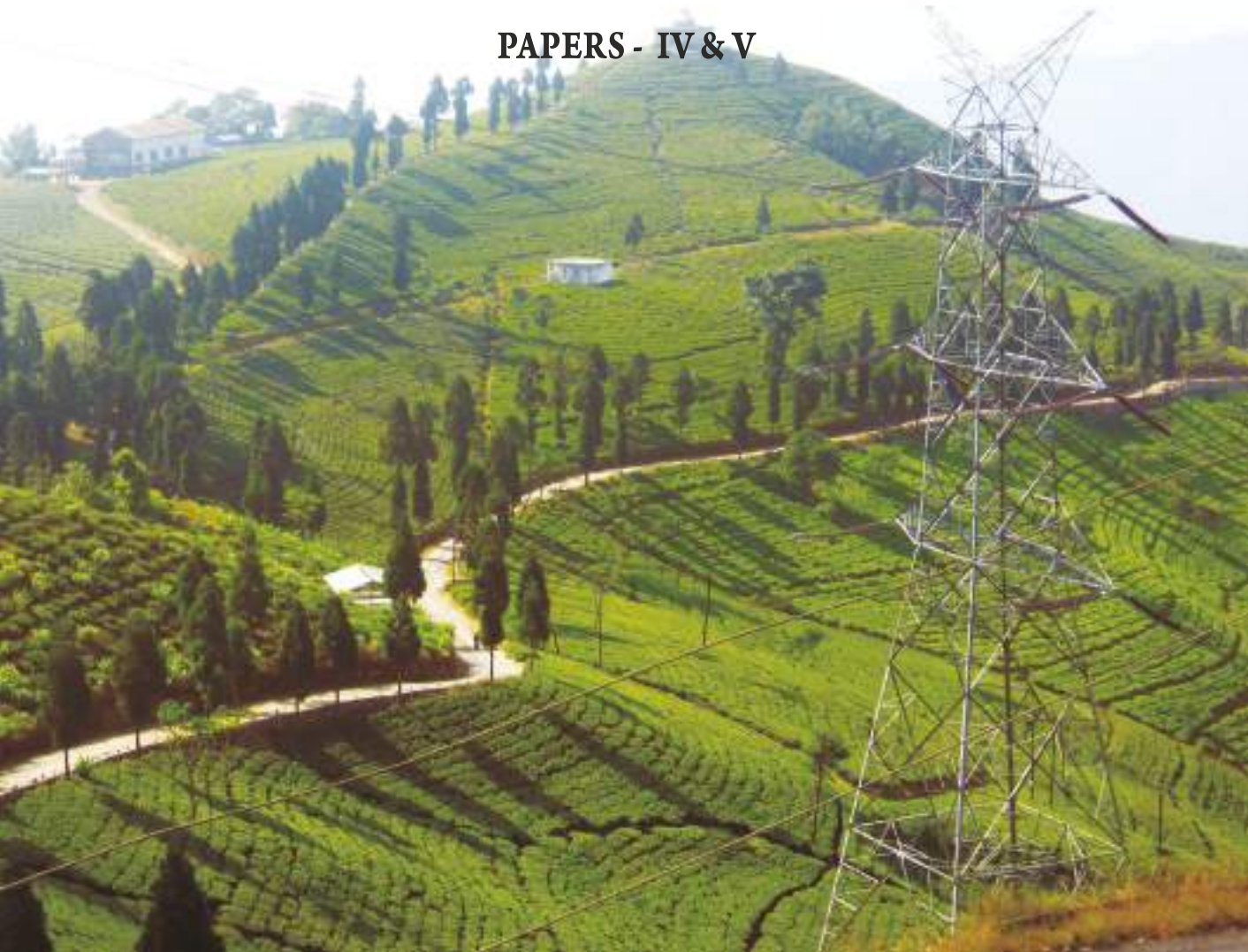# NETAJI SUBHAS OPEN UNIVERSITY

Post Graduate
Diploma in Travel & Tourism
(PGDTT)

PAPERS - IV & V

PREFACE

In the curricular structure introduced by this University for students of Post Graduate Diploma programme, the opportunity to pursue Post Graduate course in Subjects introduced by this University is equally available to all learners. Instead of being guided by any presumption about ability level, it would perhaps stand to reason if receptivity of a learner is judged in the course of the learning process. That would be entirely in keeping with the objectives of open education which does not believe in artificial differentiation.

Keeping this in view, study materials of the Post Graduate level in different subjects are being prepared on the basis of a well laid-out syllabus. The course structure combines the best elements in the approved syllabi of Central and State Universities in respective subjects. It has been so designed as to be upgradable with the addition of new information as well as results of fresh thinking and analysis.

The accepted methodology of distance education has been followed in the preparation of these study materials. Co-operation in every form of experienced scholars is indispensable for a work of this kind. We, therefore, owe an enormous debt of gratitude to everyone whose tireless efforts went into the writing, editing and devising of a proper lay-out of the materials. Practically speaking, their role amounts to an involvement in invisible teaching. For, whoever makes use of these study materials would virtually derive the benefit of learning under their collective care without each being seen by the other.

The more a learner would seriously pursue these study materials the easier it will be for him or her to reach out to larger horizons of a subject. Care has also been taken to make the language lucid and presentation attractive so that it may be rated as quality self-learning materials. If anything remains still obscure or difficult to follow, arrangements are there to come to terms with them through the counselling sessions regularly available at the network of study centres set up by the University.

Needless to add, a great part of these efforts is still experimental-in fact, pioneering in certain areas. Naturally, there is every possibility of some lapse or deficiency here and there. However, these do admit of rectification and further improvement in due course. On the whole, therefore, these study materials are expected to evoke wider appreciation the more they receive serious attention of all concerned.

Professor (Dr.) Subha Sankar Sarkar

Vice-Chancellor

First Edition : January, 2016

Post Graduate Diploma in Travel & Tourism
[PGDTT]

Paper - 4
Tourism Business and Operations

: Course Writing :

Unit 1- 4 : Dr. Mir Abdul Sofique

Unit 5 : Dr. Suvasis Saha

Paper - 5
Business Communications

: Course Writing :

Unit 1, 2 & 4 : Sm. Amrita Choudhury

Unit 3 : Sm. Barnali Roy Choudhury

Notification

Dr. Ashit Baran Aich
Registrar, (Actg.)

Netaji Subhas Open University

Post Graduate Diploma in Travel & Tourism PGDTT

Paper - 4

Paper - 5

Paper - 4
Tourism Business and Operations

Unit-1 ◻ Historical Background of Travel Agency

Structure

1.1 Overview of Travel Agency

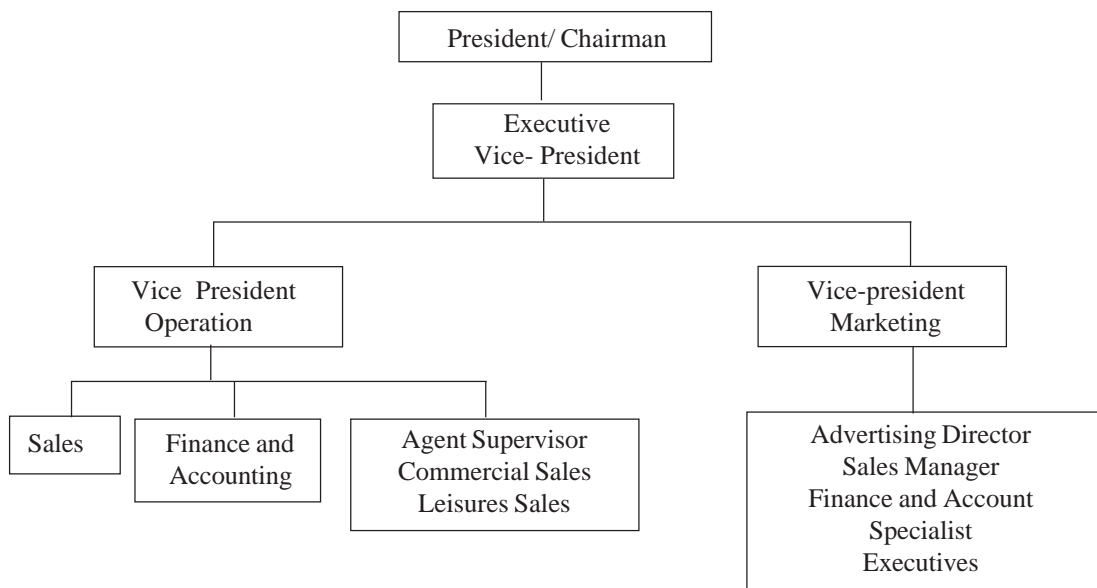| OVERVIEW	TRAVEL AGENCY
In this unit, the origin of global travel and tourism business has been reflected. The chapter begins with a short introduction about travel agency and its organization structure, but the main focus is on the background of travel and tourism business. Its dynamic changes and massive developments over the past years has bee highlighted. Taking the context of India, the major travelcompanies that have made their rigid foundation, their contribution to tourism sectors and their performances have been added. Later in the chapter, profile of a modern travel agency and the procedure for setting a travel agency have been further discussed.	Travel agencies are profit making business firms, individual or company set up for the purpose of organizing trips which acts as an intermediary in the sales and promotion of different travel related services, such as airlines, railways, road transport, cruises, etc and earns commission received on selling services offered by the travel suppliers directly to the customers. A travel agency management may be defined as that process by which travel agency creates, directs, maintains and operates a purposive organization through systematic, coordinated and cooperative human efforts.The agency management should be viewed as an organized set activities for coordinating and integrating the use of research to accomplish the organizational purpose of selling travel.

TYPES OF TRAVEL AGENCY

Retail Travel Agency   Wholesale Travel agency

9
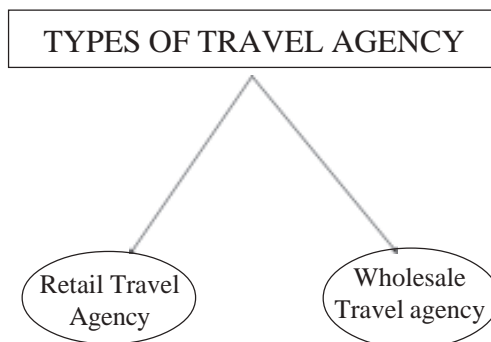
Retail Travel agency sells different travel related services directly its clients on behalf of a principal i.e., the original provider of tourist services such as hotel company, an airline, a tour operator, or a shipping company, and is rewarded by commission on each sale earned from suppliers as well as from the mark-up.

Whereas wholesale travel agency plans, organizes, develops and sells package tours through a network of travel agencies. It purchases various travel products and services in bulk from the principal suppliers and sells to the retail travel agency or directly to its clients. It acts as a channel between principal suppliers and retail travel agency.

Hierarchy chart of a large Travel Agency

President/ Chairman

Executive Vice- President

Vice President Operation

Vice-president Marketing

Sales

Finance and Accounting

Agent Supervisor Commercial Sales Leisures Sales

Advertising Director Sales Manager Finance and Account Specialist Executives

DEPARTMENTS OF A TRAVEL AGENCY

MARKETING & SALES	FINANCE & ACCOUNTING	INTER-NATIONAL COUNTER	DOMESTIC TRAVEL	DOCUMEN-TATION	PLAN-NING AND COST-ING
Advertising Research Public Relations Publicity Promotion activities Marketing of destination		Outbound Tourism	Inbound Tourism	Passport Visas Health documents	Foreign Exchange Dealing
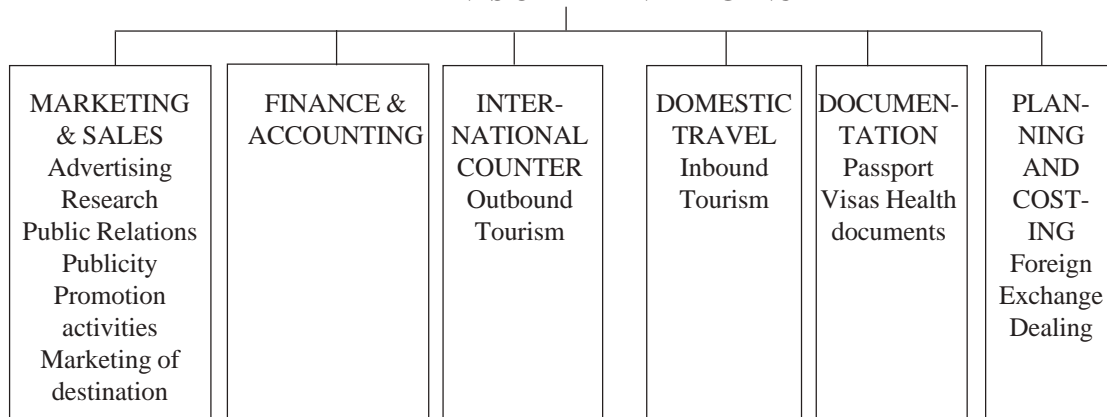
1.2 Historical Background of Travel Agency Business

Man has been traveling since the time immemorial. But there always have been motive behind travel and this motive some ultimately became the source of income and led to the widening of tourism industry in the world. However travel agency business is not a very new phenomenon at the same time it doesn't stretches too long. It began somewhere in the late eighteenth century when after industrial revolution travel became more mechanized and facilitating for the working class and during that very time travel agency as a concept actually came into existence. People came to know about such facilities. The two travel agencies named Cox & Kings and Thomas Cook are considered as the pioneer of travel for making a firm base in the history of tourism industry.

Before the advent of travel agency business, tourism as an activity existed from ancient times. Like in 1640 AD, horse-drawn coaches were used to carry people (especially for elite people) and used to transport goods from one city to another over long distances. Later, the wagon was called a stagecoach. However with the grand tour, lodging facilities and hotels made their appearance during this period. Superior hotels and service were provided in some of the major cities of Europe such as Paris, Milan and Rome.

Somewhere in 1670 the very first grand tour concept was established mainly for educational purpose. In 1720, turnpike trusts were set up to charge toll to maintain the roads which were in poor state. The grand tour for English elite reached its peak in 1700 and ended after the French Revolution in 1789 and the wars in the 1800s. The Industrial revolution, which occurred in the late eighteenth century, was a period when major changes occurred in agriculture, manufacturing and transportation. It started in Britain and subsequently spread throughout the world. In 1730 the other development that took place was that health experts found sea water is to be useful and suggested that it could cure many diseases. As a result many resorts were established around English coast to attract such patients (travelers) who were in need of cure. A development in tourism industry occurred when in the year 1758 Richard Cox as a regimental agent to the Foot Guards was appointed by Colonel Lord Ligonier, established his travel company named Cox & Co. for handling affairs, pay and sundry obligations for the regiment of Foot Guard stationed abroad. But this was merely an unorganized trip. However his company is considered to be one of the oldest travel companies in history.

Steam engines were the first product of Industrial revolution. Steam powered ships and railways hastened the speed of travel. In 1815, steamboat service was introduced

on the Thames from London to Gravesend and it provided service for about 25 years to carry passengers until the emergence of railways in the south of England. Rail locomotive with a steam engine was used for transport of passengers and goods in 1825-30AD. Afterwards European cultural centre was opened to British traveler in 1820. Year 1830 gave a new beginning with railways. On 15 September 1930, the rail link was introduced between Liverpool and Manchester in UK. This was the first passenger train. In 1838, Peninsular and Oriental Steamship Company introduced services to India and Far East. In 1840 Sir Rowland Hill introduced excursion trains in England. A network of railways started to grow. A Bapist missionary named Thomas Cook, with this invention got an idea for universal sobriety and he decided to hire a train on which members of the society could travel to various other places.

On 5th July, 1841 Thomas Cook as a secretary of South Midland Temperance Association, organized a round - trip by train for 570 members of hisassociation to a distance of 22 miles from Leicester.

Loughborough in England. He brought railway tickets in bulk to sell them back to people. The experiment was successful and everybody was exultant. Mr Cook has done this job on a no profit basis. This was the fortunate day in the history of travel trade as this was the first railway tour of England conducted by Cook. He did his job in an organized way. Cook personally accompanied with the travelers. Travelers enjoyed the trip. Gradually with this success, he started organizing several similar tours costing a shilling for adults and 6 pence for a child. Afterwards Cook appealed to the management of railways to enter into a contract and promised the travelers an unprecedented discount on travel and it really turned out to be beneficial for both sides. His slogan- "Railways-for millions" turned out to be reality as it could afford even the poor families.

But later on and incidentally it gave him a new idea and for more prospects of business he turned it into a travel business.

It was a sheer coincidence that in the same year of 1841, Henry Wells, an American businessman started his freight business in USA.

In 1845, four years later, Cook set up 'World's First Travel Agency' to organize excursions to coordinate steamship and railway excursion from Leicester connecting Nottingham, Darby to Liverpool, the agency was only one of its kind that were arranging tour programme during that period. Due to this innovative approach Mr. Cook is known as the Father of Travel Agency Business. He coordinated railway and steamship excursions throughout England, Scotland and Europe. However the railways only gave

him 5 percent commission which was not enough to meet his overheads, so he decided to diversify this business into tour operation.

In the later years more facilities were being introduced for the travelers. In 1850, Thomas Bennett introduced first FIT for VIP's.

In 1851 Mr Cook was arranging tours for the Great Exhibition from Yorkshire and the Midland to London after the inspiration received by Sir Joseph Paxton, the architect of Crystal Palace.

In 1855, Mr Cook started operating package tours. He conducted the world's first international tour from England to Paris in order to participate in an international exhibition. This was an 'inclusive tour'. In this way he developed the concept of the 'Grand Tour' by organizing a grand tour to the European continent.

By organizing a European grand tour in 1856, he coined the concept 'Grand Tour' for tourists.

In 1858, Mr Cook introduced Holiday Brochure.

Afterwards Mr Cook introduced two systems:

- Hotel coupons-Launched in 1868 which traveler could use to pay for hotel accommodation and meals. The intension behind launching this was to eliminate payment in cash and to prevent theft and loss of money on the roads.

- Circular Note-First issued by Mr Cook in 1874 (a forerunner of the traveller's cheque) which enabled tourists to obtain local currency in exchange for a paper note.

On the other hand, American Express introduced Credit Cards and large scale Traveler cheque system in 1891.

In 1872, Mr Cook formed a partnership with his son and renamed the travel agency as Thomas Cook and Sons.

Today Thomas Cook's company is still known by the name Thomas Cook and Sons while Henry Well's company is known as American Express Company.

During 1872-73, Mr Cook conducted first Round the World trip. In 1974 he published his first travel guide book in the name of Cook's Travel Guide.

In 1878 Mr Cook bought the first British Group of Tourists to India by the Penninsular and Oriental Steamship Company. The group landed in Mumbai, travelled to Agra by train to see Taj Mahal and also visited Kashmir Valley.

In 1880, Thomas Cook and Sons, established offices in Mumbai and Kolkata and formed the 'Eastern Princes Department'. In 1887, this department arranged the visit of Indian Princes to Queen Victoria's Jubilee Celebration.

On July 4 1887, Brownell Travels appeared as the first travel agency in North America, Walter T. Brownell who lead 10 travelers on a European tour, setting sail from New York on the S.S Devonia.

In 1922, Cox & Co. took over the business of Henry S. King, a small bank with Indian interest and became Cox & Kings Company.

In 1927, Thomas Cook personally conducted air tour.

Then in 1931 to organize the travel trade in United States by bringing down tourism and steamship operators under one umbrella, one organization was formed called American Steamship and Tourism Agent Association which later became American Society of Travel Agent (1931)

By the end of 1950, Mr Cook began to contemplate foreign tour to Europe, U.S and holy lands.

In the beginning the Thomas Cook and Sons International (Ltd.) operated in India with its main branches and offices in metros. The company later on felt that it was very difficult to operate in India due to various restrictions imposed by the Indian Government under FERA (1973) and other acts. In order to overcome these restrictions and difficulties, the company decided to establish an Indian Company. In 1978, Thomas Cook India (Ltd.) was established the Company Act 1956. The Company took over the assets and liabilities of Thomas Cook and Son's branches.

In 1988 the first organized tour for students was being conducted by the Polytechnic Touring Association in London.

Today, Thomas Cook and Sons is operating in more than 150 countries whereas The American Express is operating in more than 125 countries with 4306 offices. Thomas Cook India Ltd. has 42 offices in India and has generated annual sales $38.7 billions (as on 1998).

Presently there are more than 90,000 travel agency locations operating throughout the world. However, the maximum number of travel agency locations are in USA, UK, Germany, Canada, etc.

Year	Major milestones in tourism Industry
1670	Grand tour concept was established for educational purpose.
1700	Industrial revolution began
1730	Health experts found sea water is to be useful
1758	Cox & Kings Tour Company was established
1800-07	Steam engines used in steamboat
1815	Steamboat service was introduced on the Thames from London to Gravesend
1820	European culture centre was opened for British traveler
1825	Rail locomotive with a steam engine was used for transport of passengers and goods
1830	The rail link was introduced between Liverpool and Manchester in UK. This was the first passenger train.
1838	Peninsular & Oriental Steam Navigation Company (P&O) introduced services to various countries
1840	Sir Rowland Hill introduced excursion trains in England.
1841	Thomas Cook organized a round - trip by train from Leicester to Loughborough in England and later on it gave an idea of starting up a business .
1841	Henry Wells, an American businessman started his freight business in USA (named American Express Co.)
1845	Thomas Cook finally set up his first travel agency to organize excursions
1850	Thomas Bennett introduced first FIT for VIPs
1855	Thomas Cook started operating packages. He conducted first international tour from England to Paris
1856	Thomas Cook coined the 'Grand Tour' concept
1858	Mr Cook introduced holiday brochure
1868	Mr Cook launched hotel coupons
1872	Thomas Cook and Company was renamed as Thomas Cook & Sons
1874	Mr Cook first introduced circular note

Year	Major milestones in tourism Industry
1878	Mr Cook bought the first British Group of Tourists to India by the Penninsular and Oriental Steamship Company.
1880	Thomas Cook and Sons, established offices in Mumbai and Kolkata and formed the 'Eastern Princes Department'.
1891	American Express introduced credit card and traveler's cheque system
1922	Cox & Co. took over the business of Henry S. King, a small bank with Indian interest and became Cox & Kings Company
End of 1950	Mr Cook began to contemplate foreign tour to Europe, U.S and holy lands.
1960	Heralded the greatest changes in travel agencies, with commissions, licensing and greater airline-agency relations, particularly the sale of group travel
1970	Licensing of tour operators
1978	Under the Company's Act 1956, Thomas Cook India Limited was established

1.3 Travel Agency Business in India

In a country like India, Travel agency business is relatively a new concept. During pre-independence period, there were hardly any travel agencies as that of today. However after independence a new era began which gave rise to the growth of tourism industry in India. By 1951, eight travel agents in India set up an apex body named Travel Agent Association of India (TAAI) in Mumbai. This association led the travel business to function in an organized manner. Prior to it there were two major foreign companies named Thomas Cook & Sons and American Express that set up their main branches in India. Thomas Cook set up its first office in India in 1881 whereas American Express in 1921 in Kolkata. The bulk international tourists were handled by them. However the major travel agencies that existed and was operating in the country during the time was Jeena and Co., Lee & Muirhead India Pvt Ltd and N. Jamnadas & Co. Ltd. Jeena & Co is considered as India's first travel agency. In 1920, it organized group tours in India and in abroad for Indian travelers. In 1950 it handled the first group of foreign tourists. Later on in 1961 the three travel agencies (mentioned above) merged together and

formed Travel Corporation of India Limited. Today TCIL is one of the leading travel agents and tour operators in India. After this a number of travel companies established in India such as SITA (1963).

Today there are many recognized Travel agencies/Companies on the approval list of Department of Tourism, Government of India and many have accreditation from the International Air Transport Association (IATA). These agencies have captured its business in many cities of the country and many have promotional offices in abroad. In addition to this there are number of non-recognized travel agencies scattered all over the country.

There are also number of e-travel agents today working across India. The recognized E-Travel Agents in India from 1 Jan 1961 to 13 June 2015 as per Ministry of Tourism Government of India are found to be 571.

1.3.1 Major Travel Agencies and Tour Operators Operating in India

COX & KINGS

One of the longest established company in the world, Cox and King began its distinguished history in the year 1758. Formerly Cox & Kings were known by Cox & Co. At that time Richard Cox appointed as general agents to the regiment of Foot Guards in India under the command of Lord Ligonier and provided services only to British officers stationed abroad.

By 1878, the area of service expanded, Cox & Co. were agents for most British regiments posted overseas, including the Royal Cavalry, Artillery and Infantry, as well as the Royal Wagon Train and the Household Brigade. By 1918 the services extended to the Royal Navy, the Royal Flaying Corp. and the Royal Air Force. Some major assignments handled by the company were the shipping of the Indian Section of the Great London Exhibition, 1851. By 1918 the company had developed as an international corporation. In 1922, Cox & Co. merged with Henry and Kings (Banking Concern) and was named as Cox & Kings. In 1923, the banking business of the company was sold to Lloyd Banks.

Between 1750's and 1950's, it was an important era in the Indian history related to Cox & Kings. In 1947, the British administration departed, but bound by strong ties to India, Cox & Kings stayed on and flourished. Today, Cox & Kings is a premium brand

in all travel related services in the Indian subcontinent, employing over 5000 trained professionals.

Its India operations are headquartered in Mumbai and has the status of a limited company. It has over 12 fully owned offices in India across key cities such as New Delhi, Chennai, Bangalore, Kolkata, Ahmedabad, Kochi, Hyderabad, Pune, Goa, Nagpur and Jaipur.

The worldwide offices are located in UK, USA, Japan, Russia, Singapore and Dubai. It has associate offices in Germany, Italy, Spain, South Africa, Sweden and Australia. The principal services offered by the company are Destination Management, Outbound Tourism, Business Travel, Incentive & Conference Solutions, Domestic Holidays, NRI, Trade Fairs, Foreign Exchange and Insurance.

SITA World Travel India Pvt Ltd

Firstly in 1933, John C. Dengler set up a small company named as Student International Travel Association for arranging a bicycle tour. Soon the company came to be known by the name of SITA. After resounding success in SITA, USA, SITA looked beyond the Atlantic to Europe and Asia, to India in 1956 and to Nepal in 1985.

In 1963, SITA was converted to a Private Ltd Company under the guidelines of the Company Act 1956 and was established by the name of SITA World Travels (India) Pvt Ltd.

In 1972, SITA started its overseas office in Paris. Then it extended it to other countries like Milan, Frankfurt, London, New York, Stockholm, Barcelona and Lisbon. In 1982 it started operating in India's neighbouring countries like Sri Lanka and Nepal in 1984. From 1985 onwards in Nepal the company started reaching to its heights. The foreign exchange earnings showed an impressive and unprecented increase. The remarkable progress was the result of adhering to well-defined business principles and goals over the years as well as providing services backed by experience, network and reputation. Added to this was an overseas network aof eight marketing offices and an excellent rapport with the Government, Hotels and International & Domestic Airlines.

In 1993 SITA became fully owned Indian Public Limited Company. Due to its best performances in the tourism industry the company enjoyed special rates with hotel all over Nepal.

Today the inbound division of SITA World Travel is a part of Kuoni Travel India Ltd.

Now it handles incoming tourists to India from all over the world through a network of offices in the region including associate offices in India and Sri Lanka.

AMERICAN EXPRESS

The American Express Company, popularly known as AMEX, is the world's largest agency. It began its operation in the year 1841. Henry Wells of American Express started his freight business in USA. The business expanded rapidly and he started making use of stagecoaches and the infamous "Pony Express" to transport the goods. Eventually the business demand became too great for one person to handle. Mr Wells joined forces with William Geoge Fargo, and a company named Wells and Fargo Express Company was formed. So AMEX was an offshoot of Wells Fargo Co. Gradually the company started to progress a lot at the same time number of competitors grew. In 1850, the company was renamed as American Express and Henry Wells was the first president.

During 1890s, two important progress were made by the company. The company launched American Express Travellers Cheque by Mercellus Berry in 1891 and in1895 the first office was opened at Paris, France. Later on more international offices were opened after the introduction of cruise liners and air travel.

In 1904 American Express Bank was established and further in 1958 the American Express Card was launched.

Since 1921, American Express has been offering travel related services in India when seeking to complete its chain of office around the globe. It opened its office in Kolkata which was then one of the most important centers between Europe and Asia. And after a year the next office was opened in Mumbai. Today in India it is the largest travel network.

In 1977, another office was opened in Brighton which is now a most important centres for the company and an important hub for Travel Related Services (TRS) in the countries like Europe, Middle East and Africa. After that American Express started expanding its market by entering in South African Market in 1948 by opening their first offices in Loveday Street in Johannesburg. Another important success for the company was that in 1968, Netbank was granted the franchise of American Express Gold Card, the first gold card to be introduced in South Africa. Then in 1983 American Express entered the currency note market to challenge the Thomas Cook Rennies Travel. Foreign Exchange counters were opened in other agencies to access the client base and the first

"Cheque Out" was established in Hillbrow Travel. Then in 1985 Nedbank bought the American Express Travel franchise, trading as Nedtravel Holdings. In 1995, Nedcore wholly owned the American Express franchise. In October 1998, Southern Africa fully integrated tourism group named "Tourvest"(Tourism Investment Corporation Limited) purchased the American Express Travel and foreign exchange businesses from Nedcor. As a result an indisputable leadership in the Southern African tourism industry was formed.

AMEX now operates in130 countries around the globe with large operations in atleast 15 countries.

Today besides selling tours, the company deals in travelers' cheques. Major functions of the agency includes international currency transactions, does various corporate deals depending on customers specification, buying and selling huge amount in foreign currency on each working day. The credit cards introduced by Amex is quite helpful for the travelers while paying hotel bills, buying an international air and rail tickets, etc. The company also provides service for life travel insurance, property insurance, VISA services, passenger profile management, destination information, free delivery, leisure offerings, travel management service for corporate clients and travel management reporting.

THOMAS COOK INDIA LTD

The world best known name in travel, Thomas Cook began as an international travel company in 1841 with a successful one day excursion at a shilling a head from Leicester to Loughborough on 5 July. He thought that it was a sounder preposition to persuade a railway company, then in its infancy, to carry a trainload of passengers at a very cheap rate. And he began as per his ideas when a few weeks later 570 travellers made the journey by the by the Midland Countries Railway.

This venture was soon followed by excursions to various other places. Then in 1843,3000 school children from Leicester to Derby were taken on a trip.

In 1845 Thomas Cook made a beginning of mass excursion by rail to Liverpool, from where they took a steamer to Caernaryon. After that he made a made a preliminary survey of accommodation and facilities and produced a *Handbook of the Trip to Liverpool*. Then after excursions invasion in Scotland soon followed in 1846 and 1847.

He thereafter conducted a circular trip of Scotland with 5000 tourists a season.

Between 1850-51, Cook was negotiating for a tour to America but in the meantime in 1851 he was offered the opportunity of conducting excursion trains to the Great Exhibition. He conducted a tour from Crystal Palace for 1,65,000 people. Gradually in 1856 he succeeded in organizing the first grand circular tour. This tour was made quite successful.

His success started reaching greater heights. He was the first person to start an organize tour. In 1862 he made arrangements with Brighton and South Coast Railway for the passenger traffic to the continent. Then after in 1863 Mr Cook visited Switzerland were he was much appreciated by the hoteliers and the railway proprietors. Then he first made a personal survey of Turin, Milan, Florence and Genoa to familiarize himself with the touristic attractions and facilities.

In order to, Mr Cook introduced two systems:

- Hotel coupons-Launched in 1868 which traveler could use to pay for hotel accommodation and meals. The intension behind launching this was to eliminate payment in cash and to prevente theft and loss of money on the roads.

- Circular Note- First issued by Mr Cook in 1874 (a forerunner of the traveler's cheque) which enabled tourists to obtain local currency in exchange for a paper note.

In 1872, Mr Cook formed a partnership with his son and renamed the travel agency as Thomas Cook and Sons.

During 1872-73, Mr Cook conducted first Round the World trip. In 1974 he published his first travel guide book in the name of Cook's Travel Guide.

In 1878 Mr Cook bought the first British Group of Tourists to India by the Penninsular and Oriental Steamship Company. The group landed in Mumbai, travelled to Agra by train to see Taj Mahal and also visited Kashmir Valley.

In 1880, Thomas Cook left for India and established offices in Mumbai and Kolkata and formed the 'Eastern Princes Department'. In 1887, this department arranged the visit of Indian Princes to Queen Victoria's Jubilee Celebration. By the end of the century, taking advantage of nineteenth century advances in transport technology Thomas Cook

and Sons had affected a revolution in tourism.

In 1927, Thomas Cook personally conducted air tour.

By the end of 1950, Mr Cook began to contemplate foreign tour to Europe, U.S and holy lands.

In the beginning the Thomas Cook and Sons International (Ltd.) operated in India with its main branches and offices in metros. The company later on felt that it was very difficult to operate in India due to various restrictions imposed by the Indian Government under FERA (1973) and other acts. In order to overcome these restrictions and difficulties, the company decided to establish an Indian Company. In 1978, Thomas Cook (India) Ltd. was established the Company Act 1956. The Company took over the assets and liabilities of Thomas Cook and Son's branches.

Thomas Cook and Sons is operating today in more than 150 countries

Thomas Cook (India) Ltd. has 42 offices in India and has generated annual sales $38.7 billions (as on 1998).

Today Thomas Cook (India) Limited is the leading integrated travel and travel related financial services company in the country offering a broad spectrum of services that includes Foreighn Exchange, Corporate Travel, MICE, Leisure Travel, Insurance, VISA and Passport services and E-Business. TCIL footprint currently extends to over 234 locations in 96cities across India, Mauritius and Sri Lanka and is supported by a strong partner network of 110 Gold Circle Partners and 110 Preferred Sales Agents in over 134 cities across India.

Thomas Cook (India) Ltd has been voted as Best Tour Operator - Outbound at the CNBC AWAAZ Travel Awards 2014 & 2013 and Best Company providing Foreign Exchange at the CNBC AWAAZ Travel Awards 2014;honored as "India's Leading Tour Operator' for the year 2014,at the 21st Annual World Travel Awards Asia & Australasia 2014, Best Tour Operator at the Lonely Planet Travel Awards 2013, Favourite Tour Operator at the Condé Nast Traveller Readers' Travel Awards 2014, 2013, 2012 & 2011and recognized as a Consumer Superbrand" 2013-14 & 2012-2013.In addition, TCIL has been chosen as the Best Corporate Travel Management Company by World Travel Brands 2012.At the National Tourism Awards 2012-2013,TCIL was the recipient of 3 prestigious awards. Thomas Cook India's Centre of Learninghas received IATA accreditationas" Top 10 South Asia IATA Authorized Training Centers", 2013 & 2012.

TCI

 TCI is India's premier Destination Management Company with an impeccable record in all aspects of inbound business in India, Sri Lanka, Nepal & Mauritius.For over 50 years, Travel TCI has perfected the art of making the entire travel experience memorable. It was established in the year 1961. Maintaining its position as the "Best Inbound Tour Operator", TCI has further consolidated its presence in the Inbound industry with offices across 12 cities in India, 7 marketing offices overseas USA, UK, Frankfurt, Spain, Japan and Nepal and Representation in Portugal, Russia, China, Korea and Australia. TCI is a member of AFTA, ASTA, IATA,IATO, ICCA, JATA, PATA, TAAI,UFTAA and USTOA.

TCI's core activities are Inbound Tourism, Business Travel and Leisure Travel. Besides this it provides customized services to individual traveler, group tours, special interest tours, luxury trains, MICE (Meeting, Incentive, Conference and Exhibition), charter and cruise ship ground operations, while investing in eco responsible and socially aware tourism. Over 1000 professionals at TCI offer expert guidance and take care of your every requirement, giving you optimum value for money. They offers expert and creative guidance whilst taking care of every small requirement of the guest to give a distinctive experience of India. Provides tours to popular destinations in India and the subcontinent - Nepal, Sri Lanka, Mauritius, Bhutan, Tibet, Maldives, etc. It operates its own Taj Tour and Delhi City Tour and is a G.S.A. for luxury trains such as the Palace on Wheels and the Deccan Odyssey. TCI has successfully marketed & promoted "The Indian Maharaja-Deccan Odyssey" train to offer luxury rail journey to International and Indian travelers. TCI now also competitively offer five luxury trains, namely The Palace on Wheels, Royal Rajasthan on Wheels, The Deccan Odyssey, The Golden Chariot and The Maharaja Express, for International travelers offering unparalleled opulence via a unique and regal rail travel experience of India.

TCI is one of India's largest outbound operators and is the G.S.A. in India for Globus & Cosmos Tours, Rail Europe, Greyhound, Amtrak, Japan Rail and a PSA of Costa Cruises. TCI organizes customized vacations and package tours to worldwide destinations. TCI's Corporate Travel Management Services include implant operations, travel insurance, foreign exchange, conferences and incentive tours for multinationals and leading companies in India.

In keeping with worldwide trends, TCI Travel Net offers travel services through toll free numbers and on-line secure bookings on www.tcindia.com.

TCI has won the National Tourism Award for "Excellence in the Tourism Industry" in Category I every year since 1976, besides annual awards and recognitions.

Following is a table showing a brief summary all the major tourism companies:

Major Travel Agencies & Tour Operators	Founder	Year of Establishment
Cox & Kings	Richard Cox	1758
SITA World Tours	John C. Dengler	1933
American Express	Henry Wells	1950
Thomas Cook & Sons	Thomas Cook	1841
Travel Corporation of India	Jeena created a consortium and spearheaded by Adi & Jehangir Katgara.	1961

1.4 Profile of A Modern Travel Agency

After the introduction of Jet travel it is found that the scope of the modern travel agency has widened greatly over the years. A modern travel agency is responsible for performing various activities like advising the tourists about the destination, making arrangements for accommodation, transport and the relevant services. Further travel agency acts as an intermediary due to its good contacts with service providers. The retail travel agency sells the principal's services and is rewarded by a commission. Function of a travel agency depends on the scope and activities it does. Profile of a modern travel agency consists of several functions and services it provides. Following is a table showing a common profile of any modern travel agency:

Profile of Modern Travel Agency	
Planning Itineraries	**Providing Travel Information** Specialist information Comfortable Location Accurate Information Forceful and Exciting Presentation
Liason with Service Provider Transportation	Good Communication **Ticketing**

Accommodation	Air, Rail, Sea
General service requirement	Routes, means, schedules
Enter into contracts	International and local schedules
	CRS
	Producing tickets
Calculating fares and charges	
Itinerary should be ready	**Advertising and Publicity**
Expertise	
Airfares	**Advising client on destination and support services**
Hotel Room rates	
Rental car rates	**Settlement of account**
Tour Package Prices	Currency change
Cruise fares	Linking function
Bus, rail or Tram fare	
Travel insurance rates	**Communication with clients**
	Reserving and mainting account record.
Commissions	
Airline 60 per cent	**Ensuring racks are well stocked**
Cruise 17 per cent	
Hotel 13 per cent	**Insurance**
Car rental and others 8 per cent	Personal accidents
	Baggage

1.5 How to Set Up Travel Agency

Prior setting up travel agency business, planning is necessary. Planning on how your operation will operate. A business plan contains three important ingredients:

- Setting goals for travel agency business planning
- The reason these goals are attainable
- The plan for reaching these goals

A lot of planning goes into starting and setting up of a travel agency. Any type of business is risky and the person involved should be knowledgeable about the product he/she is selling. Good product knowledge and presentation skill is required for starting a travel agency business. He should be clear about the product (domestic tours/ inbound tours /outbound tours) he is going to sell. All these needed to be decided in advance i.e., at the initial planning stage.

There are two main requirements of a travel agency for setting up the office:

- Infrastructure location and adequate finance
- Approval of concerned organization

Further requirement of a travel agency in detail:

- The travel agent should have enough finance to run the business

- He must set up his office in the centre of the city especially in the business centre easily accessible to the general public.

- The office should have all stationary and latest office equipment such as Telephone, Telex, Fax, Printer, Typewriter, and Computer with proper internet connection for further connecting with the railways, airlines, bus terminals etc.

- The office should have promotional materials

- The travel agent must appoint staff who came from reputed institutions having good knowledge in handling travel documents and in the area of transportation, Tourism and professional organization of group tours. It is advisable to appoint staffs who have knowledge about foreign languages so that they can deal with the foreign clients much better.

- The person must have adequate finance

- Maintain ethical standards of business in its dealings with passengers

- Be able to obtain the required government licenses where applicable. The travel agent in India offer documentation services, like passport and visa, have to be on the approved list of the regional passport office of the Ministry of External Affairs as well as on the Reserve Bank of India for release of foreign exchange and for the eligibility of passengers to travel.

- Have the approval of the International Air Transport Association to represent member airlines. Separate recognition is required for the passenger and cargo sales. The recognition is granted only after there has been satisfactory functioning of a travel agency for at least one year. The airlines insist on certain minimum financial guarantees for IATA approval travel agents for their sale distribution.

- Have approval of certain airlines to sell their tickets. Here again, separate recognition is needed for selling passenger's tickets and booking air cargo.

- Have the approval of the Department of Tourism to claim publicity and promotional benefits for tour operators handling inbound tourists. This approval is not necessary for travel agents who do not deal with inbound tourist traffic.

1.6 Check Your Progress

1. What is travel agency? Explain its types.

2. Discuss the significant historical developments of travel and tourism industry.

3. Write short notes on:
    i. Grand Tour
    ii. Cox & Kings
    iii. American Express

3. What profile a modern travel agency must follow?

4. What are the common steps for starting a travel agency business?

1.7 Summary

In this first unit, we became familiar with the travel agency business and its journey since the beginning of grand tour concept till the modernization period. We came to know about various travel companies who made their great contributions to tourism industry. Also now you have a clear picture about the features of modern travel agency and concrete idea about how to set up a travel agency business.

Unit - 2 ◻ Tour Operation Business in India

Sturucture

2.1 Overview

Overview	Tour Operator
In this module you will learn about tour operation business. The chapter begins with a brief introduction of tour operator followed by the guidelines for recognition given by the ministry of tourism, government of India. Meanwhile. you will come across the classification of tour operation business. Further you will explore about the package tours and methods for preparing them. Finally you will learn about planning an itinerary and pricing of the package tours.	A tour operator are the people who specializes in the planning and organizing of prepaid, preplanned tours and sells these directly either to the tourists or to the retail travel agency. The tour operator may target market some specific areas to sell the tours. The tour operator may specialize in any region, either domestic or international or any continent. Some tour operator cater to international as well as domestic markets. The tour operator can be either individual tour operator or as a travel agency functioning for both.

2.2 Rules For Recognition of Tour Operator of India

[Revised with effect from 4th December 2009]

The aims and objectives of the scheme for recognition of Inbound Tour Operator are to encourage quality standard and service in this category so as to promote tourism in India   and abroad. This is a voluntary scheme open to all bonafide tour operators to bring them   in organized sector.

1. Definition: An Inbound tour operator is one who makes arrangements for transport, accommodation, sight seeing, entertainment and other tourism related services for foreign tourists.

2. The application for recognition shall be addressed to the Additional Director General, Ministry of Tourism, Transport Bhawan, 1, Parliament Street, New Delhi – 110 001.

3. The recognition as an approved Inbound Tour Operator shall be granted by the Ministry of Tourism, Government of India, New Delhi initially, for five years, based on the Inspection Report / Recommendations of a Committee comprising of concerned Regional Director and a member of IATO.

4. The application for renewal/extension shall be addressed to the Regional Director of the concerned region as per the following addresses:-

    a) The Regional Director (East), India Tourism, "Embassy", 4, Shakespeare Sarani, Kolkata – 700 071, West Bengal. Phone No. (033) 2282 5813 / 2282 1475, Fax:(033) 2282 3521, Email: indtour@cal2.vsnl.net.in

    b) The Regional Director (West), India Tourism, 123, M. Karve Road, Opp. Church Gate, Mumbai – 400 020, Maharashtra. Phone No. (022) 2208 3263 / 2207 4333 / 2207 4334, Fax: (022) 2201 4496,
    Email: indiatourism@hathway.com,
            indiatourism@vsnl.com

    c) The Regional Director (North), India Tourism, 88 – Janpath, New Delhi 110 001. Phone No. (011) 2332 0342 / 2332 0005 / 2332 0008, Fax: (011) 2332 0109, Email: goitodelhi@nic.in

    d) The Regional Director (South), India Tourism, 154, Anna Salai, Chennai – 600 002, Tamil Nadu. Phone No. (044) 2846 0285 / 2846 1459, Fax: (044) 2846 0193, Email: indtour@vsnl.com, goitochn@tn.nic.in

e) The Regional Director (North – East), India Tourism, Asom Paryatan Bhawan, 3rd Floor, Near Nepali Mandir, A. K. Azad Road, Paltan Bazar, Guwahati – 781 008, Assam. Phone No. (0361) 273 7554, Fax No. (0361) 273 7553, Email: indtourguwahati@nic.in

6. The renewal / extension, thereafter, shall be granted for five years after inspection conducted by a Committee comprising of concerned Regional Director and a member of IATO, on an application made by the Tour Operator along with the requisite fee / documents.

7. The documents received from applicants after scrutiny in all respects will be acknowledged by the Travel Trade Division in respect of first approval and by the concerned Regional Director for renewal. The inspection for first approval / renewal shall be conducted by the Inspection Team within a period of sixty working days from the receipt of complete application.

8. The following conditions must be fulfilled by the Inbound Tour Operator for grant of recognition / renewal by Ministry of Tourism:

i) The application for grant of recognition / renewal shall be in the prescribed form and submitted in duplicate along with the required documents.

ii) The Inbound Tour operators located in rest of India should have a minimum Paid up Capital (or Capital employed) of Rs.3.00 lakh and Rs. 50,000/- in the case of North – Eastern region, remote and rural areas, duly supported by the latest Audited Balance Sheet/Chartered Accountant's certificate.

iii) The turn-over in terms of foreign exchange earnings by the firm from inbound tour operations only during the preceding financial year or calendar year should be a minimum of Rs. 25.00 lakh for rest of India and Rs. 5.00 lakh for the North – Eastern region, remote and rural areas duly supported by Chartered Accountant's certificate. However, for the North – Eastern Region, the Chartered Accountant's Certificate regarding turn – over of the firm in Rupee earnings would be treated as Foreign Exchange earnings, provided there is documentary evidence that such earnings are from inbound tour operations only.

iv) The Inbound Tour operator should have an office under the charge of the owner or a full time member of their staff, who is adequately trained / experienced in matters regarding transport, accommodation, currency, customs regulations and general information about tourism and travel related services. However, greater emphasis may be given to effective communication skills and knowledge of foreign language other than English. There should be a minimum of four

qualified staff out of which at least one should have Diploma / Degree in Tourism & Travel Management from a recognized University, IITTM or an institution approved by AICTE. The owner of the firm would be included as one of the qualified employees. The academic qualifications may be relaxed in case of the other two staff members who are exceptionally experienced personnel in Airlines, Shipping, Transport, PR Agencies, Hotels and other corporate bodies and those who have two years experience with Ministry of Tourism approved tour operators. 3 For the agencies located in the North – Eastern region, remote and rural areas, there should be a minimum of two staff out of which one should be a qualified employee with a Diploma / Degree in Tourism & Travel Management from a recognized University, IITTM or an institution approved by AICTE. The owner of the firm would be included as one of the qualified employees.

v) The Inbound Tour Operator should have been in operation for a minimum period of one year before the date of application.

vi) The minimum office space should be at least 150 sq. ft for rest of India and 100 sq. ft for hilly areas which are above 1000 meters from sea level. Besides, the office may be located in neat and clean surroundings and equipped with telephone, fax and computer reservation system etc. There should be sufficient space for reception and easy access to toilets.

vii) The Inbound Tour operator should be an income tax assessee and should have filed Income Tax Returns for the last or current assessment year.

viii) Disclaimer: The Inbound Tour Operator should employ only Regional Level Guides trained and licensed by Ministry of Tourism, Government of India and State Level Guides approved by the State Governments. The implementation of this clause would be subject to the decision of Hon'ble High Court of Rajasthan in Writ Petition No. 5607 / 2004 and other Hon'ble Courts.

ix) The Inbound Tour Operator shall contract / use approved specialized agencies in the field of adventure options and related services for the tourists

9. The inbound tour operator will be required to pay a non – refundable fee of Rs.3,000/- while applying for the recognition and renewal of Head Office as well as each Branch Office. The fee will be made payable to the Pay & Accounts Officer, Ministry of Tourism in the form of a Bank Draft.

10. The recognition / renewal will be granted to the Head Office of the Domestic Tour Operator. Branch offices will be approved along with the Head Office or subsequently, provided the particulars of the Branch offices are submitted to Ministry of Tourism for recognition and for renewal to the concerned Regional Director and accepted by it.

11. The Inbound Tour Operator so granted recognition / renewal shall be entitled to such incentives and concessions as may be granted by the Government from time to time and shall abide by the terms and conditions of recognition as prescribed from time to time by the Ministry of Tourism, Government of India.

12. Even though the scheme of granting approval of recognition to service providers of Travel Trade is voluntary, in nature, there is a need to have a pro – active role of Ministry of Tourism and Travel Trade to ensure that more and more 4 service providers seek approval and then service the tourists. There is also a need to educate the stakeholders as well as consumers against the potential risk of availing services through the unapproved service providers.

13. It shall be mandatory for an approved service provider of Travel Trade to prominently display the Certificate of approval of recognition given by Ministry of Tourism in the office by pasting it on a board or in a picture frame so that it is visible to a potential tourist.

14. The decision of the Ministry of Tourism, Government of India in the matter of recognition / renewal shall be final. However, MOT may in their discretion refuse to recognize / renew any firm or withdraw / withhold at any time recognition / renewal already granted with the approval of the Competent Authority. Before such a decision is taken, necessary Show Cause Notice would invariably be issued and the reply considered on merit. This will be done after careful consideration and generally as a last resort. Circumstances in which withdrawal is effected would also be indicated.

15. The guidelines including application form may be downloaded from website www.tourism.gov.in

2.3 Organization Structure of Travel/Tour Company

An organization is a formal setup of a company which have certain missions, goals and purposes. It is a rational coordination of activities for achievement of some well defined aims through division of labor, functions and through a hierarchy of authority and responsibility. It is a mechanism through which management plans, directs, coordinates and controls the travel business activities. Following is the hierarchy chart of a large scale travel company. (Such as Thomas Cook India Limited, Travel Corporation of India Limited., KUONI Travel India Limited, etc generally have following type of organizational structure):-

STRUCTURE

Shareholders
↓
Board of Directors
↓
M.D President
↓
General Manager
↓
Finance Controller
↓
Chief Executives
↓
Heads of Various Departments

Tour Research and Planning division	Travel and Tour Division	Marketing and Sales Division	Destination Services Division	Human Resource Development	Finance and Account	Transport Department	Conference and Convention department
Deputy Mgr. or Assist. Mgr.	Deputy Tour Mgr	Deputy Marketing Mgr.	Deputy Manager	Deputy Manager	Deputy Manager	Deputy Manager	Deputy Manager
Executives	Tour Executives (inbound and outbound)	Sales Mgr	Assistants	Assistants	Assistants	Assistants	Assistants
Assistants	Tour Assistant	Advertising Mgr					
		P.R.O					
		Assistants					

How tour operators link the element of a holiday together to produce, assemble and distribute the package of the consumers :-
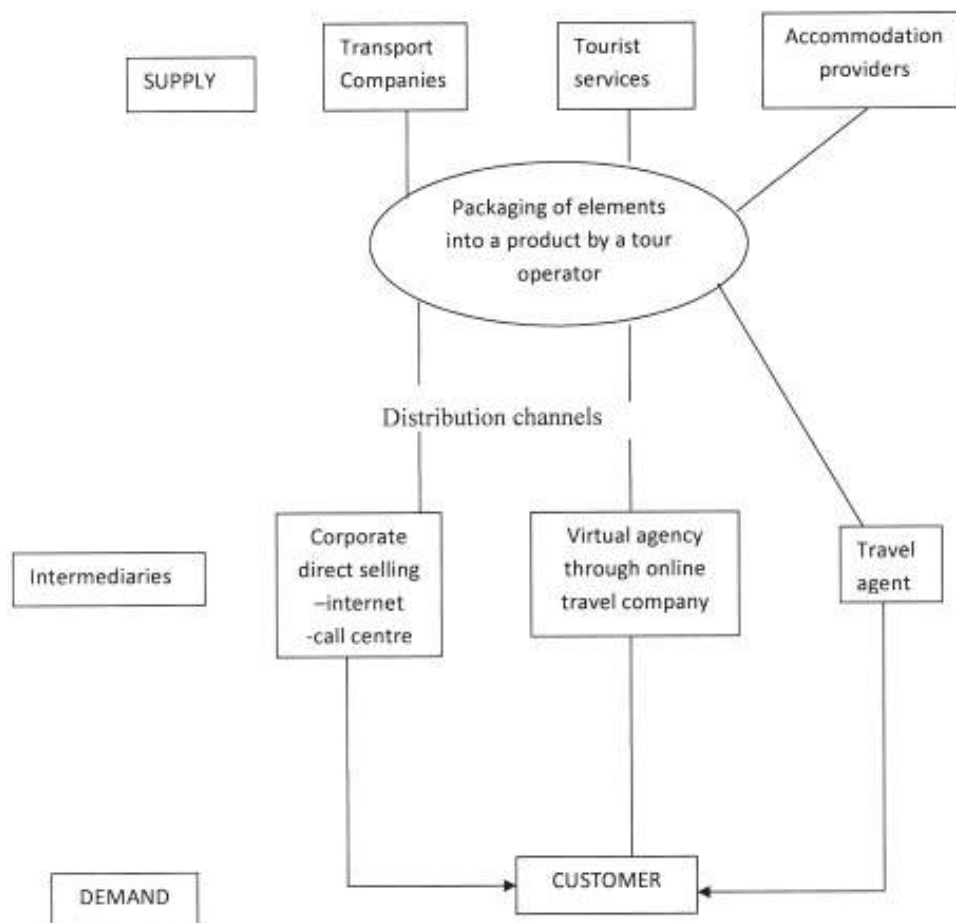
2.4 Types of Tour Operator

Tour operators can be divided into two main kinds :

1. Mass market tour operators

- They arrange travel for the majority of holidaymakers travelling on inclusive tours
- They can sell holidays very cheaply because they buy services in volume from the suppliers
- Mass market tour operators produce holiday packages with wide public appeal usually visiting well-known and highly developed resorts

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- A typical product selection might be the following:
    - o Summer sun (Mediterranean);
    - o Winter sun (Canary Islands);
    - o Ski (Three Valley in France);
    - o Long haul (Florida);
    - o Short breaks (Rome);
    - o examples: (http://www.airtours.co.uk) (http://www.tui.de)

2. Specialist tour operators

- deal with niche products and markets
- They offers inclusive tours for particular destination
- Offers inclusive tours for specific generating area.
- Offers specific tours for specific accommodation (camps, holiday villages)
- Specialist tour operators prefer specific transport either regular flights to charter flights; try to keep the groups small and don't compete with the price

    example: Olympia Lentomatkatoimisto in Finland
- Inclusive tours for special interest (game or safaris, self rail cruising, business training)

A comparison of mass and specialist operators

Objectives and activities	Mass tour operator	Specialist/ alternative tour operator
Product	> ravelersed product >highly packaged offering >many resort activities pre-arranged	> offer "unique" locations > independent activities on individual basis offered in resort
Price	>low to medium price range >based on high level of sales >frequent sales promotions	> higher prices
Promotion	>use of brochure to appeal to target market > company brand and actual holiday product promotion > information tightly organized, uniform for all destinations	> use of brochure to promote the company product, the country > differentiating aspects of a unique image > more general resort information

2.5 Forms of Tour Operator

1. Inbound Tour Operator:

Tour operators who deal and handle directly inbound foreign tourists, provide them various services on their arrival and departure such as transfer, accommodation, transportation, sightseeing, entertainment, currency, insurance services etc. are known as inbound tour operators.

These tour operators formulate tour package individually or in collaboration with foreign tour operators. The packages may be marketed directly or by means of the intermediaries. In fact, inbound tour operators are the 'image' builders of a country as they convert all touristic resources of a nation into a saleable commodity.
Also helps in boosting the economy of the host country by contributing to the valuable foreign exchange. Recognizing the vital role played by inbound tour operators in the healthy growth and promotion of tourism, every nation has extended several financial and non-financial incentives to these operators.

However, India's outbound tourism is not only holiday oriented but it is business oriented too. There are many travel companies which offer outbound packages such as SITA, TCI, Thomas Cook etc.

2. Outbound Tour Operator:

These categories of operators are specialized in promoting and designing multi-national tours especially foreign countries. The outbound tour operator sells a package tour to an individual or a group of people of his own country to another country or a number of countries for a specific pre-decided period.

The outbound tour operator arranges travel documents, transportation to a central point where the tour starts and contracts with inbound tour operators/ground operators to provide accommodation, transportation, local sightseeing and other services as needed throughout the tour.

Generally, these operators work in liaison with the inbound tour operators/ground operators and offer services involving meeting inbound tour group at the airport, transferring the tour group from the airport to the arranged place of accommodation in town hotel, arranging/organizing local sightseeing that may be a single day or multi days tour of the home state, region or area. These may be in the form of business or leisure oriented tours.

Indian outbound tourist traffic is growing at a rate of 10 percent annually and this makes India the second largest country in the world with regard to the traveling population.

3. Domestic Tour Operator :

Domestic tour operators conducts tours within the boundary of home country and cater the diverse needs of individual and group ravelers. They promote tour packages both through their own outlets and other retail travel agents. In fact, they are contributing to the cause of national integration.

Today, the domestic market has witnessed attractive growth rates as large players in the travel industry are aggressively entering and promoting this market. Leading tour operators usually focus on the international market where margins are higher but now, in addition, they are floating new packages to create a niche in this segment to tap the vast potential in the domestic market.

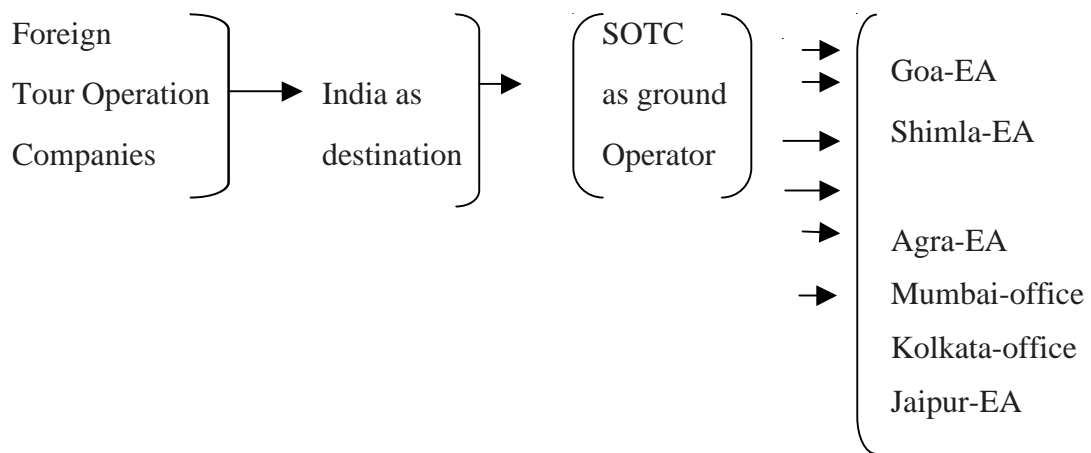## 4. Ground Operator/ Destination Management Companies:

Ground operator is also referred to as, 'reception operator', 'destination management companies' and 'handling agencies' e.g. ground operators in the United States— 'reception operator, 'handling agencies' in India and destination management companies in UK.

Ground operators are normally expected to provide 'land arrangements' at a particular destination. Thus, a ground operator who provides the services required by large tour companies where they do not have a local branch/office or are not dealing at the source with the principal suppliers such as hoteliers, transport operators, car rentals, entertainment organizations and so forth.

The reception operator secures, coordinates, supervises and handles accounts/ payments of all services related to the tour in his region/area. His services are invaluable for an efficient and successful operation of inclusive group as well as foreign independent tours.

Sometimes when a handling agency is at a prominent tourist place, for example Delhi and it has to make arrangements to Goa, then it contacts (if it has no office of its own) with a local operator (known as excursion agent) to handle the arrangements on his behalf.

The diagram below gives a more clear meaning of a ground operator :

```
Foreign                                  ┌ SOTC ┐   ──▶   Goa-EA
Tour Operation ─▶ India as    ▶         │ as ground │  ──▶
Companies         destination           └ Operator ┘   ──▶   Shimla-EA
                                                       ──▶
                                                       ──▶   Agra-EA
                                                       ──▶   Mumbai-office
                                                               Kolkata-office
                                                               Jaipur-EA
```

2.6 Package Tour

A tour package is the combination of various components of travel, such as accommodation, transportation, attractions etc that are sold to the tourists by the tour operators and travel agents. A package tour is thus a single product which is planned, organized, combined and sold as an 'all inclusive tour at a specified price by the tour operators.

Thomas Bennet organized the first inclusive tour in the year 1821. He set up his business as a tour operator in 1850 and made the first individual tour itinerary and booked the hotel and other arrangements. But the credit for the concept of package tour goes to Thomas Cook. In 1855, Cook planned and organized all the different components of the tour package and sold it as an inclusive tour to the tourist. And then the system started to be followed by other travel agents and tour operators and they started to sell it for various other destinations.

Poyhter (1993) defines, "tour operator is one who have a responsibility of putting the tour ingredients together, marketing it, making reservations and handling actual operation."

Halloway (1992) defines the tour package as,' A tour package is a total tourism product as it generally consist of transport from the generating area to the destination, accommodation at the destination and possibly some other recreational or business tourist services."

2.6.1 Package Tour Preparation

Designing and developing tours, working with retail travel agencies, and vendors/ principal suppliers, formulating effective and extensive marketing plans, determining

cost and price, operating and managing a tour, dealing with travel documents and legal formalities, handling the finance are the activities that are not easy to be handled rather involve commitment, determination, farsightedness on the one hand and a great degree of risk on the other. Thus the process of developing and planning a tour package and thereby satisfying the tourists can be conceived as a series of stages starting with market research and lasting with actual operation of a tour.

The process of tour developing and planning in nutshell is presented in the following figure :

```
                    ┌──────────────────────────────┐
          ┌────────▶│         Tour Operator        │
          │         └──────────────┬───────────────┘
          │                        ▼
          │         ┌──────────────────────────────┐
          │         │  Research –Market & Destination │
          │         └──────────────┬───────────────┘
          │                        ▼
          │         ┌──────────────────────────────┐
          │         │   Tour Itinerary Development  │
          │         └──────────────┬───────────────┘
          │                        ▼
          │         ┌──────────────────────────────┐
          │         │ Negotiations with tourism suppliers │
          │         └──────────────┬───────────────┘
          │                        ▼
          │         ┌──────────────────────────────┐
          │         │    Costing of a Tour Package  │
          │         └──────────────┬───────────────┘
          │                        ▼
          │         ┌──────────────────────────────┐
          │         │ Financial Evaluation and Pricing │
          │         └──────────────┬───────────────┘
          │                        ▼
          │         ┌──────────────────────────────┐
          │         │ Appointment of Administrative Staff │
          │         └──────────────┬───────────────┘
          │                        ▼
          │         ┌──────────────────────────────┐
          │         │   Marketing of a tour package │
          │         └──────────────┬───────────────┘
          │                        ▼
          │         ┌──────────────────────────────┐
          │         │ Operation and Execution of a tour │
          │         └──────────────┬───────────────┘
          │                        ▼
          │         ┌──────────────────────────────┐
          └─────────│     Post Tour Management      │
                    └──────────────────────────────┘
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2.6.2 Itinerary Planning

In simple words itinerary is known as a tour plan. It is related to the tour programs, timetable and the information of the places to be visited. A tour program includes only activities, whereas, an itinerary includes date, day, time duration and points of interests between the destinations, on the way to the destination, the special features of the tour and happenings at the destination etc. An itinerary is the combination of the different components of tourism to form a product ready for sale. So, it explains and shows how different components of tourism are joined together.

The term 'itinerary' may be defined as the linking of all the journey points in a traveler's journey, i.e. from the origin point, and in between stopping points for sightseeing at the destinations and back to the point of origin, which may not always be the case.

Itinerary planning is one of the major functions and day-to-day activities of a travel agency. Itinerary Planning is developed to perform the sales process. It tries to solve the problems created by service nature, "here and there" nature and synchronized effort nature. Tangible products are weighted, measured but service is measured in duration. Itinerary is prepared to identify the duration of service, tangible and intangible nature of service, solves the problem of immovability of tourism products. The other interesting fact of tourism is to have point of sales (POS) and point of service delivery (POSD) in different places. Itinerary solves the problems of joint efforts also.

In order to proceed with the planning of itinerary, the travel agent must negotiate with the client to take some information about their planning and mental set up for the trip. Following are the point needed to be known:

- Approximate dates or month of travel of the client

- Total number of people traveling

- Mode of travel along with the class

- Class of hotel and type of local transport

- The budget of the client

- Any extra services required

After receiving confirmation from potential client, the next step is the planni9ng of itinerary. Firstly the route has to be established. The distance in kilometers between the tourist cities and the places of attractions, the approximate time taken for travelling and

visiting the sightseeing places should also be considered. The name of the hotel booked for the client along with specification of meals, if any, and the day-to-day activities to be recommended have to be mentioned in the tour itinerary.

The steps involved in planning the itinerary are as follows :

1. **Route Map and Routing of Itinerary**- The tour professional should have the clear and thorough idea of the exact route to be followed in the itinerary whether it is by air, rail, or road for the client's itinerary. He could refer an atlas, road maps, maps of individual states, cities and countries. Also railway and airline route maps and timetables while could be referred while planning and explaining the itineraries to the clients.

Routing is very important while planning a tour itinerary. For road travel the journey should be scenic. The itinerary should be practical. Backtracking, doubling back, or routing the client in circles should be avoided, unless it is necessary.

2. **Pacing the itinerary-** As per the client's requirement pacing has to be done. The client's age and health should be considered. Planning should be made by keeping in mind the age and efficiency level of the client. To keep the itinerary moving, its pace should not be too fast because of which the client are pushed continuously and become tired may get irritated. Thus the trip may be less enjoyable or can be ruined. Atleast half day and full day sightseeing should be added along with some two or three overnight stays.

3. **Interests of Tourists-** This is one way to add more value to the itinerary. The client's interest or liking can be matched with the corresponding activities and attractions in the tour itinerary. The tour professional thus negotiate with the client about their interests and likings.

4. **Details to be considered-** This is an important step needed to be kept in mind. The entire tour of the passenger may be a failure when you miss out a small point, even if you plan an attractive detailed tour itinerary. Firstly one should check whether the sightseeing place or tourist attraction is open on that particular day when your client arrives, for example, the Taj Mahal of Agra is closed on Fridays. Also all ground arrangements and air travel should be reconfirmed. Secondly, you should inform your clients regarding all the formalities, like check-in procedure and formalities at the airport, the amount of baggage to be carried,

which things are not to be carried and the kind of clothing etc suited at the destination, etc.

5. **Energy level of tourists-** The energy level of the client and the energy level needed for the tour itinerary should be matched for a successful trip. This can be done knowing what kind of holiday or travel experience the traveler is exactly looking for. The tour professional should know how much walking is required in a particular destination. As in places like Shimla and Manali, large vehicles are difficult to drive. The tourists might have to walk for some kilometers to reach these attractions. Older people or the family with children may face difficulties in such situations. Some tourists might prefer a quite vacation near the beach or so, so energy level of the tourist has to be judged by the tour professional in a proper way.

6. **Shopping-** Many tourists like buying special things from different places or they might be interested to carry some souvenirs from the various regions or some gift items to gift them to their family or friends. For example Rajasthan is famous for tie and dye fabrics, *mojaris* and kundan jewellary.So the travel agent must always give a little free time for the tourists in the itinerary. Either it should be at the end of an itinerary or in the middle. Many tour professional lure tourists by highlighting shopping in their advertisement or brochure. Eg Dubai festival.

7. **Climate-** Last but not the least. Climate plays an important role while recommending a travel destination to a tourist. It is the job of the tour professional to inform the tourists accordingly as to what essential clothing and accessories should be carried for the trip. Some tourists may be interested to places with good climatic condition. For example in the summers they may be interested to the Himalayan regions. Tourists should not be recommended to go some dangerous areas. There may be a risk of flooding, blockage, landslides etc. Sometimes the trains or flight may be delayed due to bad weather and the trip of the client may get ruined.

2.6.3 Pricing of Tour Package

Pricing is an important element for any company. Prices must be right for the market and sufficient to cover overheads and should provide satisfactory level of profit.

The prices vary according to season and hence reflect the level of demand and tend to be set by the market leader. The cost of an inclusive tour reflects:

- Transportation costs (calculated over the course of the season to take into account seasonal variation in demand)

- Accommodation

- Ground handling arrangements (Airport/port taxes)

- Value added tax

- Gratuities, porterage

- A small fee to cover price rises

- Mark up, approx 25% of the cost price –This covers agency commission, marketing costs, head office administration costs and profit.)

Running package tours is like assembling operations. A critical aspect here is the bulk buying of all these elements at the lowest possible price to secure a low level of unit costs (air transport, hotel accommodation, etc as per traveler).   It is only in this way that the tour operator can compete successfully. The imperative to secure low input prices places cost management and cost control at the forefront of package tour operation. The pricing of package tour is therefore an essentially cost-oriented procedure. Traditionally package tour companies operate at modest profit margins.

The typical cost structure of an inclusive tour would be :

- Transportation- 45% (as a percentage of overall cost)

- Accommodation- 37% (as a percentage of overall cost)

- Other services at destination- 3% (as a percentage of overall cost)

- Head office overheads -5% (as a percentage of overall cost)

- Travel agency commission- 10% (as a percentage of overall cost)

On entering a new market it may be that the principle objective is to penetrate and obtain a targeted share of the market in the first year of operating, and may be achieved by reducing or even forgoing profits during the first year, and/or by reducing the per capita contribution to corporate costs. Indeed, to some destination the operator may be introduce low pricing policies, subsidizing the cost of this policy for other more profitable roots in order to get a foothold in the market to the new destination.

In some cases it may be necessary to discount tours in order to clear surplus capacity. However, the technique can be used to encourage members of the public to book early.

In some cases, comparatively small operating margins tour operators are always looking for additional source of revenue. These sources can be :

- The sales of excursion at the destination

- Duty free sales on board flights

- Car hire

- Interests received on deposits and final; payments invested

- Foreign currency speculation

- The sale of insurance policies

- The imposition of high cancellation charges- that exceeds any costs borne by the operator

2.7 Check Your Progress

1. Describe the guidelines for recognition of tour operator in India by Ministry of Tourism, Government of India.

2. How many types of tour operator are there?

3. Explain the steps involved in Tour Package preparation and Itinerary Planning.

4. Write short notes on Pricing of Tour package

2.8 Summary

By reading this unit you will now be able to tell about the tour operating business, its types and forms. You got an overview of the steps in package tour preparation, itinerary preparation and finally you learned about pricing of tour package.

Unit- 3 ◻ Tour Guiding and Visitors Interpretation

Structure

3.1 Overview

3.2 What does a Tour Guide do? / What is Tour Guiding?

3.3 Opportunities

3.4 Check Your Progress

3.5 Summary

3.1 Overview

Overview	Tour Guide
In this module your will be explored to the meanings of tour guiding and visitor. You will get an introduction about escorts and guides. You will come across with the group management skills. Further in this chapter you will learn the importance of language proficiency and opportunities of tour guides and escorts.	A tourist guide is a person who work in travel industry, provides assistance, information and cultural, historical and contemporary heritage interpretation to people on organized tours and individual clients at educational establishments, religious and historical sites, museums, and at venues of other significant interest. They are experts on the history of the location and offer

their tour groups interesting or enlightening information about points of interest. Guides may give walking tours, bus tours, or even lead river tours on a boat. Often hired by visitors' bureaus or travel companies, tour guides are typically residents of the region in which they give tours.

According to Oxford Dictionary, a guide is the one who shows the way and id\s tourist's hired conductor. He requires having the knowledge of the places to be visited by the tourist in particular and must have the knowledge of the political, social, cultural,

and historical background of the country in general. A tourist guide may be defined as the person who have the knowledge and professional training and is hired by the tourists to guide them in 'knowing' and appreciating the places and the object of visit during the tour. He acts as a sort of living encyclopedia. Thus his work is of an important nature similar to that of an ambassador, therefore, he is sometimes known as 'unofficial ambassador of his country'.

A guide normally possesses an area-specific qualification usually issued and/or recognized by appropriate authority.

The guide has to play the following roles :

- As a cultural ambassador

- As a friend, philosopher and the guide of a tourist

- As a modifier and influencer

- As a marketing personnel

- As a travel industry representative

- As a public relation representative

- As an educator/ entertainer

- As a public speaker

3.2 What does a Tour Guide do? / What is Tour Guiding?

A tour guide's duties depend on their location and employer. If they are self-employed, they will usually give tours of publicly accessible travel destinations like national parks or nature attractions. Those who are employed by a visitor's bureau or corporation offer tours of cities, industrial locations, or other points of interest. The three main areas of specialization within the guiding industry are historical tour guiding, corporate tour guiding, and nature or eco-tour guiding.

1. Historical Tour Guiding - Generally historical tour guides lead groups of visitors to national monuments, historical sites, historical districts, religious or archaeological sites, and museums. These guides are well-versed in the history of the site or monument. They offer visitors an interesting description of the location, including its history and what effect it has had on modern society. In addition, they answer visitor questions and keep the tour organized, efficient, and safe.

2. Corporate Tour Guiding- Corporate tour guides are employed by large companies that are usually a well-known corporation or travel destination, though non-profit organizations often require guides as well. They lead groups through factories, describing the manufacturing process or history and mission of the business. Theme parks often employ tour guides who lead visitors on tours of a museum within the park that documents the company's history of accomplishments. Guides may also work in zoos, wildlife refuges, safari parks, or animal reserves, enlightening visitors on animal behavior and the goals of the company.

3. Nature/Eco tour guiding - Nature tour guides lead groups to natural attractions, national parks, and other outdoor locations where wildlife and scenic locations are the focus of the tour. These guides are experts in the natural sciences and have the ability to engage visitors with their knowledge of biology, geology, and the history of the location. An increasingly popular area of the industry is eco-touring. The goal of the eco-tour guide is to lead a small group of individuals to an often protected but scenic natural area while having little or no impact on the environment. Visitors are offered insight on the environmental impact of human actions as guides attempt to foster a general appreciation of the natural habitat.

Regardless of the specialization of the tour guide, some fundamental responsibilities apply to all positions:

- Their basic responsibility is to make sure the tour is as safe as possible for the entire group. They will monitor the group's activities to ensure everyone complies with the site's or guide's safety regulations. In some cases, they may have to provide first-aid or emergency services to visitors.

- Tour guides typically plan itineraries as well. They will research thoroughly prior to giving the tour and be prepared and organized for each step of the process, from greeting visitors upon arrival to arranging transportation between locations.

- Guides are also required to perform clerical duties, collect fees, and in many cases, promote gift shops and sell souvenirs.

Typically, a tour guide's work week is very structured, though they may work more or less than 40 hours. Since they work within the travel industry, many tour guides lead tours on weekends. Some guides are employed for seasonal and temporary positions, working only during the summer months when tourism is at its peak.

VISITOR

In simple words, a visitor is someone who visits any place. He is the one who visits a country other than that in which he has his usual place of residence, for any reason other than following any occupation remunerated from within the country visited.
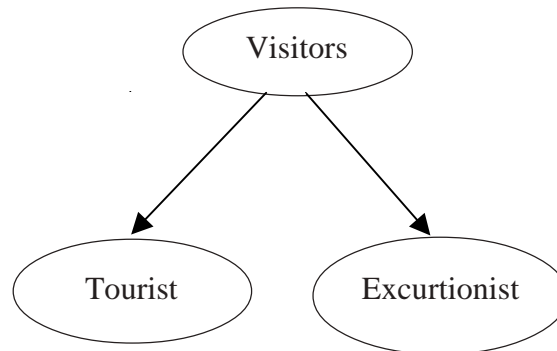
- Tourist- The word tourist has been derived from the Latin word, 'TORNUS' which means a tool for describing a circle or a turner's wheel. In the sense of the word of origin, tourist is a person who undertakes a circular trip, i.e., ultimately comes back to place where he sets about his journey.

Tourist is a temporary visitor staying at least twenty-four hours in the country visited and the purpose of whose journey can be classified under one headings: (i) leisure (recreation, holiday; health, study, religion and sport); (ii) business, family, mission, meeting.

- Excurtionist- An excursionist is a temporary visitor staying less than twenty four hours in the country visited. Excursions are usually made for the short distances.

ESCORTS

Ecorts are also known by the name Tour Manager/Tour Director. He is a person who accompanies the tourist right from commencement till the end of the tour. He manages an itinerary on behalf of the tour operator ensuring. He usually accompanies the tourists to the historical sites the programme is carried out as described in the tour operator's literature and are sold to the traveler/consumer. He also gives local practical information. An escort usually accompanies to the historical sites, rural areas, pilgrimage places, shopping, museums, etc. He further looks after the facilition of the tour such as the check-in formalities, custom clearances, etc.

An escort has to play following roles :

- As a tour manager

- As a guide cum escort

- As an accompanying manager

- As a subject expert

- As a friend, philosopher and guide of the tourists

- As an assistant to the tourists

- As a representative of the tour company

- As liason officer

GROUP MANAGEMENT SKILL

A tourist guide or an escort must have knowledge and skills for managing the group. He must know to administer group. Following qualities are necessary for managing the group :

- His/her voice should be reachable and snoring so that all the people in the group could follow the instructions properly.

- He/she should possess good relation with the local service providers and sound knowledge of the area so that the tourist can give you more attention.

- He/she should have courage to tackle any problem easily , for e.g., sudden sickness of the group members or loss of money or passport or missing of any vital document or even missing of the group member. A tour manager must not panic anytime otherwise the group member can't trust you anymore. He/she should be confident and strong enough to solve tackle any tricky situation.

- He should possess the quality to modify the programme and direct them to the tourists whenever the situation demands.

- A good group management always prevents disputes or clashes to occur, and if occurred he/she should know to handle them properly.

- He/she should have power to control the group of varied interests and also the host population.

- He/she should be the responsible management of the programme otherwise the tourist may become rude to you.

- The tour manager must have an ability to make their tour a successful one.

LANGUAGE PROFICIENCY

First of all communication is the most important tool which certainly will help a guide or escort to become successful in his or her profession. Thus to become a good guide one has to be good communicator or orator or lecturer which demands the following qualities :

- a good and sonorous voice

- the most important of all, appropriate knowledge of language/ medium of instruction or communications as it will help the guide and escort to product grammatically correct and socio-culturally appropriate sentences.

- amiable personality and ability to deliver a lively and delightful lecture.

- ability to modulate the voice

- ability to make jokes and funs for entertaining the tourist at times.

- ability to provide the correct information

- knowledge of formal and informal behavior

- A guide or an escort must be fluent in English and must have knowledge of two or more popular foreign language.

Language proficiency or multilingualism is an important phenomenon of the communicative situation sensitive or sender -receiver relationship oriented use of two or more languages or interactive codes within a geo-political boundary or at a particular social domain like specific profession or trade, for e.g., tourist guide or escort.

3.3 Opportunities

Prospective tour escorts can also apply directly to various tour companies that hire escorts. Their first year on the job tour escorts typically guide groups to one place exclusively; the second year, two places; the third, three. With seniority comes a better choice of itineraries and an opportunity to train new escorts. Some tour escorts become tour supervisors who put together all the elements of the trip-transportation, hotels, meals, and sightseeing. The work of a tour escort is extremely demanding. It may involve fifteen to twenty-five consecutive weeks of work without a day off, and it

requires lifting heavy luggage and making arrangements to keep even the most persnickety traveler in the group happy. Tour escorts apparently enjoy their jobs in spite of these factors, as there is a fairly low job turnover among workers in this occupation.

On the other hand tourist guiding is often seasonal work, so your working hours will vary. You could work up to 40 hours a week during the peak season for e.g., in the UK, which is usually the summer months. You are likely to work at weekends and sometimes in the evening. A lot of tourist guides have more than one job so that they have work outside of the peak season. Some tourist guides may travel outside of the UK to find work.

You would usually spend most of your working time on your feet, and you could work indoors or outdoors. A lot of tourist guides are self-employed and charge fees. Rates of pay vary depending on your location, and the type of guiding you are doing while some work for a tour company or under government.

Although the enormous growth in the travel industry guarantees a continuing demand for tour escorts and tour guides, in the future they may need more advanced training. All travel-related job opportunities are tied to economic conditions that affect the amount of money people have to spend on travel.

In India currently due to court case and stay order by the judiciary the licence for the Tourist Guiding programme is not conducted.And only Earn While Learn programme is being conducted by the IITTM (Indian Institute of Tourism Management Gwalior and New Delhi is being conducted.This programme may be useful for the aspirants of Tourist Guide Training Programme in India.

However if one wants to be an Escort then the other way is to learn and command a good foreign language like: French ,German,Spanish,Japanese,Chinese or even English language. And by this way one can have good command over the languages and one can master it and converse with the respective foreigner which can pave the way to become an escort with the Inbound Tourism company.The other way is to be an intern with a Tourism company and learn how to ride the rope in more practical and difficult way is to become an airort representative and join a foreign language course simultaneously.

One can join the Outbound Tour Company which paves the way to become a Tour Escort and enjoy going and travelling overseas and look to get an opportunity to see the overseas which can open new doors and windows in this world.This can even open

new window of opportunity to becoming an international businessmen.

So becoming a Tourist Guide can open lots of opportunities in India or overseas in the following ways.

1) One can make lots of earning in terms of good perks, remuneration and commission amount.The DOT(Department of Tourism, Government of India) Charges are are somewhere between Two to Three Thousand INR daily. Besides that huge earning can be made in terms of commission.

2) One can improve peace, prosperity and Goodwill ambassador for the country and concerned culture.

3) Being in the this peoples industry one becomes street-smart and can manage any of worst of the circumstances.

So a well-paid career as a Tourst Guide is awaiting for you.

Learn Tourism is an Educational organisation based in new delhi India which provides Tourism Courses and Tourism Project Guidance-ignou bts projects and ignou mtm projects.

3.4 Check Your Progress

1. Write short notes on

   a. Tour Guiding

   b. Escorts

2. Who are visitors? Explain various types.

3. What is group management skills?

4. Why language proficiency important for a tourist guide or escort?

3.5 Summary

After reading this chapter your concept of visitor, tour guide and escorts would be much clear. You will now be knowing what is group management skills. Also now you know what role does language play in the functioning of tour guiding and escorting and how much opportunities does a tour guide and escorts as a career have.

Unit- 4 ◻ Tourism Products in India

Structure

4.1 Overview

Overview

In this module, you will come across the various tourism products of India. India has wide range of products and resources. Further in this chapter you will know about various important archeological and world heritage sites of India. One selected museum i.e., Indian museum, Kolkata has been elaborated. Lastly there's a brief note on beaches and wildlife tourism of India.

Tourism is a wide industry and tourism itself is an activity or rather a complex the activity. The word tourism tells movement from one place to the other and staying in destination for some or the other activities.

More than a single activity it has multidimensional phenomenon.

This means a lot of activities are comprised in tourism and all the activities somehow or the other are interdependent and requires cooperative efforts and common

policies. Apart from its multidimensional features it comprises of services and activities. Services are achieved by the service providers who are main businesses of tourism industry and they include travel agents, tour operators, tourist guide, escort, cruise liners, ferries, airlines, hotels, etc. So service providers themselves are involved in activities to satisfy the customers. And from the customers point of view activities are infinite. As many motive people have, that many activities it give rise to. Tourism industry is a massive industry. However we find that the business of this industry highly depends on season, changing ideas and attitude of the customers.

Tourism is quite different from other industries. It sells services not the goods. That's why we call this sector as a service industry. Tourism industry encompasses wide variety of product, which while sharing some similarities, display many differences in market characteristics and consumer profiles.

4.2 Product

Product is anything which can satisfy the need of an individual both psychologically and physiologically. The thing may be an object, a site, activity, event, organization and person.

According to Kotler, (1984) "A Product is defined as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. (Kotler, Philip Marketing Management….)

Tourism Product

Tourism as a product is the satisfaction which is achieved for leisure, pleasure, business needs at places other than normal place of residents. Though we say it as a product but it is more like a value.

Tourism product is a series of interrelated services, namely services produced from various companies (economically), community services (social aspect) and natural service.

From the supplier' point of view, the tourism product is composed of heterogeneous goods and services from diverse suppliers. On the other hand consumers have very difficult view about tourism product. Maximum tourist wants experience.

India and its Tourism products

India is a land of diversity. As there are states there are varieties. Varieties in tastes, language, people, culture, lifestyle, activities, flora and fauna, dance forms, architecture, fair & festivals etc.

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4.3 Definitions of Tourism Product

Burkat and Medlik says - *tourism products to 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* (tourist / tourist).

According to Medlik and Middleton, *the tourism product consists of a variety of elements which is a package that is not integral to each other and meet the needs of tourists from leaving his residence to the place of destination and back again to the place of origin.*

The tourism "product" is not the destination, but it is about the experiences of that place and what happens there. **- Chris Ryan.**

Economist M. Sinclair and **Mike Stabler** define the tourism product as a "composite product involving transport, accommodation, catering, natural resources, entertainment and other facilities and services, such as shops and banks, travel agents and tour operators."

According Suswantoro (2007:75) on substantially the understanding of tourism products "is obtained and the overall service felt or enjoyed by tourists since he left his residence to the tourist destination of his choice and to return home where she originally departed".

4.4 Types of Tourism Products

Following figure describes the classification of Tourism Product :
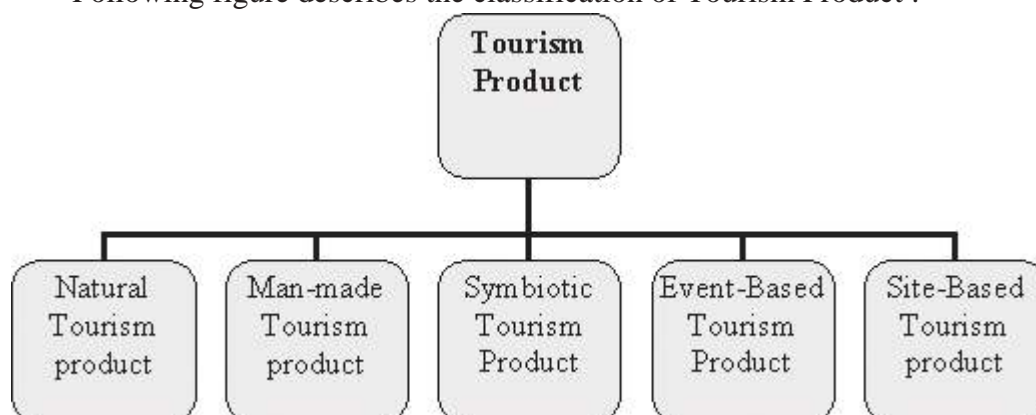
1. Natural Tourism Product

These are the products connected to the natural environment. Natural environment that constitutes natural resources which is related to area, climate and its settings, and the landscapes. These natural resources are the most important elements in a destination's attraction. Such as countryside, climate, natural beauty, water, flora and fauna, wildlife, beaches, deserts, islands or any scenic attraction.

Some examples of natural tourism products in India are Marina beach- Chennai, Darjeeling hill station-West Bengal, Islands of Andaman & Nicobar- Andaman & Nicobar, Deserts of Thar-Rajasthan, etc

2. Man-Made Tourism Product

Something which is not natural, found in the destinations to attract the tourists. These are man-made creations. As per the tourism point of view they are made for pleasure, leisure or business. Man made tourism product are further divided into three subtype:

a) Culture
b) Traditions
c) Entertainment

Cultural aspects includes those man-made products which depicts the culture of the people, civilization and are related to history. Such as

- sites and areas of archaeological interest
- historical buildings and monuments
- places of historical significance
- museums and art galleries
- political and educational institutions
- religious institutions

Traditional aspects are related to the traditions. Basically it reflects the activities, beliefs and life of people of any particular region. Such as

- Fairs and festivals
- arts and handicrafts
- dance
- music
- folklore
- native life and customs

And lastly the entertaining aspects are those which provides some amusements, thrills or enjoyable feel to the tourists. These include :

- amusement and recreation parks

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- sporting events
- zoos and oceanariums
- cinemas and theatres
- night life
- cuisines

Examples of Man-made tourism products are Ajanta and Ellora cave-Maharashtra (Cultural), Surajkund Craft Mela-Haryana (Traditional), Essel World-Mumbai, etc

3. Symbiotic Tourism Product

This type of tourism product do not fall in any particular category because they are the blend of nature and man but the core attraction is nature. These are the natural resource that has been converted into a tourism product by maintaining and managing them. In other words man has taken initiative to preserve the natural aspects of earth and also managed in a way to provide best possible services to the tourists who come for the visit, for example accommodation, parking facilities, etc. Some examples are National Park or Wildlife Sanctuaries, Flower Festival, Marine Park, Aero and Water Sports, Botanical Garden etc.

In India there are many national parks like Ranthambhore-Rajasthan, where tigers and many animals are preserved and tourists are given facilities like jungle safari.

5. Event- Based Tourism Product

Here event is the main source of attraction. Tourist comes to observe and participate in the events. Events are temporary in nature and are often mounted in order to increase the number of tourists to a particular destination. Some events are for short time scale while other lasts for longer days. Sometime events are mounted in those places where the tourist's eye usually don't reach such as unusual exhibitions.

Some examples of event based tourism product include Camel Polo at Jaisalmer-Rajasthan, Kite flying in Ahmedabad-Gujarat, where tourists also participates and observes. In Snake boat race-Kerela, one can enjoy witnessing it. Short time scale event includes Republic day parade-New Delhi and long days event include Khajuraho dance festival-Madhya Pradesh.

4. Site- Based Tourism Product

It is a particular site or a place, permanent in nature which is the main source of attraction for the tourists.

In India examples are like Taj Mahal, Beaches of Goa, Sunset at Kanyakumari, Temples of Khajuraho, etc.

4.5 Characteristics of Tourism Product

Following are the main characteristics of tourism products :

1. **Intangibility**- As discussed earlier in this chapter, tourism products are actually the services that are being sold to the tourists, and it's not the goods. Services can't be seen, smelled, felt or touched, it can only be experienced. What can be seen is their effect. For example a guide's comments can be heard. A travel agents books a ticket from place A to B. The ticket is just a piece of paper, an entry pass for using the service. An airline provides the service of transportation, comfort and leisure. A thorough evaluation of the service before buying it is therefore impossible and leads customers to use other cues to help them assess the service like the interior of the restaurant, the appearance of the hotel entrance or the behavior of the receptionist.

2. **Inseperatability**- A service of a tourism product cannot be separated from the provider of the service. For most services the producer and the seller are the same person. Services are manufactured and consumed at the same time. In the case of products, consumption takes place after production and often far away from the factory. In the case of tourism product for example a guide has to be present to explain the attraction. A pilot has to be present to fly a plane. Both service providers and the service user have to be physically present for mutually satisfying the exchange of service. The visitor to a national park cannot experience counter service if the receptionist is not present, nor can the receptionist render the service is the visitor is absent.

3. **Perishability**- The tourism product is highly perishable, that means it cannot be stored. For example a hotel room or an airplane seat that is not sold on a particular day, is a lost sale. If the tourists don't visit a particular place, the opportunity is lost. If the opportunity is lost, the moment is lost. This adversely affects the tourism business. The demand has to be managed by the marketer in such a way as to ensure that as little capacity as possible is lost. The problem is unique for tourism industry. Due to these reason sometimes heavy discount is offered by hotels or transport generating organization.

4. **Heterogeneity**- Services offered by most people are never the same. There is some degree of variability present in almost all the types of services. This may be due to the extensive involvement of people in the production of service. This issue is not present when a machine dominates. Depending on the mood, behavior,

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working style, efficiency and knowledge of the people variability exists. For example all air hostesses cannot provide the same quality service like the other. Yet again the same individual air hostess may not perform the same uniform service both in the morning as well as in the evening.

Even the tour package and the aircraft can't be consistently of equal standards because an aircraft can de-shape the travelling pleasure into a nightmare and a ho9liday sea side is ruined by prolonged rainy spell.

Another reason for variability of service is involvement of customer in the process of production delivery and consumption system. For example a musician performing at a program may not perform with uniformity. His performance will depend on the the response and appreciation of the audiences. Hence service vary from person top person, time to time and from situation to situation.

In travel and tourism businesses, service quality depends on uncontrollable factors and there is no sure way of knowing whether the service delivered matched what was planned or promoted, or what was expected by the customer.

5. **Essentially of User's Presence-** Presence of user is necessary to avail the service. The customer or the guest has to be personally present on the spot. It can't be brought to the user. As in the case of other tangible goods, the buyer can avail the service from anywhere or from his home. But in case of tourism product it is not at all possible. The tourist has to go to the tourist attraction to experience the tour. However the marketers here need in-depth study of users' behavior, tastes, preferences, likes and dislikes so that expectations and realities coincide and satisfaction is made possible.

6. **Complexity in marketing-** Tourism product involves complexity in marketing. It requires a lot of effort to convince a buyer. As in the case of a travel agents. In order to sell their tour package they need to convince the customer by introducing various facilities, discounts and services. Product demonstration is bit difficult in the case of tourism product.

7. **Absence of Ownership-** As in the case tangible goods like television. As soon as we buy it, we become the owner of it. But this is not the case with tourism product. A tourism product when sold to the customer or tourist, he can only avail the service but can't be its owner. For example while buying a hotel room, while buying a seat in an aircraft or a luxurious train, you can only take the facilities of the service for a certain time. You can't be its owner for lifelong.

8. **High amount of risk-** There is always a risk while selling a product to the customer as there is uncertainty of events and some uncontrollable factors may determine the future. For example, Adventure sports could be a good and bad experience which will be determined by the physical status of the person at the specific period of time. Its performance is highly unpredictable as it is based on the attitudes of the tourists. Similarly a sudden bad weather in the destination is somehow an uncertainty. The seller has no control over it.

9. **Discretionary Products-** There is always some pushing factor behind the purchase of a tourism product. The degree of that determines whether to buy it or not. It is discretionary purchase, which can be deliberate. There is necessity or discrepancy arisen, if not purchased. There is leisure time, money, interest etc that pushes him to make a decision. For example people will opt for a luxury trip only after satisfying their basic needs.

10. **Rigid Supply Components-** Tourism is the business subject to seasonality of demand. There are number of factors present for the rigidity and elasticity of supply components in tourism like railways, roads, airports, etc. These capital intensive items takes some time to complete and function and can't be easily changed for further users. For example an underutilized international airport remains an underutilized airport. A hotel which does not meet viable levels of occupancy can't be utilized as an apartment house very successfully. An underestimate of demand may damage the goodwill and create the image problem, since it takes years to create additional facilities.

11. **Instable demand-** There is number of factors that are responsible for unstable demand. Like seasonal variation and high elasticity of demand, sudden impacts of external and environmental factors, for e.g., economic recession or boom, depressed or increased demand. Sudden political changes in the host countries can close or open frontiers. There can be some quantitative and qualitative changes in the demand structure. So demand for a tourism product can never be stable.

4.6 Archaeological Sites of India

Archaeology is the study of the ancient and recent human past through material remains. It is a subfield of anthropology, the study of all human culture. Archaeology offers a unique perspective on human history and culture that has contributed greatly to our understanding of both the ancient and the recent past.

An archaeological site is a place (or group of physical sites) in which evidence of past activity is preserved (either prehistoric or historic or contemporary), and which

has been, or may be, investigated using the discipline of archaeology and represents a part of the archaeological record.

All ancient and historical monument including all the archeological sites of India have been declared by the Ancient and Historical Monuments and Archaeological sites and Remains (Declaration of National Importance) Act, 1951, or by section 126of the States Recognition Act, 1956 to be of national importance shall be deemed to be ancient and historical monuments or archeological sites and remains declared to be of national importance for the purpose of this act.

Following is the list of some important archeological sites from all around of India:

Ajanta Caves (Maharashta)	Bhirrana or Birhana (Haryana)
Acheulean site of Chirki-on-Pravara (Maharashtra)	Burzahom archaeological site (Jammu & Kashmir)
Adichanallur (Tamil Nadu)	Dholavira (The Ancient Metropolitan City)(Gujarat)
Aihole (Karnataka)	Edakkal Caves (Possible influence of Indus Valley Civilization) (Kerala)
Arikamedu (Puducherry)	Ellora Caves (Maharashtra)
Badami (Karnataka)	Jaugada Mauryan fort site (Odisha)
Barabar Caves (Oldest Rock-cut cave of India) (Bihar)	Jwalapuram (Andhra Pradesh)
Bhimbetka (Madhya Pradesh)	Kharligarh Ancient ruined fort (Odisha)
Konark Sun Temple (Odisha)	Kulpahar site of 10th century remains (Uttar Pradesh)
Lothal (Gujarat)	Nalanda (Largest University of Ancient Time & one of the oldest) (Bihar)
Mahaballipuram (Tamil Nadu)	Pattanam (Kerela)
Rewari site of a large hoard of copper artefacts (Haryana)	Sisupalgarh Mauryan fort site (Odisha)
Vikramshila (Bihar)	

4.7 World Heritage Sites of India

In 1972, the General Conference of UNESCO adopted a resolution with overwhelming enthusiasm creating thereby a 'Convention concerning the protection of the World Cultural and Natural Heritage'. The main objectives were to define the World Heritage in both cultural and natural aspects; to enlist Sites and Monuments from the member countries which are of exceptional interest and universal value, the protection of which is the concern of all mankind; and to promote co-operation among all Nations and people to contribute for the protection of these universal treasures intact for future generations.

The List of recorded sites on the World Heritage now stands at 981 which include both cultural and natural wonders, and endowment that is shared by all mankind and the protection of which is the concern of the entire mankind. These include 759 cultural, 193 natural and 29 mixed properties in 137 state parties. India is an active member State on the World Heritage from 1977 and has been working in close co-operation with other International agencies like ICOMOS (International Council on Monuments and Sites), IUCN (International Union for the Conservation of Nature and Natural Resources) and ICCROM (International Centre for the study of Preservation and Restoration of Cultural Property).

There are 32 World Heritage Properties in India out of which 25 are Cultural Properties and 7 are Natural Properties. Following is a map of India depicting both the cultural and natural sites.

Site Names	State	Entered
1. Ellora Caves (Cultural)	Maharashtra	1983
2. Ajanta Caves (Cultural)	Maharashtra	1983
3. Agra Fort (Cultural)	Uttar Pradesh	1983
4. Taj Mahal (Cultural)	Uttar Pradesh	1983
5. Group of Monuments at Mahabalipuram (Cultural)	Tamil Nadu	1984
6. Sun Temple, Konark (Cultural)	Odisha	1984
7. Manas Wildlife Sanctuary (Natural)	Assam	1985
8. Kaziranga National Park (Natural)	Assam	1985

9.	Keoladeo National Park (Natural)	Rajasthan	1985
10.	Khajuraho Group of Monuments (Cultural)	Madhya Pradesh	1986
11.	Group of Monuments at Hampi (Cultural)	Karnataka	1986
12.	Churches and Convents of Goa (Cultural)	Goa	1986
13.	Fatehpur Sikri (Cultural)	Uttar Pradesh	1986
14.	Sundarbans National Park (Natural)	West Bengal	1987
15.	Great Living Chola Temples (Cultural)	Tamil Nadu	1987
16.	Elephanta Caves (Cultural)	Maharashtra	1987
17.	Group of Monuments at Pattadakal (Cultural)	Karnataka	1987
18.	Nanda Devi and Valley of Flowers National Parks (National)	Uttarakhand	1988
19.	Buddhist Monuments at Sanchi (Cultural)	Madhya Pradesh	1989
20.	Qutub Minar and its Monuments (Cultural)	Delhi	1993
21.	Humayun's Tomb (Cultural)	Delhi	1993
22.	Mountain Railways of India (Cultural)	West Bengal, Tamil Nadu, Himanchal Pradesh	1999
23.	Mahabodhi Temple Complex at Bodh Gaya (Cultural)	Bihar	2002
24.	Rock Shelters of Bhimbetka (Cultural)	Madhya Pradesh	2003

25.	Chhatrapati Shivaji Terminus (formerly Victoria Terminus) (Cultural)	Maharashtra	2004
26.	Champaner-Pavagadh Archaeological Park (Cultural)	Gujarat	2004
27.	The Red Fort complex (Cultural)	Delhi	2007
28.	Jantar Mantar (Cultual)	Jaipur	2010
29.	Western Ghats (Natural)	Kerela, Karnataka, Tamil Nadu, Maharashtra	2012
30.	Hill Forts of Rajasthan (Cultural)	Rajasthan	2013
31.	Great Himalayan National Park Conservation Area (National)	Himanchal Pradesh	2014
32.	Rani-ki-Vav (The Queen's Stepwell) at Patan (Cultural)	Gujarat	2014

The following graph describes the number of world heritage sites covered by each states of India :
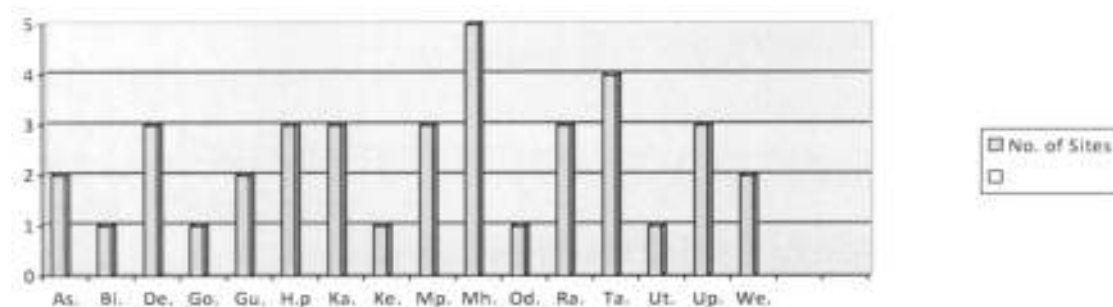
4.8 Religious Sites of India

India is a land of diversity. Diversity in languages, climate, vegetation, customs and traditions. It has different cultures. Here in India we could see that even India as a mother is workshipped.

Nearly every culture in human history has sought to honor the divine, the mysterious, the supernatural, or the extraordinary in some way. Most often this happens at sacred sites - special places where the physical world seems to meet the spiritual world. These might be awe-inspiring natural places, sites connected to a god, a saint, or a hero, places where miracles or visions were reported, or buildings consecrated for worship or ritual.

India is a nation that believes in the ideology of unity in diversity. It is an abode to different religions, cultures, traditions, ethnic values and customs. Over 80% of India's population practice Hinduism. Other major religions in India are Sikhism, Jainism, Christianity, Buddhism and Islam.

There are a large number of temples, mosques, gurudwaras, churches and monasteries which are visited by people from different religions. These religious sites are the places where the physical world meets the spiritual world and where the hearts are filled with divine holiness and spirituality. India is a 'Land of Faith', where the spiritual air has a fragrance of Karma, Dharma and Forgiveness. The secular India believes in the philosophy of sarva dharma sambhava, which means equality and respect for all religions. The religious places in India are not confined to any particular region or state but are spread across the country.

Depending on the religion, following are some of the famous religious places of India:

Hinduism

1. Char Dhams: For a Hindu, Char Dham Yatra is a complete pilgrimage. The four pilgrimage sites are located in four different directions.

- Badrinath Temple -It is a temple dedicated to Lord Vishnu in Uttarakhand.

- Jagannath Temple - Dedicated to Lord Jagannath; it is popular for its annual Rath Yatra in Puri (Odisha).

- Rameswaram Temple - Located in Rameswaram in the South, it is dedicated to Lord Shiva.

- Dwarakadhish Temple - This temple, dedicated to Lord Krishna, is situated in Dwarka, Gujarat.

2. In the Himalayas, there is a pilgrimage circuit in Uttarakhand, known as Chota Char Dham- Badrinath, Kedarnath, Gangotri and Yamunotri.

3. Amarnath: Located in Jammu and Kashmir, the holy shrine Amarnath is devoted to Lord Shiva. Every year, a yatra to the Amarnath cave is held for the pilgrims to worship the ice stalagmite Lingam.

4. Vaishno Devi: Situated on the Trikuta Mountains in Jammu and Kashmir, this shrine is dedicated to Maa Vaishno. There are three natural rock formations known as Pindies which are worshipped here.

5. Kamakhya Temple: Located in Guwahati, Assam, it is one of the oldest Shakti Peethas dedicated to Goddess Kamakhya. Thousands of tantra devotees attend the annual festival, Ambubachi Mela, held in this temple.

6. Tirumala Venkateswara Temple: Located in Tirupati, this temple is devoted to Lord Venkateswara, who is also known by different names such as Balaji, Srinivasa and Govinda.

7. Siddhivinayak Temple: Devoted to Lord Ganesha, this is one of the most popular temples in Mumbai. It has also gained popularity due to visits by politicians and bollywood celebrities besides common people.

8. Shirdi Sai Temple: Located in Shirdi, Maharashtra, it is a holy shrine of Shirdi Sai Baba. The temple, visited by a large number of devotees every year, is spread in an area of approximately 200 sq. meters.

9. Somnath Jyotirlinga: Dedicated to Lord Shiva, this place, located in Gujarat, is a source of spirituality and divinity among many Hindu pilgrims. It is the first among the twelve jyotirlinga shrines of Shiva in the country.

10. Meenakshi Amman Temple: The Meenakshi Amman Temple in Madurai is dedicated to Goddess Parvati who is also known as Meenakshi.

11. Brahma Temple: The Brahma Temple in Pushkar is the only temple in the world dedicated to the deity. The temple is believed to be about 2000 years old.

12. Sabarimala Sree Dharma Sastha Temple: Dedicated to Lord Ayyappa, it is the most popular of the Sastha temples in Kerala. It is one of the only temples in India which is open for people of all religions and faiths.

13. Kumari Amman Temple: It is the most famous temple in Kanyakumari, devoted to Goddess Kumari Amman, also known as Kumari Bhagavathy Amman. It is one of the Shakti Peethas in India, and is the first Durga Temple made by Lord Parasurama.

14. Shakti Peethas: There are more than 50 Shakti Peethas in India. They are dedicated to goddess sati or Shakti. Some of the Shakti Peethas are Chhinnamastika Shakti Peeth at Chintpurni in Himachal Pradesh; Mahalakshmi Temple in Kolhapur, Maharashtra; Kamakshi Amman Temple in Kanchipuram, Tamil Nadu; Chamundeshwari Temple in Mysore, Karnataka; Vishalakshi Temple in Varanasi, Uttar Pradesh; Jwala Ji Temple in Himachal Pradesh; Nandikeshwari Shakti Peeth in Nandipur, West Bengal; Vimala (Bimala) Temple in Puri, Odisha; Kalmadhava Shakti Peeth in Amarkantak, Madhya Pradesh and many more.

15. Mathura-Vrindavan: Lord Krishna was born in Mathura and spent his childhood in Vrindavan. These places have many temples dedicated to Lord Krishna and his beloved Radha.

16. Haridwar: It is located in Uttarakhand and is considered as an ideal place to start a pilgrim journey to Mount Kailash.

17. Varanasi: Also known as Kashi, this ancient city is also referred as the holy city of India. The ghats and the temples of the city attract large number of Hindu devotees.

18. Besides the above mentioned prominent places, there are innumerable temples in India and religious destinations like Allahabad, Ujjain, Nashik, Rishikesh, Gaya, Madurai, Mahabaleshwar and many more hold their significance and importance especially among the Hindus.

Islam

1. Hazratbal: The shrine of Hazratbal is located in Srinagar and is popular because it contains the relics of Prophet Mohammad. The devotees are allowed to view the relic only once a year and therefore, it attracts a large number of pilgrims during this occasion.

2. Jama Masjid: Built by Mughal Emperor Shah Jahan, this mosque is located in Old Delhi. It contains some relics of the Muhammad and can accommodate thousands of devotees to worship together.

3. Cheraman Juma Masjid: Situated in Kerala, it is considered to be the first mosque in India. Malik Ibn Dinar, the first follower of Prophet Muhammad built it in 629 A.D.

4. Taj-ul-Masajid: This mosque in Bhopal, Madhya Pradesh is one of the biggest mosques in Asia. The literal meaning of the name of this mosque is crown-among-mosques.

5. Mecca Masjid: This Hyderabad-based masjid is one of the largest masjids in India. It is constructed from the bricks which were made by the soil brought from Mecca, the holiest Islamic site.

There are numerous mosques and dargahs in India. One of the most famous dargah is: Some of the important mosques in India are 6. Aasfi Masjid, Lucknow;

6. Charminar, Hyderabad;

7. Moti Masjid, Delhi; Sir Syed masjid, Aligarh;

8. Tipu Sultan Shahi, Kolkata and many more.

Sikhism

1. Golden Temple: The Golden Temple of Amritsar, also known as Harminder Sahib, is considered as the most prominent shrine of the Sikhs. The four doors of the temple symbolise that it is open for people of all religions and beliefs.

2. Anandpur Sahib: It is known as 'the holy city of bliss' and is a part of Rupnagar district in Punjab. Takht Sri Keshagarh Sahib is the main gurudwara and major attraction in Anandpur Sahib.

3. Damdama Sahib: Located in Bhatinda, Punjab, it is the 'Seat of Temporal Authority' and is one of the most revered takhts of the Sikhs.

4. Patna Sahib: Takht Patna Sahib, also known as Takht Sri Harmandir Ji, is the birthplace of the tenth guru Sri Guru Gobind Singh and is situated in Patna, Bihar.

5. Hazur Sahib: Takht Sachkhand Shri Hazur Abchalnagar Sahib is located in Nanded, 6.Maharashtra, and is one of the five takhts of the Sikhs. It is also one of the highest temporal seats of authority and is the place where Guru Gobind Singh Ji took his last breath.

7. Hemkund Sahib: Located in Chamoli district of Uttarakhand, it is dedicated to the tenth Sikh Guru, Guru Gobind Singh Ji.

8. Gurudwara Paonta Sahib: The Paonta Sahib Gurudwara is dedicated to Guru Gobind Singh Ji and is situated in Sirmour district of Himachal Pradesh. It has a religious significance as it houses the book Dasam Granth, written by Guru Gobind Singh Ji.

9. Bangla Sahib Gurudwara: Located in central Delhi, this place earlier belonged to Raja Jai Singh but was later transformed into a gurudwara in the memory of Guru Har Kishan Ji.

10. Rakab Ganj Gurudwara: This Delhi-based gurudwara stands as homage to Guru Tegh Bahadur as his headless body was incinerated here after he was slaughtered by the Mughals.

11. Sis Ganj Gurudwara: It is one of the oldest and the historical gurudwaras in Delhi. It is dedicated to Guru Tegh Bahadur and his disciples who were beheaded in Chandni Chowk by the Mughals.

Christianity

1. Bascilica of Bom Jesus: Located in Goa, it is the first Indian church to be brought to the status of Minor basilica and is known for the tomb of St. Francis Xavier.

2. St. Cajetan Church: This Goa-based Church has a structure similar to that of St. Peter's Church in Rome. The church is an example of Renaissance and Christian architecture.

3. St. Francis of Assisi: Located in Goa, it is a former palace of the Archbishop and connects the Se Cathedral to the Church of St. Francis of Assisi and the Convent. It was a convent before but later converted into a church in 1521 for the Franciscan friars.

4. Santa Cruz Basilica: This church in Kerala was originally built by the Portuguese and elevated to a cathedral in 1558 AD by Pope Paul IV. After experiencing demolition and reconstruction, it was finally proclaimed a Basilica by Pope John Paul II in 1984.

5. Little Mount Church: The Shrine of Our Lady of Good Health is a popular church in Chennai and is one of the oldest churches in the country.

6. Cathedral Church of St. Thomas: This is the first Anglican Church of the Mumbai city. Its foundation was laid in 1672 and was completed in 1718 after which it was open for general public.

7. Christ Church & St. Michael's Cathedral: Situated on the popular Mall Road of Shimla, Himachal Pradesh, this church is considered to be the second oldest church of North India.

8. Cathedral of the Sacred Heart: This Roman Catholic cathedral is one of the oldest churches in Delhi. Here, the Christian religious services are held throughout the year.

9. Kanpur Memorial Church: It was originally known as All Souls' Cathedral and was built in 1875 in the honour of the British who lost their lives during the war of 1857.

Other popular churches in India are

10. Church of St. Andrew,

11. Church of St. Francis Xavier,

12. Cathedral Church, Church & Cathedral of St. Monica,

13. The Chapel of Our Lady of the Mount and Mater Dei Church. All these churches are located in Goa.

Some other renowned churches outside Goa are

14. Catholic Church, Sardhana;

15. St. Joseph's Roman Church, Gorakhpur;

16. St. Thomas Shrine, Palayur;

17. St. Francis Church, Cochin;

18. Parumala Palli, Kerala;

19. Santa Cruz Basilica, Cochin and many more.

Buddhism

1. Bodh Gaya: It is the biggest pilgrim center for the Buddhists in Bihar, and holds significance as Gautama Buddha is believed to have obtained 'enlightenment' here under the 'bodhi tree'.

2. Sarnath: Sarnath in Uttar Pradesh is a place where Buddha delivered his first teaching on Dharma.

3. Kushinagar: This place in Uttar Pradesh holds religious significance as here Gautama Buddha breathed his last and attained Parinirvana after his death.

Jainism

1. Vaishali: Vaishali in Bihar is the birthplace of the last Jain Tirthankara, Mahavira, and is therefore an important religious place for the Jains. It also holds significance for the Buddhists as Gautama Buddha preached his last sermon here before his death.

2. Pavapuri: This is a holy place in Bihar where Lord Mahavira attained salvation.

   Besides these places, there are many other famous Jain temples in the country. Few of such renowned temples are:

3. Gomateshwara Temple: Lord Gomateshwara or the Great Bahubali is located at Shravanabelagola, Karnataka and is one of the largest temples in the city.

4. Sonagiri Temples: There are many Digamber Jain temples scattered along with the main temple in Sonagiri, Madhya Pradesh. These are white coloured temples situated on a hill.

5. Lal Mandir: Sri Digambar Jain Lal Mandir situated in Chandni Chowk, New Delhi, is dedicated to Lord Parshavanath.

6. Palitana Temples: Dedictaed to Svetambara Jains and situated in Bhavnagar, Gujarat, they are about thousand in number and are scattered on Shatrunjaya hills. The Jains believe that a visit to these temples at least once in a lifetime is essential in order to attain salvation or nirvana.

7. Bawangaja Temple: It is known for the world's tallest statue of first Jain Tirthankar, Adinatha and is situated in Barwani district of Madhya Pradesh.

Judaism

The religious places of the Jews were divided and built by three different Jewish groups:

1. Cochin Synagogues: The Paradesi Synagogue in Cochin (Kochi) is the oldest synagogue in Commonwealth of Nations. The people of Cochin Jewish community or the Malabar Yehudan built it in 1567

2. Bene Israel Synagogues: In the late 18th to early 19th centuries, the Bene Israel Jews settled in Ahmedabad, Mumbai and Pune and built most synagogues in the country. Sha'ar HaRachamim, Mumbai; Magen Abraham, Ahmedabad; and many more in Konkan, Panvel and Alibag, Maharashtra; are few of the synagogues of Bene Israel.

3. Baghdadi Synagogues: The Sassoon family (descendants of Iraqi Jews) supported the construction of the Baghdadi synagogues in India. These synagogues generally have Holy Arks where Sefer Torahs are stored. The Magen david Synagogue in Byculla, Maharashtra; the Keneseth Eliyahoo Synagogue in Mumbai and the Ohel-david Synagogue in Pune are some of the Baghdadi Synagogue in India.

Sufism

1. Dargah of Moinuddin Chisti: Popularly known as Ajmer Sharif, this Dargah has a belief that no prayer gets unanswered here. The grave (Maqbara) of Moinuddin Chisti, a revered saint, is situated in the shrine. Not only Muslims, but people from different religions offer their prayers at this holy place.

2. Haji Ali Dargah: Located on an islet in Mumbai, it is one of the recognisable landmarks of the city. The tomb of Shah Bukhari and Sayed Peer Haji Ali are situated in this dargah. Thousands of devotees visit this shrine every year to offer Chaddar and prayers.

3. Nizamuddin Dargah: Located in Delhi, it is a shrine of Sufi saint Hazrat Nizamuddin Auliya.

4. Chirag-i-Delhi Dargah: This Delhi-based dargah is a mausoleum of Sufi saint Hazrat Nasiruddin Mahmud Chiragh Dehlavi, who is titled as Raushan Chirag-i-Dilhi, which means the illuminated lamp of Delhi.

5. Piran Kaliyar Sharif: Situated a few kilometers away from Roorkee at Kaliyar village in Haridwar, it is a dargah of sufi saint Alauddin Ali Ahmed Sabir Kalyari, the first saint of the Sabiriyan branch of Chishti Order.

6. Hazrat Bu-Ali Shah Qalandar: This dargah in Panipat, Haryana, belongs to sufi saint Sheikh Sharafuddeen Bu Ali Qalandar and was built by a Mughal general, Mahabat Khan.

7. Tarkeen Dargah: Dedicated to Khwaja Hamiduddin Nagauri, disciple of Khwaja Moinuddin Chisti of Ajmer. A major attraction of the dargah is a leafless tree which covers the entire mazaar.

8. The Sufi dargahs or religious places are open for all. Hence, they are visited by people with distinct religious beliefs in large numbers.

Zoroastrianism

The place of worship of the Zoroastrians is known as fire temple. There are about 150 fire temples in India with majority of them in Mumbai and Gujarat. Some of the popular fire temples in India are

1. Iranshah Atash Behram, Udvada;

2. Vakil Atash Behram, Surat;

3. Maneckji Nusserwanji Chinoy Fire temple, Hyderabad;

4. Seth Hormasji Bomanji Wadia, Mumbai;

5. Mobed Minocherhomji Adarian, Navsari and many more.

Bahá'í

1. The Lotus Temple: This Bahá'í House of Worship, built in 1986 in New Delhi, is notable for its flowerlike shape. A large number of people visit this temple everyday despite their religion and faith.

4.9 Indian Museum

The concept of museums in India may be traced back to the historic times, in which references to the chitrasala (picture gallery) do occur. However, in India the museum movement post-dates the similar developments that occurred in Europe.

As per the archaeological evidences, once people began to live in communities, they began collecting, preserving and displaying various items of interest from a cultural and historical perspective. These collections have provided a means of displaying history and passing important information to future generations. Museums have a key role in providing an understanding of identity and a sense of belonging to a place or community. The collections in a museum represent a unique resource reflecting a country's

achievements and progress and its historical development. Our continuing fascination with the past has created a growing demand for museums and cultural heritage sites. Museums serve as major tourist products generating important cultural and economic benefits.

It has been the policy of the Government of India to keep the small and movable antiquities, recovered from the ancient sites, in close association with the remains to which they belong, so that they may be studied amid their natural surroundings and not lose focus by being transported'. A separate Museums Branch in ASI was created in 1946 by Mortimer Wheeler. After the independence, there was a spurt in the growth of site museums in ASI. At present there are 44 site museums under the control of ASI.

Types of Museums

1. Generak Museums

2. Art Museums   According to

3. Historical Museums   content

4. Genuine and Technology Museums

5. Millitary Museums

6. Natural history Museums

7. Multi P[urpose Museums

8. ARCHAELOGICAL Museums   According to

9. Ethnological Museums   content

10. Tribal Art Museums

Museums can be further classified into:

1. National   According to

2. State   Location

3. Site

Some of the prominent Indian museums are as follows:

1. Indian Museum, Kolkata

2. National Museum, New Delhi

3. Salarjung Museum, Hydrabad

4. Calico Museum, Ahmedabad

5. Prince of Wales Museum, Mumbai

6. Rail Transport Museum, Delhi

7. Victoria Memorial Museum, Kolkata

4.9.1 Indian Museum, Kolkata

The Indian Museum is the largest and oldest museum in India and has rare collections of antiques, armour and ornaments, fossils, skeletons, mummies, and Mughal paintings. It was founded by the Asiatic Society of Bengal in Kolkata (Kolkata), India, in 1814. The founder curator was Dr Nathaniel Wallich, a Danish botanist.

It has six sections comprising thirty five galleries of cultural and scientific artifacts namely Art, Archaeology, Anthropology, Geology, Zoology and Economic Botany. This multipurpose Institution with multidisciplinary activities is being included as an Institute of national importance in the seventh schedule of the Constitution of India. It is one of oldest museums in the world. This is an autonomous organization under Ministry of Culture, Government of India. The present Director of the Indian Museum is Dr. B. Venugopal. The museum was closed to the visitors due to massive restoration and upgrades from 1 September 2013 to 3 February 2014.

It currently (2009) occupies a resplendent mansion, and exhibits among others: an Egyptian mummy. The organs are taken out of the mummy's body through nostrils, except heart. The heart is placed in special chambers. The body was then messaged with salt and oil. The covering was done by thin cotton cloth the Buddhist stupa from Bharhut, the Buddha's ashes, the Ashoka pillar, whose four-lion symbol became the official emblem of the Republic of India, fossil skeletons of prehistoric animals, an art collection, rare antiques, and a collection of meteorites.

Following is the opening and closing date and time details of the museum:

Open	Date and Time
March to November	10.00 AM to 5.00 PM
December to February	10.00 AM to 4.30 PM
Closed	
For the Public	Every Monday, Indian festivals like Republic Day, Holi Festival, Independence Day, Mahatma Gandhiji's Birthday, Dassehra, Diwali, Id-ul-fitr

4.10 Beach

A beach is a strip of shoreline washed by waves and tides. Some beaches are sandy, some are swampy and some are rocky. Some are very narrow and others are very wide. Whatever their composition, waves and tides are constantly moving the particles around so beaches are constantly changing.

Along its 7000 km of coastline, India boasts of a number of beautiful beaches. The tranquil environment with abundant greenery around is just perfect to relax and refresh the drained mind and body. Lie on the smooth sandy beaches and soak the warmth of the sun or simply take a quiet walk barefooted on these beaches. The calming effect will easily penetrate deep into your body. The vast stretches of sea water have a unique ability to carry away all your worries and heartaches along with its waves. You can also watch the sun rise and set far in the horizon and appreciate the beauty that is reflected as a reflection in the water.

And for all those who are more venturesome and yearn for a lot of challenging activities, the beaches have plethora of options to choose from. Swim along with the waves of the ocean water or dive deep into the water to discover a magnificent and colourful marine world. Also, catch the good waves and duck dive the bigger ones while surfing. Cruising in the ocean water is for those who wish to explore the vastness and deepness of the water body without getting wet.

In brief a beach tour in India will provide every kind of tourist one or the other thing to enjoy, from isolation and opportunity for introspection to action and fun. Take a beach trip to India to actually experience what makes the beaches in India attractive to so many tourists.

Popular Beach Destinations	Popular Beaches
Goa	Anjuna Beach
Kerala	
Maharashtra	Colva Beach
Tamil Nadu	Calangute Beach
Orissa	Vagator Beach
West Bengal	
Andhra Pradesh	Alappuzha Beach
Andaman & Nicobar	Kappad Beach
Lakshadweep	Kovalam Beach
Karnataka	Varkala Beach
Andhra Pradesh	Anjuna Beach
	Baga Beach
	Benaulim Beach
	Candolim Beach
	Dona Paula Beach
	Palolem Beach
	Pondicherry Beach Circuit

The following graph describes which state have highest number of beaches:
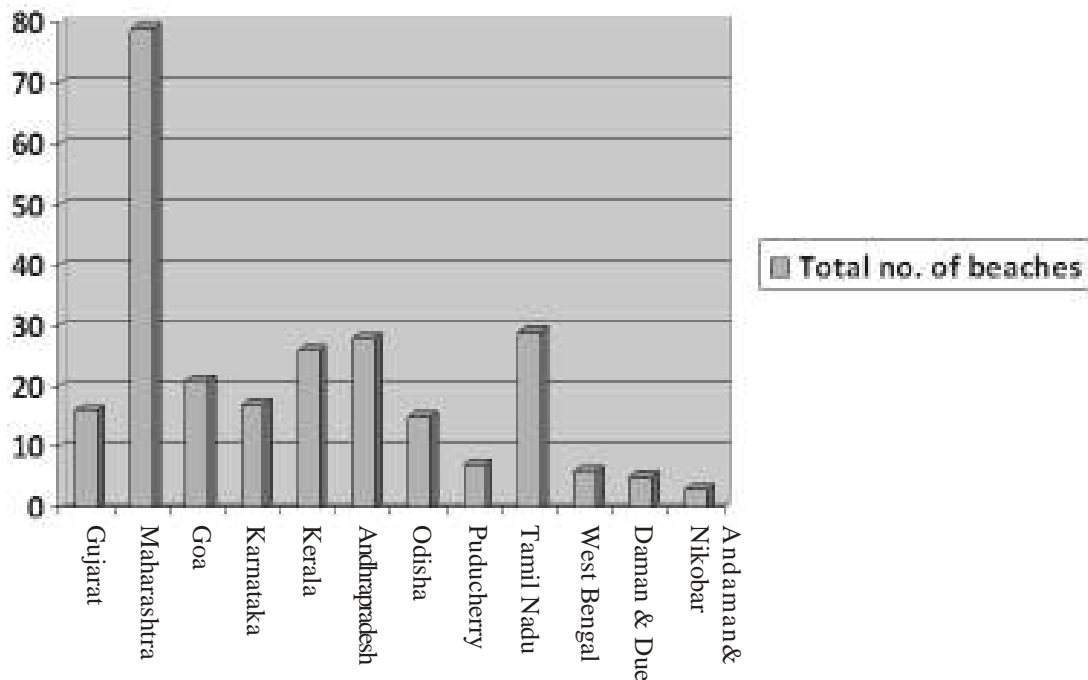
4.11 Wildlife Tourism

The term 'Wildlife' technically encompasses both the faunal and floral components of a natural environment. However, it is often used to refer just to fauna and this is the sense utilized here.

Wildlife tourism includes all the three types of natural area tourism. It is partly adventure travel, it generally nature based, and involves ecotourism's key principles of being sustainable and educative as well as supporting conservation. An early conceptual framework for wildlife tourism focused on three dimensions of wildlife-human interaction. (Duffus and Dearden,1990). These include hunting and fishing (consumptive use), zoos and aquaria (low consumptive) and wildlife observation and photography (non-consumptive). It also embraces the recreational use of wildlife which was based on three elements: ecology, the recreational user and historical context of human-wildlife interactions.

Wildlife tourism that is based on visitors interacting with the animals is attracting increasing interest from the governments, the tourism industry and the researchers. Sometimes the types of experiences are diverse. They include scuba diving on a coral reef, going on a wildlife safari which is mostly found in Africa, whale watching from a boat or land, staying in an eco-resort with neighboring wildlife or big game fishing. All these tourism activities, and many more, feature wild animals as the major or a significant part of the experience. And increasingly such experiences are becoming part of organized tourism, widely considered a growth industry and substantially contributing to the economy of many countries (WTTC 2000), despite recent setbacks to international travel.

There are four important factors governing the development of wildlife tourism are:

- Overall growth and product diversification in world tourism.
- the development of cheaper and fastest access to new destination areas
- increased levels of 'green' awareness
- the search for sustainable alternatives to mass tourism

Wildlife tourism can entail: attractions at fixed sites, tours, experiences available in association with tourist accommodation, or it can occur as unguided encounters by independent travelers.

Wildlife tourism has been heralded as a way to secure sustainable economic benefits while supporting wildlife conservation and local communities (e.g. Shackley 1996, Fennell and Weaver 1997, Ashley and Roe 1998, Manfredo 2002).

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India is home to many National parks and Wildlife sancturies within diversity of its wildlife, much of its unique fauna and excels in the range. There are 89 national parks, 13 Bio reserves and 400+ wildlife sanctuaries across India are the best places to go to for a visual treat of tigers, lions, elephants, rhinoceros, birds, and even more which reflect the importance that the country places on nature and wildlife conservation. Following are some of the famous wildlife protected places in India:

- Jim Corbett National Park
- Kaziranga National Park, Assam
- Bandhavgarh National Park, Madhya Pradesh
- Bandipur National Park, Karnataka
- Gir National Park, Gujarat
- Ranthambhore National Park, Rajasthan
- Periyar National Park, Kerela
- Bharatpur Bird Sanctuary or Keoladeo Ghana National Park, Rajasthan
- Sariska Bird Sanctuary, Rajasthan

4.12 Check Your Progress

1. Define Tourism Product. What is its feature? Explain the various types of tourism products.

2. Write short notes in the context of India:
   a. World Heritage Sites
   b. Religious sites
   c. Indian museum
   d. Beach

4.13 Summary

In this fourth unit, you have now learned about the tourism products of India, their types and characteristics. This module has made you familiarize with some of the main tourism resources of India like heritage sites, religious sites, museums, beaches and wildlife. Now you can guess how wide is the tourism aspects of our country.
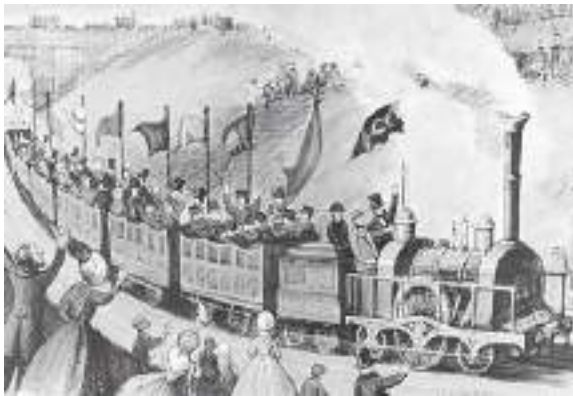
ANNEXURE

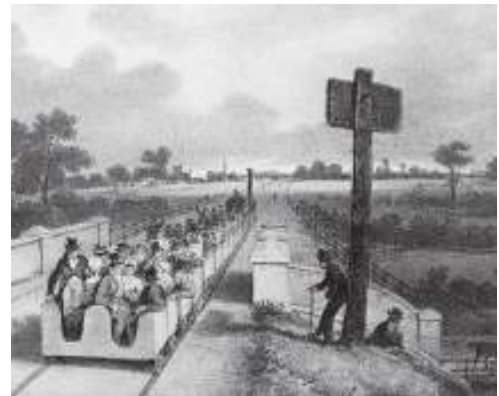## UNIT-1, HISTORICAL BACKGROUND OF TRAVEL AGENCY BUSINESS

Stagecoach

A pleasure steamer passing under Tower Bridge in 1900
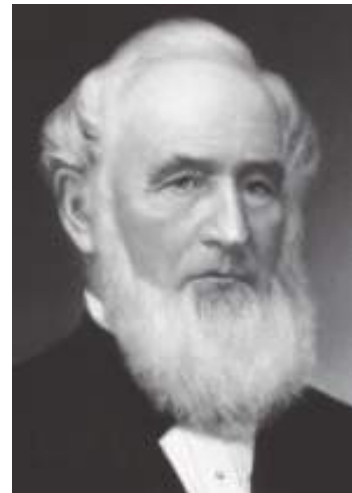

Travelers on their way for excursion

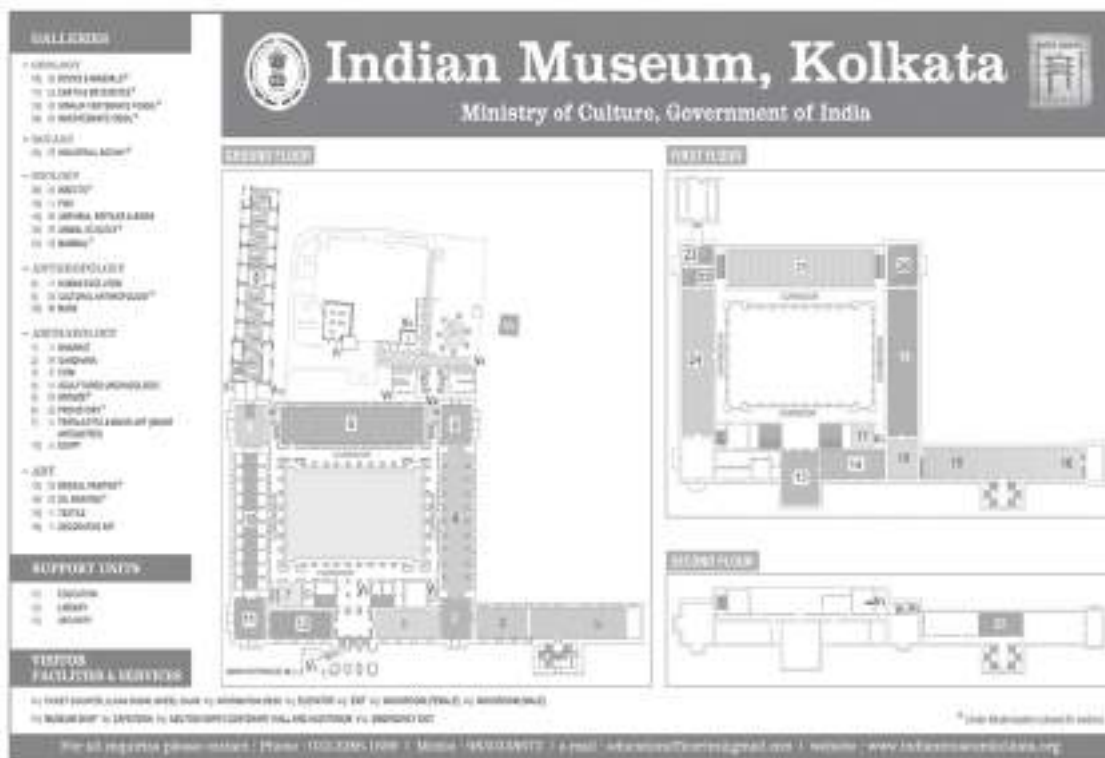Liverpool and Manchester Railway

Thomas Cook (1808-1892)

Travel agency at America (Thomas Cook & sons)

UNIT-IV, TOURISM PRODUCTS IN INDIA

Inside map of Indian museum Kolkata

Tourist Centres
INDIA

N

PAKISTAN

CHINA

ARUNACHAL PRADESH

Amarnath
Leh
Srinagar
Vaishnodevi
HIMACHAL
PRADESH
Amritsar
Shimla
Chandigarh
UTTARANCHAL
Gangotri
Dehradun
HARYANA
Nainital Mussoorie
Bikaner
Almora
DELHI Rishikesh
Jaisalmer
Alwar
Haridwar
Sariska
Mathura
Fatehpur Sikri
Ajmer
Bharatpur
Agra
Ayodhya
Jodhpur
Jaipur
Lucknow
Gwalior
Patna
Allahabad
Varanasi
Nalanda
Gandhinagar
Udaipur
Shivpuri
Khajuraho
Baiga
Ojah
Sanchi
Rewa
Bodhgaya
Dwarka
Bhopal
Hazaribagh
Gir
Manda
Pachmarhi
JHARKHAND
Shantiniketan
Somnath
Pushkar
Surat
CHHATTISGARH
Kolkata
Ellora
Ajanta
Raipur
Hirakud
Digha
DIU
Nagpur
Konark
DAMAN
Nashik
Wardha
DADARA & NAGAR
Mumbai
Bhubaneshwar
HAVELI
Aurangabad
Sonalpur
Puri
Pune
ARABIAN SEA
Mahabaleshwar
Hyderabad
Golkonda
Vishakhapatnam
Ratnagiri
Bijapur
Nagarjuna Saga
Panaji
YANAM
(Pondicherry)
BAY OF BENGAL
GOA
Aivelli
Anantapur
Velha
Hampi
Puttaparti
Halebid
Tirupati
Chennai
(Madras)
LAKSHADWEEP
Bangalore
Mysore
PONDICHERRY
(Puducherry)
MAHE
(Pondicherry)
Kochi
Kodakara
KARAIKAL
(Pondicherry)
Thekkady
Madurai
Sabarimala
Kovalam
Thiruvananthapuram
Kanyakumari

SIKKIM
BHUTAN
Darjeeling
Gangtok
Itanagar
Kaziranga
ASSAM
Dispur
NAGALAND
Shillong
Kohima
MEGHALAYA
Imphal
Agartala
MANIPUR
TRIPURA
Aizawl
MIZORAM

MYANMAR

BANGLADESH

Port Blair
ANDMAN & NICOBAR ISLANDS

Map not to Scale
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Country Capital
State Capital
Other Places
Monuments &
Pilgrimage Centres
Wildlife Sanctuaries
Beaches
Hill Resorts

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INDIA
Religious Places

N

Amarnath Cave
Vaishno Devi
Dharamshala
Golden Temple
Kedarnath Badrinath
Kurukshetra Rishikesh
Hardwar
New Delhi
Bikaner Vrindavan
Jaisalmer Mathura Shravasti
Pushkar Ajmer Ayodhya
Fatehpur
Ranakpur Sarnath
Mount Abu Allahabad Nalanda
Udaipur Varanasi Gaya
Bodh Gaya
Ujjain
Guwahati
Imphal
Dwarka
Kolkata
Somnath
Udvada Wardha
Nashik Shirdi Bhubaneswar
Puri Konark
Mumbai
Mahabaleshwar Warangal
Bhadrachalam
Badami
Goa Srisailam
Sringeri Tirupati
Kanchipuram
Shravanabelagola
Puducherry
Chidambaram
Thrissur Thanjavur
Ernakulam Madurai
Rameswaram
Thiruvananthapuram
Kanyakumari

Map not to Scale

🛕 Religious Place

INDIA
WORLD HERITAGE
CULTURAL AND NATURAL SITES

NATURAL SITES ●
CULTURAL SITES ●
MODERN CITIES ●

NANDA DEVI
AND VALLEY
OF FLOWERS
NATIONAL PARKS ●
CHAMOLI

QUTB MINAR
DELHI

RED FORT

HUMAYUN'S TOMB

KEOLADEO NATIONAL PARK
BHARATPUR
FATEHPUR SIKRI ● ● AGRA

DARJEELING
HIMALAYAN
RAILWAYS

KAZIRANGA
NATIONAL PARK

MANAS WILD
LIFE SANCTUARY

TAJ MAHAL

AGRA FORT

FATEHPUR SIKRI

KHAJURAHO

BODH GAYA

MAHABODHI TEMPLE

CHAMPANER-PAVAGARH
Archaeological Park

● SANCHI

SANCHI STUPA

GROUP OF TEMPLES

KOLKATA ●

BHIMBETKA

PAINTED ROCK SHELTERS

SUNDERBANS
NATIONAL PARK

ROCKCUT CAVES
ELLORA ● AJANTA

SUN TEMPLE
KONARK ●

ROCKCUT CAVES
ELEPHANTA

MUMBAI
CHHATRAPATI SHIVAJI TERMINUS
(Formerly Victoria Terminus)

ROCKCUT CAVES

GROUP OF TEMPLES
PATTADAKAL

GROUP OF
MONUMENTS

BAY
OF
BENGAL

ARABIAN
SEA

● GOA

● HAMPI

CHURCHES &
CONVENTS

GROUP OF
MONUMENTS
MAHABALIPURAM

CHENNAI

NILGIRI MOUNTAIN
RAILWAYS OOTY

ANDAMAN AND NICOBAR ISLANDS

GANGAIKONDACHOLAPURAM
DARASURAM
THANJAVUR ●
THE GREAT LIVING CHOLA TEMPLES

LAKSHADWEEP

BRIHADISVARA
TEMPLE

Designed by : Drawing Section, A.S.I., H.Q. Office, New Delhi

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Unit- 5 ◻ Marketing

Structure

5.1 Introduction

The definition of Tourism has found its reference in the previous module but for the module of marketing one will be guided by the definition of United Nations' tourism policy making body. However, the most accepted definition of Prof. Hunziker and Kraft1 states it as "Movement of individual from the place of origin to another place for a fixed duration of time, basically for the purpose of leisure and pleasure and back, and it should not be connected with any remunerative activity or with the intention of setting up permanent residence there". Further the matter of market and the activity of marketing cannot be deliberated without considering the 'Tourism' definition from the demand side and supply side. The demand side definition is as follows "The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (WTO and UNSTAT, 1994). The salient features emerging are:

(1)   Travel or movement of people from one place to another

(2)   It is temporary in nature

(3)   The motivations are varied

Accordingly, W.T.O. states that the generic segments could be leisure tourism, professional tourism and other tourism. Leisure tourism includes taking of holidays, visiting friends and relatives and visiting of tourist for purpose of engaging sporting or cultural activities. Professional tourism includes visit to destinations for meetings, conferences, exhibitions (Meetings, Incentives, Conventions and Exhibitions - MICE)

for any other business purposes. Other tourism would mean visits for purposes of education, medical treatment, etc., The supply side is slightly complex since there exists technical problem in exactly defining, which stems from the fact that some businesses serve only tourists while others serve local markets and other markets at the same time. It is possible to classify tourism businesses according to whether they can survive without tourism or not. This enables tourism to be guaged using 'Standard Industrial Classifications'. The WTO has developed a Standard Industrial Classification of Tourism Activities (SICTA) as an attempt to overcome the lack of an agreed definition. Once again both conceptual and technical viewpoints can be taken in relation to supply side definition of the tourism. Conceptually, this industry is made up of all forms, organizations and facilities designed to meet the needs and wants of tourists. What does one market then?

The marketing of Attractions, Accommodation (broadly speaking Hospitality) and Amenities. These are often codified as 3 As' or the 3 A's framework. In fact, what is marketed is experience which is nothing but service. Therefore, marketing in tourism is largely a domain of service marketing.

5.2 Services Marketing

It is necessary that services marketing be looked as a special area of marketing. It is quite different from marketing of goods. Services have been defined by Kotler as "A service is an act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything, its production may or may not be tied to a physical product".

Whichever way we try to define 'Services' even Zeithmal and Bitner in their book 'Service Marketing' has stated "Services are deeds, processes and performances', the common denominator is 'performance'. From the above discussion it is transparent that services are not only produced by the services industry but by the manufacturing industry as well. The element of service could exist in the following perspective. (a) 'Goods major with service minor', the one such example could be talcum powder being sold over the counter. The selling effort of over the counter is services (b) 'Goods minor services major' is one in which the example could be that a doctor making the diagnosis can do so when a lot of instruments help him in his effort and (c) 'Pure Services' where element of goods is totally missing, this occurs when an yoga specialist teaches a student with no aid of goods excepting the natural mat.

The characteristics of services are quite different from that of goods marketing. Some of the characteristics are being stated below:

(a) Intangibility: Service is said to be intangible because it cannot be tasted, seen, felt, smelled or heard unless it is bought. We normally tangiblise services by stating the following :

1) Place : The blue print of its establishment normally signifies efficiency. The place is so decorated that the type of service that it offers is replicated. The promptness, the ambience of the systematic layout of the airline office itself tells the service of flight that the organization would offer.

2) People : The people who service the organization themselves are usage of the kind of service. A teacher of a management teaching institution is required to wear dress reflecting the executive touch and ambience. The creators of services refer to the service reliability. Again the beneficiary of the services as placed or depicted add to the quality of service reliability and validity. The ticketing lady of the airlines at its regional office has the insignia and certain style of clothes as used by the crews on the aircraft while on flight this signifies their reliability.

3) Equipment : The institution stating that they believe in the latest of technology must have its apparatus and equipments which will signify the commitment to such a statement stated above. It adds a cue to the service seeker who looks for alternate services available.

4) Communication Materials ; These are essential as the purpose and level of efficiency is reflected through the brochures and leaflets of the organization and the position that the service contemplates. In absence of such materials not being made available the service seeker may not opt for the services.

5) Symbol : The symbol of the organization may be a the bench mark of credence and at times should itself be explicit and/or sell the story of the service organization to target audience at large.

6) Price : A premiers and elite airlines normally keeps its prices high reflecting the image of the specific services it is able to deliver thereby maintaining its uniqueness and brand equity.

(b) Variability : Th e service is an interaction between the producer and the consumer. No, two occasions are same. It depends on who produces, how he produces, where he produces, when he produces. Similarly service depends on who consumes, where he or she consumes, how he or she consumes and when he or she consumes. The implication of these characteristics on services is that in every occasion of

service creation and delivery, the outcome may differ owing to the above reasons. Thus services produced become heterogeneous throughout the time span and over every individual occasion rarely will they be the same. The service manager because of this particular characteristics can not ever be sure that services will be consistently delivered in every occasion over the organization in a consistent manner as envisaged when it was promised or planned. The quality will always differ because of the characteristics of heterogeneity of the services.

(c) <u>Simultaneous Production and Consumption or Inseperability</u> : Goods are produced first and then they could be stored and finally delivered. In case of services this never occurs. The goods produced is immediately consumed. Production and consumption takes place at the same time. If the service is created but it is not consumed then it is said that service has not been produced. In case when the soap was produced, it could be stored and then a sample out of it could be taken out to find out the percentage of defects. Thus Quality Controls on goods are possible but in case of services these occasions are absent. What happens is that the moment the services are produced immediately it gets consumed. Thus it is not possible to have a Quality Control system introduced in services. Then do not organization have a way out. Yes, it is possible, the blueprint of the activities could be converted to a checklist and the flow of works when resonated with the check list will enable one to standardize the services delivered. This could be referred as quality maintenance., the service so designed is stated as a part of service guideline chart or instruction and as the service is created the creators of the service normally ticks against each activity stated in the service guideline chart/schedule/checklist and this enables the firm to maintain quality of the service delivered. A famous 'Burger' making fast-food used the service guideline in making consistent quality of burgers. The moment the order for a burger to be produced is placed, right from inception i.e. the order being handed over to the helper and the chef, the guidelines of producing a burger in printed form is given to all members who cooperate in producing a quality burger. As each service down the production line is performed the person doing so checks the step against the service guideline proforma (printed)and performs the act as has been stated and ticks it, then the proforma/ checklist / guidelines passes down to the next subsequent assistant who again does a similar action and the service creations similarly goes on.

(d) <u>Perishability</u> : Services cannot be stored, saved, returned or resold- this is referred as perishability. Goods can be resold, stored or saved. The room in the hotel remains vacant for day 'x' can this loss of revenue be recouped on day 'y'. It cannot

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be recouped as the facilities created for day 'x' has gone unused and service actually has not been produced. This is unlike goods as goods produced on day 'x' can be kept on shelf and sold on the day 'y'. The hotel manager was desirous to earn revenue for the day 'x' but he could not sell the capacity created on the specific day therefore the possibility of revenue loss was imminent in the service business. The marketing task for manager under such a circumstance is to arrange for demand planning and forecasting. Again the services cannot be returned or resold thus manager has to be ready with contingency plan and once the things that have happened goes wrong very little is possible to retrieve the situation to its original format.

Differences between Product and Services

	Product	Services
Evaluation	One can evaluate the product by picking it up, shaking it, hitting it, smelling it, feeling it and tasting it before a purchase	It can evaluated only after purchase, use or consumption
Dominance of consumer search process	Search quality	Credence quality or experience quality
Production method	Products are manufactured, stored, sorted and delivered to point of sale, consumption, acquisition or usage.	It is produced only when creation and consumption takes place at the same time
Quality classification	From the inventory taking sample of the product and testing on reliability and other parameters is an usual process therefore quality control is possible	It is intangible and since production and consumption takes place at the same time quality control is not possible only quality maintenance is possible using the process of creation as dummy
Production process	Manufacturers are dominant is production process	Consumers are more involved or equally involved in production process
Perishability	Goods can be stored for future sale	Service are created and consumed at the same time. They can not be stored
Distribution channel	Physically distribution system	There is no physical

	is must for goods industry	distributions in services industry
Cost determination	Fixed and variable costs can be precisely estimated for most manufactured goods	Services do not have the fixed cost computed most of the time and variable is often computed since the supply side by technical definition has many other industries using the infrastructure, accommodation and amenities
Relationship with the provider (who create the prod)	Goods are produced and delivered irrespective of individual who are associated with them	Services are inseparable from there individual who provide them and who consume then
Variability	Variability is the least in manufactured goods since dimensions of creation and delivery are precise	Variability is a property in creation and consumption since it is individual time and space orientation

Ps' of marketing 'Tourism Business'

In marketing of tourism the traditional 4 Ps' of marketing prevail but besides that, 4 more Ps' get added (despite the fact that services has commitment of only 3 more Ps' i.e., physical evidence, process, people) and these are unique to this business or activity. This summarily could be presented in a table form.

Table 1: Showing the Ps' of Tourism Marketing

4 Ps' of Marketing	**Additional 4 Ps' of Tourism Marketing**
Product	People
Price	Packaging
Place	Programming
Promotion	Partnership

We will lucidly explain the components of Table 1, so that the readers can appreciate the differences between the P's as applicable for the field of Tourism marketing.

Product : The product in case of goods are subject to product life cycle as it grows. The phenomenon has its parallel in Tourism Area Cycle as stated by Butler

The most well known life cycle model is that of Butler (1980), which is very much akin to traditional marketing's product life cycle. Tourism area life cycle has got six stages. A brief description of the stages will be worth an exercise.

The first stage is normally referred as exploration stage. The tourists in small groups or as FITs (Foreign Independent Tour) visit the area or the destination. In this stage one does not specifically find organized accommodation or accessibility. Thus local residents have their own unorganized accommodation and other offerings. However, as such the physical fabric and he social milieu is unchanged with the arrival and departure of the tourists. The negative externalities of the travelers on the locals are minimal.

The second stage witnesses the advent of group tourism and visit of FITs in larger numbers. At this stage the host or the local community gears up to provide the offerings as organized business. The destination finds place in itineraries and interaction tourist and locals are very high. Intermediaries for the first time enter the tourist destination.

The third stage is often referred as the development stage. One finds investment in promotion of the area both in terms of over the line end below the line. Outside investment pours in and the local or internal investment on tourism accommodation and infrastructure becomes minuscule. The leakage in the economy starts at the stage. External organizations replace the local accommodation and infrastructure with more updated facilities and state of art technology. The area normally develops under better planning and layout. Landscaping and other facilities come to the fore front.

In the fourth stage, the number of visitors show an upward swing though the rate of increase of tourist falls. There erupts some sort of discontent between the demands of tourists and the internal or local community (particularly in reference to those not involved in tourism). The social and cultural environment bear the stress due to the demand of the tourist. The cost of tourist's stay for FITs increase.

This is followed by the fifth stage, where in peak number of tourists are recorded yet the increase in the flow gets fixed or stagnated. The negative externality, social, economic and environmental problems become profound. Even though such destinations have well established images, the surplus capacity is evidenced in

accommodation and amenities including infrastructure. The cost of the destination becomes promotional and highly seasonal. The cultural and natural or original attractions are changed and one finds the advent of artificial attraction or man-made events more.

In the sixth stage, the decline starts, again, tourism facilities are replaced by non-tourism related structure and therefore tourism dependence of the destination becomes stinted. The locals again surface up and residents are able to purchase the unaffordable erstwhile properties at cheaper costs. There are either loses its destination charms or it could even become a tourist slum.

The period of time for entire cycle is situational and conditioned by both macro environment and stakeholders dominance. However, Butler 2 has opined that there could be rejuvenation stage. Such rejuvenation may require complete new mapping of interventions of the destination. In case of Calcutta (now known as Kolkata), the destination was the reflection of tourism attractions reflecting the feudal and British heritage. This is being rejuvenated as a destination of modernity, cultural tourism, sports destination and entertainment. The rejuvenated area would again pass through the cycle stages.

The degree to which tourism destination is impacted by tourism is dependent upon (i) the cultural and economic distances between the tourists and the hosts, [for example Dogan3 (1989) emphasized that tourism from developed countries to developing or under developed countries has negative socio-cultural impacts, such as the decline in tradition and more of materialism], (ii) the capability of the destination and its population to physically and psychologically absorb tourist arrivals without undermining or squeezing out desirable local activities and (iii) the rapidity and intensity of tourist development.

Price : Pricing is an important aspect in Tourism, which incidentally also states the strategy and route path of performance the firm proposes to follow. However, the pricing decisions are invariably complex and difficult requiring a combination of flair, judgment and technical expertise. The traditional pricing approaches such as cost-based, demand-based and competition based are applicable but then the techniques are difficult. The following are the prevalent techniques of pricing.

(1)   Cost plus pricing
(2)   Rate of return pricing
(3)   Contribution pricing
(4)   Price discrimination
(5)   Backward pricing

Let us deliberate briefly on each of them.

(1) Cost plus pricing – This starts from a cost calculation and adding a percentage make-up to derive the selling price. The costs used may be current cost, expected cost or budgeted cost at a stated output level or customer group size. The mark-up is incorporated in terms of gross profit margins, gross profit representing sales revenue less direct material input or fixed cost. Cost plus or mark-up pricing is administratively easy to use and can be adjusted reading accommodating the economy's inflation. The drawback is that it has a hind sight towards demand and the consumers's willingness to bear the cost.

(2) Rate of return pricing – The rate of return pricing is based on the objective of obtaining a specific return on the capital employed. On a fixed or specific output it is calculated i.e., the fixed and variable cost being taken into consideration for the proposed project and then a return on the investment is considered.

(3) Contribution pricing – Break even charts are prepared and relationship between costs, capacity and profit are calculated. The intersection point of total cost (T.C.) and total revenue (T.R.) indicates the break even point. The difference between total revenue function and total cost function is the contribution. It means that during non-season or off peak, business should be accepted provided it covers variable cost, even if average costs are not covered, but this is applicable when the information between target group of customers are non porous.

(4) Price discrimination – Price discrimination involves the sale of similar products / services at different prices. It is based on the assumption that different market can bear different price elasticities. Therefore, pricing based on demographic, geo-demographic, psychological and behavioural could be used.

(5) Backward pricing – Backward pricing takes the competitive price as the benchmark and the works the rest. If the price so prevalent do not cover the T.C. and profit then the offering is according adjusted i.e., the service creation, service delivery and services marketing of tourism either severally or jointly changed or modified.

Place – Every organization plans to provide the tourism service offering to work side by side with complementary other services and goods in the distribution channel. Say, for suppliers and carriers, this means, how they will use travel trade intermediaries. Again for intermediaries it means the relationships they have with

other intermediaries, suppliers and carriers. The travel intermediaries consist of the following main categories:

1) Retail travel agents
2) Tour wholesalers and operators
3) Corporate travel managers and agencies
4) Incentive travel planners
5) Convention / meeting planners

These intermediaries would physically or tangibly try to reach out to the prospects. However, now internet has emerged as a viable distribution channel and there by disintermediation has surfaced which may have been an impediment to the growth of the retail travel agents. Normally the retail travel agents would not charge the customers but their revenue sources are from commissions (normally 10% from accommodation or travel car or carriers) thus the impact. Some times the retail travel agent implants itself at the office of car rental or accommodation outlet.

Tour wholesalers and operators: Such firms plan and prepare, markets and administers travel package usually combining the services of several suppliers and carriers. Tour wholesalers normally do not sell packages directly to customers. This function is performed by retail travel agents. Like wholesalers in case of goods, here also the wholesalers buys the bulk from carriers and suppliers and re-sell through retail agency outlets. The wholesaler's administration function may or may not include operating the package or tour, meaning that it provides ground transportation, guides and escort services. The tour operator is a tour wholesaler, other company, or individual who operates packages or tours (i.e., provides the necessary ground transportation and guide services). A tour wholesaler therefore performs a broader set of functions than what the operator does. Although the terms are sometimes inter changeably used.

Corporate Travel Managers and Agencies - In modern times organizations agree that there are rich dividends in streamlining travel, of course, the way they go about varies. Some use implants, while others farm out their business to corporate travel agencies. (often called as out plants). The remainder use full service travel agencies or operate an in-house, fully accredited travel agency itself.

Incentive Travel Planners - Incentive travel is used by an increasing number of companies as a motivation tool, by rewarding employees, dealers and others who meet or exceed objectives or targets. Many different organizations get involved in planning incentive trips. It is more common, however, that incentive - trip packages be developed by outside experts either by full service incentive houses, specialized

incentive travel - planning firms or travel agencies or tour wholesalers dabbling in this field. Incentive travel planners are really specialized tour wholesalers. The only difference is that they deal directly with their corporate clients. They assemble tailor made packages that include transportation, accommodations, meals, special functions, theme parties and tours. Like tour operators they negotiate with carriers and suppliers for best time and space. They herein add up their mark up commission as their fees for the planning service.

Convention/Meeting Planners - This category of intermediary plan and coordinate their organization's external meetings and events. They work for associations, corporation, large non-profit organizations, government agencies and educational institutions. These planners attract the attentions of tourism suppliers, carriers, other trade intermediaries and destination marketing organizations.

Promotion : Promotion in Tourism marketing refers to the promotional mix. The promotional mix in the specific case of tourism consist of the following :

1. Advertising

2. Personal Selling

3. Sales promotion

4. Merchandising

5. Public relation and publicity

Here in one finds an additional dimension added to usual promotion mix. i.e., merchandising. Merchandising or Point-of-purchase includes materials used -in-house to stimulate sales. These includes memos, wine lists, tent cards, signs, posters, pens, pads, displays and other point of sale promotion items. Merchandising in tourism per-se-is unique communication tool, since it adds excitement to the service and owes an additional way to communicate to customers, it also provides quick feed back to the organizers or destination sellers. It combines the advantages of advertising and personal selling. The goal of promotion in Tourism Marketing are mainly three, namely, inform, persuade and remind. The goal of 'informing' impacts the buying process stage of need awareness and information search, while persuading impacts the evaluation of alternatives and purchase. Reminding impacts the post - purchase evaluation and adoption.

People - Employees, Managers and travellers make a difference in 'experience selling', which is the essence of tourism. While internal marketing to the staffs is precondition to the external promise created by the tourism supplier it requires the refurbish from the travellers. Only when the employee and managers of the tourism

offering firm leads the path the traveller contributes through his participation and commitment towards the offering and experience selling. Unless an offering has been primarily sold to internal customers (staffs and managers) the tourism firm should not venture to sell the offering to the customer. Since tourism is intangible it requires that the technical and functional qualities of the service providers to improve and provide the fill- ups. The image of the service depends upon the technical quality and functional quality offered. The technical quality consists of know-how, machines and products, while functional quality is composed of attitude, behavior and appearance.

Package - It means that the seller throws in a variety of products at a total price that is less than the sum of all individual items. Most packages offered by the hospitality and travel industry are of package - deal type. Packaging is the combination of related and complementary services into a single - price offering. It could mean a set of complementary facilities, attraction and events. For airlines, it could be free pick up, baggage transfer, short time executive transit and drop facility. It brings increased business in off - peak period and attraction to non-regular participants or repeat more frequent usage. Package can be classified in four different ways:

(a)   By package elements
(b)   By target market
(c)   By package duration or timing
(d)   By travel arrangement or destination

Programming – It is true that singularly the package with perceived low price may not be able to draw or attract people. Programming has to further furbish the package. It involves planning special activities, events or programs to increase the interest of the travellers and even increase the interest the customer spending. It brings added dimension to travelling. It brings added dimension to travelling, entertainment and / or dining. There exist scope for extended time of stay, implicit assurance of consistent quality and favourable public relation. Programming brings flexibility in the straight jacketed packages by increasing the time, space and distance also.

Partnership – Firms realize that it must build in maintain and enhance quality in supply chain (upward and downward) as a long - term relationship. Partnerships are cooperative promotion and other cooperative marketing efforts by hospitality and travel organization. It therefore refers to symbiosis between two or more organizations and relationship marketing. The types of partners and briefly enumerated below, all of which evolves since the tourism industry has wide variety of organizations involved. The limitless opportunities for partnerships are the following:

(1) Customer – These are customer oriented approaches that are introduced to develop customer loyalty towards the firm, the tentacles of which have spread much beyond relationship marketing. Some organizations form advisory group from among their frequent travellers and others use them as advocates of the firm to attract new customer/travellers.

(2) Organization in the same business – It could be firms at horizontal level entering into strategic alliances with another firm. This is so done to meet the needs of the travellers/customers more adequately. There could be even co-branding that could be more assuring and fruitful exercise.

(3) Organization in related businesses – There could be situations where in the airline could tie up with hotel chains (i.e., related to tourism) and market the product having dual branding. IRCTC with Taj group could market to some travellers their offering.

(4) Organization in non-related business – Some Art Gallery working with Heritage Hotels could market their offering. The heritage hotels having paintings of the specific art gallery could attract travellers. The heritage group hotels could work with classical singer(s) and market their offering.

(5) Digital Alliance : Joint launch of websites are very evident in cases of cruises or airlines or vice-versa. It helps the customers or travellers to a make their choice through single window often.

Partnership has benefits also

(a) Expansion of Product/Services - The palace on wheel (not operative now) with Railways and ITC could give a wider array of service and offering. The strategy is to have strategic alliance sometimes with related firms of tourism or unrelated firms of tourism industry (considering supply chain).

(b) Access to new physical expansion - Many firm from S.E. Asia could enter the Indian Tourism space by collaborating with the SAARC Hotel Association and Hotel Oberoi, Mumbai. It is win-win for both and similarly a vice-versa could also be thought by IHA (Indian Hotel Association).

(c) Increased ability to serve customer needs - When travel and hospitality industry participate on joint branding they normally are in better position to serve customer needs. If 'KLM' Airlines tie up with Oberoi Group of Hotels, it is beneficial for both the firms.

(d) Enhanced Image or Positioning - The tie-up of SAARC Hotels Association and Indian Hotel Association has helped the member hotels to increase their image and positioning in the eyes of international tourism industry and the international travellers.

(e) Access to Partners Customer Databases - The collaboration between SAARC Hotel Association and Indian Hotel Association will enable the member hotels to access the data warehouse of respective hotel association of member countries and further help at micro level drawing in GIT (Group Inclusive Tour), FIT (Foreign Independent Tour) Charter Tour and even better Destination Package.

Thus partnership is the icing to rest all Ps' of Marketing mix for Tourism.

5.4 Tourism as Service Industry

According to the WTO, tourists are people who: "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited."

From the definition the following are the salient points for being a tourist.

1) Physical travel by action

2) Movement from place of origin to another place outside usual environment.

3) Visit to another destination not exceeding the time dimension of one year.

4) It must not be an activity yielding direct remuneration from the place of visit.

Given the heterogeneous market of tourist it is better to conceptually at least classify the tourist and thereby tourist. The tourists are of three types, namely, domestic tourist, inbound tourist and outbound tourist. The activity related to tourist and enabling the tourist is referred as 'Tourism'. One can also classify the tourism basically in three forms.

a) Domestic - travel of residents within their own country

b) Inbound - travel of residents from overseas into a country

c) Outbound - travel from the generating country to another country.

Thus there must be an organizational framework for tourism, in a business environment

Diagram 1: Showing Tourism system

Departing Travellers

Traveller generating region

Tourist destination region

Transit route region

Returning Travellers

Environment : Human, Socio-cultural, Economical, Technological, Physical, Polical, legal, Eco-friendly, allowing stake holder capitalism
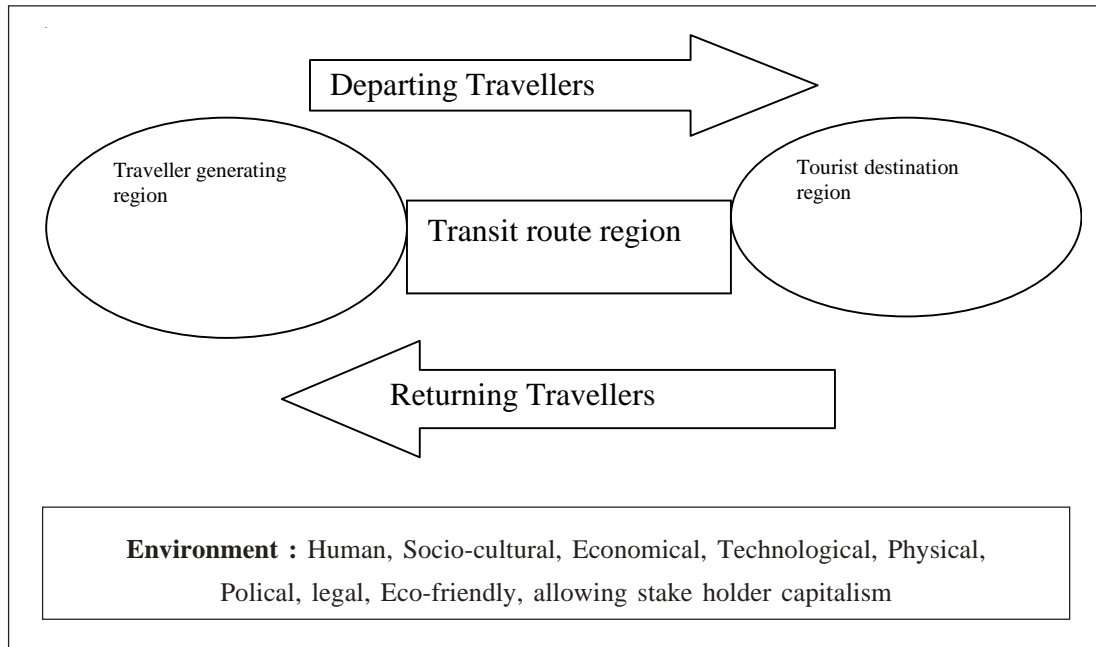
Source: Modified on Leiper. N.)- : the status of attraction of tourism system a reply to Clare Gunn, Annals of Tourism Research, 1980, 7(2), p.p.255-258.

One has referred to Leiper since it is the most commonly referred Tourism System and is easily understandable. The three basic elements in the diagram are the tourist themselves (the actors in the system), geographical elements (traveller generating regions, tourist destination regions and tourist route region) and the tourism industry (those businesses and organization involved in the creation, delivery, management and control of the tourists' offering). Interaction between these three elements are dependent on terms of transactions, situation of creation and consumption, and their impacts on environment. Leiper suggests that the tourism industry consists of all those firms, organizations and facilities which are intended to serve the specific needs and wants of the tourist. Similarly Henderson4 states that the travel and tourism industry exists as a broad network of commercial and other organizations linked together by common objectives of servicing the needs and satisfying such travelers and tourists.

To sum the above discussion up, therefore, tourism industry includes:

1. those sectors which enable the tourist to travel to and from the destination (for example travel agents, airlines, bus companies, tour operators and rental car companies)

2. those sectors which are part of the product at the destination (for example, accommodation, facilities and attractions)

3. the human component of tourism (the labour force)

4. public sector or government agencies, regional tourism organisations, professional associations and industry training organisations.

The main challenges the tourism industry faces are:

a) Narrow profit margins. Many tourism businesses make only small profits yet distribution cost can be high and so distribution is an area where managers search for islands of profit.

b) Highly competitive sectors. Several sectors of the tourism industry are highly competitive and distribution has become an area of competitive advantage for some companies.

c) Intermediary power. Intermediaries can have a significant influence on the final customers and even impact the decision making process, so where middlemen are used careful management of intermediary needs and wants become imperative.

d) The global market. The challenges in the global market place compound the distribution scenario and meaningful incentives need to be evolved. Again with new and often disparate markets available tourism industry has to look for effective ways of reaching them.

e) Perishability of the product. A more traditional reason for the importance of the successful management of the distribution function related to the perish ability of the tourism product and the associated requirement to remove any excess of the stock at the last moment.

f) Information intensity. Tourism is largely dependent on information source, time and appropriateness, unless it is so the decision making of the industry could be clouded and even the consumers are left to the lurch since it is highly intangible.

5.4.1 Hospitality and Tourism

The term hospitality is frequently used for different sectors of hotel and catering industry, the term can also be extended to cover all products and services offered to travellers away from home including travel, lodging, eating, entertainment, recreation and gaming. Such an expansion of the term hospitality provides the link with tourism in so far as it provides a range of activities, facilities and experiences. However, the hospitality industry may include activities directly or indirectly associated with tourism. Hospitality as a sector over archs core services of food and drink, accommodation and travel. Therefore, it means that there are a number of elements that are deviant from tourism industry, for example restaurants, pubs and clubs, education and training which also attract the local community. A diagrammatic presentation is shown below.

The Hospitality Industry

Lodging operations /Accommodations (Hotels, Motels, Motor Hotels, Resorts, Camps, Parks, etc.)

Food/ Beverage Industry

Travel/ Tourism

Institutional

— Military

— Charitable facility

— Religious Institutions

— Education

— Health care

— Sports & Recreation

— Elderly Feeding Programme

— Etc.

Food Management companies

Commercial

— Restaurants

— Vending

— Catering

— Snack Bars

— Fast Food joints

— Taverns

— Cruise ship

— Lodging operations

— Retail stores

— Etc.

— Recreation sites

— Transportation

— Travel Agencies

— Destination Development Business

— Etc.

5.4.2 Segmentation in Tourism

Segmentation in marketing is part of the strategic process. It is a process of finding homogenous sets in the heterogeneous group or mass market. The loses of segmentation in traditional marketing community referred same as Geo-demographic, demographic, psychographic and behaviouristic. The description and content of geo-demographic, psychographic are well known and do not require any special deliberation. Yet, in case of behaviouristic it has some special deliberations. The segments are evolved using the four bases that are behaviouristically noted

- By and content of package
- By target market
- By package duration and time and
- By travel arrangements or destination

Let us briefly discuss each of the above micro segmentation variable within the behaviouristic macro segmentation base. The classification case of package elements are:

(a) All inclusive package

(b) Escorted Tour

(c) Fly-Drive Package (i.e., include return trip air-fare and rental car at destination)

(d) Fly-Cruise package (i.e., return trip air-fare to a port of departure, plus a cruise)

(e) Fly-Rail package (i.e., it is combination of rail and airway)

(f) Rail - Drive package (i.e., it is transportation by train and rental availability of rental car at destinations)

(g) Accommodation and Meal package (This has three variants American Plan, Modified American Plan, European Plan, i.e., Bed & Breakfast)

(h) Event packages.

The segmentation by Travel market is further having micro segmentation bases such as

(a) Incentive packages or tours

(b) Convention / Meeting package

(c)   Affinity Group Packages or Tours

(d)   Family Vacation package

(e)   Packages for special - interest groups

Again considering the macro segment of package duration and time, some micro segments bases as

(a)   Week-end mini-vacation package

(b)   Holiday packages

(c)   Seasonal packages

(d)   Pre-Post convention package tours

(e)   Specific length package

(f)   Off-peak special

The segmentation variable classification by Travel arrangements or destination could use the following micro variable bases.

(a)   Foreign Independent Tour (FIT)

(b)   Group Inclusive Tour (GIT)

(c)   Charter tour

(d)   Destination tour

A few words about each will be good for readers. Foreign Independent Tour (FIT) refer to those who seek for a special package arranged by travel agents or other foreign independent travel specialists that fits individual client's needs while they are travelling in foreign countries. Group Inclusive Tour (GIT) - A group that seeks all inclusive package with a specified minimum size involving one or more groups travelling on scheduled or chartered air service.

Charter Tour - It refers to a group that seeks trip or package where the aircraft or other equipment is chartered by a tour wholesaler, tour operator, other individual or group.

Destination package - A group seeking a package can be categorized by the destination areas that have certain features. Magazines of travel agents often have special inserts on packages such as, Europe, Eastern Europe, Africa, China, Singapore, Thailands etc.

One must state that the case of brand segmentation is a hot topic in the hospitality and travel industry specially among hotel chains, restaurant companies, airlines and cruise lines. In this regard the use of brand loyalty segments is becoming very important.

Brand loyalty is a concept very important for hospitality and travel industry. Customers are divided according to their loyalty to a specific brand say the airlines or hotel chain. Besides the traditional loyalty matrix of hard core loyal, split loyalty, shifting loyalty and switchers, another approach as stated by Jarvis, P. Lance and Edward J. Mayo in their article 'Winning at the market - Share game' as published in the "The Cornell Hotel and Restaurant Quarterly" is as under. The figure below depicts so:-

Table 2- Showing chain loyalty matrix

		Attitude of Traveller		
		Positive	**Neutral**	**Negative**
Frequency of stay of traveller	Frequent	True loyal	Artificial loyalty	
	Occasional	Shared loyalty & frustrated loyalty	High volatility	
	Rare	Involuntary non-loyalty	Potential Trier	Lost cases

Over and above the traditional segments bases are some other specific macro segmentation variables that are typical to tourism sector these are:

(a) Purpose of trip segmentation

(b) Product related

(c) Channel of distribution

A few words about each will help the reader to understand better.

(a) Purpose of trip segmentation - This is the most followed segmentation base. It splits the hospitality and travel market into two main groups namely, business travel market and the pleasure and personal travel market. One must admit that the needs and wants of business travel market are quite distinct from the

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pleasure and personal travel market. Say, the business people want to stay near to the location of business or places of business. Again a vacation tourist prefers a location nearer to attraction and a religious tourist prefers a location very nearer to the religious site. Again, on counts of spending a business traveller spends more and the pleasure traveler spends normally less. Such a segmentation involves two-stage or multi state approach.

(b) Product related segmentation - This macro base of segmentation involves some aspects of the service to classify customer groups. What about the fast-food customers, the luxury market traveler, the casino gambling /travelers, or eco-tourism travellers. Again the all - suite hotel concept has only propped up because of this product - related segmentations.

(c) Channel of distribution segmentation - This segmentation refers not to his customer but to cases of segmenting the intermediaries. In means dividing the intermediaries involved in travel trade by certain common characteristics or attributes. These are groups that perform certain function such as retailing travel service (travel agents) or assembling customer - prepared incentive trips (incentive travel planners) and some others coordinating tours or vacation packages (tour wholesalers and operators) within each group, there are major differences in the organization sizes, geographic areas served, degrees of specializations policies in dealing with suppliers and other factors. Other hospitality and travel organizations using their services must decide which of the many available channel segments match the profile of their target markets. None the less, segmenting customers comes first and this is followed by segmenting distribution channels.

Segmentation Approaches :

Usually there are mainly three different approaches to segmentation.

1. Single - Stage Segmentation: If one limits oneself to one specific segmentation bases it is normally stated as 'Single - Stage - Segmentation'. For example one may restrict one- self to GIT segment only.

2. Two- Stage- Segmentation: Here in the firm may decide to segment the market using two macro segmentation bases, this could by typified as Two-Stage-Segmentation. For example one may first use the segment of GIT and then use his further base of segmentation 'Chinese origin' or 'Indian Origin',

which is the macro base of 'Demography'. The first stage was 'Behavioristic' and the second stage was 'Demographic'.

3. Multi-Stage-Segmentation: Here in the multiple bases of Segmentation is opted by the firm, one at a time. Say, first by 'Behavriostic' then 'Demographic and further on 'Purpose of trip. Taking the above example further, it could be GIT, then Chinese Origin and further Religious Tourism'.

5.4.3 World Tourism and India

Tourism has gained a status of dominance as an economic a charity of the world. Tourism5 development is increasingly viewed as an important tool in promoting economic growth, alleviating poverty and advancing food security. Tourism is a principal export for 83% of developing countries and it is a significant source of foreign exchange after petroleum.

Diagram : Showing annual growth in tourism arrivals by category of country, 1990-2005 (Source : UNWTO)

Accelerated Economic Growth Team
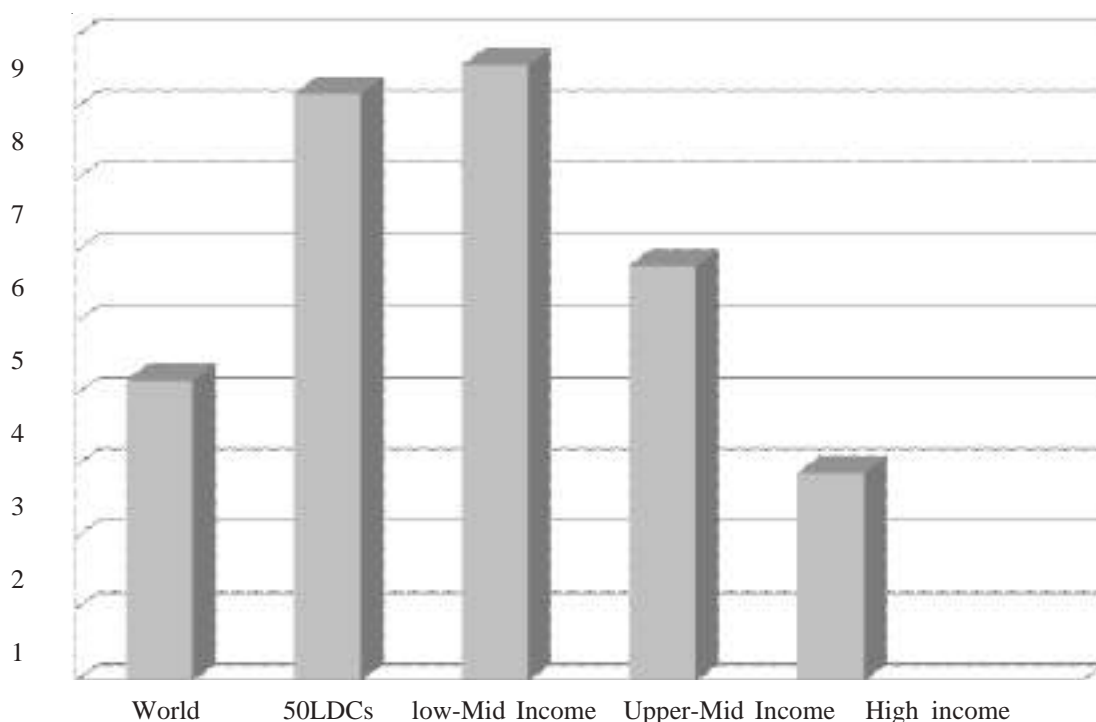
The above diagram shows the rate of tourism growth in world as a whole (i.e., world), 50 Least developing countries, Low-Middle income countries, Upper-Middle income countries. One has to note, that the rate of growth in case of 50 Least Developed countries is double the world average and more than double to the world average is the case of low middle income group. India is part of the low middle income group of nations.

Moving[5] to 2013, International tourist arrivals (overnight visitors) the growth has been 5% in the year 2013. In 2012 it was 1035 million and in 2013 it become 1087 million. None the less, international tourist arrivals have shown virtually uninterrupted growth from 25 million in 1950 to 278 million in 1980, 528 million in 1995, 1087 million in 2013 and to 1.8 billion in 2030.

Asia and Pacific recorded the fastest relative growth in terms of tourist arrival. The table below is self explanatory.

Table 3: International Tourist Receipt
(Local Currency, Constant price % charges) (% changes)

	10/09	11/10	12/11	13/12	2013
World	5.2	4.5	4.2	5.3	100
Advanced Economies	5.8	5.9	4.0	6.0	64.3
Emerging Economies	4.8	2.1	4.5	4.0	35.7
Europe	-0.2	4.9	1.9	3.8	42.2
Asia & The Pacific	14.9	8.3	6.7	8.2	31.0
N.E. Asia	21.4	9.2	7.9	9.3	15.9
S. E. Asia	15.0	12.9	10.6	9.7	9.3
Oceania	-3.0	-4.1	-1.3	1.9	3.7
South Asia	10.7	11.6	-0.6	5.3	2.1
America	4.2	5.1	5.7	6.4	19.8
Africa	2.6	1.7	7.3	0.0	3.0
Middle East	16.3	-17.2	2.2	-1.9	4.1

(Source: WTO[6] (UNWTO) classification is based on IMF) Data as collected by UNWTO May 2014

From the table above it is implicit that India which falls in the IMF classification among 'Emerging Economies' is subject to lower range of growth in comparison to Advanced Economies.

Again though the region of Asia and Pacific shows higher rate of growth in tourist arrival in terms of regional classification if we probe into the micro classification, India is part of South Asia. South Asia itself logs a market share of 1.4% of International tourist arrival. Therefore, one could observe that India's market share in world tourism arrival will be further less.

Specifics in Case of India:

The table-FT-1, below depicts how far India has had its inroads into World Tourism. The numbers of tourists visiting India in 2013 has been 6.97 million with growth rate of 5.9%. India ranks 42 in terms of World tourist arrivals. India's rank is 16 in terms of International Tourism receipts. The share of India is International tourist arrivals is 0.64% and India's share in Asia and Pacific regions in reference to international arrivals is 2.81% and its rank in the region is 11th. Again from the table below one observes that between 1997 till 2014 the growth of international arrival the growth have growth have been 2.37 million to 6.97 million (Refer Table FT-1).

Table - FT-1		
Foreign Tourist Arrivals (FTAs) in India, 1997-2014		
Year	FTAs from Tourism in India (in Million)	Percentage (%) change over the previous year
1997	2.37	3.8
1998	2.36	-0.7
1999	2.48	5.2
2000	2.65	6.7
2001	2.54	-4.2
2002	2.38	-6.0
2003	2.73	14.3

2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	-2.2
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
Jan-June, 2014	3.54(P)	5.2 @

(P) Provisional, @ Growth rate over Jan-June, 2013.

Source : (i) Bureau of Immigration, Govt. of India, for 1997-2013 (ii) Ministry of Tourism, Govt. of India, for Jan-June, 2014

These international tourists have brought a foreign exchange which converted into India currency is Rs.1,07,671 Crores in 2013 the growth rate year -on- year is 14%. This is being shown below in Table -FT-2.

Table - FT-2

Foreign Exchange Earnings (FEE), in Crore, from Tourism in India, 1997-2014

Year	FEE from Tourism in India	Percentage (%) change over the previous year
1997	10511	4.6
1998	12150	15.6
1999	12951	6.6

2000	15626	20.7
2001	15083	-3.5
2002	15064	-0.1
2003	20729	37.6
2004	27944	34.8
2005	33123	18.5
2006	39025	17.8
2007	44360	13.7
2008	51294	15.6
2009	53700	4.7
2010	64889	20.8
2011	77591	19.6
2012	94487	21.8
2013#2	107671	14.0
1Jan-June, 2014 #	56760	10.0 @

[1] Advance estimates, @ Growth rate over Jan-June, 2013
[2] I[st] revised estimates.
Source:(i) Reserve Bank of India, for 1997 to 2010.
 (ii) Ministry of Tourism, Govt. of India, for 2011 , 2012, 2013 & 2014

Table - 4

Number of Domestic Tourist Visits (DTVs) to all States/UTs in India, 1997-2013

Year	No. of Domestic Tourist	Percentage (%) change over the previous year
1997	159.88	14.1
1998	168.20	5.2

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1999	190.67	13.4
2000	220.11	15.4
2001	236.47	7.4
2002	269.60	14.0
2003	309.04	14.6
2004	366.27	18.5
2005	392.01	7.0
2006	462.32	17.9
2007	526.56	13.9
2008	563.03	6.9
2009	668.80	18.8
2010	747.70	11.8
2011	864.53	15.6
2012 $	1045.05	20.9
2013 (P)	1145.28	9.6

Source : State/ Union Territory Tourism Departments .

(P)   : Provisional, $-DTV figure of 2012 has been revised

In case of domestic tourist rate of growth one finds that in the decade between 2004 till 2014 (shown in Table-4) double digit growth has not been registered for three years namely 2005, 2008 and 2013. Again referring to Table-5, among the top 10 states in terms of domestic tourist visit in 2013, West Bengal has a rank of 9th with 25,54,7300 visiting the state and the percentage share is 2.2. The three states at the top of the list are Tamilnadu (21.3% share), Uttar Pradesh (19.8% share)and Andhra Pradesh (13.3% share).

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Table - 5

Share of Top 10 States/UTs of India in Number of Domestic Tourist Visits in 2013

Rank	State/UT	Domestic Tourist Visit in 2013 (P)	
		Number	Percentage Share %
1.	Tamil Nadu	244232487	21.3
2.	Uttar Pradesh	226531091	19.8
3.	Andhra Pradesh	152102150	13.3
4.	Karnataka	98010140	8.6
5.	Maharashtra	82700556	7.2
6.	Madhya Pradesh	63110709	5.5
7.	Rajasthan	30298150	2.6
8.	Gujarat	27412517	2.4
9.	West Bengal	25547300	2.2
10.	Chhattisgarh	22801031	2.0
Total of Top 10 States		972746131	84.9
Others		172534312	15.1
Total		1145280443	100.0

Source: State/ UT Tourism Departments. (P): Provisional.

In terms of foreign tourist arrival among ten states in the year 2013, West Bengal logged 12,45,230 arrivals with a percentage share of 6.2% as per the Table 6. Its rank is 6th from the top. The top three states in terms of foreign tourist arrivals are Maharashtra (20.8% share), Tamilnadu (20% share) and Delhi (11.5% share).

Table - 6

Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2013

| Rank | State/UT | Foreign Tourist Visit in 2013 (P) | |
		Number	Percentage Share %
1.	Maharashtra	4156343	20.8
2.	Tamil Nadu	3990490	20.0
3.	Delhi	2301395	11.5
4.	Uttar Pradesh	2054420	10.3
5.	Rajasthan	1437162	7.2
6.	West Bengal	1245230	6.2
7.	Kerala	858143	4.3
8.	Bihar	765835	3.8
9.	Karnataka	636378	3.2
10.	Goa	492322	2.5
Total of Top 10 States		17937718	89.9
Others		2013308	10.1
Total		19951026	100.0

Source: State/ UT Tourism Departments. (P): Provisional

Table 7, shows the international tourist flow from 10 top source countries. According to national tourism statistics of foreign tourist in regard to 2013 the four top countries generating tourist for India are USA, UK, Bangladesh and Sri Lanka with Japan being the tenth country. Now, if one considers the nationality wise 'VISA on Arrival' in 2013 the largest number of tourists hail from Japan, followed by New Zealand, Philippines, Indonesia and Singapore. Again 'Visa on Arrival' is generated more in the airport of Delhi followed by Mumbai, Chennai and Kolkata respectively.

Table - 7

Top 10 Source Countries for Foreign Tourist Arrivals (FTAs) in

India in 2013

S.No	Source Country	FTAs (in Million)	Percentage % Share
1.	USA	1085309	15.58
2.	United Kingdom	809444	11.62
3.	Bangladesh	524923	7.53
4.	Sri Lanka	262345	3.77
5.	Russian Fed.	259120	3.72
6.	Canada	255222	3.66
7.	Germany	252003	3.62
8.	France	248379	3.56
9.	Malaysia	242649	3.48
10.	Japan	220283	3.16
Total of Top 10 Countries		4159677	59.70
Others		2807924	40.30
G.Total		6967601	100.0

Source:- Bureau of Immigration, Govt. of India

Again Table-8, refers to tourist share of the source country in terms of world tourism. One finds that India here in has a share of 0.67% of the world share. This therefore also indicates that India has an opportunity to increase its share with tourism opportunities of hill, sea, land and events.

Table - 8

Share of Top 10 Countries of the World and India in

International Tourist Arrivals in 2013

Rank	Country	International Tourist	Percentage Share %
1.	France	NA	NA
2.	USA	69.8	6.74
3.	Spain	60.7	5.86
4.	China	55.7	5.38
5.	Italy	47.7	4.61
6.	Turkey	37.8	3.65
7.	Germany	31.5	3.04
8.	UK	31.2	3.01
9.	Russian Federation	28.4	2.74
10.	Thailand	26.5	2.56
Total of Top 10 Countries		389.3	37.59
India #	6.97	0.67	
Others	638.7	61.74	
Total	1035.0	100.00	

(P): Provisional.   N.A.: Not Available

 # Excludes nationals of the country residing abroad.

Source: UNWTO Barometer April 2014 and Bureau of Immigration (BOI)

All these would not be at free of cost. This tourism creates positive and negative externality. As long as is it is positive externality it is most welcome. The negative externality of tourism often created through international tourism or domestic tourist is the matter of concern for any government or appropriate administrative body and this requires state intervention. Unfortunately, not much in this regard is found in India's National Tourism Policy.

The development of tourism has brought with it a variety of changes in the consumer culture of growth the tourists as well as the cost. These changes in consumption have resulted from the gradual development of any area or region into a prominent tourism destination. 'Costa[7] has suggested that when the tourists' journey involves crossing cultural and societal boundaries, vital and emphatic changes occur among both the hosts as well as the guests. Mathieson and Walls[8] have noted "The consequences of tourism have become increasingly complex and contradictory and are manifested is subtle and often unexpected ways". Research on the impact of tourism on the societal structure and its framework is wide, varied and manifold. For example Rayan[9] suggested that the greatest impacts of tourism will be wherever there is greater gap between the culture and the income level of both the host and the tours.

The tourism industry is most probably the largest industry in the world after IT and has engulfed different countries, their respective economy and many a population all across the globe. Tourists who all come from different countries and belong to set of various cultures and societies exchange ideas and interest with other people including the locals and also study the various sorts of similarities and differences as portrayed through the costumes, music, language, religious, ethics, social norms, food habits, folklore, handicrafts, dance forms and jewellery.

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5.5 Review Questions

1) Multiple Choice Questions

Tick the right option

A) A tourist does not extend his stay in another destination for more than;

   1) One month

   2) Six months

   3) One Year

   4) None of the above.

B) The supply side of the tourism industry is defined;

    1) In terms of hospitality

    2) In terms of travel

    3) Blurred between local requirements and tourist needs

    4) None of the above.

C) Tourism product also has a phenomenon similar to PLC of traditional marketing referred as;

    1) Technology Adoption Life Cycle

    2) Tour Product Life Cycle

    3) Tourism Area Life Cycle

    4) None of the above.

D) The marketing mix of Tourism is constituted of ;

    1) 8Ps'

    2) 7Ps'

    3) 4Ps'

    4) None of the above

E) The share of India's tourism in world tourism for the year 2013 was;

    1) 0.67%

    2) 2.83%

    3) 1.08%

    4) None of the above.

Answers- A) 3, B) 3, C) 3, D) 1, E) 1,

2) Short Questions:

    Q1. State the definition of tourism from the perspective of Tourism marketing?

    Q2. How is the concept of services different from product?

    Q3. How are the Ps' of Tourism Marketing different from those of services marketing?

Q4. How is Tourism Segmentation different from normal market segmentation?

Q5. When are the negative externality of tourism more profound?

3) **Long Questions :**

Q1. State elaborately the methods of pricing on Tourism Market?

Q2. Elaborately state the behavioral bases of segmentation is reference to tourist market?

Q3. a) Discuss the different types of intermediaries?

b) What are the roles of tour wholesalers and operators?

Q4. Elaborately state the 'Promotion Mix' in case of tourism marketing?

Q5. Provide glimpses of world tourism and India's level of involvement along with the externalities that are created?

Paper - 5
Business Communications

Unit -1 ☐ Communication

Structure

1.1 What is Communication

1.2 Objectives / Purpose of Communication

1.3 Process of Communication

1.4 Scope of Communication

1.5 Importance, Functions of Communication in an organization

1.1 What is Communication

Meaning : The word **Communication** is made from a Latin word "*communis*", which means "common". Communication is an integral part of life. From birth till death every living being is communicating in his or her way way, be it birds, animals, trees, human beings.

The word **Business** stands for any economic activity undertaken with a view to earn profit. The communication   undertaken in the process of this activity is termed as business communication. It includes oral, written, formal, informal, upward, downward, lateral outwards as well as non- verbal communication.

Defining Communication: The term commnicaion has been derived from the latyin word "communis" that means 'common' and thus if a person communicates, he establishes a common ground of understanding.. literally communication means to inform, to tell ,to show, or to spread information. Thus it may be interpreted as interchange of thoughts or informationto bring about understanding and confidence for good industrial realations.it brings about unity of purpose, interest and efforts in an organization.

There are a number of definitions of the term communication. A few of them are as follows:

1. Communication is the sum af all things, one person does when he wants to create understanding in the minds of another. It involves a systematic and continous process of telling, listening and understanding.   - **Allen Louis**

2. Communication is interchange of thoughts, opinions or information by speech,

   Writing or signs.   – **Robert Anderson**

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3. Communication may be broadly defined as the process of meaningful interaction among human beings. More specifically, it is the process by which meanings areperceived and understandings are reached among human beings.

- D. E. McFarland

1.2 Objectives / Purpose of Communication

An objective is something that we want to attain or accomplish by our efforts; it is the purpose with which we undertake an activity. When we speak or write to our friends, we may not have specific purpose except to keep in touch. The objectives depend upon the purpose to be achieved.

The objectives of business communication would include the following:

- **To inform:** this is the foremost objective of communicatuion. Information is power. The information needs within and outside the organization can be met through communication

- **To persuade:** Businesses work through persuasion. It is important to persuade employees to work efficiently, to persuade cutomers to buy our product and so on.

- **To educate:** to disseminate knowledge and develop skills and attitudes among people working in the organization may be another objective of communication.

- **To Train:** communication is an integral part of any training programme. Training is required to achieve proficiencyin specific skills. Instructions, Demonstration, practice and discussion during training require communication as an integral part.

- **To Motivate:** high level f morale and motivation are amust to ensure high levels of productivity and efficiency on a sustainable basis. Comunication provides a means to keep motivation levels high.

- **To Integrate:** large businesses organizations have different have different business units, departments, and territorial divisions, pursuing different targets. Communication provides the means for an integrated approach in pursuing organizational goals.

- **To Relate:** good business relations are a must for the continued success of any business organization. Communication provides the means for building and nurturing mutually beneficial relationships.

- **To Entertain:** whatever be the nature of business, there is always a time for

entertainment. Communication facilitates social bondig and brings lighter moments that help in entertainment and relieving tension.

- The objectives of communication are dynamic and ever–changing. Some of the common objectives of official communication are to get or give information, to ask for or give instructions or advice, to make requests, to persuade other people to agree with us.

1.3 Process of Communication

Communication has been described as a process, as it is dyanamic in nature. The process of communication , which may be one way or two ways, has been explained by various authors. Initially communication was considered to be a linear or one way process. But as now know that communication process is a two way process where in at least two people (if not more are involved in it).
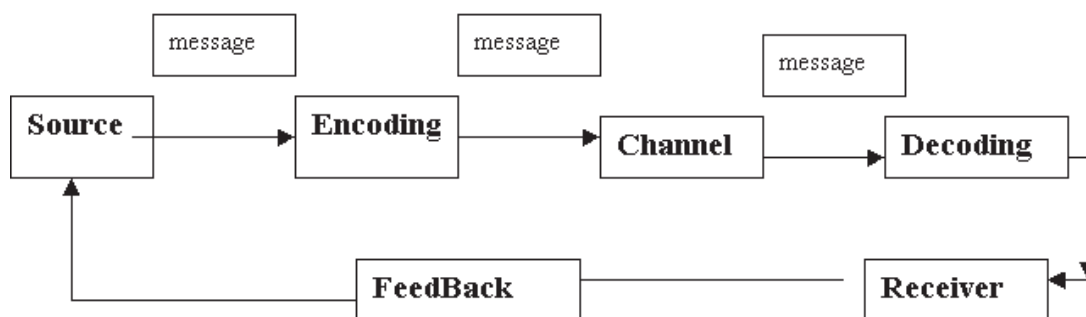
Elements of Communication Process

 The communication process to materialize, it is essential that the basic elements of communication be identified. These elements are as follows:

1. **Sender/ Source:** the person who initiates the communication process is normally referred to as the sender. He is the person who transmits, spreads or communicates a message and is the one who conceives and initoates the message with the purpose of informing/ influencing.

2. **Receiver/ encoder/ Listener :** A receiver is the targeted audience of the message. The receiver gets the message, understands, interprets and tries to perceive the total meaning of the messages transmitted by the sender.

3. **Message:** it is the information, written or spoken, which is to sent from one person to another. Message is the encoded idea transmitted by the sender. Formulation of the message is very important.

4. **Medium/ Channel:** another important element of communication is the medium or chanel. This is the vehicle or medium which facilitates the sender to convey the message to the receiver.. it coul be oral, written or no- verbal. Each medium follows its own sets of rules and regulations. For example, in oral communicationone can afford to be alittle informal, but when using written mode, all rules of communication need to be observed.

5. **Feedback:** this the top loop that connects the receiver in the communication process with the sender, who in turn acts as a feedback receiver and thus gets to know that communication has been accomplished. It also ensures that receiver has has received the message and understood it is as intended by the sender. This is the most important component of communication. Effective communication takes place when there is a feedback.

The above presented diagram gives us amore clear picture of the process and is just a diagrammatic re presentation.

1.4 Scope of Communication

Communication has unlimited Scope. The scope of communication can be understood under two headings:

1. **External Dimension**

2. **Internal Dimension**

External Dimension: regarding communication has a bigger arena. It includes building relations with external agencies and stakeholders. Effective communication can establish healthy external organizational climate in which there is trust, co operation, collaboration, innovation and commitment. Self involvement of people in various activities is inculcated to create vibrant and congenial atmosphere. Likewise depending upon how an organization looks after its advertisement, publicity and public relations function, public image and good will of the organization is created through effective communication.

Internal Dimension: a lot of communication takes place within the organization. In an organization, starting from formulating corporate vision, mission policy objectives, taking goals to their implementation, communication plays significant role. For formulating policies, top management needs to obtain information and views of the middle and lower level management through various forms. Especially for the appropriate implementation of the top management policies and plans, it is only communication which facilitates proper understanding of the policies in the right spirit. Public Relations as amangement function, solely depend on right comunicaion.

When we look at each functional department, the scpe of communication further becomes clear. for example, in case of Human resource department, the HR manager needs to take care of communication to avoid Grievance, dissatisfaction and industrial unrest in the entire organization.

In addition to external and internal dimensions the scope of communication may be looked into as follows:

- Includes oral and non- verbal communication
- Interpersonal, Intrapersoal and mass communication
- Covers only human communication
- Covers four skills- reading, writing, speaking and listening.

1.5 Importance, Functions of Communication in an organization

Communication plays a vital role in every walk of life. According to Luthans, some estimates of the extent of its use go up to about three- fourths of an active human being's life and even higher proportions of a typical manager's time. Communication is the passing of information and understanding from one person to another at the same level or at different levels. It is the process by which the management reaches others in managing its work. Since managers work through others, all of their managerial functions pass through the bottleneck of communication. One person can initiate the process but he alone cannot complete it. It is completed only when it is received by others.

The roles of communication become more critical as the organization grows in its size, complexity and sophistication. So, the system should be adjusted according to the needs of the organization from time to time.

Communication is the nervous system of an organization. It keeps the members of the organization informed about the internal and external happenings relevant to a task and of interest to the organization.

The importance of communication can be judged from the functions performed by it, following are the important functions of communication.

i) **Information sharing**: The main purpose of communication is to transmit information for a source to target individuals or groups. Various type of information is transmitted in the organization : policies and rules and changes and development in the organization etc.

ii) **Feedback:** There is a need to give feedback to the employees on their achievements, to the department on their performance and to the higher management on the fulfillment of goals and difficulties encountered in the communication of feedback. Which in turn helps in taking corrective measures and making necessary adjustments and realistic plans.

iii) **Influence:** Information is power. One purpose of Communication is to influence people. The Manager Communicates to create a good environment, right attitudes, and congenial working relationship. All these are examples of influencing.

iv) **Problem- Solving :** In many cases communications aim to solving problems. Communication between the management and the unions on some issues (negotiations) is aimed at finding solutions for a problem and to evolve a consensus.

v) **Assists in decision- making:** the most important function of every manager is decision- making. In order to make accurate and appropriate decision, a manger needs to obtain information available I various channels of communication. Here the way decision is communicated will have an impact upon the outcomes of the organization in terms of co- operation and support of the people to achieve organizational goals.

vi) **Facilitating change:** the efectiveness of a change introduced in an organization depends to a large extent on the clarity and spontaneity of the communication. Communication between the mangers and employees helping recognizing the difficulties in the planned change, and in taking corrective action.

vii) **Group Building :** Communication helps in building relationships. If communication breaks down the group may disintegrate. Communication provides the necessary lubrication for the proper.

viii) **Gate keeping:** Communication helps in building linkages of the organization with the outside world. The organization can use its environment to increase its effectiveness.

ix) **Conveying the right Message:** The main objective of communication is conveying the right message to the right person. i.e., to the person for whom it is meant. The message conveyed

should be well understood.and accepted by the receiver in the right perspective.

x) **Ensuring Effectiveness of policies:** the organization formulates policies and programmes to guide the work force. This should be conveyed properly to those who are really responsible for the execution of work to achieve the oanidational objectives.

xi) **Motivating People:** if people working in Organisations are not regularly informed about their management's expectations, plans, and policies with respect to their future growth, promotion and welfare measures, they feel frustrated an de- motivated. Through various communication devices, managers declare rewards and incentives to motivate employees.

xii) **Useful as Grapevine:** Informal Communication or Grapevine in organizations, sometimes leading to rumours, is often used by employees to create misunderstanding. But sometimes management also takes the help of this route to assess the impact and reaction of employee before introducing proposed policy changes in the organization.

xiii) **Performance Feedback:** people working in an organization need to know how well they are performing and what needs to be doneto achieve and exceed the standard set by management. Through measures like letter of appreciation or suggestion, the subordinates are given a feedback about the performance status.

xiv) **Emotive Function**: Communication Facilitates the expression of feelings and satisfaction. It also enables the people to express their dissatisfaction and unhappiness through words or in writing to release their tension and frustration. This is why in organizations there exist grievance resolution machinery and often managers and supervisors are trained how to handle employees' emotional problems andf grievances.

Unit - 2 □ Personality Development

Sturcture

2.1 Written Communication:

2.2 Essentials of Good Business letter

2.3 Business letter Writing

2.4 Writing Proposals

2.5 Curriculum Vitae (CV) Writing

2.1 Written Communication

A famous English writer Francis Bacon has said " Reading maketh a full man, writing an exact man, conference a ready man. While speech comes to us very naturally and spontaneously, writing comes after serious practice and careful organization. The power of writing is eloquently expressed in the saying **"Pen is mightier than sword".**

Essentials of effective (Business) Letters:

Letters especially the formal ones or Business letters to be good and effective, must contain certain essentials. In other words, business letters should conform to certain minimum standards of letter wrtting. A good business leter has to create, nurture and sustain a good business relationship.efore discussing the essentials of a good business letter, it would be desirable to keep in view what such a letter can achieve for business.

● A good business letter can address the prospect and set the sales pitch.

● A good business letter can also make announcements, share relevant information and keep you in touch with people who matter.

● A good business letter can be your public relations officer (PRO).

2.2 Essentials of Good Business letter

1. **Clarity :** a letter must have clarity. The underlying message should be expressed in clear terms. Care should be taken to avoid ambiguity. The purpose of communication should be made clear. Wether it is to inform, invite, reiterate, emphasize, remind, announce, the purpose should clearly be stated. There are

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umpteen ways in which lack of clarity affects the intended purpose of the letter. A letter writer should be conscious of this ans exercise due care.

2. **Impact:** the letter should create the necessary impact. Behind every letter there is an objective and the letter should have a clear purpose stating that . every letter has an intended impact, which must be felt. To create the desired impact, it is often necessary to lay emphasis. Underlining or using a larger type or font can do it.

3. **Relevant Information:** the letter should provide relevant details which go into forming part of the message. The principle of communication that we are referring to here is also known as adequacy or completeness. A communication can be said to be complete only when it contains all the facts and details which the receiver needs to know in order to respond or act on the basis of that communication. Not giving all the required details leads to protected correspondence, loss of customers or lack of response.

4. **Brevity:** any good communication- oral or written- should necessarily incorporate this essential feature. Brevity is a very important attribute for any commercial letter. The receiver does not have unlimited time to spare towards reading and re- reading the letters is certainly limited. On the contrary the commercial letter is competing with a huge mass of business relatedand other communication targeted at the receiverwaiting to watch attention and time.

A classic Example where we can find Brevity at its Best is as follows:

The style of writing varies from person to person. There are people who can communicate very effectively even with the minimum of words. Here is a classic Example. The briefest correspondence in history is reported to be letter from the feat French writer Victor Hugo and the reply to it from the pulisher.

Hugo's letter was just **"?"**

(He wanted to know how his newly published novel, Les Miserable, was faring in the market.)

The publishers reply was just **"!"**

5. **Simplicity**: simplicity is the hallmark of any good communication. Simplicity refers to the ease of understanding. Simple written is the opposite of complex and involved writing. The art of simple writing is mastered through conscious effort and practice. It takes tremendous insight and skill to express complx matter and complicated issue in a simple form. Brevity and simplicity are so

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essential for good communication that many writers refer to it with the acronym **KISS – Keep- IT (the letter) - Short and – Simple.**

6. **Language and Vocabulary:** language is an extremely important facet of business communication. First and foremost, it is necessary to ensure that the language used is appropriate, i.e. the language with which the reader is at ease. Apart from English, Hindi, various regional languages are in common use in business in different parts of the country.

Grammatical errors and spelling mistakes have no place in agood business letter. They create a poor impression in the reader. For the language to be effective, an important prerequisite is abundant vocabulary or word power. Words make the letter. A good letter writer should choose the words with care.

The essentials outlined above are not to be taken as a checklist against which every letter has to be evaluated. Some letters need to be just simple and straightforward.

2.3 Business letter Writing

As a significant form of written communication , abusiness letter is supposed to have a lay- out that impresses. its physical appearance , that includes the quality of the paper, the arrangement of the types/ printed matter, the way it is folded ad kept in the envelope, the envelope itself with the addresses's name and address and stamping- everything communicates and passes through the receiver's mental filter. I, therefore cannot be taken casually.

Parts of a letter

1. **Heading:** the heading is printed on the top of the letter and is also called 'letterhead'. It contains the name of the firm/ company, its emblem, postal, telegraphic and email address as well as telephonic numbers. It is usually given at the top centre or top right side of the paper.

2. **Reference Number :** every business letter usually caries a reference number to which the receiver may refer in all future correspondence. Ir serves the useful purpose of quick reference and linking up the chain of letters going out of the organization or identifying the memos issued by a department within the organization.

3. **Date:** the date of the letter is crucialimportance. Every official document must be dated. The date provides an important reference in further correspondence, it is usually written on the right hand side, parallel to the reference number.

4. **Inside address:** it contains the name and Adress of the organization or the individual to whom the letter is being sent (receiver). It should be written below the Reference Number line, leaving some space.

5. **Addressing individuals:** if the letter is being sent to an individual we have to be sure about prefixing of the addressee.

i)   **Mr or Shri** is used for addressing a man.

ii)   ' **Miss'** is used for an unmarried woman.

iii)   ' **Mrs'** or   **'Shrimati'** is used for a married woman.

iv)   **'Ms'** is used for a woman whose marital status is not known. Most women now prefer the use of '**Ms.'**

v)   ' **Messrs'** is a plural for ' **Mr'** and is used while addressing a partnership firm. It can be best suited when the name of the firm contains personal names:

For example;

Messrs. Rama Bros.

Messrs. Lal Chand & Sons..

6. **Addressing by designation:** when a particular person is addressed by his designation, 'Mr'. or ' Messers' (in case of a limited company) is not used.

The Personnel Manager

 Larson And Toubro

7. **Subject Line:** Gives a brief and quick indication of the subject of the letter. It adds to the clarity of the letter, especially if the letter is long. It helps to classify and file the letter. It is placed either above or below the salutation at the centre. In more modern practice, the subject line is placed at the margin belowthe salutation, without any inroductury word. It may be in capital letters or initials .

8. **Salutation:** the salutations begins at the margin, two line spaces below the inside address. It is followed by acomma. If the letter is addressed to an organization, the salutation is plural: Dear Sirs, or Sirs. If the letter is addressed to aparticular official mentioned only by designation, for eg, "The sales Manager" the salutation s singular. Sir or Dear Sir. If the Official is lady, the salutation is Madam or Dear Madam.

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9. **Signature:** the signature s placed just below the complimentary close. The name of the signatory is typed in brackets three or four lines spaces below(to leave space for the actual signature) and the designation/ title is typed below the name.

2.4 Writing Proposals

The purpose of the proposal is to allow the employees of an organisation to place the proposed study with coherent, organized framework. The proposal should be based on the topic/ scope of work assigned by the organization or institution. A proposal will enhance one's understanding, grasp and clarity of the subject matter, the context of the managerial problem and the research problem.

Guidelines:

The proposal should contain a brief background of the company, its business and environment, and then a survey of literature and context description of the subject. It should clearly state the research objective (s) the following should be there to prepare a Business proposal:

1. **Cover page**: this contains the name of the proposal, name of the employee.

2. **Table of Contents**: this describes the page wise contents of the proposal. It is like Index.

3. **Introduction**: this should begin with a brief description of the company. Its business and major environmental factors. This is necessary to record the business environment and functioning to apply it in the managerial context. It should end by examining the literature and the conclusions drawn.

4. **The Research Problem:** This is a specific set of statement which describes the problems and goes on to develop the hypotheses. They also describe the nature and area of possible outputs from the research if it is exploratory in nature.if possible , the operationalised hypotheses should also be defined at this stage itself .

5. **The Research Design:** this will contain five subsections; namely

a) **The general methodology/ procedure:** whether the case method or based on secondary or accounting , sales or production data.

b) **The sample** and sampling frame or data source specification.

c) **The data collection Procedure**

d) **The data analysis , qualitativeanalysis techniques and the form of the outputs of analysis.**

e) **How the expected output may then be arrived at by following this methodology.**

Sales Report

A report is a presentation and summation of the facts, figures and information either collected or derived. It is alogical and coherent structuring of information, ideas and concepts.

If we go by the definition:

"A business Report(sales report) is an orderly, unbiased communication of factual inforation that serves some business purpose."

Report provides feedback to the manager on various aspects of Irganisation. The information is neded for reviewing and evaluating progress, planning for future course of action and taking decisions. Report writing is an art. This skill is to be developed by constant efforts. Every executive is supposed to submit reports to their superiors in scheduled time intervals.

Guide lines for writing sales- reports

The following are the guidelinesfor writing a report:

1. **Develop Thinking –** there is high positive co- relation between good thinking and effective writing. It is aprocess of rebuilding Factsinto ameaning whole..

2. **Divide narrations into paragraphs:** in order to create a better impact and draw the attention of the reader, the narration should be divided into paragraphs there should be informative headlines wherever necessary

3. **Use present Tense and active voice:** Result should be valid in the present. Otherwise there is no use in presenting them. The active voice should be used whenever possible.

4. **Use Visual Aids:** There should be more and more use of Visual Aids in the forms of Table and graphs rather it is a must in case of Sales Report. Visual Aids increase the comprehensionrate to illustrate the the principle findings of the study.

5. **Objectivity:** the report should be unbiased and objective supported by facts. Subjective reports do ot have any weight..

Out line of a Sales Report

There is no set outline that can be used in preparing reports. The most appropriate form and contents of a particular report should be determined by the nature of the Report (Sales, Annual Report, Routine Report etc…)

A few important aspects regarding the various parts of the reports are briefly narrated below:

1. **Summary**: It is useful to all those who have little time to read the whole text..Business Sales Executive mostly read summaries of sales report. The report should begin with objectives, methodology, brief summary of the findings, of the study along with conclusions and recommendations, which the presenter has made. The remainder of the report should provide adetailed discussion of the analysis, interpretation and survey process.

2. **Introduction**: the purpose of the introduction is to discuss the background of the project. This sectionintroduces the problem at macro and micro level. An explanation of the nature f problem and its history in terms of existing literature related to the research problem.

3. **Methodology**: It broadly includes the objectives and significance of the study, description of methodology, formulationof hypotheses. It tells the listeners/ readers what was done to solve the problems.

4. **Findings**: This presents the inferences derived from statistical analysis. From the point of view of findings, reports may be either desciptive or explanatory.The finding is presented in simple language. The findings preferably should be in the form of Tables/ Charts/ Graphs, which register well with the audience/ reader. Flow chart method too can be implemented since it presents aclear sequence of activities from start to finish.

2.5 Curriculum Vitae (CV) Writing

The job application is the first step in the career of a person. Time and care should be taken in the preparation of job application. In some cases, resumes or CV are solicited directly by the employers, one need not write a job application (covering letter), as the bio- data would be sufficient in this case.

The resume and application letter cannot be combined into asingle document. One cannot leave out the resume and just writea long and detailed application lettergiving personal details..

Categories of information in the CV

The information in a resume is classified under four headings:

- a) **Personal Details**
- b) **Education**
- c) **Experience**
- d) **References**

Personal Details/ data: this section gives the following information:

- **Name**: is written in the order of irst name, Middle name and surname.

- **Address**: it can Your Permanent Address and your Contact Address/ Communication Address in case you have an address other than your permanent one

- **Telephone Number**: The number along with STD Code.

- **E- mail ID**: in recen times, everyone prefers to keep in touch through emails.

- **Date of Birth**: date of birth must give Date, Month (spelt in full), year in full as in ; 8[th] August, 2006.

- **Height and Weight**: May not be required for every kind of job, but in some jobs like that of Airlines this may be an important requirement.

- **Marital Status**: Married/ Single/ Divorced/ Separated.

- **Mother Tongue**: Hindi/ English/ any other language.

- **Interest and hobbies:** Should be such that are relevant to the job or give a positive picture of your personality.

- **Personality traits/ Strenghts:** the major characteristics in the personality of the applicant and his/ her strengths, which make him/ her suitable for the job, should be highlighted.

- **Career Objective:** this should be a highly focused statement related to the goals of one's carreer, commensurate to the goal of the organization.

Education : This section gives acomplete recrd of academi qualifications and achievements. All details of Institution attended, degrees/ Diplomas obtained, scores/ Grades obtained should be kept in mind.0

The Chronological order may not be very impressive. The highest qualification is the most Important qualification.It should be therefore emphasized by placing it first.

Experience: It is very important to choose from your total experience that which best meets the job requirements. We just indicate nature of experience gained from each position.

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Include the following details in this section;

Company's Name

Position Held

The period of the time for which the job was done

Highlight any special achievements.

Never Write 'NO" Experience

Young applicants, in the early stages of their carreer can include voluntary work done for clubs, associastions or charitable organizations. Students who have earned while they learned, should mention it.

References: References are supplied for verification of Facts, which one has presented on the resume. A prospective employer would like to verify the claims made in the letter. What references say about the applicant will have great impact on his evaluation.

Sequence of the CV

Conventional method is to begin with personal details and end with references.The category of references includes names of at least two persons with their full contact addresses. They are expected to honestly speak about you and your work as your teacher, or previous employer. They should not be your relative.

The sequence basically is as follows:

1. **Heading:** Should include Name, Address, Date of birth and Telephone Number.

2. **Objective:** Mention a particular position that suits your educational qualifications and experience. State clearly your objective in practical terms.

3. **Education:** both Educational and Professional Education is to be included in this. Begin with your most recent degree.

4. **Work experience :** mention in reverse chronological order, your job experiences a trainee or in any other form. Give the details as follows- job title, company's name, place and duration of work.

5. **Awards, achievements and honours:** mention all scholarships received, prizes and awards won in college. You can include your professional prizes.

6. **Activities and skills:** under this section, mention your college activities or other activities / hobbies you have indulged in, which you think have helped you acquire specific skills.

7. **Personal information:** any other personal information, besides that included in the heading should be included here. Strengths and personality traits may be mentined here.

8. **References**

Length of the CV

The CV of a fresh graduate should be neither too brief nor too long. One page is enough for it. Bio- Data should be concise. It is a personal statement about your education and work life. It is a sales tool.

Facing Interviews- Do's and Dont's

By and large, all interviews are taken seriously. The interviewee stand to gain and benefit when they put up there best during the interviews.in view of the competitive nature of the interview, the preparation for it should commence well in advance. **Attire, Appearance, Posture, Hygiene, Etiquettes** and good understanding of the job requirements would contribute to the success in the interview.

Candidates Preparation

A candidate needs to prepare at various levels for the interview. Physically, mentally, psychologically, the interviewee needs to groom himself to be successful in the interview. The candidate needs to prepare in the following dimensions:

1.Physical Preparation:

It includes,

Hygiene: Everybody likes a clean appearance, and it should always be maintained during the interview. Wearing a well creased suit and gelled hair is not enough. Basic hygiene has to be maintained as well. One must have their nails trimmed and cleaned, in case of Ladies if they are wearing bigger nails should be cleaned and in due shape and polished.

Second most important thing is Hair: in case of Men the hair should be Gelled / oiled and neatly cut.

In case of ladies if they have long hair it should be neatly tied either in a pleat or in a bun, and those with short hairs- can tie a neat pony or side clips.

Another most important we usually forget is we must **smell good,** a good Deodorant works wonder. And everything in place but a bad smell spoils everything. One must remember not to use very strong smelling perfume or Deodorant.

Habits: Habits are something which we inculcate right from our childhood, and cannot be acquired or changed overnight, so the best things are to inculcate good habits right from our childhood.

One of the very common habit today is stay awake till late at night, then wake up late or even if you have to wake up early you end up looking gloomy and dull. So it is also said that " Habits maketh a man".

Fitness:

It is one of the most important issue today. We may look fit and fine from outside, as we invest a lot of time and labour to maintain our outside glamour but hardly do we think about our inner body needs.

We are skipping breakfast- which is the most important meal of the day, because we have to rush to our workplace- because we are late to wake up in the morning.

We prefer taking a Car or Taxi rather walking a few distances, and again taking lifts to even 2^{nd} or 3^{rd} floor rather than climbing stairs. So we have literally no time or intention to to think about our inner fitness,. Which leaves atoll on our body with different types of problems like High Blood Pressure, Palpitation, High Blood Sugar etc…

Etiquettes and Manners:

Like Habits etiquettes and Manners are also inculcated from a very young age and it develops with time and age.

Right way of Walking- your shoes should not make any noise while walking .

Right way of Sitting- one should not slouch backwards or sidewards rather sit straight with both your hands on your lap or on your side.

One should not **shake their legs** when one is sitting

One should not **bite nails.**

One should be audible enough but **never loud.**

Attire:

Attire is something which seems to be very important part of the Interview. It is better to stick to formals if not mentioned specifically. For ladies Saree is a good option provided it should be well pleated and not very bright neither too dull worn with preferably high neck blouse. Regarding Men wearing Tie(s) is not mandatory but it is better to take one along and watch what others are doing.

2. Mental Preparation:

Mentally the candidate needs to,

- Revise the subject Knowledge
- Get information about the current affairs and important issues
- Information about the company, its product and competitors.
- Prepare general and personal questions

3. Psychological Preparation

An interviewee needs to prepare himself psychologically by:

- Practicing Honesty
- Practicing Negotiating skill
- Inculcationg will power and determination.

Do's and don'ts of the Interview

Do's

1. **Be prepared for the Interview:** the interviewee has to be prepared for the interview. He must be prepared for any questions and situations (since they are not in his/ her control). One has to arrive at least 30 min before at the venue. Last minute entry usually creates a chaos and unnecessary nervousness.

2. **Have a presentable appearance:** everybody appreciates a pleasant personality. In an interview the concerned person's appearance ia apart of the message.

3. **Show interest by making effective use of Body Language:** keeping eye to eye contact with the interviwer shows that the interviewee is genuinely interested in the event and keen to participate in it. He/ she should also sit in a correct and straight posture.

4. **All the questions must be correctly and completely answered:** since the primary aim of an interview is to exchange informationit should be done effectively. If the interviewee is not clear about an answer he/ she should not bluff rather there is no harm in admitting that he/ she doesn't know the anwer. Always be honest.

5. Be polite: Politeness is indispensable in every situation .

Don't(s)

1. Avoid talking too much or making boastful statements

2. Don't criticize your previous employer.

3. Don't forget to thank your interviewer before you leave.

4. Don't hesitate to ask any questions to seek clarification regarding the company profile, services.

Answer the Following questions Briefly, preferably in 2 or 3 lines

1.   What do you mean by Communication?

....

....

....

2. Why do you think Communication is important?

....

....

....

3. What are the different elements of communication?

....

....

....

4. Why do you think Letter writing is important?

....

....

....

5.   What is a covering letter?

....

....

....

Answer the questions in 100 words (approx)

....

....

....

1. Describe the process of Communication.

....

....

....

2. What are essentials of a business letter?

....

....

....

3. A resume is sales Tool comment.

....

....

....

4. Write your Resume.

....

....

....

5. State suggestions regarding the appearance and dress for the interview.

....

....

....

Unit - 3 ◻ Computer Fundamentals

Structure

3.0 Introduction

The term Computer is not a new concept for us today. We all are littlebit familiar with this machine as per our level best. Now we are living in the age of information Communication and technology. Information is sporadic in nature. Being a learner of Travel and tourism it is mandatory to well acquainted with the huge information, related to travel and tourism. On the same time they have to know the process in which they could cater services to their client to achieve best in their career. To reach such typical goal, computer as a whole system could play an important role.

3.1 Objectives

- To frame a clear concept of computer.

- To explain the development of computers generations

- To list different types of computers (PCs, mobile devices, embedded computers, etc.)

- To acquainted with common elements of computer systems;

- To introduce with various Input Devices and Output Devices

- Define software and its classification

3.2 Learning Outcomes

After going through this unit you will be able

- To understand development of computer

- To identify different types of computer

- To familiar with physical and logical units of computer

- To explore operational systems of computer

3.3 Computer: An Overview

This section is dedicated to portray a general overview of origin, historical development, and types of computer for general learners as well as for the learners of

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travel and tourism. Computer is basically an electronic device which could carry out arithmetic and logical operations. The full form of **COMPUTER** is
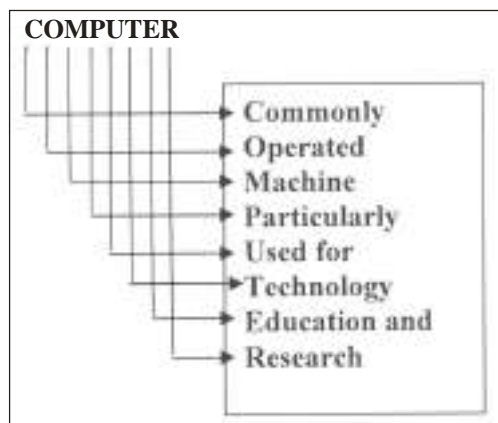
Let's see some formal available definitions of Computer as follows:

As per Oxford Advanced Learner's (http://www.oxforddictionaries.com/definition/learner/computer) Dictionary Computer is "An electronic device which is capable of receiving information (data) in a particular form and of performing a sequence of operations in accordance with a predetermined but variable set of procedural instructions (program) to produce a result in the form of information or signals."

 Webopedia stated "Computer generally means *a programmable machine*. The two principal characteristics of a computer are: it responds to a specific set of instructions in a well-defined manner and it can execute a prerecorded list of instructions (a program).

In view of these formal definitions of Computer we could easily execute basic characteristics of computer as follows:

1.   Computer is an electronic programmable device;

2.   This electronic device is generally process information;

3.   It has internal storage

4.   High Processing Speed is able to process a very large amount of data.

5.   Accuracy : It exceute 100% error free task.

6.   Reliability : Modern electronic machines are reliable.

7.   Versatility : This machine is used for various purpose solve problems related to various field.

8.   Automation : Perform the given task automatically.

Computers cannot initiate themselves and make the decisions. They need instructions from users to enhance the process.

3.3.1 Development of Computer

Computer we are using today, has a strong historical research-base. This section articulates some of the milestones that led to its present state of development. The term Computer is derived from Latin word "computare". *Barnhart Concise Dictionary of Etymology* (Robert Barnhart, ed., NY: HarperCollins, 1995), stated that the term computer came into use in English in 1646 to direct 'one who computes' and then in 1897 this word is recognized as 'mechanical calculating machine' and in 1946 this word referred to as an electronic machine. The term Computer is borrowed from the French word *compute*, which was borrowed in 1631, from Latin word "*computare*", which means 'to count, sum up; reckon'.

- Before the 1500s, in Europe, calculations were made with an **abacus** which is invented around 500BC, available in many cultures (China, Mesopotamia, Japan, Greece, Rome, etc.)

- In 1642, **Pascaline** was invented by Blaise Pascal (French mathematician)

- In 1671, Gottfried von Leibniz (German mathematician, philosopher) introduced Reckoner by modification of this pascaline with the added advantages of multiplications, divisions, square roots.

 These machines required human intervention for every action and none of these machines had memory.

In 1822 Charles Babbage (English mathematician), known as the "father of computing" built the Difference Engine Machine designed to automate the computation (tabulation) of polynomial functions (which are known to be good approximations of many useful functions) and implements some storage. In 1833 Babbage designed the Analytical Engine, but It was built after his death, which was powered by steam.

3.3.2 Generations of Computers

In previous section we have experienced the various developments of computer. We could see here how technology is creating an environment for further development. Each generation of computer is characterized by some major technological development which changed the way, computers operate, resulting in increasingly smaller, cheaper, more powerful and more efficient and reliable devices. Computer in today's sense was begun to appear 1940 onwards. On the basis of the stages of development, the computers are categories into five generations as follows:

Generations	Features	Example
First Generation (1945-1951) J.P. Eckert & J. W. Mauchly, University of Pennsylvania	@ **vacuum tubes** were used in electronic circuit; @ Internal storage consisted of magnetic drums. @Input was based on punched cards and output was displayed on printouts; @ First generation computers relied on machine language to perform mathematical operations like addition, subtraction, multiplication, division, table reference etc; @ Large in Size; @ Generate lot of heat; @ Low storage capacity;	@ ENIAC, @ EDVAC, @ EDSAC, @ UNIVAC, @ ACE, @ LEO
Second Generation	@ Replacement of **Transistors** in place of Vacum Tubes made computers smaller, faster, effective and efficient than previous generation; @ Magnetic Core for internal Memory was introduced; @ Punched cards for input and printouts for output is still exist in the system; @ Moved from binary machine language to assembly languages. Early version of High level programming language like COBOL and FORTRAN were also being developed at this time. @ Smaller in size; @ Related series of processor; @ Increase storage capacity	@ PDP-1, developed by DEC, It was the first minicomputer. @ NCR 304 (National Cash Register), IBM-1401, IBM-1620
Third Generation	@ Introduced integrated Circuit (ICs) and Large Scale Integration technology as its Components. @ Higher capacity internal storage with magnetic core and solid state main storage; @ Instead of punched cards and printouts, users interacted with third generation computers through keyboards and monitors and interfaced with an Operating System. @ Use of Higher level programming languages; @ Smaller in size with better performance and reliability @ Speed of operation in the order of nano second range.	IBM-J60, IBM- 370, ICL- 2900 series
Fourth Generation	@ Development of microprocessor chip containing entire CPU on a single silicon chip; @ Increased storage capacity and speed of work;	In 1981 IBM introduced its first computer for the home user, and in 1984

Generations	Features	Example
Fifth Generation	@ Advanced input and output devices; @ Internal memory based on semi conductor devices; @ Computers could be linked together to form networks; @ Fourth generation computers also saw the development of GUIs, the mouse and handheld devices.	Apple introduced the Macintosh.
	@ With the advent of new emerging technologies these machines demands highest importance to solve problems relating to reasoning, and intelligence. @ Computers are going to build on the base of artificial intelligence for making expert systems to perform tasks with as much intelligence as the human beings ; @ It would have natural language interface by using Knowledge Information Processing Systems (KIPS). @ Enhancement of functionality make computers smaller, faster and more reliable. @ Virtual reality generation, Knowledge-based platform, satellite links etc.	Prototypes are only exists under experimentation.

Table 1: Generations of Computer

3.3.3 Types of Computers

On the basis of efficacy (power of computing) and size, computers are categorize under four sections as follows:
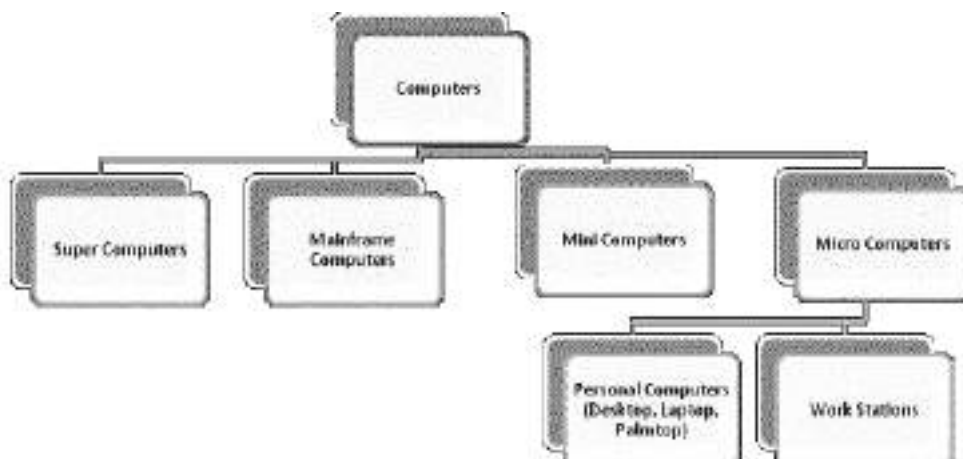
Super Computer

Supercomputer are identifies as the largest, fastest, most powerful and most expensive computer. This type of computer are intended to develop for scientific research (like satellite, aerospace (Figure: 3 shows an advance supercomputer used by NASA), nuclear
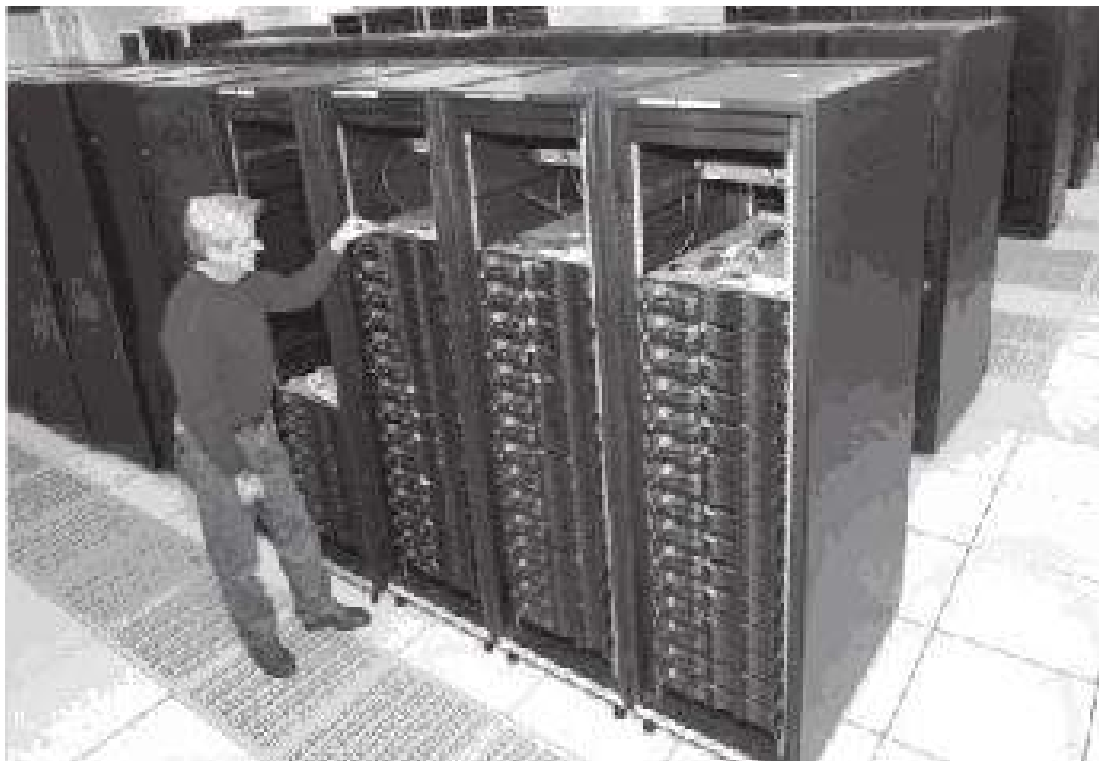
Figure 2: Super Computer

power industries, Weather Forecasting etc.), industry and military, dealing with huge data and intense computing involving complex arithmetic and mathematical operations. The processing speed of this kind of computer is measured in nano seconds and computers are capable to perform multiple gigaflops i.e., 1 billion floating point operations per second. Super computer is built on parallel processing architecture to allow simultaneous operations. Companies like IBM, Silicon Graphics, Cray Research Corporation, Intel are associated with the manufacturing of super computer.

Figure 3: Supercomputer (NASA)

In India, Centre for Development of Advanced Computing (C-DAC), Bangalore has earned the prestige to built a super computer, PARAM 8000 (figure:) in 1990 which was installed in 1991.

Figure 4: Indian Supercomputer PARAM

Mainframe Computer

Mainframe computer is large and powerful in nature. Mainframe executes many programs simultaneously. Mainframe computer system, made up of several computers (terminals), usually used in large organizations and institutions to support large amount of data at high speed.

Figure 5: Mainframe Computer

Organisations those are dealing with huge data-retrieval in multi-user platform generally use this machine as central machine of their organisations. As a learner of Travel and Tourism it would be better to know that in general practices airline, railway reservation system, and banking system are uses mainframe computers to handle huge data in a greater speed.

Mini Computers:

A minicomputer is a multiprocessing system capable of supporting from 4 to about 200 users simultaneously. Mini computers are functioning as mainframe computer.

Figure 6: Mini Computer

It could handle large amount of data but not that much powerful and expensive as mainframe computers.

Micro Computer

Emerging developments of chip and processor ensure the introduction of Micro computers in a large scale. Micro computers are physically handy in nature and less expensive with high efficacy of computing. Micro Computers are of two types viz, personal computers and work station.

Figure 7: Micro Computers

Personal Computer

In our day to day life we are using this kind of micro computer. These computers are user friendly, portable and affordable with lots of application software like word processor, spreadsheets etc. Desktop, Laptop and palmtop are the variations of micro computer. The performance of micro computer is basically depends on processor, memory architecture, disk system. In present practice, chips used in CPU of a micro computer are of two families, Motorola series and Intel series.

Figure 8: Personal Computers

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Workstation

Workstation is a terminal or some desktop computers in a network. The concept of 'client machine' and 'server' is working here. Mainframe computer may act as 'server' in this context. Workstations are none other but single-user computers like PC or laptop or palmtop but are linked together to form a local-area network in order to work in same environment.

Figure 9 : Workstation

Computer as a system

Computer is an electronic and programmable device that converts data into information after processing and store these information in its memory. For the last four decades basic architecture of computer system remained unchanged. The machine itself perform four basic functions to run a program. Following diagram of a digital computer stated the fundamental flow of a program.
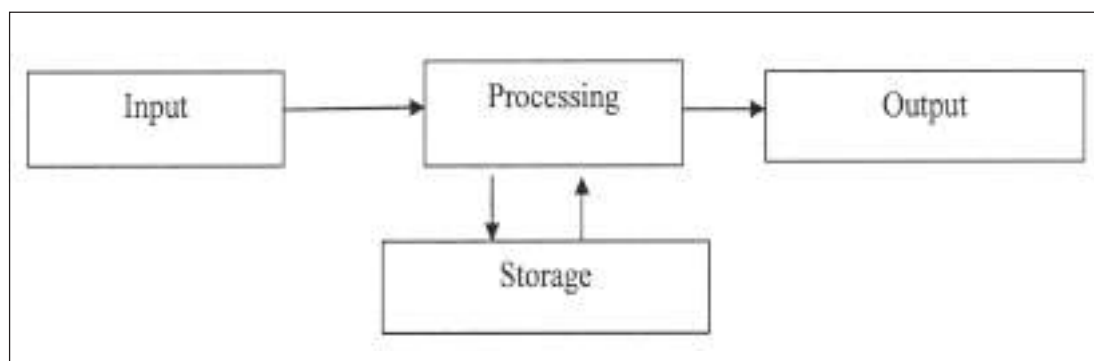
Block Diagram of digital computer

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Input: A computer allows us to send data by means of an input device, such as Keyboard, mouse etc. It may be a collection of numbers, letters or images.

Processing: In this step**,** a computer performs its arithmetic and logical operations on the basis of data it receives. It is totally internal process of the computer system.

Output: As per given instructions, computer produces output on a device, which is a result of processing.

Storage: A computer save these results in the storage devices for the future use.

This entire process requires a simple combination of three things, Hardware + Software + User. All physical parts of the computer are regarded as hardware. Software is a set of program (program is a set of instructions). And at last, the most important part of this cycle that is user, who operates computer.

This diagram provides the integration of basic elements of a computer system. These are: i) Input devices; ii) Central Processing Unit (CPU); iii) Output Devices and iv) Storage system. We will discuss all these elements in next section.

3.4 Physical Units of a Computer

Tangible Units of a computer are known as hardware. Hardware consists of input devices, CPU and peripheral devices, output devices. CPU is controlling input and output devices both at the time of data processing. It is considered as the brain of computer system. Now next session is going to introduce you with CPU and Peripheral devices.

3.4.1 Control Processing Unit (CPU)

CPU of a computer is system hardware. The process of computing system that is input, output, processing and storage of data/information are controlled by this part of the computer. It takes care of workflow of the operations inside the computer. The CPU of a small computer has single microprocessor and large computer may have more than one microprocessor as per system requirements. CPU comprises ALU, FPU, Control unit prefetch unit and Primary memory. An Arithmetic/Logical Unit (ALU) deals with mathematics comprises whole numbers and any fraction relating to that numbers. **Floating Point Unit** (FPU) is taking care of mathematics with fractions numbers with decimal places. **Control Unit** is handling charges where and when information is transferred to and from the CPU. In a Parallel way, prefetch unit of a CPU fetches relevant data before it is needed. The Primary memory of CPU holds data and instructions for processing and Stores information only as long as the program is in operation. Random Access Memory is primary storage memory that is to store information and instructions that are in use by the CPU.

The memory is measured in Bit, Bytes.

Bit a single 0 or 1 data value	1024 GB is 1 Tera Byte (TB)
Byte a group of 8 bits	1024 TB is 1 Peta Byte (PB)
1024 Bytes is 1 kilo Byte (KB)	1024 PB is 1 Exabyte (EB)
1024 KB is 1 mega Byte (MB)	1024 EB is 1 Zettabyte (ZB)
1024 MB is 1 Giga Byte (GB)	1024 ZB is 1 Yottabyte (YB)

3.4.2 Input Devices

Keyboard: keyboard is an input device through which end users send data to the computer system.	
Mouse: Mouse is most popular pointing device.	
Joystick: joystick is a pointing device similar to mouse. Mainly used in Computer Aided Designing(CAD) and playing computer games.	
Lightpen: It is used on the monitor screen to select a displayed menu item or draw pictures.	
Track Ball: It is an input device like mouse basically used in laptop or notebook.	
Scanner: Scanner captures data from printed sources and converted into the digital form that can be stored on the disc.	
Microphone: It converts sounds into digital form.	

Digitizer: converts analog information into digital form.	
Magnetic Ink Reader: used in banks because of a large number of cheques to be processed every day.	
Optical Character Reader: OCR scans text by character and converts them into a machine readable code and stores it on the system memory.	
Optical Mark Reader: Optical mark Reader is a special kind of reader which identifies marks is made by pen/pencils. It is used to check answer sheets of examinations having multiple choice questions.	
Barcode Reader: Barcodes is a combination of some thin and thick black and white lines. Devices are used to read barcodes are generally called barcode reader. Bar Code Reader scans a bar code image, converts it into an alphanumeric value.	

Table 2: List of Input Devices

3.4.3 Output Devices

Monitor: Main display unit of a computer. It is Visual Display Unit (VDU).	
Printer: It is used basically to print information on papers.	Dot Matris
	Ink Jet

Projector: Projectors are used for projecting slides or images on a surface by project rays of light directly or through lenses.	Laser
Plotter: A plotter is a kind of printer that draws images on paper with one or more automatted Press.	
Speaker: An external device for converting electrical signals to sound.	

Table 3 : List of Output Devices

3.4.4 Storage Devices

Computer memory is storage space in computer, to process and store data/ instructions. This memory may be classified into two types on the basis of different nature of storage system, Primary Storage and Secondary storage.

Primary Memory:

Primary storage is internal storage within the CPU. As mentioned earlier, the memory in the CPU stores data and instructions that are being used by the CPU and processed data (output) from the ALU. This memory is volatile memory as because it loses all its stored data in itself if power is off for even a fraction of a second. All the information is processed and stored in semiconductor memory. RAM (Random Access Memory) is also known as Read-write memory. It stores information and data temporarily. ROM (Read Only Memory) is a non volatile memory. It means data will not get lost, if the power is not turned off. ROM allowed reading but not the writing. ROM receives instructions to boot computer and load operating system to start operations to the RAM.

Secondary Memory

Secondary memory is additional storage facilities to store huge data/ information and retrieve it as per requirement. It is used to store data permanently. This memory consists magnetic memory. CPU doesn't access this memory directly. Contents of secondary memories are first transferred to main memory, after that CPU can access it. Secondary memories are grouped in magnetic storage and Optical storage.

Magnetic Storage:

Magnetic storage consists of magnetic coated material on both the sides of a circular plate. Floppy disk, hard Disk and magnetic tapes are considered as Magnetic storage.

Floppy disk: Floppy disk is easily portable secondary storage medium. In this medium, data stored into tracks and sectors. Each sector holds 512 Byte units of data.

Hard Disk: Hard Disk is made up of magnetic metal coated plate. It consists of the number of tracks and sectors which can be read by a read/write head on the rotating disk. Generally hard disk access storage medium directly.

MAGNETIC TAPE:

Magnetic tapes are popular medium for storage of voluminous amount of processing data. it is reusable and erasable.

Optical Storage:

An optical is a secondary storage medium that can be read by using a low powered laser beam. Optical disk can store more data at lower cost and it is some sorts of a complement storage to magnetic storage media. CD ROM and DVD ROM are the two instance of Optical Storage.

Compact disk (CD ROM): A form of Optical storage that is read only memory, durable, faster, easy to use & handle, and is with huge capacity of storage.

Digital video disk (DVD) : An optical storage : device used to store digital data. Depending on the type of DVDROM, its storage capacity varies from 4GB to 17 GB.

3.5 Logical Units of a Computer

In previous sections we are acquainted with the physical part of a computer. Now question arises, how a machine (Computer) could perform /execute a program flawlessly. Computer can't do anything on its own. It is the human being/user who instruct computer in a particular sequence to perform a task. A set of instructions is called program. Software is a set of logical programs. Basically Software interprets commands so that computer can communicate with devices. Software is mainly classified into following categories:
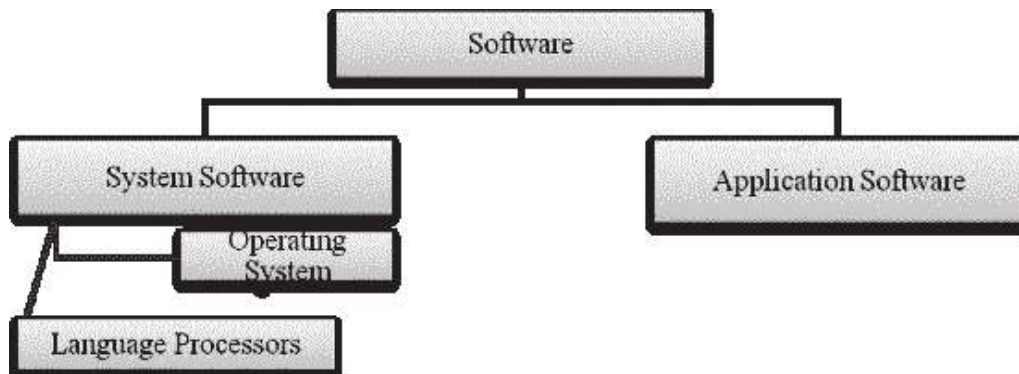
3.5.1 System Software :

System software are a set of programs that is used to i) runs other software, ii) manage resources of computer at low level, iii) control & extend the processing capabilities of the computer. In nutshell, System Software is generally serves loading, supervising, controlling, and execution of computer programs. It is the interface to communicate between hardware and end users.

System software again could be classified as following

Operating System:

An operating system is system software that manages hardware devices (disk drives, keyboard, monitor, etc), maintains disk file systems & security, and supports application programs. It is an interface for a user to communicate with the computer. OS is performing as i) Resource Manager, ii) Processor Manager, iii) Device Manager, iv) Memory Manager and v) Information Manager. Three popular available operating systems are as follows:

Though Operating Systems are inevitable for computer system still it do not meet all expected task of users. Here utility software programs bridging the gap between the functionality of an OS and the needs of users. For instances, text editor, debugging tool, antivirus tools, defragmenters.

Language Processor:

A computer only understands Machine Language (ML) based on two digits i.e., 0 and 1. Writing Programs in machine language is quite impossible or difficult. Basically programs are written in High level languages (HLL). Therefore it is necessary to convert HLL in ML to execute a task. The entire system which is involved in translating programs into ML is called language processor. Three types of language processors are:

Assembler: Assembler is a language processor which translate assembly language program into machine language program.

Interpreter: This language processor converts the program written in high Level Language into a machine language and executes a program line by line. If any error is encountered in any line, it reports it at the same time. Program execution does not proceed until the error is rectified.

Compiler: Compiler also converts HLL program into machine language but in a different way. It converts the whole HLL programs in one time and reports all errors of the program with their respective line numbers.

3.5.2 Application Software

Application software is a set of program which is designed to perform a specific application. Word Processor, Spread Sheets, Graphics are example of application software. Programmers write these programs to enable us to perform a specific task on the computer such as result preparation, railway reservation, engineering design, etc.

3.6 Basic Operations in Windows Environment

In present practice most comprehensive number of end users are familiar with Windows operating system. Computer having Windows OS have some components like My Computer, Recycle Bin, Start Button, Taskbar, Shortcuts etc. (as shown in figure: 10 Windows Desktop).

Figure 10 : Windows Desktop

After clicking on start menu this interface (Figure 11: Start Menu) will come and here one could see a list of different applications installed in his computer.

Figure 12: Start Menu

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My Computer icon on the desktop will open a window where you can navigate between the computer's drives and Control Panel tools.
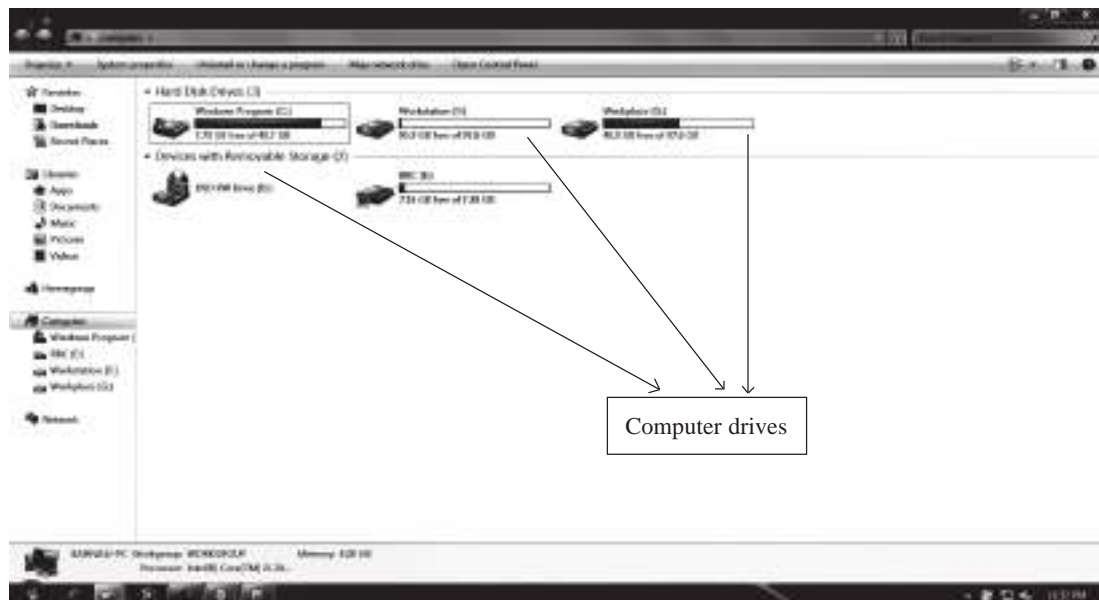
Figure 13: My computer

Several operations could be accomplished by pressing right button of the mouse (Figure 14: Right button menu options). Sorting files by their type, name and size, view files, computer refresh; folder, word file text documents etc generation, all could be possible by using right button of the mouse. It is also displaying the hidden menu of a file like copy/cut/paste/ delete/ rename etc.

Figure 14: Right button menu options

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Word Processor

Different kind of word processing application software is available in the market. Microsoft office word and Libre office is most popular in terms of usability, ease of access and reliability.

In our day to day life we have to generate lots of digital document by using word processor, Power point presentations, Picture manager etc. By using different tools of Microsoft

Figure 15: Word document template

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office we could generate various kinds of documents. These documents are available in different kinds of file extension with three letters of a file name after the dot. File name having extension like .txt, .doc, .exe, .html, .jpg, .gif, .wav. is created by the application at the time of saving files. Figure 15 is showing a template of Microsoft word processor. Several options are to work like defining font, size of font, defining page style, design of the work etc.

After creation of the document documents could be saved by choosing option save/ save as. Even documents are available for print.
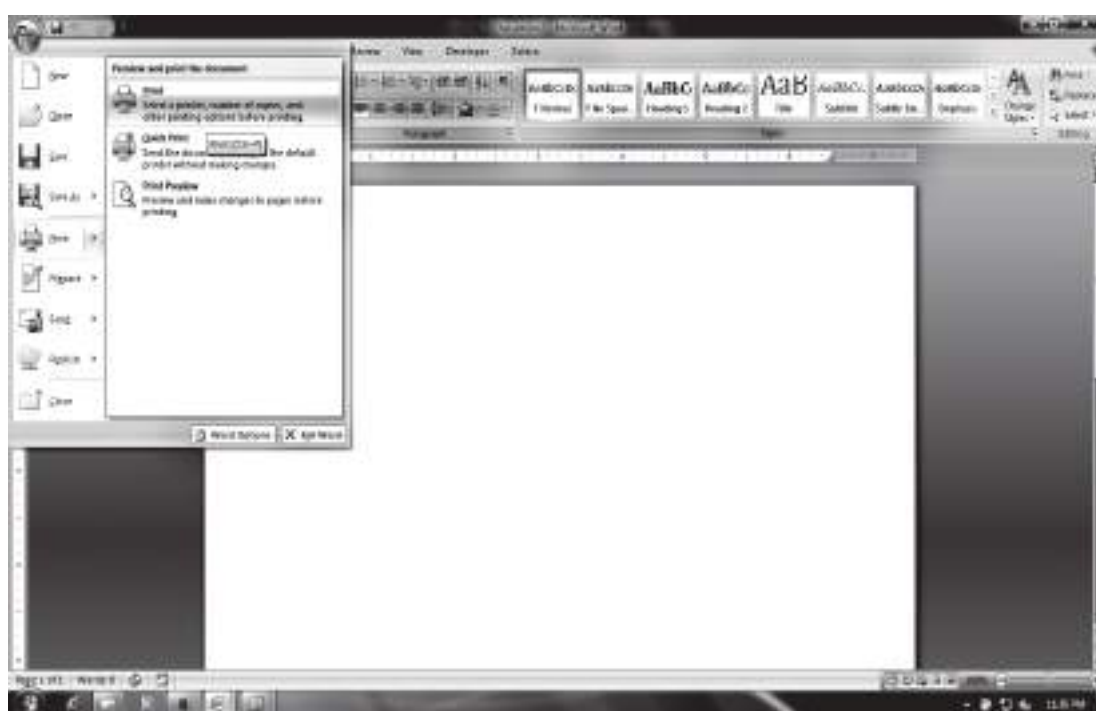
Figure 16: Word processor Template 2

Microsoft office facilitates users to create several documents in different formats like power point presentation, excel, outlook, publisher etc.

Figure 17 : MS Office

3.7 Databases and Web Resources of Travel and Tourism

Travel and Transportation industries are facing dynamic changes due to huge availability of information, scalability and customer experience. To achieve profit in this competitive Industry, facilitators will have to continuously innovate ways to ensure better customers service and simultaneously to reduce operational costs. Effective use of Information and Communication technology play a vital role to touch this goal. This section is on attempt to introduce some important databases and Internet resources on Travel and Tourism.

Databases on Travel and tourism

The concept of database may be defined as a structured set of inter-related and relevant organized data in order to comply with special requirements of the real world. In nutshell it may be considered as a repository of relevant data. A 'database' may be collections of literary, artistic, musical or other collections of works or collections of other material such as texts, sound, images, numbers, facts, and data etc.

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The Oxford English Dictionary describes it as: 'a structured collection of data held in computer storage; especially one that in-corporates software to make it accessible in a variety of ways'.

Design of database includes **Entity, Field, Attributes** and **Descriptions**. A collection of software packages to deals with such database is known as **Database Management System (DBMS)**. For example an airline database management system consist sales transaction (reservations, cancellations of tickets), flight scheduling (flight number, departure time & arrival time, departure city & destination city, delay), ticketing (ticket sale, online reservation, urgent sale etc.), customers (details of customer) and employees (Pilot ID, name, Crew etc). Table number 4 shows entity structure with relevant attributes as follows

Entity	Fields	Attributes	Descriptions
	AC ID	INT	Field will indicate unique row number
Aircraft	AC Number	Varchar (44)	Aircraft number which identifies the plane
	Capacity	INT	No. of seats available
	Mfd by	Varchar (146)	Manufacturing Company
	Mfd on	Date/Time	Manufacture date and time

Table 4: Entity structure of Aircraft

Figure 10 is a pictorial presentation of airline reservation diagram. After gone through this figure we could understand the work flow of a DBMS.

An E-R diagram for "AIRLINE RESERVATION SYSTEM"
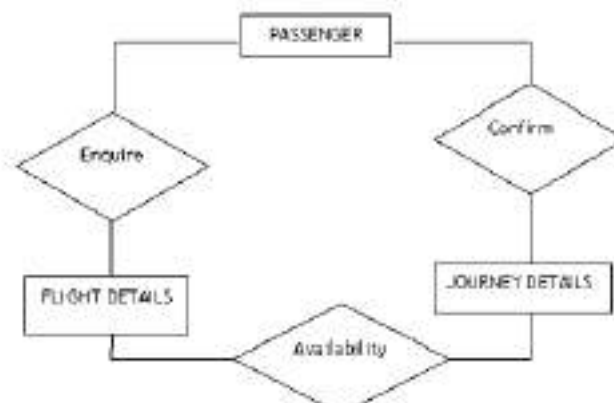
Figure 18: Airline reservation system entity relational diagram
(Source: http://www.laynetworks.com/Airline%20Reservation%20System_RDBMS.htm)

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A DBMS generates runs and maintain database to cater services to its users in a multiple action. Databases on travel and tourism in not an exceptional one. To cater efficient services to meet the customer needs required a high level database in facilitators account.

While talking about databases/ DBMS, we can't skip to identify databases in which resources relating to Travels and tourism are available. There are two ways to opt such available resources from the relevant databases. Open access is a provision to access fulltext articles of a database legally economically and technically free. In case of other way there are a lot of restrictions to access/opt fulltext article without having permissions. A list of open access databases are listed below

- **BASE:** (Bielefeld Academic Search Engine http://www.base-search.net/) Interdisciplinary search engine. Find free academic web resources with scientific content. More than 75 million articles are there.

- **CORE:** Connecting Repositories (http://core.ac.uk/)The mission of CORE (COnnecting REpositories) is to aggregate all open access research outputs from repositories and journals worldwide and make them available to the public. 24, 701,656 open access articles are there.

- **Bibliotek.dk Article search** (http://bibliotek.dk/artikel.php?lingo=eng) Interdisciplinary article index for Danish public and academic libraries.

  DIVA: Academic Archive On-line (http://www.diva- portal.org/smash/ search.jsf?rvn=1) An open access institutional research archive for Nordic universities (Swedish dominance). DiVA was developed at the Unit for Digital Publishing at the Uppsala University Library.

- **DOAJ: Directory of Open Access Journals** (http://www.doaj.org/) Free access to full-text articles from quality assured scientific journals.

- **Google Scholar** (http://scholar.google.com/) Scholarly search engine.

- **NORA:** Nowegian Open Research Archives (http://nora.openaccess.no/ ?q=&f=lang[%22en%22][%22English%22]&siteLanguage=eng) National search service for scientific information in open institutional repositories.

- **The Institute of Transport Economics (TØI)** (https://www.toi.no/travel-behaviour-and-mobility/category836.html) National centre for transport research.

Snaps of database relating to Travel & Tourism

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Ref. Src.

Web Resources:

"Information for all" concept is become real due to the advent of Internet. Information to any one at any time at anywhere is only possible through this technology. Information or resources are available on the web which is a way of accessing information over the medium of Internet. Web is a information sharing model built on using Internet. Internet is worldwide computer network which cater information and communication service. It depends on a physical infrastructure that connects networks to other networks by using standard communication portal. It connects million of computers together globally. India's is now world's third largest internet users after china and US with 243,198,922 users as of dated 30th September, 2015 (Source: http://www.internetlivestats.com/internet-users/). India is connected to the Internet via Videsh Sanchar Nigam Limited (VSNL), international telecom carrier. VSNL provides main network which is known as Gateway Internet Access Network. Several cities like Kolkata, New Delhi is commissioned with VSNL via Remote Internet Access Node (RIAN). We could access internet in client server architecture. In such way we could access Internet by using our personal computer. Some important web resources are enlisted below to fetch articles on travel and Tourism.

- **World Tourism Organization :** UNWTO is an organisation under the UN and is the most important international tourism organisation.

- **World Travel and Tourism Council**: WTTC is an international forum for leaders in the travel and tourism industry.

- **National Geographic Society - Center for Sustainable Destinations**

- **The Institute of Transport Economics (TØI)** National centre for transport research

- **geoNorge**: Interactive maps, GIS datasets, satellite imagery and related applications.

- **globalEDGE** : Subject gateway for international trade, finance, business administration and more.

- **Hospitalitynet :** News and resources in the travel and tourism industry.

- **Google Maps**

- **National Geographic Online**

Unit 4 □ Automation in Hospitality Industries

Structure

4.1 Introduction

The computer technology has made its entry in the field of tourism in a big way. In fact, computers have become an indispensable part of various branches in Tourism. This basically started happening way back in 1960s. Be it a travel agency, hotels, airlines or recently the rail ways, computers have played a key role in making the task of providers of travel services an easy affair. Not only are this, through home terminals, Computers undertaking among other jobs the planning of vacations for an individual and his family.

New technique of Data processing, mainly transmission of data and telecommunication have already formed a new field of activity, characterized by an enormous potential for growth. Be it in Industry, agriculture, medicine, travel or any other field, these telecommunication devises are extensively used in almost all fields of economy.

Be it in Industry, agriculture, medicine, travel or any other field, these telecommunication devises are extensively used for the benefit of both the industry as well as the consumers. In this information revolution the new means of public telecommunication such as telex, telecopy of video text have given a very tough competition to pioneer public communication means like newspapers, magazines etc. at the same time however the new communication means also offer great possibilities for improvement, rationalization and the expansion of the existing facilities for data collection and transmission. The computers are capable of repeating programmed instructions almost endlessly without error, and maintaining a vast data

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base of stored information. The computer can be put to a great number of uses in day to day activities of human endeavor.

In the Travel Industry, computers are extensively used today and they perform innumerable functions. The principal users of computers are:

i)   Computers in Airlines

ii) Computers in Hotels

iii) Computers in Railway

iv) Computers in Travel Agencies.

4.2 Computers in Airlines

The sudden growth about Twenty Years ago in the global travel meant a huge pressure on the existing handling of air traffic. Especially the passenger traffic for the airlines. Growth patterns in passenger traffic had begun to indicate that handling reservations manually could not be sustained long without affecting the efficiency in the customer service. So it was then a need was felt to computerize passenger reservation systems in major airlines.

It was in the early 1962 that IBM took the initiative and developed a computerized reservation system known as Programmed Airlines Reservation System (PARS). The PARS was not developed for or with any one airline. The PARS was designed as an all purpose software package that would fit the requirements of any domestic Airlines. The system was designed aroud IBM's (International Business Machine) New hardware range system 360:which was later to revolutionise the entire computer Industry

Continental airline was the first United States Airlines to use the program. Airline Reservation System in the Year 1968. Most major US airlines followed and used the system making programmed Airlines Reservation System, almost successful software product of the time. It was an achievement for the IBM.

The system was later expanded to meet the needs of several other airlines outside the United States of America resulting in the creation of international programmed Airlines reservation System, Initially this system was a joint venture between IBM and British Overseas Airways Corporation (BOAC) and aimed at adapting Programmed Airlines Reservation System (PARS) to the needs of airlines that had mainly International operations. In the following years many airlines adopted the system.

The international package became almost as such of a standard as programmed Airlines Reservation System (PARS). Although many airlines modified the system extensively, International Programmed Airlines Reservation System (IPARS) was at the base of most international airlines system, by the late 1962, however , it became obvious that the system was too costly for smaller International airlines. These airlines developed was known as Compact Programmed Airlines Reservation System (CPARS). This system was followed by a system Univac Standard Airline System (USAS).

The functions of various systems are basically identical across all airline reservation systems. The differences between them are in areas not apparent to the passengers, such as the flexibility with which they can handle control of space of flights, particularly where multiple classes and multiple classes and multiple sectors are involved.

The popularity of any system to a large extent also depends on its coverage and online reservation network. The number of terminals which a system has is also an important consideration. The more the terminals a system has, the larger will be the online reservation network. The number of reservation transactions carried out by a system in a given time is yet another important aspect to be considered by an Airline before using a system.

To sum up the following main aspects are important to make a system perfect and universally acceptable.

i) Number of reservation transaction to be handeled

ii) Data links with other Airlines

iii) Information Processing Capacity

iv) Data Volume Capacity

Of late a major advancement has been made in the Airline Reservation System in West Germany (then). A computer system capable of carrying out as many as 1,000 reservation transactions every second (now the no. of reservations have increased 10 fold) involving data links with 25 Airlines, a host of Car hire Agencies and Hotels and about 20,000 travel agencies in Europe alone has been set up at Erding in the southern part of West Germany. The System was known as "AMADEUS", has been developed jointly at a cost of DM350million by four Airlines- Air France, Iberia, SAS and Lufthansa. The information processing capacity of the mainframe IBM and Unisys computers installed at Erding, the World's Largest computer Centre,

involves a data volume equivalent to a libraryof 3,50,000 books. (which is increasing day by day).

Most of the Airlines are using computers for Cargo handling operations as well. The handling of cargo Shipments on ground is a costly affair and the cost has been increasing over the years. Almost 50 percent of the handling of cargo Shipment reflect the cost of manual Information processing. Freight rate increases have not kept pace with cost increases, so airlines had either to accept reduced marginsor take steps to reduce overheads.Almost all the major Airlines in the world have now adopted one or another system of cargo computerization

To Sum up, computerization in airlines in the world have the following major advantages:

   i)   High profile applications like reservations:

   ii)   Applications of departure, control and cargo

  iii)   Accounting, budgeting, forecasting and planning

  iv)   Engineering Management

   v)   Revenue Accounting

  vi)   Fare Construction and fare Quotations

 vii)   Ticket Printing

viii)   Crew Scheduling

  ix)   Crew management and

   x)   Yield optimization

in addition to the above, airlines have several other advantagesfrom the use of computers. Each airlines developing its own system to suit its requirements. In addition to the airlines, the computer industry itself has also benefitted a lot with the introduction of computerization in the airlines. The computer Industry in general has directed considerable attention to the lucrative airline market and has reaped the profits, hardware manufacturers saw the potential and produced special airlines terminals to meet their needs.

The role of SITA, 'Societe International and telecommunications'.

Aeronautiques in airlines automation has been very crucial. Automation is the key to achieving a higher level of productivity in any industry, especially in the Airlines industry and automation of airline functions will continue with more emphasis being put towards achieving short term benefits.

SITA is responsible for providing Data Processing Services. In fact, SITA is the major supplier of information handling services for the Airlines Industry. SITA's aim are to foster, data processing, efficient telecommunications and transmission means for all categories of information required in the operation of Air Transport enterprises with the specific aim of promoting safe and regular air transport in all scountries.

There has always been a continued high growth of demand for the services offered by SITA, SITA provides data processing Services in the following Areas:

   i)   Passenger Reservations

   ii)   Departure Control

   iii) Metrological Date

   iv)   Volcanic Ash Reports

   v)   Credit Authorization and document verification

   vi)   Baggage Tracing (BAGTRAC)

   vii) Share Cargo Services

   viii) Shared Flight operations Data Base

   ix)   Flight Planning

   x)   Baggage Handling and management Service.

   xi)   Common customs Interface system

   xii) Fuel management

   xiii) Airline Schedules and flight Availability Data Base

   xiv) IATA Passenger Tariff Conference Support.

From the above it is observed that SITA is providing a valuable service to the airlines. Almost all the information required in the operation of air transport in the world is being provided to the Airlines Industry. The range of Servicesoffered by SITAis very extensive and new Services are being added as and when these are required.

4.3 Computers in Hotels

The computer technology has entered the hotel industry in a big way. A hotel's most crucial internal source is information and with the use of computers the information is available in a way that saves labour and ultimately Increases the profits.

Although computers in the hotel industry started being used as far back as in the late 1960's it was only in 1970's that the technological advances in the computer technology made possible the right combination of compactness and versatility for different sizes of hotels. The lower cost encouraged many individual hotels to install the system. Today computers are installed in large numbers and are widely accepted in the hotel industry.one of the most important factors for its large scale acceptance in industry has been its reliability. The computer system has been found to be very reliable in the dissemination of the right kind of information at a push of a button.

Like in the airlines, the computers offer substantial advantages for reservation system in term of speed and accuracy. The errors are almost negligible.

Application Areas:

Hotel system all over the world have traditionally been divided into the following two main areas:

1. Front Office Application Areas
2. Back Office Application Areas

Front office application areas incorporate the following:

i) Reservation

ii) Registration

iii) Guest Accounting

iv) Night Auditing

v) Communication operations (Telephone, Telex, Fax)

Back Office Application Areas incorporate the following:

i) Financial Management

ii) Inventory Control System Accounts

iii) Profit and Loss Accounts

iv) General Ledger

v) Credit Card verifications

The computer system streamlines the functioning of all the above areas in the hotel set up. Hotel industry today is a major market for the computer manufacturers and the software vendors. It has been increasingly realized that the hotel computer

systems achieve better internal and external control and through the use of analysis methods, provide the opportunity to improve the overall profitability of the unit.

The key to successful operation of a hotel lies in the Information system with introduction of Computers in the Hotels. The computer has relieved the staff of many routine jobs enabling them to devote more time and attention to the needs of the guest. The sale outlets like restaurants automatically record the guest's expenditure at the point of sale while direct electronic links to the telephone system in the guest rooms can monitor guest calls for instant charging to their accounts.

Daily reports on Inventory usage become available by way of organizing inputs from center collected at regular intervals throughout the day.

Computer Terminals and Wi- Fi systems the need of the hour

Modern day business travelers are increasingly getting used to having a computer in his/her hotel room. Today's travelers in fact carry laptop along with them what they basically need is a wireless enabled system for accessing internet.

In fact Business travelers in countries like USA, Belgium, Holland, France, Germany, Japan, Canada, Singapore and also India are enquiring before booking a room as to whether guest rooms have an in- room computer terminal or the facility (Hotel) is Wi- fi enabled.

Time and technology have so very changed that now a days business travelers are most of the time travelling and they are required to deliver even while on move. Hence In flight Wi- fi systems have been introduced, where in they can work while they are travelling.

So we can see that computers today have become a necessity rather than a need. Introduction of Computer System in hotels have in fact, revolutionized the Hotel Information System (HIS) resulting in ever increasing satisfaction for the guests and profitability for the management.

4.4 Computer in Travel Agency

As compared to the Airlines and Hotels. Travel agents have rather been slow to computerize their operations. It was in the year 1983 that Thomson Holidays first used computers with the success of Thomson's Top (Thomson open- line program) in introducing reservations via Prestel several more big tour operators introduced similar systems to sell their 1984 summer programmes.

A Prestel set allows travel agents to make reservations with as many principles as agreed to it.The videotext technology which allows tour operators to open resrvations through Prestel sets are applied to Airlines through British Telecom's skytrack. Today there are several airlines whose reservations are now open to skytrack.

Sky-track, an automated airline reservation system, enables travel agents to make booking on hundreds of world airlines, using a standard Prestel television set and a keyboard.

Today many new systems have been developed which are being used by the travel agents and Tour operators the world over. The advantages with the use of computers have given to agents are far more than the investments made in installing and using a system.

Such advantages as knowing the availability of airline and railway reservations: hotel accommodation, amendments and cancellations, processing of documents such as tickets.

Videotext System

Videotext system has been a great help to travel agents and tour operators in their functioning. The system invented by British Telecom is a way of providing computerized information without the expense of supplying a computer terminal. All that is required is a telephone line and a standard colour television receiver with an adaptar to link it to a keyboard and a decoder.

Videotext provides efficient low cost information and reservation facilities which allows direct communications between agents and principals throughout the industry. Information is transmitted quickly and accurately via ordinary telephone lines to be visually displayed on a television type screen. At the touch of a button it displays information on holiday packages, air fares, accommodations, cruises, car rentals, insurance and many other travel related services.

Video text system provides the following services to the travel agents and tour operators:

i)   Fast and efficient means of obtaining accurate, upto date information on every aspect of the travel industry with excellent visual capacity.

ii) Direct access to the information supplied by industry principals, thereby speeding up transactions and increasing both the efficiency of selling and the quality of customer service.

iii) Information on new product developments, fare charges, special offers and any other important information put into the system.

iv) Display of Tour itineraries, graphic illustrations of hotels resorts and tourists attractions by selling staff.

Other Videotext system benefits to users include:

a) Key word- immediate access to aspecific piece of information.

b) Increased sales more sale conversations due to immediate access of information.

c) Increased productivity more efficient customers servicing.

d) Cost efficient reduced costs due to greater efficiency of communication.

e) Up-to date information- continued access to an entire library of travel- related information.

The various systems in operation in travel agencies and tour operating companies have made a world of difference in their operations. In addition to the supply of immediate instant information the systems are also designed to supply printouts of itineraries, ticket vouchers, flight manifests, confirmations and a host of other relevant documents for the customers as well as principals.

4.5 Computers in Railways

Railways system in Europe and some other countries have now been using computers extensively in countries like France, Germany and Belgium to name a few, computers have been in use for over a decade. The most important use of computers in railways, however, is in the area of ticket reservation. The information regarding availability of seats is now available instantly in various networks.

In addition to the use of computers by railway retail agents, travel agents and tour operators, these are also being used directly by the railway system. Railway systems use the computers for route planning, engineering, accounting, inventory planning control, purchase and a host of other functions.

The most remarkable use of computers in railway has, however been made by France. The metro system in Paris is one of the best in the world. France has been making great advances in the technology in its Metro system. the latest technological marvel has been achieved beneath the surface of the earth through a concrete cylinder. No one on board is at the controls because there are no control on board. Instead the

sleek good looking aluminium and steel train is being guided by a computer from a distant command centre. Moving at 100kilometres an hour the train suddenly stops, as soon as bright lights appears ahead. Glass doors slide open and the passengers step on an immaculate platform awash in filtered daylight tastefully, decorated with mosaics and sculptures. The train is the remarkable VAL (Vehicle Automatique Leger) the most ultra modern futuristic subway system in the world inaugurated in the year 1983. The systems computer is programmed to run the trains at a rate of one train every minute during peak hours and every five minutes at other times.

The computer is linked to about 200 microprocessors located in the stations and on board the trains. In case of any mishap or accident, Val operators can stop a train, slow it or make any of the over 2,000 possible electronic commands.

The trains are equipped with telephones that enable passengers to report any crimes and summon the systems 20 member security force, the driverless system is almost foolproof as is claimed.

Indeed during one of the trial runs a pigeon alighted on an elevated section of line, tripping automatic detectors and stopping a train for only 10 seconds before its on board computer ascertained that it was safe to proceed. This only shows how powerful a computer can be.

Railway reservation has become very easy since the inception of computerized reservation system. Now adays people don't have to stand in a queue to get their tickets done. Even the type of seats are also chosen.

Computers have made our life much easier and quicker.

4.6 Internet and its uses in Tourism Industry

In the late 1962's the Department of Defense (DOD) of United States realised that they were extremely dependent on their national computer network and that if some link in the network failed due to some reason, the entire network would collapse, so, the DOD commissioned a project for using internet worked computers. This project designed a set of communication rules using which any network could communicate with any other network. This way, if one part of the network failed, other networks would still work.

This project was extremely popular. Soon, universities and major organisations started internet- working their computers together.

Internet facilitates electronic mail (e- mail), file - transfer between any two computers and remote access to a computer connected in the Internet. This intercommunication facility has changed the style of functioning of the business organisations and it has made the world a 'Global village.'

Internet is a store house of information. There are several millions of pages of information available on the internet. One can find information on practically any topic that you think of. There is lot of softeare available on the Internet. One of the advantages of the Internet is that you can transfer any of it to your own computer and use it. Some of the softwares are free of cost, such softwares are called Freewares.

Sending messages through e- mail is very similar to sending a letter through the postal department, except that it is incomparably faster. Internet is anetwork of networks small and Big, all over the world are connected together to form a common network, hence called INTERNET.

LAN and WAN systems

The computers used at homes and in shops are usually stand- alone computers. They are not connected to any other computer they stand alone. The computer used in a school, college or office are usually connected to each other. When two or more computers are connected together, they form a network. Computers in a network can communicate and share information with each other.these computers may be physically close together or far away from each other. When they are physically close together, say in a room or in the same building, they are connected to each other with wires. Such computer networks are called LAN- Local Area Network. When they are physically far away from each other, say in two cities or even in two countries, they are connected through lines and satellites such networks are called WAN- Wide Area Network.

Tour Net and its uses in tourism Industry

The Headquarters of tourism Industry must communicate with other Tourism Industry like as Hotels, Airlines, Travel Agents, Railway etc.. They need to keep contact or interact with its various other tourism industries. All activities of tourism involve communication of electronic messages iver long distances is called tourism communication.

Connecting the Tournet to other Tournet opens up opportunities to interact with tourism Industry all over the World. Using Tournet one can xchange information which helps in exploring new ideas and plan for tour programme with others.

New techniques of data processing, mainly transmission of data tele communication, have already formed a new field of activity characterized by an enormous potential for growth. These developments have greatly facilitated rational managements of the business world. Telecommunication devices are in use today in almost all field of economy. Be it in industry, agriculture, medicine, travelor any other field, these telecommunication devices are extensively used for the benefit of both the industry as well as the consumer.In this information revolution the new means of Public telecommunication such as telex, telecopy or videotext have given a very tough competition to pioneer public communication means like newspaper, magazines etc..

New Information techniques

The modern mass media techniques are as follows:

   i)   Satellite television

  ii)   Cable television

 iii)   Videotext

Since the above means are very widespread they are very important. However because of their wider coverage and their technical methods of transmission, they have one short coming. The short coming is that they cannot be directed tone specific person. In addition the person receiving the information is only partially informed the receiver of the information also cannot start a dialogue to communicate.

On the other hand unlike the mass media the following means given the possibility of direct transmission of information.

1.   Teletex- it is an improvement over teletex and has in fact developed from it. The receiver for teletex is an electronic "typewriter" which can send electronically enriched letters to owners of ordinary teletex equipment.

2.   Telecopy- provides possibility of exchanging photocopies through a data network.information in the form of either written document or technical drawing is remote copied. Transmission time is only for few minutes.

3.   Telebox- it is an electronic post office box system. each member of the system has his or her "post office box" in the computer where other member can leave their message. The owner of each box can electronically contact the others.

We have seen that we have come of the age that one cannot think of doing a single job without using computers and its technology. Computers have become an indispensable part of our life. Nowadays any kind of information be it an Airline Booking its schedule or its tariff can be accessed by ones mobile phone only, even Railway bookings and whether the schedule of the train can be looked into by just a click of the button in our cell phone set.

Not only this, if we are travelling to a different city be it domestic or International, we can get the current information of the weather and the temperature of that particular place.

It is truly said that "Technology has made the World, much smaller and faster".

4.7 Exercises

A. Answer the questions in not more than 100 words (One Paragraph)

1. What is "AMADEUS"? Where and how was it developed? Discuss.

2. Do you agree that computerization in airlines have brought is a major revolution? Tell us about its advantages.

3. What does "SITA" stands for? What are the different data processing services offered by "SITA"?

4. How have hotels been benefited by inclusion of computers in their system.

5. Write short notes on:

   a) Videotext System

   b) Railways & Computers

   c) Internet and its uses in Tourism.

B. Answer the questions briefly in one or two sentences

1. In which year, computers became an indispensable part of travel industry?

2. Who are the principle users of computers? (Name them)

3. What was the reason that the need was felt to look for " Computerized Passenger Reservation System"?

4. Which company took the initiative to develop a computerizing reservation system and in which year?

5. What was "PARS" and where could it be used?

6. Which was the first airline to use the program and in which year?

মানুষের জ্ঞান ও ভাবকে বইয়ের মধ্যে সঞ্চিত করিবার যে একটা প্রচুর সুবিধা আছে, সে কথা কেহই অস্বীকার করিতে পারে না। কিন্তু সেই সুবিধার দ্বারা মনের স্বাভাবিক শক্তিকে একেবারে আচ্ছন্ন করিয়া ফেলিলে বুদ্ধিকে বাবু করিয়া তোলা হয়।

— রবীন্দ্রনাথ ঠাকুর

ভারতের একটা mission আছে, একটা গৌরবময় ভবিষ্যৎ আছে, সেই ভবিষ্যৎ ভারতের উত্তরাধিকারী আমরাই। নূতন ভারতের মুক্তির ইতিহাস আমরাই রচনা করছি এবং করব। এই বিশ্বাস আছে বলেই আমরা সব দুঃখ কষ্ট সহ্য করতে পারি, অন্ধকারময় বর্তমানকে অগ্রাহ্য করতে পারি, বাস্তবের নিষ্ঠুর সত্যগুলি আদর্শের কঠিন আঘাতে ধূলিসাৎ করতে পারি।

— সুভাষচন্দ্র বসু

Any system of education which ignores Indian conditions, requirements, history and sociology is too unscientific to commend itself to any rational support.

— *Subhas Chandra Bose*

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