

Tourism Management

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Preface

It gives us a great pleasure indeed to present before you a very relevant, useful and sublime text book titled Tourism Management. The subject has been introduced for the IV th semester of B.Com programme of Rani Channamma University, Belagavi under revised National Education Policy. The purpose of this subject is skill enhancement in tourism management. The students get comprehensive understanding about the tourism functions and various tools in tourism.

The book contains five chapters viz., Unit I : Introduction to Tourism, Unit II : Functional Management of Tourism, Unit III : Consumer Behaviour and Tourism, Unit IV : Market Segmentation in tourism, Unit V : Recent Trends in Tourism. At the end of every unit the questions for exercises and practice are given.

We are grateful to our teachers and parents who have been the source of inspiration for our academic performance. We are also thankful to our family members, friends and relatives who have given encouragement and co-operation in completion of this book. The present book is our humble contribution to the cause.

The care has been taken while preparing the book to include all the contents in the syllabus. However, if there is any suggestion for improvement regarding this book, the well wishers are always welcome.

We are also thankful to the publishers and their entire team for active interest in the publication of this book.

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Syllabus

Paper 4.6 (Elective-II) Tourism Management

Weekly Teaching Hours: 3

Examination Duration: 2hrs

Credits : 2

Maximum Marks: 50

Objective : The aim of this course is to educate about the tourism, tourism functions, consumer behaviour and tourism and recent trends in tourism.

Unit	Topics	No of Periods
I	Introduction to Tourism- Meaning and Importance of Tourism, Types of Tourism, Components of Tourism, Factors affecting Tourism, Types of Tourists, Factors that Motivate people to travel, The growth of Tourism Industry in India, use of Technology in Tourism Industry, Tourism Supply, Components of Tourism supply	05
II	Functional Management of Tourism Tour Operator, Definition, Types of Tour Operators, Functions of tour operators, Importance of Tour Operators in India, Difference between travel Agent & Tour Operator steps involved in planning a tour, Tour operator Reference material.	05
III	Consumer Behaviour and Tourism Meaning of Consumer behaviour in Tourism, factors affecting Consumer Behaviour models for Tourism, Tourism Motivation, factors influencing Tourist Motivation.	05
IV	Recent Trends in Tourism - Elements of Tourism Product, Role of Eco tourism, Rural Tourism, Agri-Tourism, Cultural Tourism, Procedures in International Tourism -Passport, VISA, Currency Regulations, Custom Regulations and Airport Taxation. Career Opportunities in Tourism, Artificial Intelligence (AI) in Tourism	05

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Chapter I

Introduction to tourism

The origins of tourism

By the early 21st century, international tourism had become one of the world's most important economic activities, and its impact was becoming increasingly apparent from the Arctic to Antarctica. The history of tourism is therefore of great interest and importance. That history begins long before the coinage of the word *tourist* at the end of the 18th century. In the Western tradition, organized travel with supporting infrastructure, sightseeing, and an emphasis on essential destinations and experiences can be found in ancient Greece and Rome, which can lay claim to the origins of both “heritage tourism” (aimed at the celebration and appreciation of historic sites of recognized cultural importance) and beach resorts. The Seven Wonders of the World became tourist sites for Greeks and Romans.

Pilgrimage offers similar antecedents, bringing Eastern civilizations into play. Its religious goals coexist with defined routes, commercial hospitality, and an admixture of curiosity, adventure, and enjoyment among the motives of the participants. Pilgrimage to the earliest Buddhist sites began more than 2,000 years ago, although it is hard to define a transition from the makeshift privations of small groups of monks to recognizably tourist practices. Pilgrimage to Mecca is of similar antiquity. The tourist status of the hajj is problematic given the number of casualties that—even in the 21st century—continued to be suffered on the journey through the desert. The thermal spa as a tourist destination—regardless of the pilgrimage associations with the site as a holy well or sacred spring—are not necessarily a European invention, despite deriving its English-language label from Spa, an early resort in what is now Belgium. The oldest Japanese *onsen* (hot springs) were catering to bathers from at least the 6th century. Tourism has been a global phenomenon from its origins.

Modern tourism is an increasingly intensive, commercially organized, business-oriented set of activities whose roots can be found in the industrial and postindustrial West. The aristocratic grand tour of cultural sites in France, Germany, and especially Italy—including those associated with Classical Roman tourism—had its roots in the 16th century. It grew rapidly, however, expanding its geographical range to embrace Alpine scenery during the second half of the 18th century, in the intervals between European wars. (If truth is historically the first casualty of war, tourism is the second, although it may subsequently incorporate pilgrimages to graves and battlefield sites and even, by the late 20th century, to concentration camps.) As part of the grand tour's expansion, its exclusivity was undermined as the expanding commercial, professional, and industrial middle ranks joined the landowning and political classes in aspiring to gain access to this rite of passage for their sons. By the early 19th century, European journeys for health, leisure, and culture became common practice among the middle classes, and paths to the acquisition of cultural capital (that array of knowledge, experience, and polish that was necessary to mix in polite society) were smoothed by guidebooks, primers, the development of art and souvenir markets, and carefully calibrated transport and accommodation systems.

Tourism involves traveling away from one's home for leisure, relaxation, and enjoyment, utilizing commercial services. Originating in western Europe in the 17th century, it differs from exploration as tourists typically follow well-established routes and rely on existing systems, ensuring comfort and safety. However, tourism can intersect with other activities like pilgrimage, leading to categories such as business, sports, and medical tourism, where travel is combined with specific purposes like professional engagements, athletic events, or healthcare

Meaning of Tourism

“Tourism originated from the Latin word *Tornos* which means a tool for describing a circle or has undergone significant changes in their approach and understanding, which is turner wheel.”

“Tourism involves the activities of people travelling and staying in a place away from their home environment for leisure, business, or other purposes.”

“Tourism is defined as the temporary movement of people from their usual place of residence to other locations for the purpose of leisure, business, or other activities, and their stay in those places for not more than one consecutive time.”

Definitions of Tourism

United Nations World Tourism Organization (UNWTO):

Tourism comprises the activities of travelling to and staying in place outside their usual environment for not more one consecutive year for leisure, business, and other purposes not related to the exercise of an activity remunerated from within the place visited.

Thomas Becket in Canterbury, England, c. 1400

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

World Tourism Organization (1993)

Tourism encompasses the activities of persons traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes.

Tourism Society of Britain

Tourism is the temporary short-period movement of people to destination outside the places where they usually live, work; and activities during their stay at these destinations.” This definition includes the movement of people for all purposes.

Mc Intosh and Goldner (1990)

Tourism is the sum of the phenomena and relationship arising from the interactions of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors.

Mathieson and Wall (1982)

"The temporary movement of people to destinations outside their usual places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs."

Features of Tourism

1. **Intangibility:** Many tourism products are intangible. The services related to the tourism industry cannot be seen, touched, or felt. The person can experience the tour or related services but does not get any tangible product in hand. Thus travel products like the flight experience, the cruise experience, or the experience of the view are experiences. The experience can be remembered and enjoyed again. There are tangible components like the hotel bed and food that are products not they are part of the experience, and they are not the product that the customers seek but the intangible benefits of pleasure and relaxation, etc., that the customer desires. Even those tangible products that are purchased are essential to gain access to the intangible experiential aspects.
2. **Perishability:** Perishability means that the product's life has a deadline, and once the deadline passes, the product is unavailable for sale. All tourism products are perishable, like the capacity of hotels, entry to tourism sites, etc. These cannot be stored till the consumer decides. Thus, the travel services need to be consumed as soon as they are produced. For example, for each flight, there are tickets to seats that the airline has to sell, and the hotel has rooms that need to be rented out every night. Thus tourism services are considered highly perishable. Because the tourist cannot visit the place or stay in the hotel, the opportunity is lost, and the product cannot be stored for the future. There are several strategies that the industry uses to resolve this issue. One strategy is to overbook.
3. **Inventory:** The services provided in the tourism industry are intangible and cannot be stored as inventory or stored in any way for future consumption. As explained above, an airline has tickets that need to be sold for every flight, and a hotel has rooms they need to rent for each night. If the airline fails to sell the seats within a particular time, the opportunity to sell the product is lost. The service sector can't keep inventory like the product-based industry.
4. **Heterogeneity:** The products offered by the tourism industry are not homogeneous. The services provided in the sector are not standardized. Tourism companies have tried to standardize service delivery by training the staff for efficiency and using quality control to maintain and control

standards. Still, because of the human element involved, some differences exist. For example, there are certain products like two days and three-night stay package at a hotel – which is standardized, but the experience of the package when it is consumed is different. Other factors that lead to differences are that for most services, the consumer must have physical interaction with the service producer, and the consumers have different sets of expectations; therefore, the same product is perceived differently by the consumers. Several external factors affect the tourism experience.

5. **People-Centric:** The tourism industry is dependent on people's interactions from booking to accommodation. As mentioned above, there is a high degree of interaction in the industry at different stages of the experience, from booking the ticket to staying at the hotel to going sightseeing, and so on. The tourism industry is very people-oriented, and several service providers have high contact with the consumers. Some service providers provide excellent contact with the consumers and others have poor. That is why the tourism industry is a people-centric.
6. **Inseparability:** Many tangible products are produced at one place and time and then consumed in another place at another time. But most travel-related products are both made and consumed at the same time and in the same place. For example, a tourist experiences a wildlife safari while the safari is underway. Thus, in this case, the production and the consumption are simultaneous. Thus, there is a certain level of interdependence between the producers and the consumers; also, the consumers need to come to the producers to consume the product. It is this interaction between the consumers and the producers which shape the consumer experience.
7. **Demand Fluctuations:** Demand fluctuation is one of the major issues that the tourism industry faces. It is an industry that has to deal with seasonal demand fluctuations. Apart from this, it is also influenced by natural or artificial events (like natural disasters) events (like riots, war, etc.) that can affect demand.
8. **Small Business Industry:** The Department of Tourism has reported that about 70% of the businesses in the tourism sector employ less than ten employees making this a classic small business industry. The nature of the

business and the ease of entry are the primary reasons why it is a small business industry.

9. **Private Sector Driven:** The governments usually run marketing campaigns to build tourist interest in the destination as well as the development of the infrastructure (like roads, airports, management of national parks, etc.) but other than that; there is very little assistance that they provide. So the business owner has to design his own tour packages and conduct the tours themselves; thus, they take care of the business themselves.
10. **Decentralized Industry:** Several different services fall under the ambit of the tourism industry. Also, there are a number of different service providers offering different services. Apart from this, for different locations, the services and service providers are also different. Thus making the industry very decentralized with players of all sizes.

Importance of Tourism

Tourism is vital for its significant economic, social, and cultural impacts. It drives economic growth through job creation, foreign exchange earnings, and infrastructure development, while also fostering cultural exchange, preserving heritage, and promoting understanding between different societies.

1. **Economics Progress:** The tourism industry aids and supports foreign exchange reserves. It benefits our country in generating foreign currency. Every year a large number of tourists visit India and other places. They visit places; stay and shop in our country. All this contributes to a significant amount of foreign currency generation. Despite the global recession, Indian tourism grew 6.9 % to approximately \$42 billion in the year 2010.
2. **Source of Income:** Tourism is a continual source of income for public & private income. The government charges various forms of tax which is called government revenue. The income generated through these taxes is public income. The profit earned by a seller, by selling items like local artifacts, handicraft items, etc, to the tourists is called private income. Tourism also helps in employment generation. It created jobs specifically

in the hotel industry, hospitality industry, service sector, entertainment, and transportation industry.

3. **Development of Infrastructure:** Have you ever noticed how the look and status of a place change when it is declared a tourist place? Actually, tourism aids and encourages infrastructure development by making way for dams, roads, connectivity, airport improvements, and any other activity that helps a tourist in visiting a place in a much better way!
4. **Societal Progress:** Tourism is a wonderful method of cultural exchange. It also encourages societal progress as tourists learn to show respect, tolerance, and love for each other when they visit new places.
5. **Cultural Heritage:** Tourism helps explain the beauty, art, history, and culture of our country. Different people visiting any country take beautiful cultural concepts along with them and spread those concepts to others while visiting other places in the world. Similarly, local skills, languages, and art get wide exposure through tourism. For example, ChokhiDhani in Jaipur
6. **Educational Significance of Tourism:** Tourism has been of great importance for education always. Study tours, short time courses, and educational exchange programs, all these are a part and parcel of International Tourism resulting in better knowledge about host countries.
7. **Tourisms and environment:** Tourism is also has spill over benefits such as preservation n of environment which covers up an area of historical and cultural values. PATA (Pacific Asia Travel Association) and WTO (World Tourism Organization) have laid down laws for its preservation and conservation. India has given a new lease of life to endangered species of animals by making laws on for bidding the hunting of lions, deer's, peacock, and many other birds and animals. India has also setup a separate ministry of environment and forests to monitor the use of land from the environment point of view.

Types of Tourism

1. **Adventure tourism** As a kind of tourism in India, adventure tourism has recently grown in India. This involves exploration of remote areas and exotic locales and engaging in various activities. For adventure tourism in

India, tourists prefer to go for trekking to places like Ladakh, Sikkim, and Himalaya. Himachal Pradesh and Jammu and Kashmir are popular for the skiing facilities they offer. Whitewater rafting is also catching on in India and tourists flock to places such as Uttranchal, Assam, and Arunachal Pradesh for this adrenalin-packed activity.

2. **Beach Tourism** India's vast coastline and islands provides ample opportunities for fun packed tourism. Kerala, Goa, Andaman & Nicobar Islands, Lakshadweep islands attract tourists in large numbers all around the year.
3. **Cultural tourism** India is known for its rich cultural heritage and an element of mysticism, which is why tourists come to India to experience it for themselves. The various fairs and festivals that tourists can visit in India are the Pushkar fair (Rajasthan), Taj Mahotsav (Uttar Pradesh), and Suraj Kund mela (Haryana). Sites like Ajanta & Ellora caves (Maharashtra), Mahabalipuram (TamilNadu), Hampi (Karnataka), Taj Mahal (Uttar Pradesh), Hawa Mahal (Rajasthan).
4. **Eco tourism** Among the types of tourism in India, ecotourism have grown recently. Ecotourism entails the sustainable preservation of a naturally endowed area or region. This is becoming more and more significant for the ecological development of all regions that have tourist value. For ecotourism in India, tourists can go to places such as Kaziranga National Park (Assam), Gir National Park (Gujarat), and Kanha National Park (Madhya Pradesh).
5. **Health/Medical tourism** Tourists from all over the world have been thronging India to avail themselves of cost-effective but superior quality healthcare in terms of surgical procedures and general medical attention. There are several medical institutes in the country that cater to foreign patients and impart top-quality healthcare at a fraction of what it would have cost in developed nations such as USA and UK. The city of Chennai (Tamil Nadu) attracts around 45% of medical tourists from foreign countries.
6. **Wildlife tourism** India has a rich forest cover which has some beautiful and exotic species of wildlife – some of which that are even endangered and very rare. This has boosted wildlife tourism in India. The places where

a foreign tourist can go for wildlife tourism in India are the Sariska Wildlife Sanctuary, Keoladeo Ghana National Park (Rajasthan), and Corbett National Park (Uttarkhand).

7. **Mass Tourism** It involves the tourism of organized large groups of people to special tourist Locations. It is a traditional way where the daily program is fixed by the tour organizer. It is a Social activity. Tourists generally desire souvenirs and site-seeing. For example, religious places, theme parks, boat cruises, and resort towns.
8. **Sports tourism** It refers to travel motivated by participating in or watching sporting events. It encompasses both active participation, like running a marathon, and passive participation, such as attending a major tournament. This form of tourism is a significant economic driver, generating revenue for host cities through accommodation, food, transportation, and merchandise sales.
9. **Religious tourism** It is also known as spiritual or faith-based tourism, involves travel motivated by religious or spiritual reasons. It encompasses pilgrimages to sacred sites, visits to religious monuments and participation in religious events or festivals. This form of tourism has a long history and is practiced across various cultures and religions.
10. **Business tourism** It is also known as business travel, refers to travel undertaken for professional or work-related purposes. It encompasses a variety of activities, including attending meetings, conferences, trade shows, and conventions, as well as engaging in business transactions. Business tourism is a significant component of the broader tourism industry and plays a crucial role in economic growth, knowledge exchange, and professional development.

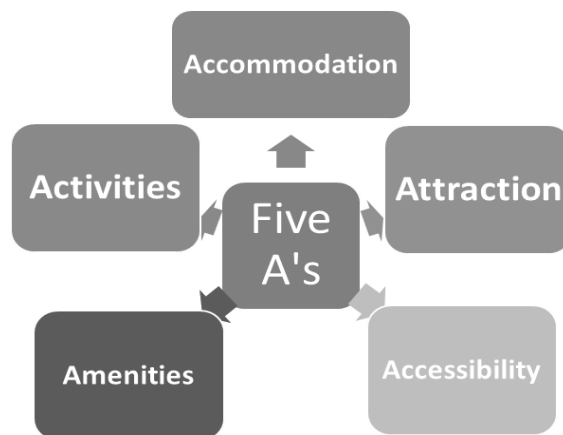
Distinguish between Traditional tourism and Niche tourism

Traditional Tourism	Niche Tourism
The tour is decided and planned a number of days or weeks ahead of the actual travelling day.	The tour is decided and planned spontaneously as well as ahead of the date of travelling.

The tour operators generally suggest famous places and there is comparatively less study done on the destination place.	In this tourism, local language preparation and the study of local culture and norms is recommended.
It generally takes the form of social activity being large number of people involved.	It is a personal, family, or friends' activity being small number of people involved.
The tourists mainly desire for souvenirs and site-seeing.	The tourists desire for experience and knowledge.
The tourists may or may not care for local economics, culture, and environment.	The tourists are keen to cooperate in keeping local economy, culture, and environment thereby generating a positive experience for the locals, the tourism business, and the tourists themselves.
Tourists want to learn and experience new things.	Tourists are primarily interested in gifts and sight-seeing.

Key Components/Elements of Tourism

The key components of tourism can be categorized into attractions, accessibility, accommodation, amenities, and activities. These elements work together to create a holistic tourism experience.



The key components of tourism can be categorized into attractions, accessibility, accommodation, amenities, and activities. These elements work together to create a holistic tourism experience.

1. Attractions: These are the places or things that draw tourists to a destination. They can be natural (like beaches, mountains, or forests) or cultural (like historical sites, museums, or festivals). Tourism attractions are a vital part of the tourism industry because they provide the focus for tourist activities. The destination may offer natural attractions like natural scenic beauty of Himalayas, sunshine, or climatic features etc.

2. Accessibility: This refers to the ease with which tourists can reach a destination and move around within it. Accessibility includes transportation options (airports, roads, public transit, etc.) and the infrastructure that supports these modes of transportation. A tourist needs a mode of transport to reach the destination, whether by road, rail or air and even sea. There is no travel and tourism without the development of modes of transport.

Road transport

Rail transport

Sea transport

Air transport

3. Accommodation: Accommodation is a fundamental requirement for tourists who stay overnight in a locality and it comprises a significant sector of the tourism industry. Visit to a particular destination requires an adequate and sufficient accommodation for tourists in that area. Hotels, resorts, lodges, motels, rest houses are to be built for attracting all classes of tourists. The other significant feature of accommodation is the provision of food. As any tourist destination attracts diverse customers with different food tastes and preferences, it is essential to bring uniformity in the offerings to satisfy diverse interests of the tourist.

4. Amenities: Amenities refer to the facilities provided at tourist destinations. Visitors are directly affected by these factors that determine the quality of services provided by these organizations. Usually, these facilities can be found within as well as outside the entire tourism destination. This can assist in improving the

comfort level of visitors to any tourist destination. Hotel and accommodations are included in these variables, as are restaurants, public facilities, shopping centers, and many more.

5. Activities: It is common knowledge that tourism activities refer to all kinds of activities that visitors are able to do in a tourism destination. There are a number of activities that attract tourists to a particular holiday destination. A tourism destination may offer a variety of activities to its visitors. Activities such as sightseeing, swimming, outbound, playing, and taking photographs are just some of these options.

Tourist: A tourist is someone who travels to a place for pleasure and interest, usually while on vacation, and stays for more than 24 hours.

Tourists are people who travel to destinations away from their home for leisure, business, or other purposes. They are the main consumers of the tourism industry, which is one of the largest and fastest-growing sectors globally.

Definition of tourist

John Urry (1990) - "A temporary visitor to a place outside their usual environment, for less than a year, for any main purpose other than an activity remunerated from within the place visited."

Brian Boniface and Chris Cooper (2003) - Someone who travels away from their home, for less than a year, for a purpose other than to take up permanent residency.

Types of Tourist

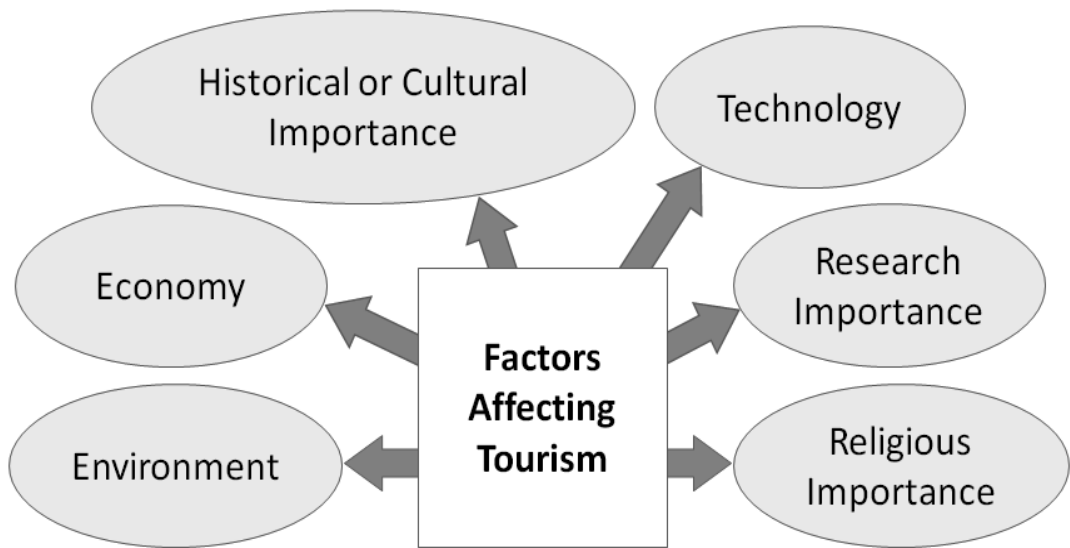
- 1. Intrinsic Tourists:** Intrinsic tourists are individuals who travel primarily for enjoyment, relaxation, and to satisfy their psychological needs, such as the desire for novelty, self-expression, or stress relief.
- 2. Extrinsic Tourists:** Extrinsic tourists are individuals who travel primarily for reasons other than the inherent enjoyment of the experience itself. Their motivation stems from external factors such as rewards, recognition, or the desire to achieve a specific outcome.
- 3. Adventurer or Explorer:** They give very little importance to relaxation. They are always up to exploring places and taking challenges. Mainly

youths and singles from both genders carrying zest of life largely contribute to this type of tourism.

4. **Budget Travelers:** They are economy-oriented tourists. Their touring decisions about places, travelling mode, and other related factors are largely dependent on their financial status.
5. **Elite Tourists:** They also travel in small groups and adapt to local life, but for a limited time. They demand more amenities.
6. **Off-Beat Tourists:** They are independent tourists who escape from traditional itineraries and seek to discover new places. They use guides like Trotamundos in search of tips.
7. **Unusual Tourists:** They travel on organized packages or tours to visit indigenous communities. Their interest in local cultures is contemplative, and they demand the comforts of development so they don't run risks in their exchanges.
8. **Mass Tourists:** They do not give up the comforts of their country of origin and expect to be served in their language.
9. **Charter Tourists:** They buy their tours for short periods, demand high-quality services, and hardly interact with the local environment.
10. **Incipient Mass Tourists:** Although they are not large in size, these groups are beginning to demand infrastructure in the destinations they visit.
11. **Homebodies:** They are mainly relaxed tourists. They do not get into adventure. The tourists aged above 45 to 50 years belong to this type. The busy professionals under 45 years also belong to this type.
12. **Moderates:** They plan their tour ahead, have a high inclination towards tourism but they do not get into sports or adventure activities.
13. **Vacationers:** They plan touring during vacations such as summer break or Christmas break. They are not always sure of where and why they wish to visit.

Factors affecting Tourism

There are many factors that influence the running of the tourism industry. Some show immediate effect while, there are also factors which affect in the long run.



1. **Environment at Destination:** Tourism is in its best form when the destination boasts of conducive climate. In contrast, any undesired changes in the environment such as high winds, flash floods, drought, and extreme climate can affect tourism adversely. For example, during harsh summer months in India, people prefer to travel to colder climate regions like hill stations.
2. **Economy of the Country:** When a country is undergoing economic turbulence and when people are facing unemployment issues, tourism is affected adversely. On the contrary, when a country's economy is doing well and people can afford to spend money on leisure, tourism progresses.
3. **Historical or Cultural Importance of Destination:** The place or destination of travel affects the tourism business to a great extent. If the destination is of great historical or cultural significance then tourists will certainly like to visit the place for seeing monuments, castles, forts, ancient architecture, sculptures, caves, antic paintings and utensils, clothes, weapons, ornaments, and other allied heritage. For example, the world famous places of historical and cultural importance are Taj Mahal (India), Pyramids of Giza (Egypt), Bagan City (Burma), Acropolis (Athens, Greece).
4. **Research Importance of Destination:** There are tourists who visit places with the objective of studies and exploration. Need for research promotes

tourism. Archeologists, Geologists, Oceanographers, Biologists and Zoologists, Architects, and People researching Arts and Cultures seek places that have great significance in the field of research.

5. **Religious Importance of Destination:** The places of religious importance or worship are always flooded with tourists. At these places, tourism is at its peak at particular time periods in a year. The tourists often go on pilgrimage to find inner peace and invoke blessings of the deities they worship and to cleanse their sins before death. For example, Mecca, Bethlehem, Kashi.
6. **Technology:** Internet has penetrated to almost every corner of the world. Tourists are enjoying the benefits of Internet. While planning a tour, the tourists try to get the idea about the places they are going to visit, the quality of amenities and services, and the attractions at the destination. After visiting a destination, the experienced tourists share their opinions on various platforms of the Internet. Thus, the reviews of experienced tourists shared on the internet work as guidelines for the following tourists. Hence, just like a double-edged sword, the Internet can boost as well as bring down the tourism business.

Why People do engage in tourism?

People engage in tourism for recreation, relaxation, and pleasure, taking advantage of commercial services during their time away from home. Tourism, a product of modern social arrangements that began in 17th-century Western Europe, allows people to follow established paths while being generally insulated from difficulty, danger, and embarrassment. Beach holidays, which originated in 18th-century England, exemplify this pursuit, offering relaxation and entertainment. Tourism also encompasses activities like "business tourism," "sports tourism," and "medical tourism," highlighting its diverse appeal.

Factors that motivate people to travel

1. To learning and Curiosity

One of the main motivations for travel is curiosity and learning. People want to see new places, experience different cultures, learn new skills, or gain new insights. Traveling can stimulate the brain, enhance creativity, and broaden horizons. It can also help people to appreciate diversity, understand history, and discover

themselves. Traveling for leisure can be a great way to satisfy your curiosity and learn something new.

2. Relaxation and wellness

Another motivation for travel is relaxation and wellness. People want to escape from the stress, routine, and problems of everyday life. Traveling can provide a break, a change of scenery, and a chance to recharge. It can also improve physical and mental health, reduce anxiety, and boost happiness. Traveling for leisure can be a great way to relax and take care of yourself.

3. Social and emotional connection

A third motivation for travel is social and emotional connection. People want to share their experiences, bond with their loved ones, or meet new friends. Traveling can foster relationships, create memories, and enhance communication. It can also help people to express their feelings, show their gratitude, and support their values. Traveling for leisure can be a great way to connect with others and yourself.

4. Adventure and challenge

A fourth motivation for travel is adventure and challenge. People want to explore the unknown, try new things, or test their limits. Traveling can offer excitement, variety, and novelty. It can also help people to develop skills, overcome fears, and grow as a person. Traveling for leisure can be a great way to have fun and challenge yourself.

5. Meaning and purpose

A fifth motivation for travel is meaning and purpose. People want to find inspiration, make a difference, or fulfill a dream. Traveling can provide opportunities, perspectives, and motivations. It can also help people to align their actions with their passions, contribute to a cause, or achieve a goal. Traveling for leisure can be a great way to find meaning and purpose in your life.

6. Personalization and choice

A sixth motivation for travel is personalization and choice. People want to plan their own trips, choose their own activities, or customize their own experiences. Traveling can offer flexibility, freedom, and control. It can also help people to

express their personality, preferences, and identity. Traveling for leisure can be a great way to create your own adventure and enjoy your own style.

7. Sustenance (food)

A seventh motivation for travel to food because they seek unique culinary (dining) experiences, explores different cultures through cuisine, and fulfills a desire for novelty and sensory stimulation. This motivation, often termed "food tourism" or "culinary (dining) tourism," can be a primary reason for travel or a significant contributing factor to the overall travel experience.

Growth of tourism industry in India

India is geographically diverse and offers a variety of cultures that come with its own experiences, making it one of the leading countries in terms of international tourism expenditure. As per IBEF's report on Growth of Tourism and Hospitality Industry, Travel and tourism are two of the largest industries in India, with a total contribution of about US\$ 178 billion to the country's GDP. The country's big coastline is dotted with several attractive beaches. With this, the travel market in India is projected to reach US \$125 Billion by Financial Year 2027. International Tourist arrival is expected to reach 30.5 million by 2028. As in several other sectors, Indian companies have been leveraging technology as a critical enabler of growth for the sector for over a decade now. From search engines and global distribution system (GDS) services to online travel agencies, the travel industry has witnessed significant innovation, and there is scope for more. A primary driver of tech-oriented growth for travel and hospitality companies is their adoption of cloud solutions and the development of Software as a Service (SaaS) technologies.

India is a large market for travel and tourism. It offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists. India ranked 34 in the Travel & Tourism Competitiveness Report 2019 published by the World Economic Forum.

As per the Startup India data, the travel and tourism industry has close to 1500 startups that comprise of companies providing platforms that enable planning and booking of travel services or assist travel service providers with

technology solutions. This includes companies offering services that enable users to discover and book travel-related services such as transportation, accommodation, facility management, tours, ticketing and activities through online portals.

Technology in Tourism is a use of digital and electronic solutions in tourism to enhance travel experiences, streamline operations, and improve customer service.

1. **Online booking:** The process of reserving travel services like flights, accommodations, and tours through the internet. This method has become increasingly popular, with online travel agencies (OTAs) playing a significant role in connecting travelers with various travel providers. Online booking provides convenience, choice, and often competitive pricing for travelers, while also offering businesses in the tourism sector.
2. **Mobile technology:** It has significantly transformed the tourism industry by providing tools for planning, booking, navigation and experiencing travel. Smartphones and mobile apps have become essential for travelers, offering convenience, personalized services, and real-time information. This technology impacts all stages of the travel experience, from pre-trip planning to on-site activities and post-trip reflection.
3. **Artificial Intelligence:** (AI) is revolutionizing the travel and tourism industry by enhancing efficiency, personalization, and overall traveler experience. AI-powered tools are being integrated into various aspects of the industry, from booking and planning to on-site services and even sustainable tourism initiatives.
4. **Virtual and augmented reality:** (VR/AR) technologies are revolutionizing the tourism industry by offering immersive and interactive experiences that enhance travel planning, destination exploration, and on-site engagement. VR provides simulated, 3D environments for virtual tours and previews, while AR overlays digital information onto the real world, enriching real-life experiences with interactive elements and information.
5. **Social media and influencers:** It has become powerful forces in the tourism industry, significantly impacting how people discover destinations, plan trips, and share their travel experiences. Influencers, with their large and engaged followings, offer a unique form of marketing by showcasing

destinations and experiences in a relatable and visually appealing way, often inspiring travel decisions.

6. **Sustainable tourism technology:** In the tourism industry encompasses the use of digital solutions and green technologies to minimize environmental impact, support local communities, and enhance the overall travel experience. This includes implementing renewable energy sources, optimizing operations with data analytics, and engaging travelers with interactive and informative digital tools.
7. **Digital Nomadism & Remote Work:** Digital nomads are individuals who leverage technology to work remotely while traveling the world. This lifestyle allows them to break free from the constraints of a traditional office job and explore new destinations while maintaining their professional careers.
8. **GPS and navigation:** These technologies have significantly transformed the tourism industry by enhancing the travel experience, improving operational efficiency, and promoting safety. GPS enables accurate location tracking, real-time navigation, and access to location-based information, benefiting both tourists and tourism businesses.

What is Tourism Supply?

In tourism, tourism supply refers to the total amount of goods and services available to tourists at a particular destination. It encompasses everything from accommodation and transportation to food, entertainment, and attractions, and is essential for meeting the needs and demands of visitors.

Properties of Tourism Supply

1. Tourism supply is perishable (cannot be stored like the products).
2. It cannot be examined before one purchases it.
3. It is necessary to move from one place to other for its consumption.
4. It is geographically fixed at different places.

Components of Tourism Supply

Tourism supply chain has many components, (as they are called components in manufacturing) which include accommodation, transport, excursion, restaurants,

handicrafts, food preparers, waste disposal, and the infrastructure that support tourism, to destinations where they are required.

1. Natural Resources: These are the foundational elements that attract tourists, such as scenic landscapes, beaches, mountains, and wildlife. Examples include natural parks, waterfalls, and other geographical features.

2. Infrastructure: This refers to the basic facilities and services that support tourism activities, including transportation, communication, and utilities. Examples include airports, roads, railways, water supply systems, and communication networks.

3. Superstructure: This encompasses the buildings and facilities constructed to support tourism activities, including accommodations, restaurants, and entertainment venues. Examples include hotels, resorts, restaurants, shopping centers, museums, and theme parks.

4. Transportation: This involves the systems and services that enable tourists to travel to and within a destination. Examples include airlines, railways, buses, taxis, and cruise ships.

5. Hospitality Resources: This includes the various services and amenities offered to tourists, such as accommodation, food and beverage, entertainment, and information services. Examples include hotels, restaurants, tour operators, travel agencies, and local guides.

6. Attractions: These are the specific places, events, or activities that draw tourists to a destination. Attractions can be natural (e.g., mountains, beaches), cultural (e.g., historical sites, museums), or man-made (e.g., theme parks, sporting events).

7. Amenities: These are the facilities and services that enhance the tourist experience, such as restaurants, shops, and recreational facilities.

8. Intermediaries: These are the businesses that connect tourists with the various components of tourism supply, such as travel agencies, tour operators, and online travel platforms.

9. Other Facilities: This category includes a wide range of supporting services, such as banking and financial services, medical facilities, and security services.

10. Activities: These are the recreational and leisure pursuits that tourists engage in during their travels, such as hiking, swimming, sightseeing, and cultural events.

Question Banks

2 Marks Questions (Short Answer Type)

1. Define tourism.
2. What is meant by domestic tourism?
3. Give two examples of international tourism.
4. List any two components of tourism.
5. What do you mean by “tourist”?
6. Mention any two factors affecting tourism.
7. Define “tourism supply.”
8. What is meant by eco-tourism?
9. List two technological tools used in the tourism industry.
10. Give any two reasons for the growth of tourism in India.
11. Mention two factors that motivate people to travel.
12. Define “tourism product.”
13. What is meant by adventure tourism?
14. Give two examples of cultural tourism.
15. What are the two main elements of tourism demand?

5 Marks Questions (Short Essay Type)

1. Explain the meaning and importance of tourism.
2. Describe the different types of tourism with examples.
3. Distinguish between traditional tourism and niche tourism.
4. Explain any five factors that affect the growth of tourism.
5. Explain the factors that motivate people to travel.
6. Write short notes on:
 - a) Tourism supply
 - b) Tourism demand
7. Discuss the growth and development of the tourism industry in India

10 Marks Questions (Long Answer / Essay Type)

1. Define tourism and explain its importance in economic and social development.
2. Explain the components of tourism and discuss how they contribute to the overall tourism system.
3. Discuss the major factors affecting tourism and their impact on destination development.
4. Explain in detail the different types of tourists
5. Discuss the role and impact of technology in modern tourism.

Chapter II

Tourism Management (Functional)

Tourism Management is the process of planning, organizing, and overseeing activities related to tourism to ensure the development of the tourism industry, tourist satisfaction, and sustainable use of resources.

Tourism management refers to handling and supervising activities related to the tourism industry. It is a multifaceted industry that provides people with the training, skills and expertise necessary to obtain management positions in tourism and accommodation.

Objectives of tourism management

- **Economic Objectives:**

1. **Revenue Generation:** Tourism is a significant source of income for many destinations. Tourist spending on accommodation, transportation, food, attractions, and souvenirs directly contributes to the local economy. This revenue can be used to fund public services, improve infrastructure, and support local businesses.
2. **Job Creation:** The tourism industry is a major employer, creating a wide range of jobs in various sectors like hospitality, transportation, retail, and entertainment. Tourism development can lead to both direct and indirect job creation, providing employment opportunities for local communities.
3. **Foreign Exchange Earnings:** Tourism is a key source of foreign exchange for many countries, as it attracts international visitors who spend money in the local economy. This inflow of foreign currency helps boost a country's balance of payments and strengthens its overall economy.
4. **Supporting Local Businesses:** Tourism directly benefits local businesses, particularly those in the hospitality and retail sectors. Increased tourist

traffic can lead to higher sales and revenues for these businesses, contributing to their growth and sustainability.

5. **Infrastructure Development:** Tourism development often necessitates improvements in infrastructure, such as roads, transportation systems, and communication networks. These infrastructure upgrades can benefit both tourists and local residents, enhancing the overall quality of life.
 6. **Diversification:** Tourism can help diversify a region's economy, reducing its reliance on a single industry or sector. By attracting visitors with diverse interests, tourism can create new economic opportunities and make the region more resilient to economic fluctuations.
 7. **Community Involvement:** Tourism management can be designed to ensure that the economic benefits of tourism are shared by local communities. This can be achieved through employing local staff, supporting local businesses, and involving communities in decision-making processes.
- **Social and Cultural Objectives:**
 1. **Cultural Exchange and Understanding:** Tourism can promote understanding and appreciation of different cultures, fostering tolerance and respect between tourists and locals.
 2. **Preservation of Cultural Heritage:** Tourism can incentivize the preservation of historical sites, traditions, and local arts and crafts, helping to maintain cultural identity.
 3. **Community Development:** Tourism can generate employment opportunities, improve infrastructure, and provide access to better healthcare and education, ultimately enhancing the quality of life for residents.
 4. **Social Inclusion:** Social tourism initiatives aim to make travel accessible to all, including those with limited financial means or physical abilities, promoting social equity.
 5. **Community Empowerment:** Tourism can empower local communities by giving them more control over tourism development and ensuring they benefit from the economic gains.

- **Environmental objectives**

1. **Protection of Natural Resources:** Tourism management aims to protect natural resources such as forests, rivers, mountains, beaches, and wildlife. By promoting eco-tourism and responsible travel, it helps in conserving biodiversity and natural ecosystems. Example: National parks limit visitor numbers to prevent damage to flora and fauna.
2. **Minimizing Environmental Degradation (Pollution):** Uncontrolled tourism can lead to pollution, waste generation, and habitat destruction. One of the major goals is to reduce the negative environmental impacts caused by tourist activities. This includes promoting eco-friendly infrastructure, waste recycling, and water/energy conservation in hotels and resorts.
3. **Promoting Sustainable Tourism Practices:** Sustainable tourism meets the needs of tourists and host regions while protecting the environment for future generations. Encourages the use of renewable energy, eco-lodges, local food, and low-emission transportation. Educates tourists on responsible behaviors like avoiding plastic use and not disturbing wildlife.
4. **Environmental Awareness and Education:** Tourism helps raise awareness about environmental issues among locals and visitors. Educational programs, guided nature tours, and eco-workshops teach people to respect and protect nature. Example: Nature reserves and eco-parks often include visitor centers with environmental education exhibits.
5. **Supporting Eco-Tourism Development:** Eco-tourism focuses on visiting natural areas with the objective of learning, observing, and conserving the environment. Generates income for local communities and funds for conservation without harming the ecosystem. Encourages low-impact activities like bird-watching, hiking, and nature photography.

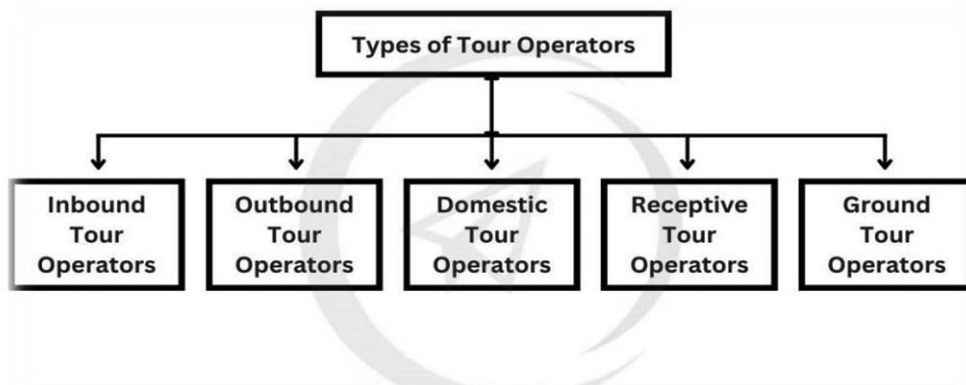
Tourism functional management

Tour Operator: Tour operator is an organization, firm, or company who buys individual travel components, separately from their suppliers and combines them into a package tour, which is sold with their own price tag to the public directly or through middlemen, is called a **Tour Operator**.

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

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

Types of Tour Operators: Tour operators can be divided into five main categories: inbound, outbound, domestic, receptive, and ground.



1. Inbound Tour Operators: These are also known as incoming tour operators. Technically, the operators who receive guests, clients/tourists, and handle arrangements in the host country are called inbound tour operators.

2. Outbound Tour Operators: Unlike inbound, outbound tour operators work in their own country to take travelers to other countries. These are operators that market their travel to international destinations for either business or leisure.

For example, suppose a group of German tourists are planning a trip to India. Then the outbound operator is a German travel company that handles all ticket and hotel reservations.

3. Domestic Tour Operators: Domestic tour operators are those who put together complete travel packages and sell them to domestic travelers. In other words, they are operators that offer travel packages and trips in the tourist's home country. Domestic travel usually involves residents of a certain country

traveling within that country. They can visit national parks, scenic areas, hospitality tours, city tours, hikes, etc.

4. Receptive Tour Operators: Receptive Tour Operators (RTO) provide travel products to companies in other markets (as a business-to-business relationship).

In particular, RTOs sell travel products to operators and/or travel agents, whether sold in a package or individually. They are primarily wholesalers and do not sell directly to the public.

5. Ground Tour Operators: Ground Tour Operators operate domestically. However, they differ from domestic operators in that they organize trips for inbound tourists on behalf of the inbound operator (and sometimes also the outbound).

Importance of Tour Operators

Tours operators play a key role in the tourism sector. Tour operators create tourist products, promote them and finally sell them to tourists. Tour operators provide the best and competitive price to the tourist. Tour operators negotiate with suppliers of tourism products such as hotels, airlines and provide the best possible price to the tourist. Tour operators buy tourist products in bulk and get huge discounts from suppliers. So that they provide tourist products at a cheap price.

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

Tour operator caters to the needs of tourists on the basis of their taste of travel. Tour operator provides all the best available option according to tourist needs and demands

Essential Skills and Qualities:

1. **Travel Knowledge:** Tour operators need to be knowledgeable about various destinations, including attractions, local customs, and travel logistics.
2. **Organizational Skills:** They must be highly organized to manage complex itineraries and logistics efficiently.
3. **Communication Skills:** Effective communication is crucial for interacting with clients, suppliers, and team members.
4. **Customer Service Skills:** Providing excellent customer service is essential for building trust and satisfaction.
5. **Problem-Solving Skills:** Tour operators need to be able to handle unforeseen circumstances and resolve issues quickly and effectively.
6. **Interpersonal Skills:** They need to be able to build rapport with clients and work collaboratively with various stakeholders.
7. **Technological Proficiency:** Tour operators need to be comfortable using technology for online booking, communication, and marketing.

Key Characteristics of Effective Tour Operators:

1. **Niche Market Focus:** Many tour operators specialize in specific types of travel, such as adventure tours, cultural tours, or luxury travel.
2. **Flexibility:** They are able to adapt to changing circumstances and customize itineraries to meet individual client needs.
3. **Focus on Customer Satisfaction:** They prioritize the needs and preferences of their clients to ensure a positive travel experience.
4. **Friends with Technology:** Learning and having strong hold on new technology creates an opportunity for a tour operator to reach customers, expose a wide range of tour products, and increase sales in less cost and time.
5. **Integrity:** They operate with honesty and transparency in their dealings with clients and suppliers.
6. **Passionate about Travel:** They have a genuine interest in travel and a desire to share their passion with others.

7. **Knowledgeable:** The tour operator must be well-acquainted with the tourism products, destinations, attractions, and cultures.

Roles or functions of a Tour Operator

Tour operators are responsible for the operation of a vacation by contracting, booking, and packaging together various travel components. These components can include: hotel, transportation, meals, guides, optional tours, and flight.

1. **Development of Tour Packages:** These professionals develop travel packages for individual clients or groups of travelers. They work with clients to understand their interests and recommend different attractions, accommodations, and transportation options to help clients choose a travel package.
2. **Negotiating Prices:** Companies usually negotiate prices with other vendors, such as hotels and transport companies. For example, they can ask the hotel to lower the room rates for a large tourist group.
3. **Travel Management:** These professionals help organize travel plans for clients to reach their destinations. For example, they can book a bus to help customers travel between cities or a rental car to help customers reach various attractions.
4. **Providing Customer Support:** The company provides customer support to help their customers prepare for their trips. For example, they can answer customers' questions about the destination, provide information about exchange rates, or notify them of changes to travel plans.
5. **Travel Budgeting:** Travel companies work with clients to help them budget for their trips. They develop different itineraries at different prices and advise clients on accommodation and sightseeing within their desired budget.
6. **Researching Travel Options:** These professionals research different trips to give their clients recommendations on places to visit, stay, and eat. They read articles and search the web for information on travel trends and new destinations to stay current in their field.

A **travel agency** is a business that helps people and groups choose, plan, and book travel-related services. Flights, hotels, rides, trips, sports, and other things can be a part of these services.

Basis	Tour Operator	Travel Agency
Primary Tasks	A tour operator is responsible for planning trips and holiday packages.	A travel agency sells holiday packages provided by travel companies.
Number of Options	Specialize in a few country destinations to provide tour packages.	A travel agency works with many travel companies providing customers with a large variety of packages.
Earnings	Earns more profits from each vacation package as they set the initial price.	A travel agency earns a commission based on the number of packages they sell.
Dependence	Works independently. They can create packages and choose to market them themselves.	A travel agency can't operate without a travel company since they don't create trip packages.
Responsibility	Takes the responsibility of the customers.	The travel agency only leads the customer to the company.
Scope of Operation	Their job begins when a client starts the vacation and ends when they return home.	A travel agent's job begins with convincing an undecided tourist and ends when they start the vacation.

Step Involved In Planning Of Tour

Step 1: Destinations and Time Allocation

When planning an plan, the first step is to identify your destination, write down all the places you want to visit, and make notes about each one. Calculate how much time you have available for each destination. This is where you can include various travel plan ideas. For a smooth experience, you can even refer to a travel plan sample if needed.

Step 2: Organizing an Plan in Order

Choose an plan and use a format for travel plan, so that everything is in chronological order, If that isn't feasible, organize your plan examples by place name, date, and location. Also, if you have a visit plan format, it will be easier to navigate your trip.

Step 3: Essential Details

Include any useful information, such as opening hours, addresses, phone numbers, etc., where applicable. This is an important component of travel plan planning. Also for flight travel information, perhaps you should see a flight plan example of how to put your travel information across in a compact manner.

Step 3: Packing

Pack essentials, including appropriate clothing, toiletries, snacks and food and any necessary medications which is support thought out travel

Step 5: Travel Description

Write a description of your travel. Make sure that your travel plan includes everything that you need so that there are no gaps or mistakes in your trip plans! Decide whether you want to make stops along the way or just visit places between destinations.

Step 6: Experience Type

Think about the type of experience you want from your trip will you be relaxing at home or exploring off the beaten path?

Step 7: Extra Activities

Consider activities that appeal to you, such as hiking or skiing these can take up more time than simply sightseeing around town. Remember also that many places are better explored during particular seasons (for example, Winter in Pokhara).

You should consider these factors to make a vacation plan. Following these steps will create a travel plan sample and will enrich your travel experience. By following these steps you will come up with a comprehensive and detailed plan of your trip that will be rather useful. Whether it is as basic as a vacation plan or as more as a business plan, having a good plan will mean your trip runs as planned.

Tour Operator's Reference Material

Let us now look into a list of reference material a tour operator uses at different stages of organizing a tour.

1. **Maps:** They include world maps, state maps, city maps, cycle or walk maps, and road and rail maps.
2. **Event Calendars:** They are both printed and soft calendars to schedule and keep track of tour dates, times, and other details.
3. **Brochures:** They are used by tour operators to describe features of tour packages to their customers.
4. **Souvenirs:** They gift the souvenirs to the customers as a token of remembrance of a place or an event.
5. **Promotion Material:** Banners or PVC boards for messages, billboards brochures, cards, display stands of cloth or plastic to be used at an exhibition, escalator panels, flyers, Internet, interpretive panel containing orientation maps, picture maps, photographs, or diagrams as well as titles, introductory text, and contact information, leaflets, media advertising material such as images, audios, and videos.

Question Banks

2 Marks Questions (Short Answer Type)

1. Define tourism management.
2. State any two objectives of tourism management.
3. What is a tour operator?
4. Mention two types of tour operators.
5. Write any two functions of a tour operator.
6. Define “inbound tour operator.”
7. Define “outbound tour operator.”
8. What is meant by tour packaging?
9. Mention two components included in a tour package.
10. What are the tour operations reference materials?

5 Marks Questions (Short Essay Type)

1. Define a tour operator and explain the different types of tour operators.
2. Describe the major functions of a tour operator.
3. Discuss the importance of tour operators in the Indian tourism industry.
4. Differentiate between a travel agent and a tour operator.
5. Explain the steps involved in planning a tour.
6. Discuss the role of tour operators in promoting tourism in India.
7. What are the key challenges faced by tour operators today?
8. Write a note on the significance of itinerary preparation in tour planning.

10 Marks Questions (Long Answer / Essay Type)

1. Define tourism management. Explain its meaning, objectives.
2. Discuss the role and importance of tour operators in the growth of tourism in India.
3. Describe the steps involved in tour planning and discuss how effective planning contributes to customer satisfaction.
4. Elaborate on the various services provided by tour operators and their importance in tourism development.

Chapter III

Customer behavior in tourism

Consumer behavior in tourism refers to the decision-making process and actions of travelers when selecting, purchasing, and experiencing travel-related services like hotels, flights, and attractions. Key factors influencing this behavior include cultural background, personal preferences, social influences, and psychological motivations, such as the desire for relaxation or adventure.

Meaning

Consumer behavior in tourism is defined as the study of how individuals make decisions to allocate their available resources (time, money, effort) on consumption-related travel items.

In tourism, customer behavior refers to the actions, decisions, and experiences of tourists before, during, and after their trips.

It encompasses the entire process of how tourists select, purchase, use, and evaluate tourism products and services.

Factors Affecting Tourist Behavior

Consumer behavior in tourism is influenced by a complex interplay of factors, including psychological, social, cultural, personal, and economic influences. These factors can be broadly categorized into internal and external influences, affecting a tourist's decision-making process from initial motivation to post-trip evaluation. Understanding these factors is crucial for tourism businesses to effectively market their products and services and cater to evolving consumer needs.

1. Psychological Factors:

Motivation: This is the driving force behind travel decisions. Tourists may be motivated by needs like relaxation, adventure, or social interaction, or by desires for self-discovery or escape.

Perception: How tourists interpret information about a destination (e.g., through advertising, reviews, or word-of-mouth) shapes their expectations and perceptions of the experience.

Learning: Past travel experiences, both positive and negative, influence future travel choices. Tourists learn what they enjoy and what to avoid, shaping their preferences.

Attitudes and Beliefs: A tourist's attitudes towards a destination (e.g., its safety, cultural appeal, or environmental friendliness) and their beliefs about its suitability for their needs significantly impact their decision-making.

Emotions: Emotions play a crucial role, with positive emotions like excitement and joy driving travel choices, and negative emotions like fear or stress potentially deterring them.

Personality: Individual personality traits can influence travel preferences and choices, such as risk-taking tendencies or a preference for certain types of activities.

2. Social and Cultural Factors:

Culture: A society's shared values, beliefs, and customs significantly impact what tourists find appealing and how they behave during their travels. For example, some cultures prioritize relaxation and rejuvenation, leading them to seek out wellness retreats, while others might be drawn to adventure and exploration.

Subculture: Within a larger culture, specific groups (e.g., based on age, ethnicity, religion) may have distinct preferences and behaviors. According to the Tourism Institute, younger generations may be more inclined towards digital experiences and social media sharing, while older generations may prefer more traditional forms of tourism.

Social Class: Different social classes often have varying spending power and preferences, influencing their choice of travel destinations, accommodations, and activities. Luxury brands and experiences typically appeal to higher social classes, while budget-friendly options might be more popular with lower classes.

Family: The structure and decision-making dynamics within a family significantly influence travel choices, particularly for family-oriented destinations and activities. In some cultures, family opinions play a large role in the decision-making process, while in others; individual preferences might be more prominent.

Social Norms and Values: Cultural norms regarding social interaction, etiquette, and acceptable behavior can affect how tourists interact with locals and navigate new environments. Understanding and respecting these norms is crucial for a positive and enjoyable travel experience.

Religion: Religious beliefs and practices can influence travel choices, affecting destinations, activities, and even dietary preferences. According to the Tourism Institute, some religious sites are popular tourist destinations, while others may have specific rules and restrictions that impact travel behavior.

Language: Language barriers can influence communication, information access, and overall travel experience. According to the Tourism Institute, tourists may prefer destinations where their native language is spoken or where translation services are readily available.

Reference Groups: These are groups that individuals look to for validation or guidance. For example, if a celebrity endorses a particular travel destination, their fans may be more inclined to visit.

Social Roles and Status: A person's social status, often tied to factors like income, occupation, and education, can influence their travel choices and the type of experiences they seek. Depending on their roles in society (e.g., parent, manager, student), individuals may have different travel needs and preferences.

Values and Beliefs: Cultural values and beliefs influence travel preferences, with some cultures prioritizing spiritual or historical sites.

Customs and Traditions: Cultural customs and traditions can impact the way tourists interact with a destination and its local population.

4. Personal Factors:

Age and Life Stage: Different age groups have varying travel needs and preferences. For example, younger travelers might prioritize adventure and nightlife, while older travelers might seek relaxation and cultural experiences.

Gender: Gender can influence travel choices, with some destinations or activities being more popular among certain genders.

Income Level: A consumer's income directly impacts their ability to afford travel expenses, influencing the type of accommodation, transportation, and activities they choose.

Education: Education levels can influence travel choices, with more educated consumers potentially seeking more enriching and educational travel experiences.

Personality: A person's personality traits, such as extroversion or introversion, can affect their travel preferences, with extroverts potentially enjoying more social and active destinations, while introverts might prefer quieter and more secluded locations.

Lifestyle: Lifestyle choices, including leisure activities, interests, and values, also play a crucial role in shaping travel behavior.

Occupation: Occupation can influence travel patterns, with business travelers having different needs and preferences than leisure travelers.

5. Economic Factors:

Income: Disposable income directly affects a consumer's ability to afford travel. Higher incomes generally lead to increased travel frequency and spending on more luxurious or longer trips.

Prices: Fluctuations in the cost of travel-related goods and services (transportation, accommodation, food, activities) influence consumer choices. Price-sensitive consumers may opt for cheaper alternatives or travel during off-peak seasons.

Exchange Rates: For international travel, exchange rates play a crucial role. Favorable exchange rates can make a destination more affordable, encouraging travel, while unfavorable rates can discourage it.

Inflation: Rising inflation can erode purchasing power, leading consumers to cut back on discretionary spending like travel.

Economic Growth/Recessions: A strong economy generally boosts consumer confidence and spending, leading to increased tourism. Conversely, economic downturns can lead to decreased travel as consumers prioritize essential expenses.

Credit Availability: Access to affordable credit can enable consumers to travel, while high interest rates can discourage borrowing for travel expenses.

Employment Opportunities: Tourism-related employment can stimulate local economies and increase disposable income, potentially leading to more travel.

6. Other Factors:

Marketing and Promotion: Marketing and promotion significantly influence consumer behavior in tourism by shaping perceptions, creating desires, and ultimately driving purchasing decisions. Factors like advertising, branding, and promotional offers play a key role in attracting tourists and influencing their choices.

Technology: Technology has a profound impact on consumer behavior in tourism, influencing how travelers search for information, make bookings, experience destinations, and share their experiences. Digital tools, social media, and mobile technology have become integral to the modern tourism experience.

Government Regulations: Government regulations can significantly impact consumer behavior in tourism by influencing travel costs, safety perceptions, and overall travel experience. These regulations can range from visa requirements and border controls to safety standards for accommodations and attractions, and even environmental regulations affecting tourism activities. .

Environmental Factors: Environmental factors significantly influence consumer behavior in tourism, encompassing aspects like natural attractions, climate, and the growing demand for sustainable tourism options. These factors shape tourist perceptions, preferences, and ultimately, their travel choices.

Geographical factors: It is significantly influence consumer behavior in tourism by impacting destination choices, travel preferences, and spending patterns. Climate, topography, natural resources, and proximity to attractions all play a role in shaping tourist behavior. Additionally, geographical location affects

the accessibility and availability of tourism products and services, influencing the overall travel experience. .

Short key factor Affecting Tourist Behavior

Geographical Factors – Some physical factors like geographical and climatic conditions, facilities and amenities available at the destination, advertising and marketing conducted by tourism business alter the decision making of the tourists.

Social Factors – A few social factors such as a person's social network, which provide first hand information that can alter a person's decision of visiting or not visiting a particular place.

Place of Origin – There can be a broad spectrum of tourist behavior depending upon the place they belong to. North Americans like to follow their own cultural framework. Japanese and Korean tourists like to visit places in groups.

Tourism Destination – It is a major contributing factor altering tourist behavior. If a destination has all basic provisions such as electricity, water, clean surroundings, proper accessibility, amenities, and has its own significance, it largely attracts tourists.

Education of Tourist – The more educated the tourist is, the wider range of choices, curiosity, and the knowledge of places he would have. This drives the decision making when it comes to choosing a destination.

Intrinsic and Extrinsic Tourist Behavior

Intrinsic Behavior	Extrinsic Behavior
Its refer to the motivations and drives that come from within the individual, stemming from their personal needs, desires, and values, rather than external factors.	extrinsic behavior refers to actions driven by external rewards or motivations, rather than an inherent enjoyment or interest in the activity itself.
They record higher level of satisfaction and enjoyment as they see an activity as	They record comparatively lower level of enjoyment as they go through the

a mean of enjoyment itself.	stress of competition.
Time passes faster for them.	They are focused on passage of time.
They record a higher level of enjoyment.	They tend to be tensed for performance and could be apprehensive, which hinders their enjoyment and relaxation.
They look forward to the next similar experience in the moderate to long span of time.	They look forward to the same experience in the short span of time.

Consumer Behavior Models For Tourism

Middleton's model

Middleton's model of consumer behavior in tourism, also known as the stimulus-response model, focuses on the decision-making process of tourists. It emphasizes the interplay between various factors, including buyer characteristics, decision-making processes, and the influence of external stimuli like marketing efforts. The model highlights how these elements interact to shape a tourist's choice of destination and travel activities.

Key Components of Middleton's Model:

Buyer Characteristics and Decision Process: This central component encompasses the individual characteristics of the tourist, such as their motivations, needs, and past experiences, as well as the stages involved in making a travel decision.

Motivators: These are the factors that drive a tourist to travel, such as a desire for relaxation, adventure, cultural experiences, or visiting family and friends.

Determinants: These are the constraints or limitations that may affect a tourist's travel choices, such as budget, time, physical abilities, or accessibility.

Organizational Influence: This component recognizes that tourism organizations, through their marketing and communication efforts, can significantly impact a tourist's decision-making process.

Nicosia Model

The Nicosia Model of Consumer Behavior, developed by Francesco Nicosia in 1966, is a four-stage model that outlines the relationship between a firm and a consumer during the purchase decision process. It focuses on how marketing communications influence a consumer's predisposition to purchase a product or service, leading to a decision and subsequent feedback. Here's a breakdown of the four stages:

Stage 1: Firm's Attributes and Consumer's Predisposition

This field examines the firm's marketing messages and the consumer's initial attitudes and predispositions towards the product or brand.

It considers the firm's marketing environment, communication efforts, and the characteristics of the target market.

The consumer's predisposition is influenced by their existing knowledge, beliefs, and attitudes towards the product or service.

This field highlights the initial interaction between the firm and the consumer, where the firm aims to create a positive brand image and the consumer begins to form an opinion.

Stage 2: Search and Evaluation

In this stage, the consumer actively searches for information about the product or service and evaluates different options, including those offered by the firm and its competitors.

This evaluation process is influenced by the consumer's predisposition formed in Field 1, as well as other factors like personal preferences, needs, and past experiences.

The firm motivates the consumer to choose its brand by highlighting its unique selling points and benefits.

3. Field 3: Purchase Act

This field represents the actual purchase decision, where the consumer chooses to buy a specific product or service from a particular retailer or online platform.

The purchase decision is a result of the consumer's evaluation in Field 2, influenced by the firm's marketing efforts and the consumer's predisposition.

4. Field 4: Feedback

This stage involves the feedback loop between the firm and the consumer after the purchase.

The firm analyzes sales data and other feedback to assess the effectiveness of its marketing efforts and identify areas for improvement.

The consumer provides feedback through their experience with the product or service, which can influence their future purchase decisions and their perceptions of the firm.

Kotler's Buyer Decision Process model

Kotler's Buyer Decision Process model, in the context of tourism, outlines the stages consumers go through when making a purchase decision related to travel and tourism. This model, a foundational concept in marketing, identifies five key stages: Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post-Purchase Behavior.

1. Problem Recognition: This is the initial stage where the consumer identifies a need or a desire for a travel experience. This could be triggered by various factors, such as a need for relaxation, a desire to explore a new place, or a special occasion.

2. Information Search: Once the need is recognized, the consumer actively seeks information to learn more about potential travel options. This can involve online searches, consulting travel agents, reading reviews, or asking for recommendations from friends and family.

3. Evaluation of Alternatives: After gathering information, the consumer evaluates different travel options based on factors like price, destination, accommodation, activities, and other personal preferences. This stage involves comparing and contrasting various choices to determine the best fit.

4. Purchase Decision: This stage involves making the final decision on the travel package, including booking flights, accommodation, and activities. The consumer may also decide on the timing of the trip and the payment method.

5. Post-Purchase Behavior: This final stage focuses on the consumer's experience after the trip. It includes evaluating the overall experience, sharing feedback, and potentially influencing future purchase decisions, either their own or those of others.

Relevance to Tourism Marketing: Understanding this model is crucial for tourism marketers as it helps them to:

Identify potential customers: By recognizing the triggers that lead to problem recognition, marketers can target their marketing efforts effectively.

Provide relevant information: Marketers can tailor their communication to address the specific information needs of consumers at each stage of the decision-making process.

Influence the evaluation process: By highlighting the unique selling points of their offerings and addressing potential concerns, marketers can influence consumers' evaluation of alternatives.

Enhance the purchase experience: By streamlining the booking process and providing excellent customer service, marketers can positively influence the purchase decision and encourage repeat business.

Manage post-purchase satisfaction: By actively soliciting feedback and addressing any issues that arise, marketers can ensure customer satisfaction and build brand loyalty.

Crompton's Push and Pull Model

Crompton's Push and Pull Model of Consumer Behaviour in Tourism categorizes tourist motivations into two main types: push factors, which are internal desires driving a person to travel, and pull factors, which are external attractions at a destination that entice them. This model helps understand the underlying reasons why people choose to travel and the specific destinations they select.

- **Push Factors:** These are internal motivations originating from the individual's needs, desires, and perceptions. Examples include:

Escape: The desire to get away from daily routines, work, or stressful situations.

Self-exploration: The desire to learn about oneself, discover new things, and challenge oneself.

Relaxation: The desire for rest, rejuvenation, and stress relief.

Prestige: The desire to enhance one's social status or impress others.

Regression: The desire to temporarily revert to a simpler, less demanding lifestyle.

Enhancement of kinship relationships: The desire to strengthen family bonds or spend quality time with loved ones.

Facilitation of social interaction: The desire to connect with others and build social relationships.

- **Pull Factors:** These are external factors related to the destination that attract tourists. Examples include:

Attractions: Natural landmarks, historical sites, cultural events, or entertainment venues.

Accessibility: Ease of travel to the destination and availability of transportation.

Amenities: Accommodation, restaurants, shopping, and other facilities.

Ancillary services: Tourist information centers, tour operators, and other support services.

How the model works:

Push factors motivate the desire to travel: Individuals experience a need or desire to travel, driven by internal motivations.

Pull factors influence destination choice: Once the decision to travel is made, individuals consider various destinations based on their attractions and characteristics.

Maslow's Hierarchy of Needs Model

Maslow's Hierarchy of Needs provides a framework for understanding consumer behavior in tourism by outlining a hierarchy of needs that motivate individuals to travel. These needs, ranging from basic physiological requirements to self-actualization, influence the types of travel experiences tourists seek.

Maslow's Hierarchy and Tourism:

1. Physiological Needs: These are the most basic needs for survival, such as food, water, and shelter. In tourism, this translates to the need for safe and hygienic accommodations, readily available food and water, and basic amenities.

2. Safety Needs: This level includes the need for security, stability, and protection from harm. In tourism, this translates to safe travel routes, secure accommodations, and reliable transportation.

3. Love and Belonging Needs: This level focuses on the need for social connection, love, and belonging. In tourism, this can be fulfilled by traveling with family or friends, participating in group tours, or experiencing a sense of community at a travel destination.

4. Esteem Needs: This level is about the need for self-esteem, confidence, and recognition. In tourism, this could involve seeking out prestigious resorts, participating in adventure activities, or sharing travel experiences on social media.

5. Self-Actualization Needs: This represents the need to achieve one's full potential and pursue personal growth. In tourism, this could involve exploring new cultures, learning new skills, or embarking on a personal journey of self-discovery.

Application in Tourism:

Marketing: Understanding these needs allows tourism businesses to tailor their marketing messages and offerings to specific consumer segments.

Product Development: Tourism products and services can be designed to cater to different levels of needs, from basic amenities to unique and enriching experiences.

Service Delivery: By recognizing the hierarchy of needs, service providers can enhance the overall travel experience and create more meaningful interactions with customers.

Segmentation: Tourism businesses can segment their target market based on the level of needs they are trying to satisfy, allowing for more effective marketing and product development.

Customer Experience: By addressing needs at each level, businesses can create a more satisfying and memorable customer experience, fostering loyalty and positive word-of-mouth.

Black Box Model

The Black Box Model of Consumer Behavior in tourism posits that consumers' decision-making processes are influenced by both external stimuli and internal factors, but the exact cognitive processes within the consumer's mind (the "black box") are not directly observable. Essentially, it's about understanding how consumers react to marketing efforts and other environmental factors, and what internal processes lead to their choices, even if we can't directly see those processes.

1 Stimuli: Stimuli are any materials used in a market research study with the aim of inducing a reaction from respondents

External stimuli: These are factors coming from the marketing environment, such as advertising, promotions, pricing, and the overall tourism experience itself.

Internal stimuli: These are the consumer's own needs, wants, motivations, and personal characteristics (e.g., their cultural background, personality, and past experiences) that influence how they perceive and react to the external stimuli.

2. The Black Box This represents the consumer's mind, where the stimuli are processed. It includes the consumer's:

Cognitive processes: Thinking, learning, and decision-making.

Psychological factors: Emotions, attitudes, and perceptions.

This "black box" is not directly observable, and researchers try to understand it by analyzing the relationship between stimuli and responses.

3. Responses: These are the consumer's observable actions, such as:

1. Making a purchase (e.g., booking a hotel, buying a tour package).
2. Leaving a positive or negative review.
3. Recommending the destination or service to others.
4. Choosing not to purchase or engage with the tourism product or service.

How it applies to tourism:

Understanding traveler behavior: By analyzing how travelers respond to different stimuli (e.g., online reviews, social media campaigns, travel deals), tourism businesses can gain insights into what motivates their customers and what factors influence their decisions.

Targeted marketing: Knowing what internal factors drive travel choices (e.g., a desire for adventure, relaxation, or cultural immersion) allows tourism businesses to tailor their marketing messages and offerings to specific segments of travelers.

Improving the tourism experience: By understanding how travelers perceive different aspects of the destination (e.g., infrastructure, service quality, attractions), tourism businesses can identify areas for improvement and enhance the overall travel experience

Plog's Psychographic Model

Plog's Psychographic Model, introduced by Stanley Plog, categorizes tourists based on their personality traits and preferences, specifically their level of adventurousness, to understand their destination choices. The model places tourists on a continuum ranging from allocentric (adventurous) to psychocentric (non-adventurous), with mid-centric falling in the middle. This model helps explain why certain destinations become popular and then decline as they appeal to different types of travelers over time.

Key Aspects of Plog's Model:

Allocentric Tourists: These are adventurous travelers who seek novel and unfamiliar destinations. They are drawn to unique, often less developed, places and enjoy exploring and experiencing new cultures.

Psychocentric Tourists: These tourists prefer familiar and predictable travel experiences. They favor destinations that are well-established with established tourist infrastructure and activities.

Mid-centric Tourists: This group falls between the two extremes, representing the majority of travelers. They may be drawn to a mix of familiar and novel experiences, depending on the specific destination and their current preferences.

How the Model Explains Destination Evolution:

Plog's model suggests that destinations tend to evolve through a predictable cycle:

1. Discovery and Initial Appeal: An allocentric traveler discovers a new, unique destination, which then attracts other allocentrics and near-allocentrics.

2. Growth and Development: As the destination becomes more popular, it attracts more tourists, leading to infrastructure development, such as hotels, restaurants, and organized tours.

3. Commercialization and Decline: With further development, the destination becomes more commercialized and mass-marketed, potentially losing its appeal to the allocentric travelers who initially favored it.

4. Shift in Tourist Profile: As allocentrics move on, the destination may attract more mid-centric and near-psychocentric tourists.

Applications of the Model:

Destination Planning: Tourism boards and developers can use the model to understand the types of tourists their destination attracts and to plan for future development based on the predicted tourist profile.

Marketing Strategies: The model helps tailor marketing campaigns to specific psychographic segments, targeting the most likely visitors based on their preferences.

Understanding Tourist Behavior: The model provides insights into why tourists choose specific destinations and how their preferences change over time.

Tourism motivation: Its refers to the underlying reasons why individuals choose to travel and visit specific destinations.

Tourist motivation refers to the reasons why people travel and engage in tourism activities. It encompasses the needs, desires, and psychological factors that drive individuals to seek out travel experiences. Understanding these motivations is crucial for both tourists in choosing destinations and for tourism businesses in creating appealing products and services. **Key Aspects of Tourist Motivation:**

Internal vs. External Factors: Motivations can be internal (e.g., personal growth, relaxation) or external (e.g., social status, cultural experiences).

Needs and Desires: These can range from basic needs like escape and relaxation to more complex desires for self-discovery, social interaction, or cultural enrichment.

Push and Pull Factors: "Push" factors are internal motivations that drive a person to travel, while "pull" factors are external attractions that draw them to a specific destination.

Multidimensional and Dynamic: Tourist motivations are complex, influenced by various factors, and can change over time.

Impact on Destination Choice: Motivations heavily influence where tourists choose to go and what activities they engage in during their trips

Factor Influencing Tourist Motivation

Tourist motivation is influenced by a complex interplay of factors, broadly categorized as push and pull factors. Push factors are internal motivations that drive individuals to seek travel, while pull factors are external attractions and opportunities offered by a destination. These factors can be further broken down into physical, cultural, interpersonal, and status-related motivations.

Push Factors (Internal Motivations):

Escape and Relaxation: The desire to escape from daily routines, stress, and responsibilities is a significant motivator.

Exploration and Adventure: Seeking new experiences, discovering different cultures, and engaging in adventurous activities appeal to many travelers.

Personal Growth and Learning: Travel can offer opportunities for self-discovery, learning about new cultures, and expanding one's horizons.

Social Interaction: Visiting friends and family, strengthening relationships, and meeting new people are common motivations.

Special Events and Milestones: Attending festivals, weddings, or celebrating personal achievements can inspire travel.

Health and Well-being: Seeking better health or engaging in wellness activities can also be a motivator.

Status and Prestige: Some travelers are motivated by the desire for recognition, admiration, or a particular lifestyle associated with travel.

Pull Factors (External Attractions):

Destination Attractions: Historical sites, natural landscapes, cultural landmarks, and unique attractions draw tourists.

Activities and Amenities The availability of specific activities, such as hiking, water sports, or cultural performances, can be a pull factor.

Climate and Weather: Pleasant weather conditions and favorable climates can be a strong attraction.

Cultural Experiences: Interacting with local culture, trying new cuisines, and experiencing different traditions are appealing.

Accessibility and Infrastructure Ease of access, transportation options, and availability of amenities influence travel choices.

Perception and Image: A destination's positive image and reputation play a crucial role in attracting tourists.

Price and Value: Affordable travel options and good value for money can be a significant pull factor.

Safety and Security: A safe and secure environment is an essential factor for many travelers

Question Banks

2 Marks Questions (Short Answer Type)

1. Define consumer behaviour in tourism.
2. What is tourism motivation?
3. Mention any two personal factors affecting consumer behaviour in tourism.
4. List two psychological factors influencing tourist behaviour.
5. What do you mean by "push" and "pull" factors in tourism motivation?
6. Give two examples of cultural factors influencing tourist behaviour.
7. What is meant by post-purchase evaluation in tourist behaviour?
8. Name any two models of consumer behaviour relevant to tourism.
9. Write any two situational factors that affect consumer behaviour in tourism.
10. State two physical needs that motivate tourists to travel.

5 Marks Questions (Short Essay Type)

1. Explain the meaning and importance of consumer behaviour in tourism.
2. Discuss the Engel–Kollat–Blackwell (EKB) model of consumer behaviour in tourism.
3. Explain the concept of tourism motivation with suitable examples.
4. Differentiate between push and pull factors of tourist motivation with examples.
5. Describe the psychological and social factors influencing tourist behaviour.
6. How do personal characteristics affect consumer behaviour in tourism?
7. Short Notes on
 - a) Factors influencing tourist motivation
 - b) Tourist decision making process

10 Marks Questions (Long Answer / Essay Type)

1. Define consumer behaviour in tourism and explain in detail the factors affecting it.
2. Describe and compare different models of consumer behaviour in tourism.
3. Discuss in detail the concept of tourism motivation and the factors influencing tourist motivation.
4. examine the impact of cultural, social, and psychological factors on tourist behaviour.
5. “Understanding consumer behaviour is essential for effective tourism marketing.” Discuss.

Chapter IV

Market Segmentation in tourism

Market segmentation

It is the practice of dividing your target market into approachable groups. Market segmentation creates subsets of a market based on demographics, needs, priorities, common interests, and other psychographic or behavioural criteria used to better understand the target audience.

Market segmentation in tourism: It is the process of classifying a population of tourists into subgroups homogeneous in terms of geographic, demographic, socioeconomic, psychographic, or behavioral characteristics.

It refers to the process of dividing the tourism market into distinct groups of consumers with similar needs, characteristics, or behaviors. This helps tourism businesses and destinations tailor their marketing efforts, products, and services to specific target groups for better effectiveness.

Definition: Market segmentation in tourism is the process of dividing potential tourists into groups based on various criteria such as demographics, geography, behavior, or interests to effectively meet their travel needs and preferences.

Objectives of market segmentation in tourism

The main objectives of market segmentation in tourism are to better understand customer needs, tailor marketing efforts for increased effectiveness, and ultimately boost profitability by focusing on specific, profitable segments.

Improved Understanding of Customer Needs: Segmentation helps identify distinct groups of travelers with specific desires, preferences, and travel patterns. This detailed insight allows tourism businesses to develop products and services that precisely match these needs, leading to greater customer satisfaction.

Targeted Marketing Campaigns: By understanding the unique characteristics of each segment, businesses can create more effective marketing messages and promotional activities. This targeted approach ensures that marketing efforts are not wasted on irrelevant audiences, leading to higher conversion rates.

Increased Profitability: By focusing on the most promising market segments, businesses can optimize their pricing, distribution, and marketing strategies to maximize revenue and return on investment. This targeted approach can lead to higher customer lifetime value and reduced customer acquisition costs.

Competitive Advantage: Specializing in a particular segment allows a destination or business to become a leader in that area, gaining a competitive edge over those trying to appeal to a broader, less defined market.

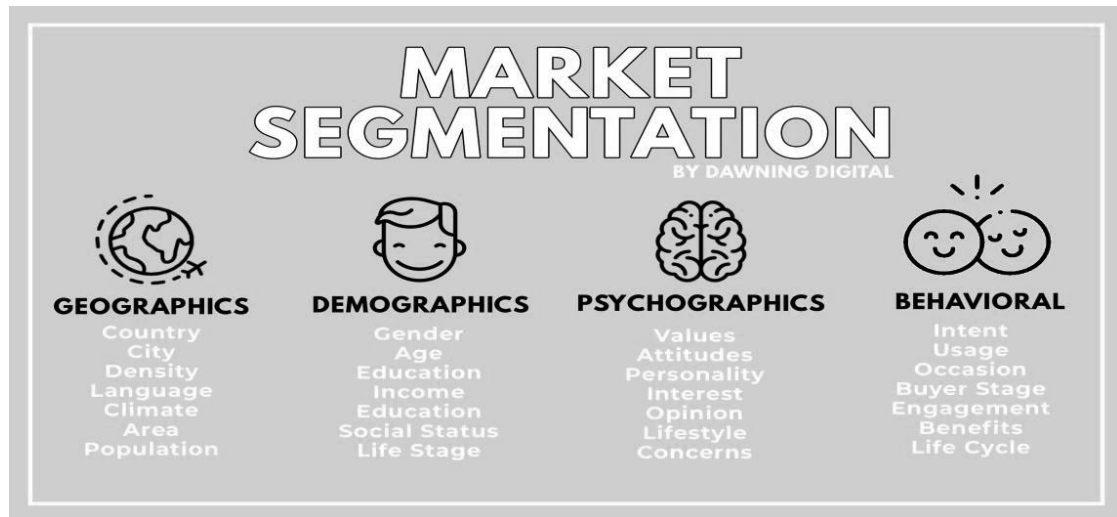
Efficient Resource Allocation: By focusing on specific segments, tourism businesses can allocate their marketing and operational resources more efficiently, avoiding the costs associated with trying to be everything to everyone.

Product Development: Market segmentation provides valuable insights for developing new products and services that cater to the specific needs and preferences of different traveler segments.

Enhanced customer satisfaction and loyalty: Enhanced customer satisfaction and loyalty in tourism are achieved by focusing on personalized service, prompt responses, quality experiences, feedback mechanisms, and loyalty programs. These strategies lead to increased customer retention, positive word-of-mouth, and repeat business, ultimately boosting a company's competitiveness and profitability.

In essence, market segmentation in tourism is about understanding the diverse needs of travelers and tailoring the marketing efforts and product offerings to effectively address those needs, ultimately leading to increased customer satisfaction, stronger brand loyalty, and improved profitability.

Types of Market Segmentation in Tourism



Demographic Segmentation: Demographic segmentation in tourism involves dividing potential customers into groups based on characteristics like age, gender, income, family status, and occupation to tailor marketing strategies and travel offerings.

Age: Different age groups have varying preferences and travel styles. Younger travelers might seek adventure or budget-friendly options, while older travelers may prioritize comfort and relaxation.

Gender: Gender can influence travel preferences, with some destinations or activities being more appealing to one gender over another. For example, some travel companies specialize in women-only tours.

Income: Income level dictates the type of travel experience a person can afford, from budget backpacking to luxury cruises.

Family Composition: Families with children may seek family-friendly resorts and activities, while single travelers might prefer solo adventures.

Occupation and Education: These factors influence travel frequency and spending habits. Professionals with more disposable income and leisure time are more likely to travel.

Life Cycle Stage: Newlyweds might opt for romantic getaways, while retirees may have more time and resources for extended travel.

Nationality and Ethnicity: Some destinations cater to specific nationalities or ethnicities, offering cultural experiences or services tailored to those groups.

Religion: Religious beliefs can influence travel choices, such as pilgrimages or destinations that align with specific religious practices

Geographic Segmentation: Geographic market segmentation in tourism involves dividing the tourism market into smaller groups based on location-based characteristics. This allows tourism businesses to tailor their marketing efforts and products to the specific needs and preferences of tourists from different regions. Factors like country, region, city, climate, and even proximity to specific attractions can be used to segment the market.

Psychographic Segmentation: Psychographic market segmentation in tourism involves dividing tourists into groups based on psychological characteristics like lifestyle, personality, values, and attitudes. This approach helps tourism businesses understand why people travel, what they expect from their trips, and how they behave during their journey. By understanding these factors, businesses can create more targeted and effective marketing campaigns and tailor their products and services to specific customer needs

Examples of Psychographic Variables:

Lifestyle: Adventurous, relaxed, luxury-focused, eco-conscious, etc.

Personality: Outgoing, introverted, risk-averse, seeking novelty, etc.

Values: Importance of family, sustainability, culture, social status, etc.

Interests: Specific activities like hiking, food, history, arts, etc.

Attitudes: Positive or negative views on travel, specific destinations, etc.

Behavioral Segmentation: Behavioral segmentation in tourism involves dividing tourists into groups based on their actions and interactions with travel products and services. This includes factors like purchasing behavior, travel frequency, loyalty, and how they engage with different aspects of travel like booking and spending habits. By understanding these patterns, tourism businesses can tailor marketing strategies, offers, and travel experiences to specific customer segments, leading to increased engagement and satisfaction.

Key Aspects of Behavioral Segmentation in Tourism:

Purchasing Behavior: This looks at how tourists buy travel products (e.g., online vs. offline, package deals vs. individual components, last-minute vs. advance booking).

Usage Rate: This focuses on how often a tourist travels, whether they are heavy, medium, or light users of travel services.

Occasion-Based Behavior: This considers travel based on specific events like holidays, seasonal events, or special occasions.

Loyalty: This examines how loyal tourists are to specific brands, destinations, or travel providers, identifying repeat visitors and brand advocates.

Benefits Sought: This explores what tourists are looking for in their travel experiences, such as adventure, relaxation, cultural immersion, or luxury.

User Status: This segments tourists based on their experience with travel, including potential users, first-time users, and experienced travelers

Purpose-Based Segmentation: Purpose-based segmentation in tourism involves dividing tourists into groups based on the specific reasons they travel. This allows tourism businesses to tailor their marketing and offerings to better meet the needs of distinct traveler types, ultimately leading to increased customer satisfaction and loyalty. Examples: Leisure tourists, Business travelers, Medical tourists, Educational tourists, Religious tourists

Understanding Purpose-Based Segmentation:

Identifying Tourist Motivations: This segmentation focuses on understanding why people choose to travel. Common motivations include leisure, business, visiting friends and relatives (VFR), education, adventure, or religious pilgrimages.

Tailoring Marketing Strategies: By understanding these motivations, tourism businesses can create targeted marketing campaigns that highlight the specific benefits and experiences that appeal to each segment.

Developing Targeted Products and Services: Purpose-based segmentation allows for the creation of customized products and services that directly address the needs of different traveler types. For example, a tour operator might offer

specialized adventure packages for thrill-seekers or relaxing spa retreats for those seeking rejuvenation.

Benefits of Purpose-Based Segmentation:

Improved Customer Satisfaction: When tourism businesses understand why people travel, they can provide more relevant and satisfying experiences, leading to happier customers.

Increased Marketing Effectiveness: Targeted marketing campaigns are more likely to resonate with potential customers, resulting in higher conversion rates and better return on investment.

Enhanced Competitive Advantage: By offering specialized products and services, businesses can differentiate themselves from competitors and attract specific market segments.

Efficient Resource Allocation: Purpose-based segmentation helps businesses focus their resources on the most profitable and promising market segments.

Product and Service Innovation: Understanding tourist motivations can inspire the development of new and innovative tourism products and services.

Examples of Purpose-Based Segmentation:

Leisure Tourists: This segment includes those traveling for relaxation, sightseeing, cultural experiences, or entertainment. Marketing efforts might focus on attractive destinations, accommodation options, and activities that cater to their interests.

Business Tourists: This segment includes those traveling for work-related purposes. Marketing efforts might focus on convenient locations, business facilities, and efficient services that meet their professional needs.

VFR Tourists: This segment includes those traveling to visit friends and relatives. Marketing efforts might focus on convenient transportation options, family-friendly activities, and comfortable accommodation.

Adventure Tourists: This segment includes those traveling for activities like hiking, climbing, or water sports. Marketing efforts might focus on thrilling destinations, specialized equipment, and safety precautions.

Religious Tourists: This segment includes those traveling for pilgrimages or religious events. Marketing efforts might focus on spiritual destinations, cultural attractions, and logistical support for their journey.

Techno-graphic Segmentation (Emerging): Techno-graphic segmentation, a relatively new approach, involves dividing customers in the tourism industry based on their technology usage and preferences. This includes analyzing their use of devices, apps, online platforms, and digital engagement methods. In tourism, it can help businesses tailor marketing efforts and service offerings to specific tech-savvy segments, enhancing customer experience and driving engagement.

Application in Tourism: In the tourism sector, technographic segmentation can be used to identify and target specific groups of travelers based on their technology usage. For example:

Tech-savvy millennials and Gen Z: These travelers might be highly engaged with online booking platforms, social media, and mobile apps, and they may be more likely to book last-minute deals and share their experiences online.

Budget travelers: They might be heavily reliant on budget airlines, comparison websites, and online reviews for planning their trips.

Luxury travelers: They may prefer personalized travel experiences and may utilize concierge services and high-end travel apps.

Benefits of Techno-graphic Segmentation:

Personalized Marketing: By understanding which technologies customers use, businesses can tailor their marketing messages and promotions to resonate with specific tech preferences.

Targeted Advertising: Businesses can use this information to deliver targeted ads on platforms that are most frequented by their target segments.

Improved Customer Experience: By offering services and features that align with their tech preferences, businesses can enhance customer satisfaction and loyalty.

Enhanced Engagement: Tailoring communication channels and content based on technology preferences can increase customer engagement.

Example:

Imagine a travel agency that identifies a segment of travelers who primarily use smartphones and frequently book through mobile apps. They could then focus their marketing efforts on mobile-friendly ads and promotions, offer app-based booking discounts, and develop user-friendly mobile interfaces for their services.

Marketing Mix in Tourism

The tourism marketing mix typically utilizes the "7 Ps": Product, Price, Place, Promotion, People, Process, and Physical Evidence. These elements are crucial for crafting a successful marketing strategy in the tourism industry, as they address both the tangible and intangible aspects of the tourism experience.



Product: This refers to the tourism offering itself, encompassing attractions, accommodations, activities, and overall experiences. A successful product must align with tourist needs and desires, offering unique selling points and memorable experiences.

Price: Pricing strategies in tourism must consider factors like cost, demand, competitor pricing, and the perceived value of the experience. Profit margins, commissions for intermediaries, and cost-oriented pricing models also play a role.

Place: This element focuses on the accessibility and distribution of the tourism product. It includes the destination itself, as well as the channels through which tourists access and purchase services (e.g., travel agents, online platforms).

Promotion: This encompasses all activities designed to communicate the tourism offering to potential customers. It includes advertising, public relations, social media marketing, content marketing, and other forms of communication.

People: The role of people is critical in the tourism industry, as they directly interact with tourists and contribute to their overall experience. This includes employees, tour guides, and even other tourists.

Process: This element refers to the systems and procedures involved in delivering the tourism product. A well-designed process ensures a smooth and efficient experience for the tourist, from booking to departure.

Physical Evidence: Since tourism is often intangible, physical evidence like brochures, website design, and the ambiance of the destination all contribute to building trust and confidence in the product.

Classes of Tourists

Tourists Travelling with Families: The tourists who visit places with their first and extended families, or families of relatives. One person, generally the head of the tourist family is the decision maker. The families generally travel for holidays and leisure and tend to expend sparingly. They generally are keen on receiving the best services for what they have paid. They tend to carry more luggage.

Single Tourists: They travel alone and are independent. They are alone but not lonely; as tourism is what they pursue as a hobby. The gap year travelers, unmarried persons, widows/widowers, backpackers, and solitary tourists travel single. They decide for themselves and tend to expend more. They tend to carry less stuff on the journey. They tend to behave balanced if any challenging situation occurs and are rational towards tour schedules.

Groups of Tourists: Students from schools and universities as members of educational tours, fellows of various fraternities with common interests, groups of newly-weds, or senior citizens.

Tourists Visiting Friends and Relatives: These tourists travel to meet friends or relatives, or to attend a celebration or gathering. These tourists generally plan their tours in the breaks such as Diwali holidays, Christmas holidays, or any kind of long break when most of the people have break. Tourism Management

Incentive Tourists: They tour for consuming the reward they received in the form of a few days' family holiday package at some hotel or resort. Such rewards are generally distributed if an employee performs outstanding to achieve the goals.

Health Tourists: These tourists travel to places with the agenda of health on their mind. They travel to avail some special medical treatment, operation, surgery, medication, or inexpensive aesthetic surgeries available in different country. Some tourists in this category also travel if they are receiving some illness from the climate at their residence such as Asthma.

Business Tourists: They are the professional tourists on the business trips. They decide for themselves but do not spend much money. For example, a sales or a marketing person travels to another city to attend a business fair, and business manager travels to another country for business deals.

Tourism Product Pricing Policy

A pricing policy refers to a strategy that determines the cost of a product or service, taking into account factors such as production costs, market demand, and competition

Tourism product pricing policy refers to the strategies and guidelines used to determine the price of tourism-related goods and services like travel packages, hotel stays, attractions, tours, and transportation. The pricing policy aims to balance profitability with customer satisfaction and competitive advantage.

Objectives of Pricing Policy in Tourism

Profit Maximization: The core objective for any business, including tourism companies, is to generate maximum profit. Pricing strategies are designed to

ensure that revenue from sales exceeds the costs of providing the service. This can involve setting prices to optimize revenue, achieve a target return on investment, or maximize profit margins.

Market Share and Sales Volume: Pricing can be used to gain a larger share of the tourism market. Lower prices can attract new customers and encourage existing ones to purchase more, leading to increased sales volume. Pricing strategies like penetration pricing aim to enter a market with low prices to quickly gain market share.

Competitive Advantage: Pricing can be a powerful tool to differentiate a tourism business from its competitors. Offering competitive prices can make a destination or service more attractive to price-sensitive customers. Strategies like competitive pricing involve setting prices based on competitor offerings.

Customer Satisfaction and Loyalty: Pricing should reflect the value that customers perceive in the tourism product or service. Value-based pricing focuses on the perceived value to the customer, potentially justifying higher prices for unique or high-quality experiences. Fair and transparent pricing can build trust and foster customer loyalty.

Revenue Management: Tourism businesses often use dynamic pricing to adjust prices based on demand and other factors. This helps optimize revenue by charging higher prices during peak seasons or when demand is high. Yield management techniques are employed to maximize revenue from available capacity.

Supporting Marketing Objectives: Pricing is an integral part of the overall marketing mix. It can be used to support sales promotion activities, such as offering discounts or special offers. Pricing can also be used to introduce new products or services to the market.

Survival and Growth: Pricing can be crucial for the survival of tourism businesses, especially during challenging times or when facing competition. Offering competitive prices can help attract customers and enable businesses to bounce back from downturns. Pricing strategies can be adapted to support growth and expansion plans.

Factors Influencing Tourism Pricing Policy

Internal Factors:

Production Costs: The cost of manufacturing a product, including raw materials, labor, and overhead, directly impacts the minimum price a company can charge to remain profitable.

Marketing Objectives: A company's overall marketing goals, such as market penetration, profit maximization, or building brand image, will shape its pricing strategy.

Marketing Mix: Pricing decisions are not made in isolation; they must be coordinated with other elements of the marketing mix, such as product features, promotion, and distribution channels.

Product Lifecycle: Pricing strategies often differ depending on whether a product is in the introductory, growth, maturity, or decline stage of its lifecycle.

External Factors:

Market Demand: The level of demand for a product at different price points significantly influences pricing decisions. Higher demand often allows for higher prices.

Competition: Competitors' pricing strategies, market share, and overall positioning play a crucial role. Businesses must consider their rivals' prices and adjust their own strategies accordingly.

Economic Conditions: Factors like inflation, recession, or economic booms can impact pricing decisions. For example, businesses may need to raise prices during inflationary periods or lower them during a recession.

Government Regulations: Legislation related to pricing, taxes, and competition can affect a company's pricing strategy.

Customer Perception: How customers perceive the value of a product or service relative to its price is a critical factor. If customers believe a product is worth the price, they are more likely to purchase it.

Price Elasticity of Demand: This measures how sensitive demand is to price changes. Understanding price elasticity helps businesses determine optimal price points.

Market Segmentation: Different customer segments may have varying willingness to pay, requiring tailored pricing strategies.

Distribution Channels: The choice of distribution channels can impact pricing, as different channels involve varying costs and levels of customer service.

Government Regulations: Pricing decisions must also be made within the bounds of government regulations, including tax policies and competition regulations, according to the International Journal of Advanced Multidisciplinary Research and Studies.

Types of Pricing Strategies in Tourism

In the tourism sector, various pricing strategies are employed to attract customers and optimize revenue. Common strategies include cost-plus pricing, value-based pricing, dynamic pricing, and package pricing, each with its own approach to determining prices.

1. Cost-Plus Pricing: This strategy involves calculating the total cost of providing a service and adding a predetermined markup to determine the final price. For example, a tour operator might calculate the cost of transportation, accommodation, activities, and then add a profit margin to arrive at the package price.

2. Value-Based Pricing: This approach focuses on the perceived value that customers place on a product or service. Prices are set based on what customers are willing to pay, rather than just on costs. A high-end resort might use value-based pricing by charging a premium for its luxurious amenities and exceptional service.

3. Dynamic Pricing: Dynamic pricing involves adjusting prices in real-time based on factors like demand, time of day, day of the week, or even the customer's browsing history. Airlines and hotels often use dynamic pricing, increasing prices during peak seasons or when demand is high.

4. Package Pricing: This strategy involves bundling multiple services or products into a single package at a discounted price. For instance, a travel agency might offer a package deal that includes flights, accommodation, and tours.

Other notable pricing strategies in tourism include:

Competitive Pricing: Setting prices based on what competitors are charging, often used in highly competitive markets.

Psychological Pricing: Utilizing pricing strategies that appeal to customers' emotions and perceptions, such as setting prices just below a whole number (e.g., \$99 instead of \$100).

Promotional Pricing: Offering discounts or special offers to attract customers, such as early bird discounts or last-minute deals.

Premium Pricing: Charging higher prices for products or services that offer superior quality, exclusivity, or unique experiences.

Penetration Pricing: Setting a low initial price to attract a large number of customers and gain market share.

Price Skimming: Setting a high initial price and gradually lowering it over time, often used for new or unique offerings.

Discount Pricing: Temporary price reductions to boost sales, which can be seasonal, quality-based, or time-based

Tourism promotion strategies

Tourism promotion strategies are plans and actions designed to attract visitors to a specific destination or tourist service. These strategies involve various marketing and communication activities aimed at increasing awareness, interest, and ultimately, the number of tourists. Tourism promotion involves marketing a destination to attract visitors and encourage travel to that particular location. It is a multi-faceted process that relies on various elements and strategies to effectively promote a destination. Here are the key elements of tourism promotion:

Branding: Creating a strong and distinctive brand for the destination is fundamental. This includes developing a unique identity, logo, slogan, and overall visual representation that reflects the essence and appeal of the location.

Target Audience: Identifying and understanding the target audience is crucial. Tourism promotion efforts should be tailored to the preferences, interests, and demographics of the intended visitors.

Market Research: Conducting market research to gather insights into traveler preferences, trends, and competition is essential. This data informs marketing strategies and helps identify competitive advantages.

Online Presence: Establishing a robust online presence is vital in the digital age. This includes creating an informative and visually appealing website, engaging on social media platforms, and utilizing online travel booking platforms.

Content Marketing: Generating high-quality content that showcases the destination's attractions, culture, activities, and unique experiences is important. This content can be in the form of articles, blogs, videos, and social media posts.

Visual Materials: Utilizing visually appealing photos and videos that capture the beauty and uniqueness of the destination is crucial. Visual content is highly effective in attracting potential tourists.

Public Relations: Engaging with media outlets and travel influencers to generate positive publicity and coverage of the destination can significantly impact tourism promotion.

Advertising: Using a mix of advertising channels, including digital, print, television, and radio, to reach a broader audience and create awareness about the destination.

Partnerships and Collaborations: Partnering with airlines, hotels, tour operators, and other tourism-related businesses to create package deals and promotions can attract travelers and enhance the overall experience.

Events and Festivals: Hosting or promoting events, festivals, and cultural celebrations can draw visitors and provide unique experiences for tourists.

Infrastructure and Accessibility: Ensuring that the destination has adequate transportation infrastructure, accommodations, and amenities is essential for attracting and accommodating visitors.

Sustainability: Emphasizing sustainable and responsible tourism practices is increasingly important. Promoting eco-friendly activities and responsible behavior among tourists can help protect the environment and local communities.

Visitor Information Centers: Establishing visitor information centers at key entry points, airports, and popular tourist areas to provide travelers with maps, brochures, and assistance is valuable.

Tourist Services: Ensuring the availability of tourist services, such as guided tours, multilingual guides, and transportation options, enhances the visitor experience.

Feedback and Reviews: Encouraging tourists to leave reviews and provide feedback can help improve the destination's offerings and reputation.

Crisis Management: Developing a crisis management plan to address unforeseen events, such as natural disasters or health crises, is essential to maintain the destination's reputation and safety.

Government Support: Collaboration with local and national government agencies for policy support, infrastructure development, and promotional campaigns is often critical for successful tourism promotion.

Government initiatives to promote tourism

The Indian government has implemented various initiatives to promote tourism, including infrastructure development, skill training, and marketing campaigns. Key schemes like "Swadesh Darshan" and "PRASHAD" focus on developing tourist destinations and pilgrimage sites, while "Dekho Apna Desh" encourages domestic tourism. The "Incredible India" campaign aims to promote India as a global tourist destination.

Swadesh Darshan Scheme

1. The Swadesh Darshan Scheme is an initiative launched by the Ministry of Tourism, Government of India, in 2014-15 to promote theme-based tourism circuits across the country.
2. It aims to develop and enhance tourism infrastructure, ensuring a world-class travel experience while preserving cultural heritage.
3. The scheme focuses on **15 thematic circuits**, including **Buddhist, Coastal, Desert, Eco, Heritage, Himalayan, North-East, Rural, Spiritual, and Wildlife Circuits**. It emphasizes sustainable tourism by improving connectivity, infrastructure, and local community involvement.

4. **Funding: 100% centrally funded** scheme
5. Financial assistance is provided to state governments and Union Territories for the development of tourist sites, including roads, signage, illumination, and basic amenities.
6. The scheme aligns with the **Dekho Apna Desh** initiative to boost domestic tourism.
7. In **2022**, the government introduced **Swadesh Darshan 2.0**, focusing on destination-driven, sustainable, and high-quality tourism development.
8. Based on the detailed review, the Ministry has revamped the scheme. With the mantra of ‘vocal for local’, the revamped scheme namely Swadesh Darshan 2.0 seeks to attain “Aatmanirbhar Bharat” by realizing India’s full potential as tourism destination. Swadesh Darshan 2.0 is a generational shift to evolve Swadesh Darshan Scheme as a holistic mission to develop sustainable and responsible tourism destinations covering tourism and allied infrastructure, tourism services, human capital development, destination management and promotion backed by policy and institutional reforms.

PRASHAD Scheme

1. The **PRASHAD Scheme** (Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive) was launched by the **Ministry of Tourism, Government of India, in 2014-15** to develop and enhance pilgrimage and heritage tourism sites. The scheme focuses on **infrastructure development, beautification, and preservation** of religious and spiritual destinations, ensuring a seamless visitor experience.
2. By integrating **modern amenities, improved connectivity, and sustainable tourism practices**, PRASHAD aims to promote India’s rich spiritual heritage while boosting local economies.
3. The scheme also emphasizes **sanitation, security, and accessibility** to make pilgrimage sites more inclusive and visitor-friendly.
4. PRASHAD has successfully rejuvenated key religious destinations across India, strengthening cultural tourism and community participation.
5. By preserving historical and spiritual sites, the scheme not only enhances tourism but also fosters a deeper cultural and spiritual connection for

devotees and travelers alike. It plays a crucial role in making India's sacred sites world-class destinations.

UDAN Scheme

The UDAN (Ude Desh ka Aam Naagrik) scheme, also known as the Regional Connectivity Scheme (RCS), is a government initiative in India aimed at enhancing regional air connectivity by upgrading and developing under-served airports and air routes. The "Ude Desh ka Aam Naagrik" (UDAN) scheme, also known as the Regional Connectivity Scheme (RCS), was launched on October 21, 2016. The first flight under the scheme, connecting Shimla and Delhi, took off on April 27, 2017. While not directly a tourism scheme, UDAN plays a significant role in boosting tourism by making air travel more accessible and affordable to smaller towns and cities, thereby opening up new tourist destinations and routes

Incredible India

India is called "Incredible India" due to its rich cultural diversity, historical monuments, natural landscapes, and vibrant traditions, which together make it a unique and fascinating destination "Incredible India" is a tourism campaign launched by the Ministry of Tourism in 2002 to promote India as a travel destination. It highlights the country's diverse culture, heritage, and natural beauty, aiming to attract both domestic and international tourists. The campaign showcases India's unique experiences like spirituality, heritage, adventure, culture, yoga, and wellness. In 2025, the Saputara Monsoon Festival will be held from July 26 to August 17, offering mist, music, and cultural experiences. Additionally, chimpanzees have arrived at the Sardar Patel Zoological Park in Ekta Nagar. under this **Incredible India Tourist Facilitator (IITF) Certification Programme**: This online program aims to create a pool of local, trained professionals to enhance the tourist experience

Capacity Building for Service Providers

The Ministry of Tourism's "Capacity Building for Service Providers (CBSP)" scheme aims to enhance the skills and knowledge of tourism and hospitality professionals, including those in rural areas. This is achieved through various

short-term training programs designed to improve the quality of service and promote tourism. Key aspects of the CBSP scheme:

Training Programs: The scheme includes programs like Hunar Se Rozgar Tak (skill development), Entrepreneurship Programs, Skill Testing & Certification, and Tourism Awareness Programs.

Target Audience: The scheme benefits both organized and unorganized sectors within the tourism and hospitality industry.

Implementation: Training is conducted through government and private institutes, including Central Institutes of Hotel Management (CIHMs), State Institutes of Hotel Management (SIHMs), Food Craft Institutes (FCIs), State Tourism Departments/Development Corporations, and the Indian Institute of Tourism and Travel Management (IITTM).

Focus Areas: Training covers areas like basic service techniques, cooking techniques, hygiene, etiquette, and communication skills, including basic foreign language proficiency.

Rural Tourism Focus: The scheme is also used to promote rural tourism by providing training to service providers in rural areas.

In essence, the CBSP scheme is a crucial initiative for developing a skilled workforce in the tourism sector, ultimately contributing to a better tourism experience and economic growth.

National Integrated Database of Hospitality Industry

The National Integrated Database of Hospitality Industry (NIDHI) is a comprehensive database launched by the Ministry of Tourism, India in 2020, to digitize and organize information about the hospitality sector. It aims to support policy formulation, strategic planning, and facilitate ease of doing business for the hospitality industry. NIDHI also aims to enhance transparency, quality assurance, and guest satisfaction within the industry.

NIDHI is an initiative towards Aatmanirbhar Bharat to use technology to empower businesses. NIDHI aspires to become a gateway to opportunities for the Hospitality & Tourism Industry. Stakeholders like Accommodation Units, Travel Agents, Tour Operators, Independent Restaurants etc. will be able to register their

entities on this platform and avail electronic delivery of various services and benefits through a Unique NIDHI ID (NID) allocated to them.

NIDHI will also serve as a platform for the Hospitality organisations to ideate, share best practices and connect with the Government for ease of doing business.

E-Visa: The e-Visa scheme provides various visa options for international tourists, including e-Tourist, e-Business, e-Medical, and e-Conference visas.

Challenges in Tourism Marketing in India

1. Inadequate Infrastructure: One of the biggest barriers to tourism promotion is the lack of world-class infrastructure. Issues such as poor road connectivity, insufficient public transport, inadequate signage, and the limited availability of clean restrooms affect the tourist experience. While urban destinations are improving, many rural and remote attractions still lack basic facilities, making marketing efforts less effective.

2. Lack of Skilled Manpower: Tourism marketing requires trained professionals in advertising, digital marketing, tour planning, and customer service. India faces a shortage of adequately trained personnel in hospitality and tourism management. This leads to inconsistent service quality and affects customer satisfaction, which directly impacts marketing outcomes.

3. Safety and Security Concerns: Safety plays a major role in destination choice. Media reports of scams, crimes against tourists, or harassment incidents negatively influence India's image. Ensuring tourist safety and rebuilding trust through strategic marketing and policy reforms remains a major challenge.

4. Unorganized Tourism Sector: A large part of India's tourism industry—including local guides, small travel agencies, and vendors—operates informally. This lack of standardization results in inconsistent pricing, variable service quality, and difficulty in implementing professional marketing strategies.

5. Intense Global Competition: India competes with well-developed international destinations that invest heavily in tourism marketing, such as Thailand, Singapore, Malaysia, and the UAE. These countries offer attractive packages, better infrastructure, and seamless experiences, making it challenging for India to position itself competitively.

6. Environmental and Cultural Issues: Over-tourism at certain destinations (e.g., Goa, Manali, Jaipur) leads to environmental degradation, waste generation, and the erosion of local culture. Balancing sustainable development with marketing efforts is essential but challenging.

7. Limited Use of Technology in Some Regions: Although digital marketing is growing, many tourism businesses—especially in rural areas—still rely on traditional methods of promotion. Inadequate digital literacy and poor internet connectivity reduce the effectiveness of modern marketing tools.

Opportunities in Tourism Marketing in India

1. Growth of Digital and Social Media Marketing: With rising internet penetration and smartphone usage, digital marketing offers excellent opportunities to promote Indian tourism. Platforms like Instagram, YouTube, Facebook, and travel blogs allow real-time sharing of experiences. Influencer marketing, virtual tours, and online ad campaigns can significantly boost destination visibility.

2. Expansion of Niche Tourism: India has immense potential in niche segments such as:

1. Eco-tourism
2. Adventure tourism
3. Wellness and Ayurveda tourism
4. Rural and village tourism
5. Spiritual tourism
6. Culinary tourism

These segments provide opportunities to attract diverse tourist groups and reduce pressure on popular destinations.

3. Government Initiatives: Government schemes such as **Swadesh Darshan**, **PRASHAD**, **Dekho Apna Desh**, and e-Visa facilities offer tremendous opportunities to boost tourism marketing. The “Incredible India” 2.0 campaign focuses on digital promotion and personalized marketing, which strengthens India’s global image.

4. Use of Technology and AI: Technology can transform tourism marketing through:

1. AI-driven personalized travel recommendations
2. Virtual reality (VR) tours
3. Chatbots for customer support
4. Big data analytics for market segmentation
5. Online booking platforms

These tools improve marketing efficiency and enhance tourist satisfaction.

5. Growing Domestic Tourism Market: India's rising middle class, increased disposable income, and changing lifestyle preferences have created a booming domestic tourism market. Marketing strategies can focus on weekend travel, family trips, heritage circuits, and local experiences to attract domestic travelers.

6. Public-Private Partnerships (PPP): Collaboration between government and private players can improve infrastructure, promote destinations, and ensure professional marketing. PPP models allow for better resource utilization, innovation, and global-standard facilities.

7. Global Recognition of Indian Culture: Indian yoga, Ayurveda, festivals, cuisine, and handicrafts are gaining global appreciation. These cultural elements provide unique branding opportunities that distinguish India from other destinations.

Question Banks

2 Marks Questions (Short Answers)

1. Define market segmentation in tourism.
2. What is the need for market segmentation in the tourism industry?
3. Mention any two bases of market segmentation in tourism.
4. What is a marketing mix in tourism?
5. List the components of the tourism marketing mix.
6. What is a tourism product?
7. Define price policies in tourism.
8. Give any two factors influencing pricing in tourism.
9. What is tourism promotion?
10. Name any two government initiatives for promoting tourism in India.

5 Marks Questions (Short Notes)

1. Discuss various price policies used in the tourism sector.
2. Explain different tourism promotion strategies.
3. Discuss the “Incredible India” campaign?
4. Write a note on
 - a) Swadesh Darshan Scheme
 - b) PRASHAD Scheme
5. Explain Types of Pricing Strategies in Tourism
6. Factors Influencing Tourism Pricing Policy
7. Explain Classes of Tourists
8. Objectives of Pricing Policy in Tourism

10 Marks Questions (Long Answers / Essays)

1. Define market segmentation and explain its objectives, and benefits in the tourism industry.
2. Explain Types of Market Segmentation in Tourism
3. Discuss the components of the tourism marketing mix (7Ps) in detail with examples.

4. “Government initiatives play a crucial role in tourism development.” Discuss this statement with reference to major tourism schemes and campaigns in India.
5. Examine the impact of tourism promotion on tourist behaviour and destination development.
6. Write a detailed essay on the challenges and opportunities in tourism marketing in India.

Chapter V

Recent Trends in Tourism

Tourism is the bundle of tangible products and intangible services that can help to bring most profound experience one can get. With respect to time, tourism has been changing from the ancient form of religious tourism to a few new forms. Tourism industry contributes to 9% of the global GDP and offers one from every 11 jobs. In addition, the number of tourists have doubled over the past 20 years and a propelling growth is expected in coming few years among all market segments.

Tourism industry has an intense potential to grow and generate revenues. Let us see, the new shaping trends in tourism today.

Digital Technology in Tourism

Today, tour operators and tourists, both are equipped with latest technology. It has empowered the tourism business managers and tourists to explore, discover and reach new places by facilitating online travel and accommodation bookings, and more.

The tourists use various mobile apps as simple as a compass app, online booking apps, currency converter apps, world time apps, language translation apps, weather apps, google maps, and restaurant or accommodation locating services on their mobile device. The tourists can also add their own data to create overlay on the Google Map and explore all possibilities in visiting a location by using Google Maps API. Some apps help to plan the tour, find out cheap flights, local transport hubs, eating joints, and destination attractions.

The apps enhance the tourist experience before, during, and after the tour.

Today, the large tour operators invest finances to create their own mobile apps. They are inclined to use as less papers as they can and prefer to send pdf

documents of itinerary to their customers and insurance documents to insurance service providing clients. They also use most of the apps the tourists use; plus, they highly rely on some apps such as **Trafalgar** app, **Passport to Tour** app, **mTrip** app, which can connect them with the tourists on the trip, track the itinerary, and get on-the-fly information of the tour.

Since technology is making tour operators reach their customers and clients at the speed of light, the tour operators use it for promoting their business and various products, increasing their brand awareness, knowing tourists' preferences, and providing easy access to their products and services.

New Trends in Tourism

Tourism is an ever changing industry. A few previously unknown or unnoted forms of tourism are establishing today. Some of them are: Tourism Management

Polar Tourism Arctic and Antarctic polar regions have always attracted tourists. Polar tourism is a dynamically growing industry due to the efforts tour operators take to provide various attractions, destinations, and activities for their customers. Adventure tourists and common tourists who long for unique weather experience, solitude, and view of wild life in its natural habitat opt for polar tourism.

Space Tourism It includes orbital and suborbital rocket flights into the space. Riding into the space for recreation and unique experience was the idea behind this tourism. Till date, only very rich tourists paying very large sum of money could possibly realize the dream to see beyond the blue planet. In coming years, this extravagant tourism can be made available for common people too.

Dark Tourism Dark tourism is the oldest form of tourism developed recently. Due to the fear and natural attraction to uncover mystery of death human beings always have, some tourists prefer to visit the destinations such as battlefields, places of violent homicides, or any places where large number of people lost their lives naturally or forcefully in the span of last 100 to 125 years.

For example, tourists visit *Pompeii* to see the corpses of the victims of the volcanic disaster literally turned into plaster casts. The volcano on Mt. Vesuvius had destroyed the ancient town of Pompeii. Though the disaster occurred and

claimed thousands of lives long ago, the threat of more such volcanic eruptions still exist today. Hence, Pompeii is an archeological and also a dark tourism site.

Some more places the tourists visit for dark tourism are:

Chernobyl and Prypiat, Ukraine: Tourists visit this place to see the ruins of the nuclear disaster that took place on 26 Apr 1986.

Ground Zero, USA: It is The World Trade Centre site attracting tourists since the 9/11 attacks that took place in 2001.

Auschwitz, Germany: This dark site is famous for Nazi concentration camps with various rooms piled with thousands of pairs of glasses, shoes, and human hair. It displays the walls of the corridor exerting the lists of their victims' names and the dates of their death, and the house of the camp commandant.

Costa Concordia: On the coasts of Tuscany, Italy; the site of this wrecked ship attracted tourists for around two years.

Volunteerism: It is taking volunteered vacation and touring for charity. People do not just go touring for recreation and fun but also to serve the community dealing with natural calamities. In case of flash floods or cyclones, the people in the affected areas need support. Some tourists voluntarily visit such places and extend their hands for help in whichever possible way they can.

Also, tourists are travelling to care for orphans, for plantation, protecting wildlife, and similar other tasks.

Luxury Tourism It mainly pertains to the rich business tourists, who strongly believe that time is of prime importance and they must pay to save time at any cost. Wealthy tourists are inclined to undergo unique experience such as staying at a private island, personal attention from the service providers and access to elite class attractions and amenities.

Culinary Tourism The tourists who like to receive local culinary experience, like to tour for this purpose. They attend food festivals, food competitions, visit local farms, vineries, and cheese manufacturing companies, interact with local community or cooks for special culinary experience.

BRIC Tourism The four major developing countries namely Brazil, Russia, India, and China have a great potential for driving global economy through

hospitality and tourism industry. These countries are important for both inbound and outbound tourism. Global tour operators are adapting their tourism businesses to exploit the huge market these countries provide. Tourism Management

Elements of Tourism Product

The tourism product is a complex and multi-layered offering that combines several different elements to create a complete tourist experience. Understanding these elements is important for destinations and businesses within the tourism industry to be able to create an attractive and appealing product that will attract visitors and generate revenue. The following is a detailed explanation of the key elements of a tourism product:

1. Attraction: Attractions are a key component of the tourism industry and refer to any physical or intangible offering that draws visitors to a destination. Attractions can range from natural wonders, such as mountains or beaches, to man-made structures, such as museums or theme parks. Some common types of attractions include:

1. **Natural attractions:** This includes natural wonders such as lakes, mountains, beaches, and forests.
2. **Cultural attractions:** This includes cultural sites such as historical buildings, monuments, and museums.
3. **Adventure attractions:** This includes activities such as zip-lining, rock climbing, and bungee jumping.
4. **Entertainment attractions:** This includes venues such as theaters, amusement parks, and cinemas.
5. **Sport attractions:** This includes facilities such as golf courses, skiing slopes, and stadiums.
6. **Shopping attractions:** This includes shopping centers, markets, and boutiques.

Attractions are a critical part of the tourism product and can greatly influence the overall experience of a visitor. By offering a diverse range of high-quality attractions, destinations can attract more visitors and increase their tourism revenue.

2. Activity: An activity is a type of experience that a visitor can engage in while visiting a tourism destination. Activities can include leisure, cultural, educational, or adventurous experiences, and are an important aspect of the overall tourism product. Some common types of activities include:

1. **Leisure activities:** This includes activities such as sunbathing, swimming, and relaxation.
2. **Cultural activities:** This includes experiences such as visiting museums, historical sites, and cultural events.
3. **Educational activities:** This includes experiences such as tours, workshops, and classes.
4. **Adventure activities:** This includes experiences such as hiking, camping, and extreme sports.
5. **Food and drink activities:** This includes experiences such as food tastings, wine tours, and cooking classes.

Activities play a crucial role in the overall tourist experience and can greatly influence a visitor's impression of a destination. By offering a diverse range of high-quality activities, destinations can create a more memorable experience for visitors and increase the demand for their tourism product.

3. Amenity: An amenity is a feature or service that is provided to enhance the comfort and enjoyment of visitors to a tourism destination. Amenities can be physical or intangible, and are an important aspect of the overall tourism product. Some common types of amenities include:

1. **Physical amenities:** This includes features such as hotels, restaurants, and transportation options.
2. **Services:** This includes services such as customer service, concierge services, and tour guides.
3. **Recreational amenities:** This includes amenities such as swimming pools, spas, and fitness centers.
4. **Cultural amenities:** This includes amenities such as museums, theaters, and cultural events.
5. **Shopping amenities:** This includes amenities such as shopping centers, markets, and boutiques.

Amenities play a critical role in the overall tourist experience and can greatly influence a visitor's impression of a destination. By offering a range of high-quality amenities, destinations can create a more comfortable and enjoyable experience for visitors, and increase the demand for their tourism product.

4. Accessibility: Accessibility refers to the ease with which a tourism destination can be reached and the availability of transportation options to and within the destination. Accessibility is an important aspect of the tourism product as it can greatly influence the decision of a visitor to choose a particular destination. The following are some of the key factors that contribute to the accessibility of a tourism destination:

1. **Location:** The location of a destination in relation to major transportation hubs, such as airports and train stations, can greatly influence its accessibility.
2. **Transportation options:** The availability of various transportation options, such as airlines, trains, buses, and rental cars, can greatly influence the ease with which a destination can be reached.
3. **Infrastructure:** The quality and availability of infrastructure, such as roads and bridges, can greatly influence the accessibility of a destination.
4. **Cost:** The cost of transportation to and within a destination can also be a factor in its accessibility.

By improving the accessibility of a destination, it can become more attractive to visitors and increase the demand for its tourism product.

1. **Physical Elements:** The physical elements of a tourism product refer to the tangible components of a destination, such as the natural and man-made features that make up the physical environment. Some examples of physical elements in tourism include:
2. **Natural features:** This includes elements such as beaches, mountains, forests, and waterfalls.
3. **Man-made structures:** This includes elements such as historical landmarks, monuments, and architectural structures.
4. **Transportation infrastructure:** This includes elements such as roads, airports, train stations, and ports.

5. **Accommodations:** This includes elements such as hotels, resorts, and vacation rental properties.
6. **Dining and entertainment:** This includes elements such as restaurants, bars, nightclubs, and theaters.
7. **Retail and shopping:** This includes elements such as souvenir shops, boutiques, and shopping centers.
8. **Outdoor recreation:** This includes elements such as parks, beaches, hiking trails, and sports facilities.
9. **Public spaces:** This includes elements such as squares, plazas, and public parks.

The physical elements of a tourism product play a critical role in shaping the overall experience of visitors and in determining the success of a destination. A well-designed and well-maintained physical environment can enhance the overall experience of visitors, while poor physical elements can detract from the overall experience and negatively impact demand for a destination.

1. **Services:** The services component of a tourism product refers to the intangible aspects of a destination, such as the quality and availability of services offered to visitors. Some examples of services in tourism include:
2. **Transportation services:** This includes elements such as taxi and car rental services, public transportation, and shuttle services.
3. **Accommodation services:** This includes elements such as housekeeping, room service, and front desk services.
4. **Dining and entertainment services:** This includes elements such as restaurant and bar service, as well as live entertainment and cultural events.
5. **Retail and shopping services:** This includes elements such as personal shopping and concierge services.
6. **Tour and activity services:** This includes elements such as guided tours, adventure activities, and cultural experiences.
7. **Information and support services:** This includes elements such as tourist information centers, visitor centers, and customer service support.
8. **Health and safety services:** This includes elements such as medical facilities, emergency services, and security services.

The quality and availability of services play a critical role in shaping the overall experience of visitors and in determining the success of a destination. A high level of service quality can enhance the overall experience of visitors, while poor service quality can detract from the overall experience and negatively impact demand for a destination. In addition, the availability of services can impact the accessibility and ease of visiting a destination, which can also impact demand for a destination.

All of these elements contribute to the overall tourism product and the experience that tourists have while visiting a destination. By understanding and managing these elements, destinations can improve their tourism offerings and attract more visitors.

Role of Various Types of Tourism

Ecotourism: It is a form of tourism focused on responsible travel to natural areas, aiming to minimize environmental impact while benefiting local communities and fostering conservation and education

Ecotourism plays a crucial role in promoting sustainable development by balancing the needs of conservation, communities, and travelers. It emphasizes responsible travel to natural areas, minimizing environmental impact, fostering respect for local cultures, and contributing to economic well-being of local communities. Ecotourism also aims to educate travelers about the importance of conservation and environmental stewardship.

Roles of Ecotourism:

Conservation and Environmental Protection: Ecotourism prioritizes the preservation of natural environments, including ecosystems, wildlife, and biodiversity. It encourages sustainable practices like minimizing waste, respecting wildlife habitats, and using renewable energy sources.

Community Development: Ecotourism provides economic opportunities for local communities by creating jobs in tourism-related sectors like guiding, hospitality, and transportation. This can lead to improved livelihoods and encourage local residents to protect their natural resources.

Education and Awareness: Ecotourism aims to educate travelers about the importance of conservation and the unique cultural heritage of the destinations they visit. Educational tours, volunteer programs, and responsible tourism practices help raise awareness about environmental issues and promote sustainable living.

Cultural Preservation: Ecotourism respects and promotes the cultural heritage of local communities, encouraging cultural exchange and understanding between travelers and residents.

Sustainable Tourism Practices: Ecotourism promotes sustainable tourism practices that minimize negative impacts on the environment and local communities. This includes responsible waste management, water conservation, and supporting local businesses.

In essence, ecotourism offers a way to experience the natural world responsibly, contribute to the well-being of local communities, and foster a deeper appreciation for the environment and different cultures.

Rural tourism: It involves traveling to and experiencing life in non-urban areas, focusing on activities related to nature, agriculture, and local culture. It offers a contrast to urban tourism by emphasizing natural landscapes, traditional lifestyles, and community engagement.

Role of rural tourism: Rural tourism is important because it offers economic opportunities for rural communities, helps preserve local culture and heritage, and provides a more sustainable and authentic travel experience compared to mass tourism. It can also relieve pressure on overcrowded tourist destinations and contribute to a more balanced and equitable tourism landscape.

1. **Job Creation:** Rural tourism can generate various job opportunities, including in hospitality, transportation, guiding, and the sale of local crafts and products.
2. **Increased Revenue:** Tourism can boost local economies by increasing revenue for businesses, supporting local artisans, and promoting the sale of local products.

3. **Diversification of Income:** Rural tourism can help diversify the income sources of rural communities, reducing their reliance on traditional industries like agriculture.
4. **Entrepreneurship:** It can empower locals to start their own businesses related to tourism, such as guesthouses, tour guiding, or selling local crafts.
5. **Heritage Preservation:** Rural tourism can help preserve local traditions, crafts, and historical sites by showcasing them to visitors and generating revenue for their upkeep.
6. **Environmental Conservation:** It can encourage sustainable tourism practices that protect the natural environment and promote responsible travel.
7. **Cultural Exchange:** Rural tourism facilitates cultural exchange between tourists and local communities, fostering understanding and appreciation of different ways of life.
8. **Reduced Overcrowding:** Rural tourism can help reduce the strain on popular, overcrowded tourist destinations by offering alternative travel experiences.
9. **Sustainable Development:** It can contribute to a more sustainable and balanced tourism model that benefits both tourists and local communities.
10. **Authentic Experiences:** Rural tourism provides travelers with opportunities to experience authentic local culture, traditions, and lifestyles, offering a more enriching travel experience.

Agri-tourism: It is also known as agro-tourism or farm tourism, is a form of tourism that combines agricultural activities with tourism. It involves attracting visitors to farms, ranches, or other agricultural businesses for educational or recreational purposes, while also providing additional income for the business owner.

1. **Diversified Income for Farmers:** Agri-tourism provides farmers with an additional income stream beyond traditional farming, reducing their dependence on crop yields and market fluctuations.
2. **Job Creation:** It generates employment opportunities for locals in various sectors, including hospitality, tour guiding, food services, and artisan crafts.

3. **Boost to Local Economy:** Increased tourist activity in rural areas stimulates local businesses, including shops, restaurants, and accommodations, contributing to overall economic growth.
4. **Preservation of Rural Heritage:** Agri-tourism can help preserve traditional farming practices, local cuisine, cultural traditions, and the natural beauty of rural landscapes.
5. **Cultural Exchange:** It facilitates interaction between tourists and local communities, fostering understanding and appreciation of different cultures and ways of life.
6. **Education and Awareness:** Agri-tourism can educate visitors about agriculture, food production, sustainable farming practices, and the importance of local food systems.
7. **Community Engagement:** It encourages active participation from tourists in farm activities, strengthening the bond between visitors and local communities.
8. **Promotion of Sustainable Agriculture:** Agri-tourism often involves smaller-scale, organic farms, promoting sustainable farming practices and reducing the environmental impact of industrialized agriculture.
9. **Conservation of Natural Resources:** By highlighting the natural beauty and ecological significance of rural areas, agri-tourism can raise awareness about the importance of conservation and environmental protection.
10. **Eco-Friendly Tourism:** Agri-tourism offers a more sustainable alternative to mass tourism, reducing the negative environmental impacts associated with traditional tourism.

Examples of Agri-tourism Activities:

1. Farm stays and overnight accommodations on farms.
2. Guided tours of farms and agricultural lands.
3. Pick-your-own fruit and vegetable experiences.
4. Workshops on traditional farming techniques.
5. Nature walks and hikes in rural areas.
6. Cultural events and festivals celebrating rural life.

Cultural tourism: Cultural tourism involves travel motivated by experiencing and learning about the culture of a place, including its history, art, traditions, and lifestyle

Role of cultural tourism: plays a vital role in both economic development and cultural preservation, fostering cross-cultural understanding and promoting sustainable tourism practices. It involves travel to experience and learn about the culture of a place, including its history, art, traditions, and cuisine.

1. **Economic Growth:** Cultural tourism can boost local economies by creating jobs, supporting small businesses, and increasing demand for local products and services.
2. **Preservation of Cultural Heritage:** It can help safeguard historical sites, artistic expressions, and traditional practices by raising awareness and generating revenue for conservation.
3. **Cross-Cultural Understanding:** Cultural tourism facilitates interaction between tourists and local communities, fostering empathy, tolerance, and appreciation for diverse cultures.
4. **Education and Enrichment:** Cultural tourism provides opportunities for learning about history, art, music, and traditions, broadening visitors' perspectives and knowledge.
5. **Sustainable Tourism:** It can encourage responsible tourism practices that minimize negative impacts on the environment and local communities.
6. **Community Engagement:** Cultural tourism can empower local communities by providing them with opportunities to showcase their heritage and participate in the tourism industry.

Examples of cultural tourism:

1. Visiting historical sites like temples, forts, and museums.
2. Attending festivals, concerts, and cultural performances.
3. Experiencing local cuisine and culinary traditions.
4. Learning about traditional crafts and participating in workshops.
5. Staying in heritage hotels or home stays.
6. Interacting with local communities and learning about their way of life.

Procedures in International Tourism

International tourism involves a series of procedures, primarily revolving around travel documentation, destination research, booking arrangements, and on-site experiences. These procedures ensure a smooth and enjoyable travel experience, while also respecting the laws and culture of the destination country. Key Procedures in International Tourism:

1. Documentation:

Passport: A valid passport is essential for international travel. It's a document issued by a country to its citizens, allowing them to travel abroad. Some countries also require a certain minimum validity period on the passport.

Visa: A visa is an endorsement on a passport, granting the holder permission to enter, leave, or stay in a country for a specified period. Some countries offer "Visa on Arrival" (VOA).

Currency Regulations : For international tourism, currency regulations dictate the amount of foreign currency that can be carried, both into and out of a country, as well as the methods for exchanging and declaring funds. These regulations are in place to prevent money laundering and ensure financial transparency. Key Regulations and Guidelines:

1. **Cash Limits:** Indian residents traveling abroad can typically carry up to USD 3,000 in foreign currency notes per trip. Any additional amount may need to be carried in other forms like prepaid forex cards, traveler's cheques, or through bank transfers. .
2. **Indian Currency Limits:** When leaving India, residents can carry up to ₹25,000 in Indian currency.
3. **LRS (Liberalized Remittance Scheme):** Indian residents can remit up to USD 250,000 per financial year for various purposes, including travel, under the LRS.

Examples: India to the UK: You can bring in any amount of foreign currency, but you must declare if you have more than GBP 10,000 or equivalent in another currency.

India to Nepal/Bhutan: Different rules may apply, and it's best to check with the respective authorities.

1. **Booking and Reservations:** In international tourism, booking and reservation procedures involve securing travel arrangements like flights, accommodations, and tours in advance. This process typically includes online and offline channels, with various payment and confirmation methods.
2. **Custom regulations:** In international tourism involve procedures for importing and exporting goods, including personal belongings, with specific rules for declaration, duty-free allowances, and restrictions on certain items. These regulations aim to protect a country's economy, environment, and public health, and ensure compliance with international trade laws

Pre-trip Preparations:

Health Precautions: Consult with a doctor about necessary vaccinations or health precautions for the destination.

Currency Exchange: Obtain the local currency or arrange for access to foreign exchange.

Learn Basic Phrases: Learning basic phrases in the local language can enhance your travel experience.

Familiarize with Local Laws and Customs: Understand the local laws and customs to avoid unintentional offenses.

List of Careers in the Tourism Industry

The tourism industry is teeming with diverse career paths, each offering a unique blend of challenges and rewards. Here is a deeper dive into the myriad of roles:

1. **Travel Consultant/Agent:** These professionals curate bespoke travel experiences, providing expert advice and handling bookings, ensuring clients' seamless journeys.
2. **Tour Guide:** Passionate about local history and culture, tour guides offer insightful narratives, enhancing tourists' experiences at historical sites and attractions.

3. **Hospitality Management:** This broad category includes roles in hotels, resorts, and restaurants, focusing on delivering exceptional guest services and overseeing operations.
4. **Event and Conference Planner:** Specialists in this field organise a wide range of events, from corporate conferences to destination weddings, requiring meticulous planning and coordination.
5. **Adventure Tourism Specialist:** For those who thrive in the great outdoors, this role involves designing and leading activities like hiking, kayaking, and more, often in breathtaking natural settings.
6. **Cultural Tourism Advisor:** Experts in cultural tourism promote and manage heritage sites and cultural events, connecting visitors with a region's history and traditions.
7. **Eco-Tourism Specialist:** These professionals advocate for sustainable travel practices, working to conserve natural environments while enhancing the local community's well-being.
8. **Travel Blogger/Content Creator:** Creative individuals can carve a career in tourism by sharing their travel experiences and tips through blogs, videos, and social media, inspiring others to explore new destinations.
9. **Airline and Cruise Operations:** Roles in this segment focus on ensuring smooth operations and top-notch service in airlines and on cruise ships, enhancing the overall travel experience.
10. **Destination Marketing:** Manager Destination marketing managers play a pivotal role in promoting tourism destinations, whether it's a city, region or entire country. This role involves developing and implementing marketing strategies to attract visitors, working with local businesses and managing campaigns that highlight the unique aspects of a destination.
11. **Resort Manager:** Resort management is a dynamic career that combines elements of hotel management, customer service and event planning. As a resort manager, you will oversee the operation of a resort, ensuring that guests have an enjoyable and seamless experience.

Skills Essential for Tourism-Related Jobs: Pursuing a career in tourism requires a distinctive set of skills to navigate the challenges and opportunities within this dynamic industry:

1. **Customer Service Excellence:** The cornerstone of tourism, exceptional customer service skills, ensures guests' experiences are memorable and satisfying, fostering loyalty and positive word-of-mouth.
2. **Communication Skills:** Effective communication, both verbal and written, is crucial for interacting with clients, colleagues, and stakeholders from diverse cultural backgrounds, ensuring clear and positive interactions.
3. **Cultural Sensitivity:** A deep understanding and respect for cultural differences are essential, enabling professionals to provide services that are respectful, inclusive, and enriching for all clients.
4. **Organisational Abilities:** Strong planning and organisational skills are vital for managing complex travel itineraries, events, and operations, ensuring efficiency and client satisfaction.
5. **Adaptability and Problem-Solving:** The ability to adapt to changing circumstances and creatively solve problems is key in the fast-paced tourism industry, where unexpected challenges are common.
6. **Language Proficiency:** Knowing multiple languages is a significant asset, facilitating better communication with international tourists and enhancing their travel experience.
7. **Digital Literacy:** Proficiency in digital tools and platforms is necessary for marketing, bookings, staying connected with clients, and understanding industry trends.
8. **Sales and Marketing Skills:** Understanding how to market and sell travel products and services effectively is crucial for driving business success in the competitive tourism landscape. By tailoring marketing efforts to target specific traveler demographics and utilizing both online and offline channels, businesses can significantly boost their visibility and customer engagement. Some of the top tourism marketing strategies to implement include leveraging social media influencers, optimizing websites for search engines, creating immersive content like virtual tours, and offering personalized travel experiences. These strategies help businesses stand out and attract a loyal customer base in the crowded tourism industry.
9. **Leadership and Teamwork:** Strong leadership and the ability to work collaboratively are important for managing teams and delivering high-quality services.

10.Attention to Detail: A keen eye for detail ensures that all aspects of travel and hospitality meet or exceed client expectations, from itinerary planning to accommodation and activities.

These skills are the foundation of a successful career in tourism, enabling professionals to deliver exceptional experiences and thrive in this vibrant industry.

Artificial Intelligence in Tourism

Artificial Intelligence improves the travel industry by streamlining processes traditionally handled by humans, thereby minimizing errors. Leveraging AI, the travel sector can predict travel preferences, offer personalized solutions, enhance customer service, and simplify in-trip and post-trip management.

Benefits of AI in the tourism sector.

Operational Efficiency: Want to increase your overall efficiency? Try AI. With predictive analytics, you can easily reallocate resources and optimize inventory levels. Automating routine processes reduces manual workload, allowing staff to focus on more complex and strategic tasks. As a result, you improve productivity and minimize errors, reducing wait times.

Personalized Experience: Use past behavior, demographics, and contextual information to provide personalized recommendations for destinations, accommodations, activities, and dining options. By understanding user intent and preferences, companies can create customized itineraries and offers that suit each traveler. Personalized experiences strengthen emotional connections with customers, driving repeat deals and positive word-of-mouth referrals.

Precise Data Analysis: AI-powered data analysis tools enable tourism businesses to extract valuable insights from large and complex data sets. Machine learning algorithms analyze historical information to identify trends, patterns, and correlations. It gives companies actionable insights into customer behavior and market dynamics. As a result, you can create marketing strategies, product development initiatives, and operational optimization, quickly reacting to the environment. Accurate data analysis allows businesses to predict market trends, mitigate risks, and capitalize on new opportunities.

Sales & Marketing Improvement: Sales and marketing solutions based on artificial intelligence allow tourism businesses to target the right audience and

increase conversion rates. For example, recommendation engines provide personalized content and offers, increasing engagement and conversion. Predictive analytics algorithms identify high-value segments and tailor marketing campaigns accordingly. Automated marketing platforms optimize ad placement, timing, and messaging, maximizing ROI and profit.

Sustainable Tourism: Predictive analytics algorithms optimize transport routes, reducing fuel consumption and carbon dioxide emissions and maximizing efficiency. AI-based monitoring systems track energy use, water consumption, and waste generation. In this way, you identify opportunities to improve efficiency and conserve resources.

Accurate Forecasting: Machine learning algorithms analyze historical data, market trends, and external factors to generate reliable predictions about bookings, revenue, and resource usage. It facilitates strategic planning, resource allocation, and pricing decisions, helping you optimize operations. Accurate forecasting minimizes the risk of overbooking and revenue loss, ensuring optimal productivity and profitability.

Better Price Matching: Better price matching improves customer satisfaction, driving loyalty and repeat purchases. At the same time, you maximize your income for competitiveness.

Dynamic pricing models adjust prices in real time based on demand, availability, and client segmentation. Analyze large volumes of data to determine the optimal pricing strategy for each product or service. And then, set competitive prices that reflect market demand, competitor prices, and customer preferences.

Fraud Prevention: Reduce the risk of payment fraud, identity theft, and account hijacking by detecting it before it causes financial or reputational damage. Machine learning algorithms analyze transaction data, user behavior, and historical patterns to detect suspicious activity and anomalies in real time. AI technologies protect companies and customers from potential security threats by providing a safe and secure environment for transactions and interactions.

Future of Tourism

The future of tourism is defined by technology (AI, biometrics, VR), sustainability (eco-tourism, conscious travel), personalization (authentic,

unique experiences), and a strong rebound led by domestic travel and infrastructure development, with projections showing significant economic growth and shifts towards less crowded, immersive, and technologically seamless journeys that prioritize both environmental responsibility and unique local interactions. Key trends include digital nomads, nature-based tourism, and leveraging data for hyper-personalized trips, while addressing labor gaps with better conditions and digital skills. Key Trends Shaping the Future

1. **Technology Integration:** Expect AI-powered planning, biometric security, blockchain for payments, AR/VR for previews and immersive experiences, and sustainable aviation tech (electric/hydrogen planes).
2. **Sustainability & Responsible Travel:** Growing demand for eco-friendly options, carbon footprint tracking, and support for local communities and heritage preservation.
3. **Personalization & Authenticity:** Travelers seek unique, "off-the-beaten-path" experiences in second-tier cities and less crowded destinations, moving beyond mass tourism.
4. **Domestic Travel Boom:** Driven by rising incomes and social media, domestic tourism remains a primary growth engine, fueling local economies.
5. **Infrastructure & Connectivity:** Improved airports, affordable flights, and better digital infrastructure support increased travel.

Challenges & Opportunities

1. **Labor Shortages:** The industry must improve wages, conditions, and training (digital/interpersonal skills) to attract and retain talent.
2. **Digital Transformation:** Businesses need to embrace technology to enhance customer experience and operational efficiency.
3. **Balancing Growth & Preservation:** Leveraging technology and conscious consumption to protect destinations while accommodating more visitors.

The direct contribution of tourism to India's GDP in 2023 was a staggering US\$231 billion, with India ranking second in Asia-Pacific for tourism GDP contribution. India's position on the World Economic Forum's Travel and Tourism

Development Index 2024 has risen to 39th from 54th in 2021. By 2027, India is expected to become the fifth largest outbound market, up from tenth in 2019.

The growth outlook is promising for Indian tourism, with the industry projected to grow at 12% to 15% annually over the next five years. This growth is underpinned by an expanding middle-income population, GDP growth, a robust stock market and political stability.

The **National Digital Tourism Mission (NDTM)** is set to further revolutionize the industry, particularly in niche sectors. Tourism boards play a critical role in sustaining this growth. Foreign boards should tailor experiences to Indian travelers, while state boards should focus on holistic packages and improved tourism infrastructure in India. Collaborations with travel agents and fair local transport practices are also key to the industry's continued success. Looking ahead, the Indian traveler's appetite for new experiences is expanding into sports, entertainment, cruises, wellness and adventure tourism and redefining ways as to how Indian tourists choose their travel destinations. Travel is no longer a luxury but a means to well-being and unique experiences. The sector is uniquely Indian in its preference for deals and discounts, widening the gap between local operators and online aggregators. In conclusion, the Indian travel sector has a positive outlook in the coming months and will continue to see many unique trends and preferences that cater to both domestic tourism and international travel from India.

Question Banks

2 Marks Questions (Short Answer Type)

1. What is a tourism product?
2. Mention any two elements of a tourism product.
3. What is eco-tourism?
4. State one objective of rural tourism.
5. What do you mean by agri-tourism?
6. Define cultural tourism.
7. What is the purpose of a passport?
8. What is a visa?
9. Define currency regulation.
10. What is custom regulation?
11. What is airport taxation?
12. Name any two career opportunities in the tourism industry.
13. What is the role of AI in tourism?
14. Give one example of eco-tourism in India.

5 Marks Questions (Short/Medium Answer Type)

1. Explain the main elements of a tourism product.
2. Discuss the role and importance of eco-tourism in sustainable development.
3. Write a short note on agri-tourism and its significance.
4. Explain the importance of cultural tourism in promoting national heritage.
5. What are currency and custom regulations for international tourists?
6. Discuss five major career opportunities available in the tourism sector.

10 Marks Questions (Long/Essay Type)

1. Discuss in detail the recent trends in tourism and their impact on the global tourism industry.
2. Explain the components and characteristics of a tourism product with suitable examples.

3. Evaluate the role and benefits of eco-tourism, rural tourism, agri-tourism, and cultural tourism in sustainable tourism development.
4. Elaborate on the role of Artificial Intelligence (AI) in enhancing tourist experiences and managing tourism operations.

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