buzzard, White-Breasted Kingfisher, White-Browed Fantail etc.

Ranthambore National Park

Ranthambore National Park is in Sawai Madhopur District of Rajasthan State. Ranthambore national park was declared a wildlife sanctuary in 1957 and in 1974 it gained the protection of "Project Tiger". It got its status of a National Park in 1981. Ranthambore National Park is dotted with structures (Heritage) that remind you of bygone eras. There are many water bodies located all over the park, which provide perfect relief during the extremely hot summer months for the forest inhabitants. A huge fort, after which the park is named, towers over the park atop a hill. There are many ruins of bygone eras scattered all over the jungle, which give it a unique, wonderful and mixed flavour of nature, history and wildlife. Tigers at Ranthambore National park have been known to even hunt in full view of human visitors. These tigers are famous for being seen in the daytime too, due to their lack of fear of human presence in vehicles. This lack of fear of humans is excellent for tourists, as they get to see the tigers often. This National park is a wildlife enthusiasts and photographer's dream. It offers excellent accommodation and internal transportation facilities. The park remains open every year from October to May only.

Famous National Parks in India

- I. Jim Corbett National Park – Uttarakhand
- II. Kanha National Park – Madhya Pradesh
- III. Ranthambore National Park – Rajasthan
- IV. Kaziranga National Park – Assam
- V. Gir National Park – Gujarat
- VI. Periyar National Park – Kerala
- VII. Bandhavgarh National Park – Madhya Pradesh
- VIII. Bandipur National Park – Karnataka
- IX. Sundarbans National Park – Kolkata
- X. Keoladeo National Park - Rajasthan
- XI. Nagarhole National Park – Karnataka

The recent UNESCO -Natural Heritage Places

- I. Great Himalayan National Park Conservation Area (2014)
- II. Kaziranga National Park (1985)
- III. Keoladeo National Park (1985)
- IV. Manas Wildlife Sanctuary (1985)
- V. Nanda Devi and Valley of Flowers National Parks (1988,2005)
- VI. Sundarbans National Park (1987)
- VII. Western Ghats (2012)

Mixed Heritage Place

- I. Khangchendzonga National Park (2016)

Summary - Nature based tourism products are closely related to the natural environment. India is a land of attractions that offers some of the best landscapes in the world along with amazing natural wonders and panoramic sceneries.

Rivers, hill stations, valleys, caves, deserts, beaches, forests, islands, wildlife sanctuaries & national parks are the different components of nature based tourism in India. These products

are playing a vital role to attract the number foreign and domestic tourists around the year. These products are being used mainly for recreational and educational purposes.

Short Answer Questions

1. Explain the concept of Flora & Fauna from the tourism point of view.
2. Write about the importance of Indian rivers in Tourism scenario.

Long Answer Questions

1. Write in detail geographical tourism products in India.
2. Explain about the Wildlife sanctuaries and National parks in India.

Do not tell me how educated you are, tell me how much you have travelled

- Prophet Mohammad.

UNIT-3
CULTURE BASED TOURISM PRODUCTS
PART-1

STRUCTURE

- 3.1 Significance of Historical Monuments**
- 3.2 Historical Monuments**
- 3.3 Art Galleries**
- 3.4 Religious Places and Educational Institutions**

Introduction

"Culture" is not a state or condition only. It is what remains of man's past, working on their present, to shape with their future. – Myres

Cultural tourism is the subset of tourism concerned with a country, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion, and other elements that helped to shape their way of life. Cultural tourism can be defined as to enhance the interaction between different cultures. Travelers shared their values on the same platform through visiting cultural and natural resources, historically preserved places, museums, or others.

3.1 Significance of Historical Monuments

Historical monuments are very important for us as well as to our future generations. These historical monuments are to help us to understand and know our past and our country architectural traditions and life styles in different ages. The historical places are most precious assets to the country and also to our people as a valuable heritage. A historical place helps the tourists to understand the culture and traditions which prevailed in the yester centuries of Indian

history. Among the tourists, special interested groups, with deep liking for history, historical monuments, and evaluation of Indian architecture, visit India to fulfil their purpose / interests. For such tourists, Indian historical monuments are a centre of attraction. For example Red Fort and Qutub Minar in Delhi, Agra Fort and Taj Mahal in Agra, Ajantha and Ellora Caves in Maharashtra.

3.2 Historical Monuments

Taj Mahal

Taj Mahal is an ivory-white marble mausoleum on the south bank of the Yamuna River in the Indian city of Agra. It was built in Agra between 1631 and 1648 by order of the Mughal emperor Shah Jahan in memory of his favourite wife. The Taj Mahal was designated as a UNESCO World Heritage Site in 1983 for being "the jewel of Muslim art in India and one of the universally admired masterpieces of the world's heritage". It is regarded by many as the best example of Mughal architecture and a symbol of India's rich history. Taj mahal is also one of the Seven Wonders of the World

Taj Mahal has become the World's first historic monument to have its own verified Twitter handle, @Taj Mahal. The Twitter account has launched on 15 August 2015, India's 68th Independence Day. Uttar Pradesh Chief Minister Akhilesh Yadav marked Independence Day on Saturday by launching the official Twitter account of the 17th Century Taj Mahal. After its launch, people from across India and the world started sharing their Taj Mahal experiences.

Agar Fort

Agra Fort was built in the year 1573 under the reign of Akbar – one of the greatest Mughal Emperors. It is located at the Agra City. It took more than 4000 workers and eight years of hardship to complete the fort. Agra Fort is known for its rich history. The fort has been owned by many emperors and rulers in the past, the fort remained as the main residence of the emperors belonging to the Mughal dynasty until the year 1638. The fort houses numerous impressive structures like the Jahangir Mahal, Khas Mahal, Diwan-i-Khass, Diwan-i-Am, MachchhiBhawan and Moti Masjid. In 1638, the capital of the Mughal dynasty was moved from Agra to Delhi, causing the Agra Fort to lose its status as the main residence of the Mughal emperors. The fort

was invaded and captured by the Maratha Empire in the early 18th century. In the year of 1983 UNESCO has announced the Agra fort is world heritage site.

Mysore Palace

Mysore palace is one of the magnificent monuments of Karnataka; The Maharajah's Palace is located in the heart of Mysore City in Karnataka. Counted among the largest palaces in India, Mysore Palace in Mysore was the pride of the ancient kingdom of the Wodeyar Maharajas of Mysore. A priceless national treasure, Mysore Palace is an exemplary embodiment of the famous Indo-Saracenic architectural style. It is the prominent one among the historical monuments in Karnataka; Mysore Palace is revered for housing some exquisite carvings and numerous works of art. Mysore Palace was originally built of wood, but the magnificent structure was burnt 1896 during Dasara festivities. It was later in 1912 that Mysore Palace was rebuilt by the twenty fourth Wodeyar Raja. Presently managed by the Department of Archaeology in Karnataka, Mysore Palace of Karnataka, has been converted into a museum for housing treasures from across the globe.

Famous historical places in India

- I. Red Fort, Delhi
- II. Qutub Minar, Delhi
- III. Humayun's Tomb, Delhi
- IV. Fatehpur Sikri, Uttar Pradesh
- V. Hawa Mahal, Rajasthan
- VI. Rani ki Vav, Gujarat
- VII. Charminar, Telangana
- VIII. Golkonda fort, Telangana
- IX. Jallianwala Bagh, Amritsar
- X. Gateway of India, Maharashtra

Famous Historical Monuments in Andhra Pradesh

1. Bobbili Fort
2. Chandragiri Fort

3. Kondapalli Fort
4. Kondaveedu Fort

3.3 Art Galleries

“Painting is poetry that is seen rather than felt, and poetry is painting that is felt rather than seen.”– Leonardo da Vinci.

Indian art galleries provide idyllic platform to artists to showcase their talent. India has cultural values and it rightly reflects through its arts.

An art gallery is a building for the exhibition of art. Paintings, collages, drawings, photographs, and installation art works are the most commonly displayed at art galleries. Although primarily concerned with providing a space to show works of visual art, art galleries are sometimes used to host other artistic activities, such as performance art, music concerts, or poetry readings. Art galleries are to attract the foreign and domestic tourists to the host country.

Types of Art Galleries

- I. **Retail galleries** - The goal of the retail gallery is to sell and promote arts, artifacts. While earning a profit. Retail galleries take a commission of 40 to 50 percent of all sales.
- II. **Co-operative galleries** - Co-operatives exist to sell and promote artists’ works, but they are run by artists. Members exhibit their own work in exchange for a fee, which covers the gallery’s overhead. Some co-ops also take a commission of 20 to 30 percent to cover expenses. Members share the responsibilities of gallery-by sitting, sales, housekeeping and maintenance.
- III. **Vanity gallery** - In this category, the artist pays a fee to the gallery in order to show their work. Vanity galleries are particularly prevalent in big cities.
- IV. **Not-profit art galleries** - Such galleries are formed for the purpose of developing and promoting the work of artists in various visual and performing art forms such as film, sculpture, dance, painting, multimedia, poetry, and performance art. These galleries are run particularly larger institutions may rely on funding from public sector sources,

Famous art galleries in India

- I. **Academy of Fine Arts, Kolkata** - Established in 1933, the Academy of Fine Arts in Kolkata is one of the most significant art galleries in India. Various famous paintings by eminent Indian and foreign artists are displayed here. Some of the famous paintings include 'Girl with a pitcher' and 'A Winter's Evening' by Rabindra Nath Tagore. Works of artists like Jamini Roy, Nandalal Bose, M.F.Hussain, etc, are also showcased at the academy.
- II. **The Government Museum and Art Gallery, Chandigarh** - Sculptures are also on display apart from paintings at this prominent museum located in Chandigarh. Started for the public in 1968, the museum features different sections for sculpture, architecture and art paintings. The best sections of the museum consist of sections for Indian miniature paintings, contemporary art, portraits, etc. Paintings by some of the most illustrious artists like Raja Ravi Varma, Amrita Sher-Gil, Jamini Roy, Rabindranath Tagore, Nandalal Bose, Abanindranath Tagore, etc are part of the museum
- III. **Government Museum and National Art Gallery, Chennai** - Also known as the Madras Museum, the Government Museum in Chennai is the second oldest museum and art gallery in India. Established in the year 1851, The National Art Gallery, which forms a part of the museum, has paintings of legendary artists like Raja Ravi Varma on display. Traditional paintings of Tanjore, Rajput and Mughal era along with paintings of the contemporary period can be found here.
- IV. **Jehangir Art Gallery, Mumbai** - Established in 1952, Jehangir Art Gallery in Mumbai is owned by a private organization and has paintings of almost all famous Indian artists from Jamini Roy to Arpita Singh. Artists from India and abroad line up to get their work exhibited at this gallery.
- V. **National Gallery of Modern Art, Bangalore** - National Gallery of Modern Art was inaugurated in 2009 in Bangalore. Currently, the art gallery houses more than 500 paintings from both traditional and modern genres. Paintings on display are works of honourable artists like Raja Ravi Varma, Amrita Sher-Gil, Jamini Roy, etc. The paintings are sorted and displayed according to time periods, artists and school of art.
- VI. **National Gallery of Modern Art, New Delhi** - National Gallery of Modern Art in Delhi is an initiative by the Government of India. Established in 1954, the gallery features a

collection of over 14,000 paintings by artists from India and Abroad. Paintings in this wide assortment include works of Raja Ravi Varma, Tagore brothers, Jamini Roy etc.

- VII. **Aakriti Art Gallery** - Aakriti Art gallery has evolved as one of the prominent modern art galleries in India. The gallery operates from two centres, one in Kolkata and one in New Delhi. Traditional paintings, sculptures, printmaking, video art and installations are on display here. Art lovers have the option to buy modern and contemporary art paintings from an online art shop too.

3.4 Religious Places and Educational Institutions

Religious places

India is a secular country under whose shelter dwells multiple religions in utmost peace and harmony, India can rightly be called the 'Land of Faith'. The existence of a large number of Temples, Mosques, Churches, Gurudwaras and Monasteries in India beckons the traveller to visit a country that is tolerant, spiritual and most of all diverse yet united.

Having an upper hand in the country, spirituality has propelled many ordinary destinations into significant religious places in India. As a result, along with a large number of pilgrims that visit these religious destinations throughout year, many travel enthusiasts have started to throng these religious places.

Famous Religious places in India

- I. **Tirumala Venkateshwara Temple, Tirupathi** - Tirumala Venkateshwara temple is one of the richest temples in the world which is dedicated to Lord Shri Venkateshwara. It is also one of the most visited temples by the Hindus. Lord Venkateshwara is known by many other names: Balaji, Govinda, and Srinivasa.

The Tirumala Hills are part of Seshachalam Hills range. The hills are 853 metres (2,799 ft) above sea level. The Hills comprises seven peaks, representing the seven heads of Adishesha. The seven peaks are called Seshadri, Neeladri, Garudadri, Anjanadri, Vrushabhadri, Narayanadri and Venkatadri. The temple lies on the seventh peak - Venkatadri, on the southern banks of Sri Swami Pushkarini, a holy water tank. Hence, the

temple is also referred to as "Temple of Seven Hills". Tirumala town covers about 10.33 sq. mi (26.75 km²) in area.

The architecture of the temple is its star attraction which leaves one spellbound. The temple features Dravidian style of architecture all around, right from the intricately carved doorways to Mandapam. To ensure smooth Darshan, there is an entry facility through the Vaikuntam Queue Complex which has different halls which eventually leads to the main temple.

The temple is visited by about 50,000 to 100,000 pilgrims daily (30 to 40 million people annually on average), while on special occasions and festivals, like the annual Brahmotsavam, the number of pilgrims shoots up to 500,000, making it the most-visited holy place in the world. The world-famous "Tirupati Laddu" is given at Tirumala Temple as prasadam.

Festivals: - Tirumala Sri Venkateshwara Temple is a paradise of Festivals where over 433 festivals are being observed in 365 days of a year suiting the title "**Nitya Kalyanam Paccha Toranam**" where every day is a festival. Rathasapthami, Rama Navami, Janmashtami, Ugadi, Teppotsavam (Float Festival), Sri Padmavati Parinayotsavams, Pushpa yagam, Pushpa pallaki, Vasanthotsavam (spring festival), '**Sri Venkateshwara Brahmotsavam**', a nine-day event, which is celebrated every year during month of October.

II. Sun Temple, Konark

Konark Sun Temple is a 13th-century CE Sun Temple at Konark about 35 kilometres (22 mi) northeast from Puri on the coastline of Odisha. The temple is attributed to king Narasimhadeva I of the Eastern Ganga Dynasty about 1250 CE.

Dedicated to the Hindu god Surya, what remains of the temple complex has the appearance of a 100-foot (30 m) high chariot with immense Wheels and Horses, all carved from stone. Once over 200 feet (61 m) high, much of the temple is now in ruins, in particular the large shikara tower over the sanctuary; at one time this rose much higher than the Mandapa that remains. The structures and elements that have survived are famed for their intricate artwork, iconography, and themes, including erotic kama and mithuna scenes. Also called the 'Surya Devalaya', it is a classic illustration of the Odisha style of Hindu temple architecture.

III. Jagannath Temple, Puri

Jagannath Temple is the finest monument in Odisha. The main deities presiding over the temple are Lord Jagannath, Bala Bhadra and Goddess Subhadra. Although a popular pilgrimage, Jagannath Temple comes to life during the annual Rath Yatra when a very large number of people throng the temple. The sacred shrine is believed to be the authentic reflection of Indian culture.

IV. Kamakshi Amman Temple, Kanchipuram

There are a few rare places in India where the power of Shakti is worshipped and the Kamakshi Amman Temple in Kanchipuram is one of them. This temple at Kanchipuram is an ancient temple and is associated with the 'AadiSankaracharya'. On Tuesdays, Fridays and Sundays, there are a large number of devotees who flock here to worship. The main festivals of the Kamakshi Amman temple are Brahmotsavam in February and Navaratri in November.

History - Kamakshi had offered worship to a Shivalingam which was made out of sand, under the mango tree. It was then that she gained Shiva's hand in marriage. Legend says that Kamakshi was originally an Ugra Swaroopini. It is only after Adi Sankaracharya established the Sri Chakra that she was personified as the Shanta Swaroopini.

It was Sri Shankaracharya of 'KamakotiPeetham' who established his seat in the temple of Kamakshi Amman Temple. There is the Sri Chakra enshrined in front of the deity at the Kamakshi Amman Temple, Kanchipuram. The corridor at the temple is also adorned with a number of other deities. The temple stretches for an area of about 5 acres. The Kamakshi has been kept enshrined in a seated stance in the sanctum, which is crowned with gold plated vimanam. There is a hall with hundred pillars among the many halls or mandapans present at the Kamakshi Amman Temple. There is a temple tank which is located in the outer prakaram. Past the four pillared hall and the inner prakaram, through a flight of stairs, one reaches the sanctum surrounding which are the smaller shrines. These shrines belong to Ardhanareeswarar, Soundaryalakshmi, Kallar and Varaahi.

V. Kumari Amman Temple, Kanyakumari

The Kumari Amman Temple at Kanyakumari is an architectural wonder. The temple has been dedicated to Goddess Parvati who is the virgin deity. Parvati was in love with Lord Shiva and therefore she wanted him as a husband. So, she started meditating for Lord Shiva. However, the Lord did not turn up on the scheduled day of their marriage and it is said that the stones found at the beaches of Kanyakumari are nothing but the uncooked food of their wedding party. It was a sad incident and to commemorate it, a temple had been constructed with Goddess Parvathi as the chief deity. Kanyakumari with its splendid expanse of the ocean remembers the sacrifice of the Goddess Parvathi and also the sad fate that befell her.

Description-People pay homage to the Goddess at her temple and also make their confessions and convey their regards to the holy goddess. It is said that she hears the demands of the worshippers and also blesses them with whatever they wish for. A visit to Kanyakumari is incomplete without a visit to the Kumari Amman Temple. Kanyakumari is a land of waters and it is the place of the confluence of the three seas namely the Bay of Bengal, Arabian Sea and the mighty Indian Ocean.

The colors of the water of these three water bodies are different. The heritage of India is deeply reflected from the wonderful temples located all over the country, especially in Tamil Nadu at the shore of its sea beaches.

VI. Brihadeeshwarar Temple (Thanjavur)

PeruvudaiyarKovil is one of the most popular temples in South India. Erected by Raja Raja Chola I, this temple is a wonderful example of Tamil architecture. One of the largest and greatest architectures in Indian history, it is also a UNESCO World Heritage Site as 'Great Living Chola Temples'. One of the country's most prized possession; it stands safe amidst strong walls that were probably added in the 16th century. One of the temple's towers, 66 Mt high, known as Vimana, is one of the world's tallest towers. It is believed that the top part of the temple, called Kumbam, Chikharam or Kalasha, is made out of single stone carving. Another single rock carving is the Nandi bull statue at the temple's entrance. This sacred bull temple is 13 feet high and 6 feet long. The temple structure is made from granite. Commissioned by Raja Raja Chola I in 1010 AD, this temple is fondly called the 'Big Temple' and turned 1000 years old in the year 2010.

Main temple- Brihadeeshwarar Temple (Thanjavur) - The first rectangular wall that surrounds the main temples is 270 m by 140 m from the outer boundary. Main temple is placed in the heart of the expansive quadrangle that also includes of 1 Nandi Bull statue, 1 pillared hall, 1 Mandapa (assembly hall) and a number of other smaller shrines. The important part of the inner Mandapa, enveloped by gigantic walls, segregated with sculptures and sharp pilasters, making bays and recesses. Both the sides of the sanctuary have 1 bay highlighting the main cult icons. The prime focus is the innermost sanctum that has the idol of the main deity, Lord Shiva. Another thing inside it is one big Linga in stone. Only the priests are allowed to enter this chamber.

The entrance of the Garbagriha is stunning decoration. This square-shaped Garbagriha inside chamber has the idol of the Lord, placed on a pedestal. The location of the idol is a representation of 1 microcosm of universe. The royal bathing-hall is towards the east of Irumudi-Soran hall, the place where Raja the great used to distribute the gifts. There is a circumambulation area around the Garbagriha that can be accessed by all and not only the priests. From the inner Mandapa, a path leads to the rectangle-shaped Mandapa that has a 20-columned porch with 3 stairs taking you downwards to a small open Mandapa, which has the statue of Nandi Bull the vehicle of the Lord.

Deities of the Temple - The main deity or Moolavar of Brihadeeshwarar Temple are Lord Shiva. The other deities, known to be just one step lower are on KoshtaMoorthigal (outer wall) are Dakshinamurthy, Chandra and Surya, with idols in huge sizes. This temple is one of the temples that have idols of Ashtadikpaalakas (Guardians of directions) – Indra, Agni, Nirrti, Varuna, Kubera, Isana, Yama, and Vayu. Each has two 6 feet tall statues-one in past form and the other, their representation. All these statues are positioned in a separate temple as per their respective direction.

Festivals in Brihadeeshwarar Temple

The day of Ruling star or Satabhishag, every month, is considered as a day of celebration by people as this is a symbol of ruling star, the time when Raja Raja was born. The temple also becomes the venue of its annual festival that is celebrated in the month of Visakha. During this 9-day festival, the devotees make their Lord take a bath with water made fragrant from Champak flowers.

VII. Velankanni Church, Velankanni

The Velankanni Church is one of the most important churches at Nagapattinam. This church has been dedicated to Mother Goddess Mary. She is the presiding deity of the Velankanni Church and is believed to have Therapeutic Powers. So, millions of people flock to the door of the Church every day so that their near and dear ones would be cured and they can lead a happy and normal life. Herein is the significance of the Velankanni Church, Nagapattinam.

The Mother Goddess Mary was the virgin mother of Jesus Christ. She is revered all over the world as an emblem of purity and mercy. People pay homage to the Mother and also admit their guilt in the form of confession in front of the virgin Mother Mary. She also relieves them from the cardinal sins.

The only task that a person is supposed to do is to light a candle in front of the virgin Mother who shows them light henceforth. Velankanni Church is known as the 'Mecca of the Christians'. The colossal Velankanni Church, Nagapattinam stands to the pride of the teeming millions and display rare dignity.

The sky-reaching towers embellish the Church and can be seen from great distances. In order the blessings of the Mother Mary the people pray with their eyes closed before the Mother Goddess and worship her with ardour and devotion. It is as if the glowing flames of the candles burn with the same intensity that fills the hearts of the devotees and cleanse them of all impurity. The Velankanni Church is also known as the 'Sacred Arogya Matha Church'. The Velankanni Church, Nagapattinam has received this name due of its magical healing powers.

VIII. Basilica of Bom Jesus, North Goa

Basilica of Bom Jesus, Goa, is the most well-known Church of Goa. This church is situated in Old Goa. Number of people visits this Church. This church has great significance among the Christian community of the World. This church is 16th century architecture and it is the first Minor Basilica in India. Basilica of Bom Jesus, Goa was built in 1605 and this recently becomes the World Heritage Monument. Inside the church there is the holy remains of St. Francis Xavier who was the pioneer saint of Goa. He was died on 2nd December 1552, during the sea journey to China. The meaning of Bom Jesus is Infant Jesus. The Basilica Bom Jesus is a tribute the infant Jesus. This is a baroque

architecture and it is one of the finest designs of India. The church is made up of white marble and alter is gilded and furnished with beautiful frescoes.

IX. Bodhgaya, Bihar

Witness the historical place called Bodhgaya in Bihar, where Lord Buddha is believed to have been enlightened. Bodhgaya offers Buddhist pilgrims the ultimate place to pray and meditate. The feeling of being on the land where Buddha once himself walked on is truly commendable. Mahabodhi Temple along with several other temples in Bodhgaya is frequented by many pilgrims that visit here from all over the world. For Buddhists, Bodh Gaya is the most important of the main four pilgrimage sites related to the life of Gautama Buddha, the other three being Kushi nagar, Lumbini, and Sarnath. 'In 2002, Mahabodhi Temple, located in Bodh Gaya, became a UNESCO World Heritage Site'

X. The Gomateshwara Bahubali Statue, Sravanbelgola

Statue of Gomateshwara is a huge monolithic statue located at Sravanbelgola. The Statue of Gomateshwara at Sravanabelagola is a major Tourist Attraction in Karnataka and holds much importance in the history of Karnataka. This monument of Karnataka is at a distance of 158 km from Bangalore. Lord Gomateshwara was a Jain saint and is often referred to as the Lord Bahubali. The statue is made up of a single block of granite and is positioned on the top of the Doddabetta hill. The Statue of Gomateshwara, Sravanabelagola is 17 meters in height. The Statue of Gomateshwara at Sravanabelagola in Karnataka is considered as one of the greatest achievements in the field of sculptural art in ancient Karnataka. The Statue of Gomateshwara in Sravanabelagola is also one of the most brilliant Jain works of art are formed.

History - This Statue of Gomateshwara at Sravanabelagola in Karnataka in India was created by Chamundraya around 983 AD. Chamundraya was a minister of the Ganga King, Rajamalla.

Description - The festival Mahamastakabhishekam is held once in every 12 years, during which the image of Lord Gomateshwara is bathed in curd, ghee, milk, saffron and offered gold coins. The Gomateshwara Statue at Sravanabelagola has its unique curly hair and large ears, wide open eyes, perfectly chiselled face with a faint smile, broad

shoulders and arms, stretched downwards. The Statue of Gomateshwara, Sravanabelagola stands nude and straight in the posture of meditation known as 'kayotsarga'. There is an anthill in the background, which signifies his continual sacrifice and self-pain. A snake and a creeper emerge from this anthill and wind around both the legs and arms. The statue stands on an open lotus, which brings out the architectural expertise and portrays the brilliance of the sculpture of the age. On the two sides of the main Statue of Gomateshwara there are two tall chauri bearers, standing in the service of the Lord. There is a trough carved behind the anthill, for collecting water and other ritual ingredients, which is used for the sacred bath of the Statue of Gomateshwara in Sravanabelagola in Karnataka in India.

Famous Religious Places in Andhra Pradesh

- (a) Kanakdurga Temple, Vijayawada
- (b) Sri Kalahasteeswara Temple, Srikalahasti
- (c) Sri Kodandarama Swami Temple, Ontimitta
- (d) Srikurmam, Srikakulam
- (e) Srimukhalingeswara Temple, Srikakulam
- (f) Srisailam
- (g) Varasiddi Vinayaka Swamy Temple, Chittoor
- (h) Veerbhadra Temple, Lepakshi
- (i) Infant Jesus Cathedral. Phirangipuram
- (j) Gundala Church, Vijayawada
- (k) Nirmalagiri Mary Matha Shrine, Gowripatnam
- (l) Sagarmatha Church, Nagarjuna Sagar
- (m) Ameen Peer Dargah, Kadapa
- (n) Jumma Masjid, Adoni
- (o) The Pedda Masjid, Guntur

Ancient Educational Institutions

In ancient times, India was a center of higher learning as it is one of the oldest civilizations in the world. Hence, historically, universities and libraries were a big part of Indus-Valley civilization. Education has always been given great prominence in Indian society since

the times of the Vedic civilization, with Gurukul and ashrams being the centres of learning. And with evolving times, a large number of centres of learning were established across ancient India. The two famous ancient universities from India and the oldest universities in the world namely Takshashila (Taxila) and Nalanda.

Takshashila University

Taxila or Takshashila was an ancient capital city of the Buddhist kingdom of Ghandara and a center of learning that is now in North-Western Pakistan. Taxila was an early center of learning dating back to at least the 5th century BCE. It is considered a place of religious and historical sanctity by Hindus and Buddhists and was the seat of Vedic learning where the emperor Chandragupta Maurya was taken there by Chanakya to learn in the institution. The institution is very significant in Buddhist tradition since it is believed that the Mahayana sect of Buddhism took shape there.

Taxila is known from references in Indian and Greco-Roman literary sources and from the accounts of two Chinese Buddhist pilgrims, Faxian and Xuanzang. Bharat, younger brother of Rama. The city was named for Bharata's son Taksha, its first ruler. Buddhist literature, especially the Jatakas, mentions it as the capital of the kingdom of Ghandara and as a great center of learning. Greek historians accompanying the Macedonian conqueror described Taxila as "wealthy, prosperous, and well governed." Taxila was situated at the pivotal junction of South Asia and Central Asia. Its origin as a city goes back to c. 1000 BCE. Some ruins at Taxila date to the time of the Achaemenid Empire in the 6th century BCE followed successively by Mauryan, Indo-Greek, Indo-Scythian, and Kushan periods. Owing to its strategic location, Taxila has changed hands many times over the centuries, with many empires vying for its control. When the great ancient trade routes connecting these regions ceased to be important, the city sank into insignificance and was finally destroyed by the nomadic Hunas in the 5th century. The archaeologist Alexander Cunningham rediscovered the ruins of Taxila in the mid-19th century.

Some scholars date Takshashila's existence back to the 6th century BCE or 7th century BCE. It became a noted center of learning at least several centuries before Christ and continued to attract students from around the old world until the destruction of the city in the 5th century CE. Takshashila is perhaps best known because of its association with Chanakya. The famous treatise Arthashastra (Sanskrit for The knowledge of Economics) by Chanakya is said to have

been composed in Takshashila itself. Chanakya (or) Kautilya the Maurya Emperor Chandragupta and the Ayurvedic healer Charaka studied at Taxila.

Generally, a student entered Takshashila at the age of sixteen. The Vedas and the Eighteen Arts, which included skills such as archery, hunting, and elephant lore, were taught, in addition to its Law School, Medical School, and School of Military Science.

Nalanda University

Nalanda is located in the Indian state of Bihar, about 55 miles south-east of Patna, and was a Buddhist center of learning from 427 to 1197 CE. It has also been called "one of the first great universities in recorded history. It a large Buddhist monastery in the ancient kingdom of Magadha (modern-day Bihar) in India. At its peak, the university attracted scholars and students from as far away as China, Greece, and Persia. Archaeological evidence also notes contact with the Shailendra dynasty of Indonesia, one of whose kings built a monastery in the complex. However, it was later sacked by Turkic Muslim invaders under Bakhtiyar Khalji in 1193, a milestone in the decline of Buddhism in India.

Nalanda University was established by Shakraditya of Gupta dynasty in modern Bihar during the early 5th century and flourished for 600 years till the 12th century. The library of this university was the largest library of the ancient world and had thousands of volumes of manuscripts on various subjects like grammar, logic, literature, astrology, astronomy, and medicine. The library complex was called Dharmaganja and had three large buildings: the Ratnasagara, the Ratnadadhi, and the Ratnaranjaka. Ratnadadhi was nine stories tall and stored the most sacred manuscripts including the Prajnaparamita Sutra and the Samajguhya.

In 2010, the parliament of India passed a bill approving the plans to restore the ancient Nalanda University as a modern Nalanda International University dedicated for post-graduate research. Many East Asian countries including China, Singapore, and Japan have come forward to fund the construction of this revived Nalanda University. According to the Kevatta Sutta, in the Buddha's time, Nalanda was already an influential and prosperous town, thickly populated, though it was not until later that it became the center of learning for which it afterward became famous. Mahavira is several times mentioned as staying at Nalanda, which was evidently a center of Major activities of the Jains.

Nalanda was very likely ransacked and destroyed by an army of the Mamluk Dynasty of the Muslim Delhi Sultanate under Bakhtiyar Khilji in c. 1200 CE. While some sources note that the Mahavihara continued to function in a makeshift fashion for a while longer, it was eventually abandoned and forgotten until the 19th century when the site was surveyed and preliminary excavations were conducted by the Archaeological Survey of India. Systematic excavations commenced in 1991 which unearthed eleven monasteries and six brick temples neatly arranged on grounds 12 hectares (30 acres) in the area. A trove of sculptures, coins, seals, and inscriptions have also been discovered in the ruins many of which are on display in the Nalanda Archaeological Museum situated nearby. Nalanda is now a notable tourist destination and a part of the Buddhist tourism circuit.

Other famous Ancient Universities

- (a) Vikramashila University
- (b) Valabhi University
- (c) Pushpagiri University

Summary

Cultural based products are playing very significant role in tourism sector. These products are helping us to show our country past and our people's traditions and lifestyles. This unit incorporates a variety of cultural tourism products i.e. historical monuments, art galleries, religious and ancient educational institutions which showcase our country rich glory to the world.

Short Answer Questions

1. Define culture tourism.
2. Write the significance of historical monuments in India.

Long Answer Questions

1. Describe about the various Historical monuments in India.
2. Write in details any five religious places in India.

A journey of a thousand miles begins with a single step

- Lao Tzu

UNIT-4
CULTURE BASED TOURISM PRODUCTS
PART-2

STRUCTURE

- 4.1 Dances and Music**
- 4.2 Traditional Fairs and Festivals**
- 4.3 Traditional Playlets**

A nation's culture resides in the hearts and in the soul of its people'.

-Mohandas Karamchand Gandhi

4.1 Dances and Music

India is a land of diversities. Various climatic conditions have made India a diverse country. In all spheres, Indian life diversities are clearly visible. These diversities have made the Indian culture a unique one. Like all other aspects of life, the dance forms of India are also varied and different. There are many types of dance forms in India, from those which are deeply religious in content to those which are performed on small occasions. Dance is a unique way of communication by using your body, eyes, expressions, etc.

The Indian dances are broadly divided into Classical dances and Folk dances. The Classical dances of India are usually spiritual in content. Though the Folk dances of India are also spiritual and religious in content but the main force behind the folk dances of India is the celebratory mood. Dances are a form of coherent expression of human feelings. Like the Indian culture, Indian classical dances are equally diverse in nature. There are numerous classical dance forms in India and innumerable folk dances. Each dance form can be traced to different parts of the country. Each form represents the culture and ethos of a particular region or a group of people. All dance forms were structured around the nine 'Rasa' or emotions.

They are **Hasya (happiness), Shoka (sorrow), Krodha (anger), Karuna (compassion), Bhibatsa (disgust), Adhbhuta (wonder), Bhaya (fear), Viram (courage) and Shanta (serenity).**

Indian Classical Dances

India has thousands of year old tradition of fine arts and classical and folk music and dances. Some of the world-famous dance forms that originated and evolved in India are Bharatanatyam, Kathak, Kathakali, Kuchipudi, Manipuri, Mohiniattam, Odissi and Sattriya. All these dance forms use basically the same 'mudras' or signs of hand as a common language of expression and were originally performed in the temples to entertain various Gods and Goddesses.

Bharatanatyam - Bharatanatyam is a dance of Tamil Nadu in Southern India. It traces its origins back to the Natyashastra, an ancient treatise on theatre written by the mythic priest Bharata. Originally a temple dance for women, Bharatanatyam often is used to express Hindu religious stories and devotions. It was not commonly seen on the public stage until the 20th century. The dance movements are characterized by bent legs, while feet keep rhythm. Hands may be used in a series of mudras, or symbolic hand gestures, to tell a story.

Kathak - A dance form of Northern India, The word Kathak is originated from the word Katha which means storytelling. Traditionally this dance was more religious in nature, typically narrating the love story of Radha and Krishna. The dancers dance to the rhythm of tabla. It is performed by both men and women. The movements include intricate footwork accented by bells worn around the ankles and stylized gestures adapted from normal body language.

Kathakali - Kathakali comes from southwestern India, around the state of Kerala. Kathakali is a religious dance. Kathakali means story play; hence the stories of Ramayana and Mahabharata act as a source for a lot of performances. This form of dance is known for its heavy, intense makeup and costumes. The kind of character represents the facial makeup of dancers, like green colour makeup is used for kings, heroes, and divinities; while black colour is used for evil.

Kuchipudi - Kuchipudi traditional dance is originated from the state of Andhra Pradesh in south-eastern India. Kuchipudi dance is a combination of speech, Abhinaya (mime) and pure dance. Kuchipudi performance is more like a dance drama where dancers play different roles based on the drama content. Kuchipudi dance is highly ritualized, with a formalized song-and-dance introduction, sprinkling of holy water, and burning of incense, along with invocations of Goddesses. Traditionally the dance was performed by men, even the female roles, although now it is predominantly performed by women.

Manipuri - Manipuri comes from Manipur in north-eastern India. It has its roots in that state's folk traditions and rituals, and often depicts scenes from the life of the god Krishna. The main characteristics of this dance are colourful decoration and costumes, charming music, gentle and swaying petal-soft foot movements and delicacy of performance. This traditional dance is mainly inspired by the rich culture of Manipur. Female roles are especially fluid in the arms and hands, while male roles tend to have more forceful movements. The dance may be accompanied by narrative chanting and choral singing.



Mohiniattam - Mohiniattam comes from southwestern India, around the state of Kerala. The word Mohiniattam derives its meaning from the word Mohini, which means beautiful women and attam which means dance. Thus this form of dance represents a beautiful feminine grace.

These dances are based on love and emotion themes. The costume is off-white colour saree with rich gold borders. The musical instruments used are Mridangam, Veena, Flute, etc.

Odissi - Odissi dance is indigenous to Orissa in eastern India. Odissi dance is performed by 'Maharis' or female temple servants, It is predominantly a dance for women, this dance form has a close association with the temples and temple sculptures. Odissi stands out from other forms of dances because of its Tribhangi posture, dealing with three body parts, i.e. head, bust, and torso. Based on archaeological findings, Odissi is believed to be the oldest of the surviving Indian classical dances. Odissi is a very complex and expressive dance, with over fifty mudras (symbolic hand gestures) commonly used.

Sattriya dance

Sattriya or Sattriya Nritya is one among the eight principal classical Indian dance traditional form. On 15 November 2000, the SangeetNatakAkademi finally gave Sattriya Nritya its due recognition as one of the classical dance forms of India, alongside the other seven forms. The word Sattriya is derived from the word 'Sattra', because till then the dance recitals were exclusively practiced within the compounds of a Sattra, It is a dance-drama performance art with origins in the Krishna-centred Vaishnavism monasteries of Assam.

Folk and Tribal Dances

India is a land of varied cultures and traditions. Diversities in all spheres make the Indian culture quite unique. Indian folk and tribal dances are simple and are performed to express joy. In India we have festivals and celebrations virtually every day. This has added to the richness of Indian culture. Since every festival is accompanied by celebration, folk dances have become an integral part of our social milieu.

Famous Folk & Tribal Dances

Bhangra - Bhangra is one of the most popular folk dances of Punjab. Men folks perform this, especially during Baisakhi. It is full of enthusiasm and energy. Men are dressed in lungis and colourful turbans. This form of dance uses a lot of feet movements on the beats of drums.

Giddha - Giddha is popular dance of Punjab. This is performed by women folks. They perform this art during social occasions and especially during Teeyan festival as a gesture of welcoming

monsoon. It displays female grace and elegance along with high energy levels. In this form of dance, one dancer sits in the center to play the drum, while others dance in a circle surrounding her.

Sirmour - Sirmour Nati is a popular folk dance in Himachal Pradesh. Traditionally this dance was performed for 4 to 5 hours and wouldn't stop till the performers and musicians are exhausted. It is similar to Kathak dance. Rhythm plays an important role in this dance. Musical instruments like drums, shehnai, and cymbals accompany the performances.

Dumhal - Dumhal is popular dance form in Jammu & Kashmir. Men folk of the Rauf tribe perform this form of dance. A unique characteristic of this dance form is the banner inserted into the ground while performers dance surrounding the banner. The music is produced from drums and dancers themselves sing in chorus. The costumes are very vibrant and colourful with long robes and tall conical caps flecked with beads and shells.

Saang - Saang is traditional folk dance of Haryana state and represents true culture of Haryana. It is performed by an even number of dancers. Saang means to impersonate i.e. to pretend to be another person. So you will find a lot of male dancers dressing up like females to perform their part. Saang reflects a lot of religious stories in their performances.

Garba -Garba is originated from the state of Gujarat. Garba is a popular dance performed during Navaratri festival. It is mainly dominated by women folks and performed in honour of Goddess Amba. Garba derived its meaning from a Sanskrit word 'Garbha' which means 'womb' and deep'' which means a small earthenware lamp. So traditionally, women folks surrounding a clay lantern with a lamp inside performed this dance.

Dandiya - Dandiya is energetic and enthusiastic dance of Gujarat. Performers dance with the help of sticks in hands. These sticks (dandiyas) represent swords of Goddess Durga. Women folks wear extremely colourful and embroidered dresses (Ghagra choli) dazzling with small mirror work. Men folk wear kedias and turbans.

Kalbelia - Kalbelia is one of the tribal dances of Rajasthan. Kalbelia tribes perform Kalbelia dance. Both men and women participate in this dance; men play the musical instruments, while females perform the art. It is mainly performed on been (poongi), Dholak, Khanjari, etc. The black-coloured costumes of dancers resemble black snake and look striking with silver embroidery and red laces.

Ghoomar - Ghoomar is also very enthusiastic folk dance in Rajasthan. It was originated and widely practiced by Bhil tribe. It derived its name from the word 'ghoomna' which symbolizes the swirl movements of dancers. Women wear colourful ghagras (skirts) and their face is covered with dupatta (veil).

Rasa Lila – Rasa Lila has originated from the land of Krishna, Brindavan, Uttar Pradesh. It is an integral part of Indian culture. Rasa Lila is derived from the word Rasa which means aesthetics and word lila which means an act or a play. This dance form depicts the divine love of Krishna and Radha. It is mainly performed during the Janmashtami festival.

Chholiya - Chholiya is a popular folk dance performed in Kumaun region of Uttarakhand. It is performed with a sword and often linked with marital traditions of the people in Kumaun region. During Kshatriya's era, it was usually performed when the marriage processions were held at the point of swords. But now Chholiya dance is a common performance on many important occasions. It has religious significance and is believed to protect from evils.

Bihu - Bihu dance is originated from the state of Assam. Bihu dance being mainly performed during Bihu festival which is celebrated in mid-April. The dancers dance in circles or in parallel rows. The main theme for this dance form is love. Drums and pipes help in playing the melodious music. Dancers wear colourful and traditional Assamese clothes.

Karakattam - Karakattam is an ancient folk dance of Tamil Nadu performed in praise of the rain goddess Mariamman. The performers balance a pot on their head. Traditionally, this dance is categorized into two types- AattaKarakam is danced with decorated pots on the head and symbolizes joy and happiness. It is mainly performed to entertain the audience. The Sakthi Karakam is performed only in temples as a spiritual offering. Karakattam ceremonial dance to invoke rain through a classical Tamil dance. The song commonly composed in Amrithavarshini Ragam that invokes rain. Tamils believed that the Mother Nature gives bountiful rain and protect the harvest.

Theyyam

Theyyam is widely worshiped and people of various districts in Kerala perform this dance form to seek blessings from Theyyam. It originated from Kaliyattam festival. This festival is celebrated as the sixth incarnation of Lord Vishnu, who saved the land of Kerala from

advancing sea. Theyyam includes dance, mime and music. Dancers perform this dance with the headgear and other heavy ornaments.

Music

Indian music has developed with in a complex interaction between people of different races and cultures. Today Indian classical music can be classified into broad traditions, north Indian and south Indian. The north Indian traditions are known as Hindustani Sangeet. The different forms of Hindustan music are Dharupad, Dhamar, Khayal, Tappa and Thumri. The south Indian music is called as Carnatic Sangeet. Both traditions are fundamentally similar but differ in nomenclature and the way they are performed. Musical forms prevalent today have roots in the one of the four Veda i.e. 'Samaveda'. Musical instruments are unique to the Indian cultural environment.

Indian Music is based upon two Pillars. They are 'Raga', which is the melodic form and the 'Tal', the rhythmic form. The 'Raga' is India's unique contribution to the world of Music. Ragas attempt to evoke the interaction of men's emotions with his environment. Ragas are made of different combinations of all the 'SaptaSwara' (The seven Notes).

Carnatic music

Carnatic music is considered one of the oldest forms of music in the world. Imbued with emotion and the spirit of improvisation, it also contains a scientific approach. This is mainly due to the contributions of inspired artists such as PurandaraDasa, known as the Father of Carnatic music.

The important element of Carnatic music is its devotional content. The lyrics of traditional compositions are set entirely against a devotional or philosophical background. Three saint composers Thyagaraja, Muthuswami Dikshatar and Shyama Shastri have composed thousands of songs that remain favourites among musicians and audiences.

The Melakarta Ragams are the sixty two basic roots for all Carnatic music. All of these Ragams have seven notes - Sa, Re, Ga, Ma, Pa, Da and Ne. This system is divided into two sets of thirty one ragas.

The 'Sapta Talas' is the basis for rhythm in Carnatic music. The seven core Talas are Dhruva, Matya, Rupaka, Jhampa, Triputa, Ata and EkaTalam. Using these sapta talas, all of the one hundred and fifty Carnatic talams can be derived.

Atypical Carnatic classical vocal performance begins with a 'varnam' (a composition with three parts: pallavi, anupallavi and chittaswaram), followed with one or two short kriti (songs) to build up a tempo. This is then followed by an alaap/ragam. The singer sings without words, concentrating on the notes of the raga, improvising within its structures. Although the singer is presenting a composition, most of the music is still improvised, with the composition acting as a refrain for the improvised material. The singer may end the concert with some lighter classical pieces like a Ragamalika, Bhajan or a Thiruppugazh.

Hindustani Music

Dhrupad is an ancient style of Hindustani vocal music. It pre-dates other forms of vocal music like khayal, Dadra and Thumri by a number of centuries. In the Dhrupad performance, the singer is accompanied by a Tanpura and a Pakhawaj. The performance begins with a long, complex alaap and the treatment of the compositions is different from, the khayal. It focuses more on the nuances of the raga and the text and less on technical feats.

Khayal is the most popular type of classical vocal performance today. The singer begins with a short alaap in which the characteristics of the raga are developed. No words are sung, but the singer concentrates on the notes of the raga while improvising within its structures. Each phrase that the singer sings may be repeated by the accompanist. When the raga has been properly introduced, the first composition, bandish (Rada Khayal) begins. The tabla enters in a very slow tempo - one cycle of the Tal may take a minute or more. Although the singer is presenting a composition, most of the music is still improvised, with the composition acting as a refrain for the improvised material.

Thumri is a lighter classical vocal style that developed around the middle of the nineteenth century from a style called Lachari. Thumri has grown so significantly, that it can be divided into a variety of sub-genres. Dadra, Hon, Chaiti, Kajri and Jhoola are some of its prominent forms which are heard separately in a performance. Other light classical music is usually rendered in a medium (Madhya Kaal) or fast (TeevraGati) tempo and will not have a lengthy alaap. The emphasis is on presentation of the text, rather than nuances of raga.

Folk music

Folk music of India is the most natural representation of the emotions of the masses. It resonates with the vibrant diversity of the land and the traditions of simple folk. These songs are associated with every event of life. Be it festivals, advent of new seasons, marriages, births or even every day affairs like wooing a loved one or admiring nature etc. Although folk music originated within small regional confines, it has reached out to touch the hearts of masses across India. Marathi Bhajans are generally based on traditional Ragas. Mand is a Rajasthani folk tune recently elevated to a Raga and influences only a Portion of Rajasthani folk songs.

Musical Instruments

Brass Instruments

Brass instruments are made of brass or some other metal and make sound when air is blown inside. The musician's lips must buzz, as though making a "raspberry" noise against the mouthpiece. Air then vibrates inside the instrument, which produces a sound. Famous Brass instruments are as follows -

1. Trumpet
2. Trombone
3. Tuba
4. French Horn
5. Cornet
6. Bugle

Percussion instruments

Percussion instruments make sounds when they are hit, such as a drum or a tambourine. Others are shaken, such as maracas, and still others may be rubbed, scratched, or whatever else will make the instrument vibrate and thus produce a sound. Famous Percussion instruments are as follows -

1. Drums
2. Cymbals

3. Triangle
4. Chimes
5. Tam-Tam
6. Glockenspiel
7. Timpani
8. Bells
9. Xylophone

String Instruments

The sounds of string instruments come from their strings. The strings may be plucked, as in a guitar or harp; bowed, as with a cello or a violin; or struck, as with a dulcimer. This creates a vibration that causes a unique sound. Famous Stringed instruments namely -

1. Violin
2. Viola
3. Cello
4. Bass
5. Harp
6. Dulcimer

Woodwinds

Woodwind instruments produce sound when air (wind) is blown inside. Air might be blown across an edge, as with a flute; between a reed and a surface, as with a clarinet; or between two reeds, as with a bassoon. The sound happens when the air vibrates inside. Famous Woodwind instruments are listed hereunder -

1. Flute
2. Piccolo
3. Clarinet
4. Recorder
5. Bassoon
6. Oboe

Saxophones

Saxophones are usually made of brass and played with a single-reed mouthpiece similar to that of the clarinet. Saxophones have holes in the instrument which the player closes using a system of key mechanisms.

When the player presses a key, a pad either covers a hole or lifts off a hole, lowering or raising the pitch. Famous Saxophones instruments are -

1. Sopranino
2. Soprano
3. Alto
4. Tenor
5. Baritone
6. Bass

4.2 Traditional Festivals and Fairs

India is a land of many religions and languages and is often hailed as the land of festivals. Indians celebrate many traditional festivals such as religious festivals and sea through the year, **These two types of festivals are mainly celebrated in Indi such as traditional festivals like Religious and Harvesting. Each festival has its own significance.**

Types of Festivals

1. **Religious Festivals:** which show the religious association of people with the festivals. The major religious festivals includes Holi, Diwali, Krishna Janmashtami, Dussehra, Maha Shivaratri, Ramadan, Christmas, Easter, Buddha Purnima, Mahavir Jayanti, etc.
2. **Harvesting festivals:** They are celebrated to mark the harvesting of crops and the change of seasons. The major harvesting festivals that are celebrated in India include Thai Pongal/Makar Sankranti, Ugadi, Lohri, Onam, Baisakhi, Bihu, etc.

Religious Festivals

1. **Holi** - Holi, also known as the 'Festival of Colours', marks the beginning of spring season. Light, colour, food music and gifts are used to celebrate the triumph of good over evil. It is the colourful festival of the Hindus. It generally lasts for two days. The ceremony of '**Holika Dahan**' is observed on the first day. On the second day, people play Holi by painting the face and clothes of each other's. They also throw colors on to friendly passers-by. Holi festival is generally celebrated in between the month of end of February and beginning of March.
2. **Diwali** - The autumn festival of Diwali is celebrated in between the months of October and December. It is also termed as "Festival of Lights", as on this day every people, especially Hindus, lighten up their houses with lights including candles. It is celebrated in honour of Lord Rama. He returned to his kingdom, Ayodhya, after spending 14 years in forest. On this day, people dress themselves in their best outfit and take part in their family function. Celebrating the triumph of light over darkness, or victory of good over bad, this festival features fireworks, lanterns and celebrations. There is a tradition of worshipping Devi Lakshmi and Ganpati Deva on this day. It is done for securing peace, prosperity, wealth and happiness.
3. **Krishna Janmashtami** - Janmashtami is the Birthday of lord Krishna which is celebrated with great enthusiasm all over the country. It is believed that lord Vishnu reincarnated in the form of lord Krishna on the auspicious day of Janmashtami. The historical background of the birth of lord Krishna depicts the significance of this Hindu festival. Lord Krishna was born at midnight on the eighth day of Hindu lunar month, Shraavana.
4. **Dussehra**- Vijayadashami also known as Dussehra is a major Hindu festival celebrated at the end of Navratri every year. People celebrate Dussehra festival to mark the victory of Lord Rama over Ravana. Dasara is a 10-day long festival, and the 10th day or Dashami is when the festival comes to an end. It is observed on the full moon day in the Hindu month of Ashvin, which falls in the Gregorian months of September and October.

5. **Mahashivaratri-** Mahashivaratri Festival or the ‘**The Night of Shiva**’ is celebrated with devotion and religious fervour in honour of Lord Shiva, one of the deities of Hindu Trinity. Shivaratri falls on the moonless 14th night of the new moon in the Hindu month of Phalguna, which corresponds to the month of February - March in English Calendar. Celebrating the festival of Shivaratri devotees observe day and night fast and perform ritual worship of Shiva Lingam to appease Lord Shiva. The auspicious night of Shivaratri that Lord Shiva performed the ‘Tandava’, the dance of the primal creation, preservation and destruction. Another popular Shivratri legend stated in Linga Purana states that it was on Shivaratri that Lord Shiva manifested himself in the form of a Linga.
6. **Ramadan-** The sacred month of Ramadan, is considered the most significant month as per the traditional Islamic calendar. This is a month which is spent by the Muslim community throughout the world in great contemplation of the Almighty and self, while offering prayers, fasting and feasting. The biggest significance of this month lays in the fact that as per the Holy Quran, Prophet Muhammad received first verses of the holy text during Ramadan. Thus, this month is revelled as the most important month in the Islamic calendar.
7. **Christmas** - Christmas is celebrated every year on 25th December on the eve of birth anniversary of Jesus Christ. This is one of the most sacred festivals for Christians as they believe Jesus Christ to be the son of God. It is believed that on this day a man in red dress named Santa Clause comes to help the needy one and brings gifts for the loved ones. People also decorate their houses along with Christmas tree. Christmas is treated as the biggest festival in the world and across the Nations.
8. **Easter** - Easter is the most significant festival of the Western Christian year celebrated every year by the people of Christian religion to commemorate the rebirth of the Jesus Christ on the third day of his crucifixion (celebrated as the Good Friday) at Calvary. Easter is celebrated as the Sunday is celebrated in between the month of March and April.
9. **Buddha Purnima / Buddha Jayanti** - Buddha Purnima falls on the full moon day in the Hindu month of Vaisakha (April/May). Lord Buddha was born on the Full

Moon day in the month of Vaisakha in 563 BC. Here, it is interesting to note that Buddha achieved enlightenment and nirvana (salvation) on the same day (the Full Moon day). Buddha Purnima celebrated actually for the eve of birth, enlightenment and passing into nirvana of Gautama Buddha.

10. **Mahavir Jayanti** - Mahavir JanmaKalyanak, is one of the most important religious festival for Jains. The birth anniversary of Lord Mahavira is celebrated by the people belonging to Jain faith. The holiday occurs either in March or April. The celebration involves ceremonial bath to Lord Mahavira, processions, and preachers.

Harvesting festivals

1. **Thai Pongal / Makara Sankranti** – Thai Pongalis the most important festival in Tamilnadu. Thai Pongal is also called Makara Sankranti, as it is celebrated on the first day of Tamil month of Thai when the sun enters the Makara Rasi (Zodiac of Capricorn), having started its northward journey or Uttarayana. This is that time of the year when sugarcane, rice, and cereals, and turmeric are harvested. The new harvested crop is cooked and offered to the gods. Pongal literally means ‘to boil’; the day is also referred to as the ‘prosperity day of Tamils’. Pongal festival celebrated in Tamilnadu, Same festival has been celebrated as a Makar Sankranti which is a big festival in Andhra Pradesh region.
2. **Ugadi** - Ugadi is the New Year's Day for the Hindus of Karnataka, Maharashtra, Andhra Pradesh, and Telangana states in India. The New Year festival that is celebrated every year as Ugadi marks the beginning of the Hindi Lunar calendar. Ugadi marks a day of joy and happiness, aspirations and hope. People wake up early and wear new clothes. The festoons of mango (torana) are tied to the doors and the houses are decorated with fresh flowers. There is special 'Chutney' called Ugadi pachadi that is made during the Ugadi festival which is kept in an earthen pot before the idol of the house. Thereafter, puja is performed and everyone takes the share of the Chutney and goes for feasts and meals together.
3. **Lohri** – Lohri festival is a very popular Punjabi agricultural festival celebrated in winter. The fervour with which people come out on the streets and celebrate this festival

is great to witness. Believed to be the last day of extreme winter, Lohri is celebrated on the 13th of January, i.e. in the Hindu months of Paush –Magh. On the day after Lohri, the Sun enters the Makar Rashi (Zodiac of Capricorn) and moves northward.

4. **Onam**- Onam is the biggest festival for Malayalis, and is celebrated with much fanfare all through Kerala. Observed during the month of Chingam, the first month of the Malayalam solar calendar, Kollavarsham, it is celebrated over 10 days. The festival commences on the day known as Atham and culminates on the 10th day, known as Thiru Onam or Thiruvonam, meaning “Sacred Onam Day”. However, a few customary celebrations continue for two more days with snake boat races, Pulikkali tiger play and other cultural events.
5. **Baisakhi** – Baisakhi is widely celebrated as a traditional harvest festival and also beginning of a new solar year. The Sikhs celebrate this major festival by performing joyful Bhangra and Gidda dance. The colourful festival of Baisakhi is celebrated throughout Punjabi on the first day of Vaisakha, according to the Nanakshahi calendar; it falls on April 13th in every year. The Sikhs wakeup early in the morning on Baisakhi and pay visit to gurudwaras to attend special prayer meetings.
6. **Bihu** – Bihu is one of the most harvesting festivals of Assam. There are three Bihus in a year, and each Bihu marks a particular phase in the agriculture calendar Assam; beginning of the Sowing time, completion of the sowing and transplanting of paddy, and harvesting season. The three Bihus have one common thread; propitiating and thanking the gods for good harvest, for good health and happiness.

4.3 Traditional Playlets

‘India life in villages’ is fact, saying in the opinion of Father of Nation – Mahatma Gandhi. For rural people in India Playlets based on mythological concepts has been an entertainment in all the regions of India. These Playlets with moral and ethics enacted by both male and female artists to give a message to the rural people in their local languages. These playlets are depicted most of the characters of the ‘Ramayana’ and the ‘Mahabharatha’.

It is to educate the people of those days when literacy was very less to bring social awareness in the society. All the aspects would be having wonderful and unique costumes to suit the character in the playlets. The village audience in course of time shown grate interest before

the movies were introduced 100 years back. The stage/drama later become very popular at regional and national level and got recognition as classical dramas of ancient times. For example Kalidas Abhigyan Shakuntalam. Later playlets concepts on social features were introduced to express devotional with song and music like that Bhakta Kannappa and Bhakta Ramadasu.

Puppet shows were the real entrainment for the rural people, based on agricultural background during nights. A puppet is an object, often resembling a human, animal or mythical figure, which is animated or manipulated by a person called a puppeteer. The puppeteer uses movements of their hands, arms, or control devices such as rods or strings to move the body, head, limbs, and in some cases the mouth and eyes of the puppet. The puppeteer often speaks in the voice of the character of the puppet, and then synchronizes the movements of the puppet's mouth with this spoken part. The actions, gestures and spoken parts acted out by the puppeteer with the puppet are typically used in interesting storytelling.

Summary

India has a great heritage of classical dance and music. Using the body as a medium of communication, the expression of dance is perhaps the most intricate and developed, yet easily understood art form rather than others. Music too plays an important role in not Hindu religion, but also other religious.

Short Answer Type Questions

1. Write the significance of emotions in Indian dances.
2. Write in detail musical instruments used in India.

Long Answer Type Questions

1. Explain the different types of dance forms in India.
2. Discuss importance of traditional playlets in India.

A good traveller has no fixed plans, and is not intent on arriving

- Lao Tzu

UNIT-5**RECREATION BASED TOURISM PRODUCTS****STRUCTURE**

- 5.1 Theatre**
- 5.2 Cinema Halls**
- 5.3 Theme/ Amusement Parks**
- 5.4 Resorts**
- 5.5 Shopping Malls**
- 5.6 Duty Free Shop**

Introduction

Recreation means a variety of activities which a person could choose refresh his/ her spirit. The "need to do something for recreation" is an essential element of human biology and psychology. Recreational activities are often done for enjoyment, amusement, or pleasure and are considered to be "fun".

5.1 Theatre

Theatre is a collaborative form of fine art that uses live performers, typically actors or actresses, to present the experience of a real or imagined event before a live audience in a specific place, often a Stage. The performers may communicate this experience to the audience through combinations of gesture, speech, song, music, and dance. Elements of art, such as painted scenery and stagecraft such as lighting are used to enhance the physicality, presence and immediacy of the experience. The specific place of the performance is also named by the word "theatre" as derived from the Ancient Greek (theatron, "a place for viewing").

5.2 Cinema Hall

Cinema hall is a building that contains an auditorium for viewing films (also called movies), for entertainment. Cinema halls are commercial operations catering to the general public, who attend by purchasing a ticket.

The film is projected with a movie projector onto a large projection screen at the front of the auditorium while the dialogue, sounds and music are played through a number of wall-mounted speakers. Since the 1970s, subwoofers have been used for low-pitched sounds. In the 2010s, most movie theatres are equipped for digital cinema projection. Olden days used movie reels but now-a-days number of cinema halls used Digital film print.

A great variety of films are shown at cinemas, ranging from animated films to documentaries. The smallest movie theatres have a single viewing room with a single screen. In the 2010s, most movie theatres have multiple screens. The largest theatre complexes, which are called multiplexes — a design developed in the U.S. Present days Multiplexes, are coming up in India also.

Examples of Multiplexes in Andhra Pradesh

1. INOX Cinemas
2. Capital Cinemas
3. Cinepolis PVP square
4. PVR Cinemas
5. Y screens Miniplex

5.3 Amusement / Theme Parks

An amusement park is a park that features various attractions, such as rides and games, as well as other events for entertainment purposes. A theme park is a type of amusement park that bases its structures and attractions around a central theme, often featuring multiple areas with different themes.

Amusement/ Theme Parks are playing a special and important role to generating & augmenting tourism demand. These parks are attracted large number to tourists at tourist destinations. Amusement/ Theme parks are the main motivations for tourism trips to many destinations and core elements of the tourism product also.

Attractions of Amusement / Theme parks**Dry Rides**

1. Dragon coaster
2. Columbus
3. Ferries Wheel
4. Duck Train
5. Camel Ride
6. Dashing Car

Water Rides

1. Wave Pool
2. Surf Hill
3. Wild River Ride
4. Multiple Splash
5. Side Winder

Famous Amusement/ Theme Parks in South India

1. Haailand, Chinnakakani
2. Crazy World, Guntur
3. Black Thunder, Mettupalayam
4. Baywatch, Kanyakumari
5. MGM Dizzee World, Chennai
6. VGP Universal Kingdom, Chennai
7. Fun World, Bangalore
8. Snow City, Bangalore
9. Wonderla, Bangalore
10. Fantasy Park, Malampuzha
11. Vismaya Water Theme and Amusement Park, Kannur
12. Wonderla, Kochi
13. Jalavihar Water Park, Hyderabad
14. Ocean Park, Hyderabad

15. Wonderla, Hyderabad etc.

5.4 Resorts

Resort Hotels that are located at tourist destinations such as Hill Stations, Beaches and Country side are referred as Resort. The hotels are very calm and natural ambience. They mostly away from cities and are located in pollution –free environment places. The room rates in these hotels may range from moderate to high. These hotels combine stay facilities with leisure activities such as Golf, summer and Winter Sports etc. Some of these hotels are projected as dream destinations to guests who wish to enjoy the beauty of nature and have a memorable holiday.

The occupancy in resorts is normally higher during the vacation time and weekends when guests want to take a break from their weekly routine. APTDC Haritha beach resort, Surya Lankha, APTDC Haritha Resort, Bhavani Island and Taj fort Aguada beach Resort, Goa.

5.5 Shopping Malls

Shopping Mall, in which one or more floors form a complex of shops representing merchandisers with interconnecting walkways that enable customers to walk from one unit to another unit and to purchase the Items.

Shopping is the Major motivation for travel trip. Some destinations provide special tourist shopping activities for tourists to shop for goods. For many tourists, shopping is one priority when they travel to the Destinations. Shopping is to experience local culture through an engagement with local products, local crafts, local Cuisine. India is one the largest shopping destination globally; India packed with beautiful things to buy, shop for traditional handicrafts. Shopping malls is also to attract the Tourists for purchasing the Local made products.

5.6 Duty Free Shops

Duty-free shops are retail outlets that are exempt from the payment of certain local or national taxes and duties, on the requirement that the goods sold to travellers who will take them out of the country. Which products can be sold duty-free vary by jurisdiction, as well as how they can be sold, and the process of calculating the duty or refunding the duty component. Duty-free shops are often found in the international zone of international airports and sea ports

Indian Tourism Development Corporation ITDC is the pioneer of Duty Free Business in India, with the changing times we have also changed our Business focusing from operating Duty Free Shops at the International Airports to diversifying into other locations such as Seaports etc.

ITDC is operating Duty Free Shop at Chennai, Haldia, Kolkata, Goa, Paradip, Vishakhapatnam, New Mangalore, Mumbai, Kakinada, Krishnapatnam, and Cochin Seaports. These shops have World's best-known brands of spirits, wines and top selling brands of cigarettes and made in India products like handicrafts etc. as well as a large assortment of teas at most competitive prices. As a part of the overall strategy of making shopping at our shops an incredible experience we have modelled our shops on latest designs and from time to time bring out product promotions or price off promotions etc.

Available Products in Duty free Shops in India

1. Liquor Items
 - a) Premium Scotch whisky
 - b) Regular Scotch whisky
 - c) Malt Whisky
 - d) Cognac
 - e) Gin
 - f) Rum, Vodka, Beer
 - g) Wines
2. Cigarettes
3. Indian Goods
 - a) Cosmetics
 - b) Perfumes
 - c) Chocolates
 - d) Gift Items
 - e) Indian Souvenirs
 - f) Ayurvedic Products etc.
4. Handicrafts
5. India Tea

Summary

Generally Tourists who have been participating in leisure and recreational activity can get positive experiences from relaxation, fun and enjoyment to personal development and improved their health. The recreation based tourism products are to attract the foreign and domestic tourists and these products are also to promote Indian tourism significantly among the nations of the world.

Short Answer Type Questions

1. Write the Concept of Recreation based Tourism Products?
2. What is A Resort?

Long Answer Types Quotations

1. Describe the importance on Amusement parks in tourism point of view?
2. Write in detail Duty free shops for promoting Indian tourism?

Stop worrying about the potholes in the road and enjoy the journey.

- Fitzhugh Mullan

UNIT-6

ADVENTURE BASED TOURISM PRODUCTS

STRUCTURE

- 6.1 Land Adventure Sports**
- 6.2 Mountain Adventure Sports**
- 6.3 Water Adventure Sports**
- 6.4 Air Adventure Sports**

Introduction

Adventure travel is a type of Niche Tourism, involving exploration or travel with perceived (and possibly actual) risk, and potentially requiring specialized skills and physical exertion. Adventure is an indispensable tool to explore the beauty of nature. Adventure indeed when mixed with sports creates a whole new world of life changing experiences, joyous moments, and overcoming fears.

Adventure tourism may include activities such as trekking, bungee jumping, mountain biking, cycling, canoeing, scuba diving, river rafting, kayaking, paragliding, hiking, sandboarding, caving and rock climbing India's varied terrain makes it possible and enjoyable to have fun anywhere. One of the favourite leisure activities of people throughout the world is to play in the cool water. A thrilling and magical experience, water offers us a distraction from the severe heat of the summers and provides adventure sports activities one can enjoy with them.

6.1 Land Adventure Sports

- 1) **Caving** - Despite the large number of caves in India - many of them undiscovered - the sport of caving has still to take roots here. However, the north-eastern state of Meghalaya, home to some of the longest and deepest caves in India, offers the best caving potential in the country. The Jaintia hills are home to the KremKotsati-Umlawan cave, at 21km (approx.) one of the longest such in mainland Asia and caving has become a popular adventure hobby in this corner of India.

- 2) **Sandboarding**- Sandboarding is a board sport and extreme sport similar to snowboarding. It involves riding across or down a dune while standing with both feet strapped to a board, though some sand boarders use a board without bindings. Sandboarding can also be practised lying on the belly or the back. Rajasthan state is very famous particularly in Sand board adventure games in India.
- 3) **Horse Ride** - Horse riding is one of the most important activities in the entire Kashmir region. This is one activity that earns livelihood for many in the region but also is an enthralling experience for those tourists who would be like it. These rides were initially taken up as a part of providing relief to remote communities.
- 4) **Camel Safari** – Camel safari is one of the most unforgettable and enchanting experiences one can have in India. Taking a camel safari will also give you the opportunity to witness the rustic, rural desert life of India. While the desert can be barren, it's also surprisingly well populated. A camel safari is more popular at Jaisalmer desert.
- 5) **Bungee Jump** - Bungee Jumping is an activity that involves jumping from a tall structure while connected to a large elastic cord. The tall structure is usually a fixed object, such as a building, bridge or crane; but it is also possible to jump from a movable object. The thrill comes from the free-falling and the rebound. When the person jumps, the cord stretches and the jumper flies upwards again as the cord recoils. Example, Mohan Chatti village is popular for being the highest bungee jumping platform in India. Bungee jumping in Rishikesh has a fixed platform to dive. The cantilever-platform is built over a rocky cliff and is a bit expensive but totally worth the experience.
- 6) **Cycling** - Cycling is widely regarded as a very effective recreational activity and provides numerous benefits including physical fitness and good health. Cycle is used as aid to discover the hidden natural treasures of Indian Country also.

6.2 Mountain Adventure Sports

1. **Skiing** - Skiing is a winter sport. It holds a great position among other winter sports. Skiing in India is an activity that mostly takes place in the northern states of India, where the Himalayas are situated. Skiing is administered by the Indian Mountaineering Foundation in India. The Himalayas provide an excellent skiing experience owing to their

great height which makes for long descents. However skiing in India suffers from lack of infrastructure. Most popular skiing locations in India are Gulmarg in Jammu and Kashmir, Solang in Himachal Pradesh.

2. **Trekking** - Trekking is an age old recreational activity of humans. Example, Climbing Mountains, walking down through narrow pathways in forest areas. India offers world-class trekking opportunities, particularly in the Himalaya, where staggering views of snow-clad peaks, traditional tribal villages, sacred Hindu sites, ancient Buddhist monasteries and blazing fields of wildflowers are just some of the features that make for extraordinary alpine experiences.
3. **Rock Climbing** - Rock climbing can be undertaken throughout the year. India is a vast country and different parts of the country have different climatic conditions. Although you can practice rock climbing in most parts of the country, the fact remains that the Himalayan region provides the best rock-climbing challenges to the professional. The Aravali hills have good climbing faces at Dumdama, Dhauj and Nuh, all situated near Delhi. The Western Ghats have Mumbra and Dudha beyond Pune. Himachal Pradesh offers the Manali Valley, Chattru, Manikaran and the Rohtang Pass. Rajasthan has Mount Abu and Sariska which have gentler rocks for the rock climbing.
4. **Mountain Biking** -Mountain biking is one adventure thrilling sport that has been gradually getting popular in India owing to the scenic and rugged landscape of Indian Himalayan regions. The Himalayan Range is the perfect setup for this extreme adventure that tests your grit and gives you experiences of a lifetime. But at the same time, it is extremely dangerous sport and needs professional guidance at every step.

A mountain bike looks like a regular bike, but is especially designed to combat rougher terrain with inclusion of suspension on the frame and fork, larger knobby tires, more durable heavy duty wheels, more powerful brakes, and lower gear ratios needed for steep grades with poor traction.

6.3 Water adventure sports

1. **Banana Boat Rides** - Banana Boat Ride is a repetitive process of getting flung into the Sea and then hauling your-self back to the banana boat. Thus, this sport tests your

endurance, as your muscles would start to ache after some bouts of being thrown. Banana Boat Rides are very famous in Goa, Andaman and Nicobar Islands and Lakshadweep in India.

2. **Jet Skiing** - Jet skiing is also an enchanting water sport allowing you to speed away into the ocean with the wind blowing furiously in your hair. A refreshing and thrilling experience, jet skiing is offered in Goa, Andaman and Nicobar Islands and Lakshadweep in India.
3. **Scuba Diving** - Scuba diving is perhaps the most amusing water sports of all time, Scuba diving is a way to explore and see the underwater marine life in ocean. Scuba diving is very famous in Indian Islands.
4. **Water Skiing** - Water skiing is a surface adventure Water sport in which an individual is pulled behind a boat. Water skiing in Goa, Andaman Nicobar and Lakshadweep is as thrilling as it is enjoyable
5. **Surfing** - Surfing is a surface water sport in which the wave rider, referred to as a surfer, rides on the forward or deep face of a moving wave, which is usually carrying the surfer towards the shore. Waves suitable for surfing, are primarily found in the ocean. Surfing is famous in Goa, Andaman Nicobar and Lakshadweep Islands.
6. **River Rafting** - Water rafting are recreational outdoor activities which use an inflatable raft to navigate a river or other body of water. River rafting in India has emerged one of the most popular sport.
7. **Kayaking** - Kayaking is adventure water sport in Sea or River. Kayaking is the use of a kayak for moving across water. It is distinguished from canoeing by the sitting position of the paddler and the number of blades on the paddle. A kayak is a low-to-the-water; canoe-like boat in which the paddler sits facing forward, legs in front, using a double-bladed paddle to pull front-to-back on one side and then the other in rotation.
8. **Under Water Walk** – Under water walk is very dangerous and complex adventure sport. This sport is only allowing the trained people. Under water walk is to discover the mysteries of the underwater marine life in a safe and enjoyable manner. Here is your chance to walk at the sea bottom and have a closer look at the fascinating marine life.

6.4 Air Adventure Sports

1. **Paragliding** - A sport in which a wide canopy resembling a parachute is attached to a person's body by a harness in order to allow them to glide through the air after jumping from or being lifted to a height. Every one of us once wished of Flying like a bird & explores the sky. For humans like us we got Paragliding as an activity which can fulfil this wish of ours. India is blessed with its vast and diverse geographical features, which offers the best flying conditions for any Para glider wish. Kamshet, Panchgani and Mahabaleshwar along with surrounding regions are one of the best locations for paragliding in Maharashtra; Paragliding is an adventurous air sport that is gaining popularity in recent years, generally from October to end of May is best season for paragliding. This sport requires minimal training and can be enjoyed by people of any age group.
2. **Hot Air Ballooning**- Hot air ballooning is a relatively new adventure activity in India, but one that's fast growing in popularity. It's a thrilling way to experience India and get a different perspective of the country. Imagine having a calm and peaceful view of India's breath-taking scenery from a quiet place high above the crowds. Hot air ballooning isn't as scary. It actually feels like you're as light as a feather as you float though the sky. The desert state of Rajasthan is the most popular place for hot air ballooning in India
3. **Hang Gliding** - Hang gliding is a unique way to fly solo in air like a bird. Hang gliding, sport of flying in lightweight unpowered aircraft which can be carried by the pilot. Take-off is usually achieved by launching into the air from a cliff or hill. Hang gliding is an air sport and it also a recreational activity.
4. **Sky Diving** - Skydiving is a method of transiting from a high point to Earth with the aid of gravity, involving the control of speed during the descent with the use of a parachute. Indian parachuting federation has to promote and organizes sky diving in India. It is the most thrill open sky adventures sport which also known as parachute is jumping.

Summary

India is a great country which has been one of the most sought after destinations for adventure tourism in the world. There is the endless scope of adventure tourism in India because of its diverse landscape & topography and climate. Adventure tour in India will provide you an exhilarating experience of lifetime. India Offers a wide range of adventure sports for different tourists. To have a personal and rich experience of heroic activities, are reflected in the behaviour, if adventurous tourists whether 'He' or 'She' at the Adventurous tourist destinations, Particularly, Hills, Mountains, Sea, Air to satisfy their Zeal, Strong Passion. Adventurous tourists should not neglect the training part, dress and equipment, precautions and also the experiences and suggestions of the seniors, because it is life risk taking activity. Sometime the adventurous tourists have the satisfaction of achieving goal but at the cost of their life. At the Adventurous tourist's sports, well trained staff, equipped material, constant vigilance is an essential part under the control of the Local government.

Short Answer Type Questions

1. What is the concept of Adventure Tourism?
2. Briefly explain any 3 Land and Mountain Adventure Sports.

Long Answer Type Questions

1. Explain the various water based adventure sports in detail.
2. Write the Air based adventure sports in India and explain with examples.

Travel of course is an adventure but it is also a search for 'inner self' in the guise of place to visit or destination to reach.

– Pandit Jawaharlal Nehru

UNIT-7

HEALTH TOURISM

STRUCTURE

- 7.1 Yoga and Meditation**
- 7.2 Ayurveda**
- 7.3 Naturopathy**
- 7.4 Super Speciality Hospitals**
- 7.5 Health Fitness Centres (SPAs)**

Introduction

Ralph Waldo Emerson says -‘Health is Wealth’. Nowadays Healthy and wealthy people found throughout the globe to spend their leisure time being away from their homes to enjoy tourist activities of their choice. Among them health tourism is one of the major activities both to the youth and old aged people, exposing themselves to nature spending good amount of time, where the pleasant climatic conditions are available for free of cost.

Healthy body, positive mind and elevated soul of any person certify him to be with perfect fitness of free professional activities with good family life. Since the medieval days, people have been visiting spas and bathing in hot sulphur springs for specialised medical treatment. Several spas and health resorts have developed over time in most of the countries which to attract tourists because of their curative aspects.

To experience it Health Tourism often many lucrative packages – such as Yoga, Meditation, Ayurveda, Naturopathy and Spa at the tourist destinations. It will give a wonderful relief from stress and strain of routine life for the tourists. It further provides Nutrition, Fitness and life counselling.

7.1 Yoga

Yoga is a system of exercises for physical and mental wellbeing. It combines stylised poses with deep breathing and meditation, the term yoga is itself derived a Sanskrit word meaning to join together. The ultimate aim of yoga is to unite the human soul with the universal spirit.

Yoga was developed about five thousand years ago. The first written description was found in 'Yoga Sutras', attributed to Patanjali. According to Patanjali, within the human body there are channels called '**Nadi**' and centres called '**Chakra**'. If these channels and centres are tapped, energy hidden in the body can be released. This energy is called 'Kundalini'.

Patanjali stated eight stages of Yoga, the Yama (universal moral commandments), Niyama (self-purification through discipline), Asana (posture), Pranayama (breath-control), Pratyahara (withdrawal of mind from external objects), Dharana (concentration), Dhyana (meditation) and Samadhi (state of super-consciousness). Besides the different stages present in Yoga, there are various forms of discipline touching different aspects of human life. These disciplines include Hathayoga (physical exercise), Gyanyoga or Dhyanyoga (exercise for the mind and intellect) and Kartnayoga (disciplined actions in daily life).

Yoga Benefits

This ancient health and fitness practice provides both physical and mental therapy. It considers ageing as largely an artificial condition, caused mainly by autointoxication or self-poisoning. By keeping the body parts clean and well-lubricated, cell deterioration can be greatly reduced. To get the maximum benefits of yoga one has to follow three main guidelines i.e. 'practice of Asanas, Pranayama and Yoga Nidra'.

With the regular practice of asanas, we can control our cholesterol level, reduce weight, normalise blood pressure and improve cardiac performance. Asanas harmonize our mental energy flow by clearing any blockages in the subtle body, leading to mental equilibrium and calmness.

The practice of pranayama, the correct breathing technique, helps to manipulate our energies. Most of us breathe incorrectly (only thoracically not using our abdomen, thereby utilizing only half of our lung capacity). Pranayama is a technique wherein it re-educates our breathing process, helps to release tensions and develop a relaxed state of mind. It balances our nerves system, reduces the need for sleep and encourages creative thinking. Increasing oxygen to our brain, improves mental clarity, alertness and physical wellbeing.

Yoga Nidra is a form of meditation. Performed while lying on the back in the shavasana pose, it relaxes the physiological and psychological systems. This technique completely rejuvenates the body and mind, giving a sense of wellbeing.

Meditation

Number of doctors are prescribing meditation as a way to lower blood pressure, improve exercise performance in people with Angina (Chest pain), help asthmatics breathe easier, relieve insomnia and generally ease the everyday stresses of life. Meditation is a safe and simple way to balance a person's physical, emotional and mental states. The concept of meditation works on the principle that when the mind is calm and Focused on the present, it is neither reacting to memories from the past nor being preoccupied with plans for the future, two major sources of chronic stress impact on health.

There are several techniques of meditation but they all have one thing in common - focus on quietening the busy mind. The concept is not to remove stimulation but rather to direct concentration to one healing element: one sound, one word, one image, or one's breath.

All forms of meditation can be broadly classified into concentrative meditation and Mindful meditation.

'Concentrative Meditation' focuses attention on a breath, an image, or a sound (mantra), in order to still the mind and allow greater awareness and clarity to emerge. The simplest form of concentrative meditation is to sit quietly and focus attention on the breath. Yoga and meditation practitioners believe that there is a direct correlation between breath and one's state of the mind. For example, when a person is anxious, frightened, agitated or distracted, the breath will tend to be shallow, rapid and uneven. On the other hand, when the mind is calm, focused and composed, the breath will tend to be slow, deep and regular.

As one focuses one's awareness on the breath, the mind becomes absorbed in the rhythm of inhalation and exhalation. As a result, breathing will become slower and deeper, and the mind will become more tranquil and aware.

Mindful Meditation, involves becoming aware of the continuously passing parade of sensations and feelings, images, thoughts, sounds, smells, and so forth without becoming involved in thinking about them. The person sits quietly and simply witnesses whatever goes through the mind, not reacting or becoming involved with thoughts, memories, worries and images. This helps to gain a more calm, clear and non-reactive state of mind.

Studies show that after meditation, reactions are faster, creativity greater and comprehension broader. In addition by silencing the mind meditation can also put one in touch with the self, allowing the body's own inner wisdom to be heard.

7.2 Ayurveda

The vast field of Ayurvedic science is gaining more importance and popular across the globe because of its amazing therapeutic values. In olden days man lived very close to nature and whenever he got indisposed he cured himself by the resources and materials provided by nature, which is nothing but the herbs.

Right from very olden days it is believed that Ayurvedic herbs are supposed to give a solution for all kinds of diseases which was even considered impossible by other field of medical science. The sages in olden days were mainly involved in experimenting the different kinds of herbs and then the preparation of Ayurvedic medicine from them. Study of each herb in-depth, along with its effects of the doshas is to be considered for designing the Ayurvedic herb formulas. Each herb with its own characteristic features is thus used for specific diseases and its treatment.

Ayurvedic medicines prepared from the herbs are said to have no side effects. Herbs play a major role in Ayurvedic system. Herbs possess infinite potencies or Saktis and work wonders. A small herb dissolves stones in the bladder, kidneys and gall-bladder in a minute or the twinkling of an eye.

An Ayurvedic herb is a plant source which is used in the preparation of Ayurvedic medicines. The plant on the whole with its leaves; flowers, fruits; seeds, roots, roots bark, and resin has medicinal values apart from its flavour and fragrance. It acts as a perfect mechanism in bringing a balanced harmony between the mind and spirit. When compared to other synthetic drugs, Ayurvedic herbal medicines do not cause any side effects. It works effectively fighting against various infections and diseases and thereby gaining quick recovery. Ayurveda is a perfect science of life and consists of a body of most remarkable knowledge on the internal mechanism of human health and longevity; on medicinal herbs and therapeutic roots, on the efficacious treatment of human ills by eradicating from the human system the very sources of their causation. The Ayurvedic science which works based on the herbs promises wonders to mankind when taken in a wise and prudent manner.

7.3 Naturopathy

Naturopathy is one of the important drugless disciplines of alternative system of medicine. Naturopathy doesn't use medicines. Naturopathy is a system of man building in harmony with the constructive principles of Nature on physical, mental, moral and spiritual planes of living.

In Naturopathy, Food is Medicine and considered nature as the greatest healer. In naturopathy, diseases are treated from holistic point of view as it is absent in other components of alternative medicine, where specific treatments are more common. Naturopathy has great health promotive, disease preventive, curative as well as preventive potential. Our diet should comprise 20 percent of acidic and 80 percent of alkaline foods for maintaining good health. The recent development of nature cure advocates the practice of drugless therapies like massage, electrotherapy, physiotherapy, acupuncture, acupressure and magnetotherapy.

Features of Naturopathy

1. The most vital difference between Naturopathy and with other systems is that Naturopathy's practices are based on holistic dimension (totality of factors responsible for the diseases) while other systems follow specific approach.
2. Naturopathy treats body as a whole instead of giving treatment to each organ separately.
3. Naturopathy treats physical, mental, social and spiritual, all the four aspects at the same time.
4. Nature is the greatest healer. Body has a capacity to prevent itself from disease and regain health if unhealthy.
5. The Naturopath helps in nature's effort to overcome disease by applying correct natural modalities and controlling the natural forces to work within the safe limits.
6. No side effects in Naturopathy

7.4 Super speciality Hospitals

A super specialty hospital focuses on the treatment of specific illnesses. The quality and safety regulations follow the accreditation standards of National Accreditation Board for Hospitals & Healthcare Providers (NABH). The approval by International Society for Quality in Health Care (ISQua) gives credibility to the NABH standards to be compatible with global benchmarks. Accreditation by ISQua had been granted to hospitals of 11 countries so far. The 12th country to join this group is India.

Different Departments in Super speciality Hospitals

1. Cardiology
2. Cardiothoracic Surgery (Paediatric)
3. Cardio Vascular Disease & Robotic Surgery
4. Dermatology
5. Endocrinology
6. ENT
7. General Medicine
8. General Surgery
9. Geriatrics
10. In Vitro Fertilization / Reproductive Medicine
11. Nephrology
12. Neurosurgery
13. Neurology
14. Obstetrics and Gynaecology
15. Orthopaedics
16. Paediatrics
17. Psychiatry
18. Urology
19. Vascular Surgery
20. Plastic Surgery
21. Pediatric surgery
22. Medical Gastroenterology

23. Surgical Gastroenterology

Famous Super Speciality Hospitals in India

1. AIIMS (All India Institute of Medical Sciences), New Delhi
2. PGIMER (Postgraduate Institute of Medical Education & Research), Chandigarh
3. CMC (Christian Medical College), Vellore
4. Apollo Speciality Hospital, Chennai
5. Fortis Hospital, New Delhi
6. Indraprastha Apollo Hospital, New Delhi
7. Tata Memorial Hospital, Mumbai
8. JIPMER (Jawaharlal Institute of Postgraduate Medical Education and Research), Gorimedu, Puducherry
9. NIMHANS (National Institute of Mental Health and Neuroscience), Bangalore
10. Lilavati Hospital, Mumbai

7.5 Health Fitness Centres (SPAs)

SPA - Sanus per Aquam which means good health. Spa is place where tourist can find time to relax, reflect, revitalize, rejoice and discover one's inner self, Health tourism provides an opportunity regarding one's health or recover from Ailments.

A SPA is a location where mineral-rich spring water (and sometimes seawater) is used to give medicinal baths. SPA Resorts (including hot springs resorts) typically offer various health treatments, which are also known as balneotherapy.

“Immersing yourself in a healthy lifestyle was something that began with destination spas, but now-a-day SPAs and resort and hotel SPAs are all branching out to offer wellness-based services, such as stress relief, life coaching, nutrition and fitness counselling. SPA, a massage will improve blood circulation which delivers oxygen and nutrients to the cells.

Benefits of SPA

1. A massage improves blood circulation, which properly delivers oxygen and nutrients to the cells.
2. Massage stimulates the lymphatic system, which carries away the body's waste products.

3. It has been proved that massage releases a hormone called Serotonin that enhances the body and mind's "feel good" state. When you receive a SPA service, your Mind, Body and Soul three are in harmony.
4. Professional athletes and fitness freaks, along with physical pampering, experience great relief in easing muscle tensions and cramps through trained therapists and relax every part of their body through deep tissue massages.
5. Massage therapy can help with pain management in chronic conditions such as arthritis, sciatica and muscle spasms.
6. By indulging in body contouring services at a SPA, you can keep the extra pounds off and keep your body in shape and beautiful.
7. Body polishes gently exfoliate your skin, promoting cellular renovation, refining pores and gives your skin uniform relief.
8. Water treatments feed the soul. Like life, water is yin and yang; when your body is submerged in water you find true balance, as water provides the equilibrium.
9. Therapeutic muds in either 'rasuls' or 'serial' chambers, exfoliate dead skin cells, eliminate toxins and increase circulation.
10. Body wraps are exceptionally beneficial as a quick way to remineralise the body, replenish it with nutrients and elements lost on a daily basis, thus boosting moisture in your skin, helping to rejuvenate and relax you.
11. In contrast to heat treatments, cold water or ice applied to the body have been proven to stimulate the circulatory, lymphatic and also immune system.
12. Individuals want to look youthful and feel confident. Hence, SPAs have beauty/skin care brands as part of their repertoire, actively promoting personalised facial therapy massages, and regular skin care sessions.
13. Most SPAs today have on call experts who give nutritional advice in direct sync with one's lifestyles.
14. Yoga and alternative healing therapies are nothing new, but now SPAs are getting creative and people have actually begun to understand the inherent benefits, these things can provide to the mind, body and soul.

Summary

Traveling for health and wellness is one of the most important tourist patterns of economic returns generated by the tourism industry. If a tourist gets illness they cannot be travel. Wealthy people who are traveling in leisure time they have to visit the SPA, Yoga and meditation centres. Kerala and goa states are very famous for Health Tourism in India. This tourism has particularly to attracting the foreign tourists to India,

Short Answer type Questions

1. Write the significance of Yoga in health tourism.
2. Explain the concept of Super Speciality Hospitals.

Long Answer type Questions

1. Describe the Role Ayurveda in Health Tourism.
2. Briefly explain the Naturopathy and its features in detail.

Two of the greatest gifts we can give our children are roots & wings.

– Hodding Carter

**SYLLABUS
TOURISM & TRAVEL TECHNIQUES
BLUE PRINT**

I Year

Part – B VOCATIONAL SUBJECTS

PAPER – IFUNDAMENTALS OF TOURISM AND TRAVEL

Periods/Week: 05

Periods / Year : 135

Time Schedule, Weightage & Blue Print

S.No.	Name of the Unit	No. of Periods	Weightage in Marks	Short Answer Questions	Essay Questions
1	Introduction to Tourism	20	10	2	1
2	Role of Tourism	20	10	2	1
3	Tourism as an Industry	20	10	2	1
4	Global Organizations	20	10	2	2
5	National & State Organisations	20	10	2	2
6	Accommodation for Tourism	20	10	2	1
7	Developmental Basics Skills of Tourism Students	15	10	2	1
		135			

Note: The Question paper contains two sections. **Section –A** of question paper contains 10 questions carries 2 marks each. The student has to answer **all** the questions. **Section – B** of question paper contains 8 questions carries 6 marks each. The student has to answer **Five** questions.

MODEL QUESTION PAPER
FUNDAMENTALS OF TOURISM AND TRAVEL THEORY
QUESTION PAPER-I - I YEAR

Time: 03 hours

Max marks: 50

SECTION-A

Note: (i) Answer all the questions

(ii) Each Question carries 2 marks

1. What is Tourism?
2. Explain in Brief about in bound Tourist?
3. Explain the Tourism as an Industry?
4. WTO
5. ITDC
6. APTDC
7. What is the role of House Keeping?
8. Expand F & B
9. What is Tourism itinerary?
10. What are the services of tour escort?

SECTION-B

Note: (i) Answer all the questions.

(ii) Each Question carries 6 marks

11. Define Tourism with examples.
12. Explain about Domestic and International Tourism?
13. Roll of Tourism for the growth of National Income.
14. Discuss the Tourism as fastest growing industry.
15. Role of WTO in the promotion of Tourism Industry.
16. What are the functions of Tourism Industry?
17. Describe the role of front office in the Hospitality Industry.
18. Updating skills of the staff are the key for the success of the Industry.

TOURISM & TRAVEL TECHNIQUES
I YEAR
PAPER-B VOCATIONAL SUBJECTS
PAPER-II: TOURISM GEOGRAPHY, CULTURAL HERITAGE –I (THEORY)
PERIODS/WEEK : 05 PERIODS/YEAR-135
TIME SCHEDULE WEIGHTAGE & BLUE PRINT

S.No.	Name of Unit	No of Periods	Weightage in Marks	Short Answer Questions	Essay Questions
1	Introduction to Geography	20	10	2	1
2	Indian Geography	20	16	2	2
3	Geography of Andhra Pradesh	20	10	2	1
4	Important Tourist places in AP	20	10	2	1
5	Important Tourist places in India	20	10	2	2
6.	Glimpses of Indian Culture & Heritage	20	10	1	1
7.	Conservation & Preservation of Cultural Heritage of India	15	10	2	1
	Total	135			

Note: same as previous

MODEL QUESTION PAPER
TOURISM GEOGRAPHY AND CULTURAL HERITAGE

I YEAR THEORY

PAPER-II TOURISM GEOGRAPHY & CULTURAL HERITAGE

Section-A

TIME: 3 HOURS

Max Marks: 50

Note: (i) Answer all the questions

10*2 = 20 Marks

(ii) Each question Carries 2Marks

1. Define Longitude?
2. Define Latitude?
3. Write any two of important Forts of India
4. What do you know about wild life sanctuary?
5. Write about Kolleru Lake.
6. Mention any Buddhist Monument in India.
7. Write about two important Islands of India.
8. Describe two important festivals of A.P.
9. State any two Museums known to you.
10. ASI

Section-B

Note (i) Answer Any Five Questions

5*6=30 Marks

(ii) Each Question Carries 6 Marks

11. Examine the Importance of Geography in Tourism promotion.
12. What are the important features of Weather & Climate?
13. What is the significance of Lakes & Deserts in Tourism?
14. Explain about wild life Tourism activities?
15. Describe the Physical Geographical features of A.P.?
16. What are the important Monuments in A.P. ?
17. What are the major temples of A.P.?
18. What are the steps to preserve the Historical Monuments for Tourism promotion?

TOURISM & TRAVEL TECHNIQUES**I YEAR****PART- B: VOCATIONAL SUBJETS****PART III: TOURISM PRODUCTS-I (THEORY)****PERIODS/WEEKS: 05****PERIODS/YEAR- 135****TIME SCHEDULE: WEIGHTAGE & BLUE PRINT**

S.No.	Name of Unit	No. of Periods	Weightage & Marks	Short questions	Essay questions
1	Introduction to Tourism product	20	10	2	1
2	Natural based Tourism product	20	10	2	1
3	Cultural based Tourism product-1	20	10	2	2
4	Cultural based Tourism product-2	20	10	2	2
5	Recreation based Tourism product	20	10	2	1
6.	Adventure based Tourism product	20	10	2	1
7.	Health based Tourism product	15	10	2	1
		135			

NOTE: - Same as previous.....

**MODEL QUESTION PAPER
TOURISM & TRAVEL TECHNIQUES**

I YEAR PAPER III TOURISM PRODUCTS

Time:3 Hours

Max. Marks : 50

SECTION – A

Answer all Questions. Each Question carries 2 marks. 10 x 2=20 Marks

1. What is meant by Tourism product?
2. Explain about Flora & Fauna
3. Brief about any two important beaches in AP.
4. Give a brief account of Khajurango wild life sanctuary & Gir Forests
5. Write about the importance of Tirumala Devasthanam.
6. Describe about two important caves of AP.
7. Silpams - Significance
8. Classical Kuchipudi Dance
9. Give an account of para gliding & para sailing.
10. Importance of Yoga & Meditation

SECTION – B

Answer any Five questions. Each question carries 6 marks. 5 x 6 = 30 Marks

11. What is the difference between tangible & intangible tourism product with suitable examples?
12. What is the importance of Island tourism
13. Write about the Bird Sanctuary parks of India
14. Give an account of famous Art Galleries of India
15. Describe the World popular Dance Forms of India
16. Write about the main festivals of India.
17. What do you know about the Adventure Tourism activities?
18. Explain about the importance of up coming Health Tourism in India