

TOURIST GUIDE

NSQF LEVEL - 3

TRADE THEORY

SECTOR: TOURISM & HOSPITALITY

(As per revised syllabus July 2022 - 1200 hrs)



Directorate General of Training

**DIRECTORATE GENERAL OF TRAINING
MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP
GOVERNMENT OF INDIA**



**NATIONAL INSTRUCTIONAL
MEDIA INSTITUTE, CHENNAI**

Post Box No. 3142, CTI Campus, Guindy, Chennai - 600 032

Sector : Tourism & Hospitality

Duration : 1 Year

Trade : Tourist Guide - Trade Theory - NSQF Level - 3 (Revised 2022)

Developed & Published by



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FOREWORD

The Government of India has set an ambitious target of imparting skills to 30 crores people, one out of every four Indians, by 2020 to help them secure jobs as part of the National Skills Development Policy. Industrial Training Institutes (ITIs) play a vital role in this process especially in terms of providing skilled manpower. Keeping this in mind, and for providing the current industry relevant skill training to Trainees, ITI syllabus has been recently updated with the help of Mentor Councils comprising various stakeholder's viz. Industries, Entrepreneurs, Academicians and representatives from ITIs.

The National Instructional Media Institute (NIMI), Chennai, has now come up with instructional material to suit the revised curriculum for **Tourist Guide - Trade Theory in Tourism and Hospitality Sector under Yearly Pattern**. The NSQF Level - 3 (Revised 2022) Trade Practical will help the trainees to get an international equivalency standard where their skill proficiency and competency will be duly recognized across the globe and this will also increase the scope of recognition of prior learning. NSQF Level - 3 (Revised 2022) trainees will also get the opportunities to promote life long learning and skill development. I have no doubt that with NSQF Level - 3 (Revised 2022) the trainers and trainees of ITIs, and all stakeholders will derive maximum benefits from these Instructional Media Packages IMPs and that NIMI's effort will go a long way in improving the quality of Vocational training in the country.

The Executive Director & Staff of NIMI and members of Media Development Committee deserve appreciation for their contribution in bringing out this publication.

Jai Hind

New Delhi - 110 001

Additional Secretary / Director General (Training),
Ministry of Skill Development & Entrepreneurship,
Government of India.

PREFACE

The National Instructional Media Institute (NIMI) was established in 1986 at Chennai by then Directorate General of Employment and Training (D.G.E & T), Ministry of Labour and Employment, (now under Directorate General of Training, Ministry of Skill Development and Entrepreneurship) Government of India, with technical assistance from the Govt. of the Federal Republic of Germany. The prime objective of this institute is to develop and provide instructional materials for various trades as per the prescribed syllabi under the Craftsman and Apprenticeship Training Schemes.

The instructional materials are created keeping in mind, the main objective of Vocational Training under NCVT/NAC in India, which is to help an individual to master skills to do a job. The instructional materials are generated in the form of Instructional Media Packages (IMPs). An IMP consists of Theory book, Practical book, Test and Assignment book, Instructor Guide, Audio Visual Aid (Wall charts and Transparencies) and other support materials.

The trade practical book consists of series of exercises to be completed by the trainees in the workshop. These exercises are designed to ensure that all the skills in the prescribed syllabus are covered. The trade theory book provides related theoretical knowledge required to enable the trainee to do a job. The test and assignments will enable the instructor to give assignments for the evaluation of the performance of a trainee. The wall charts and transparencies are unique, as they not only help the instructor to effectively present a topic but also help him to assess the trainee's understanding. The instructor guide enables the instructor to plan his schedule of instruction, plan the raw material requirements, day to day lessons and demonstrations.

In order to perform the skills in a productive manner instructional videos are embedded in QR code of the exercise in this instructional material so as to integrate the skill learning with the procedural practical steps given in the exercise. The instructional videos will improve the quality of standard on practical training and will motivate the trainees to focus and perform the skill seamlessly.

IMPs also deals with the complex skills required to be developed for effective team work. Necessary care has also been taken to include important skill areas of allied trades as prescribed in the syllabus.

The availability of a complete Instructional Media Package in an institute helps both the trainer and management to impart effective training.

The IMPs are the outcome of collective efforts of the staff members of NIMI and the members of the Media Development Committees specially drawn from Public and Private sector industries, various training institutes under the Directorate General of Training (DGT), Government and Private ITIs.

NIMI would like to take this opportunity to convey sincere thanks to the Directors of Employment & Training of various State Governments, Training Departments of Industries both in the Public and Private sectors, Officers of DGT and DGT field institutes, proof readers, individual media developers and coordinators, but for whose active support NIMI would not have been able to bring out this materials.

Chennai - 600 032

EXECUTIVE DIRECTOR

ACKNOWLEDGEMENT

National Instructional Media Institute (NIMI) sincerely acknowledges with thanks for the co-operation and contribution extended by the following Media Developers and their sponsoring organisation to bring out this IMP for the trade of **Tourist Guide - Trade Theory - NSQF Level - 3** (Revised 2022) under the **Tourism and Hospitality** Sector for ITIs.

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NIMI records its appreciation for the Data Entry, CAD, DTP operators for their excellent and devoted services in the process of development of this Instructional Material.

NIMI also acknowledges with thanks the invaluable efforts rendered by all other NIMI staff who have contributed towards the development of this Instructional Material.

NIMI is also grateful to everyone who has directly or indirectly helped in developing this Instructional Material.

INTRODUCTION

TRADE THEORY

The manual of trade theory consists of theoretical information for the Course of the **Tourist Guide** Trade Theory - NSQF LEVEL - 3 (Revised 2022) in Tourism & Hospitality. The contents are sequenced according to the practical exercise contained in NSQF LEVEL - 3 (Revised 2022) syllabus on Trade Theory attempt has been made to relate the theoretical aspects with the skill covered in each exercise to the extent possible. This correlation is maintained to help the trainees to develop the perceptual capabilities for performing the skills.

Module 1	-	Introduction to Tourism
Module 2	-	Role of Government Tourism Department
Module 3	-	Transport Sector
Module 4	-	Time Management & Social Economic Impact
Module 5	-	Travel Agencies & Its Operation
Module 6	-	Indian Geography
Module 7	-	Communication & Adverstising

The trade theory has to be taught and learnt along with the corresponding exercise contained in the manual on trade practical. The indications about the corresponding practical exercises are given in every sheet of this manual.

It will be preferable to teach/learn trade theory connected to each exercise at least one class before performing the related skills in the shop floor. The trade theory is to be treated as an integrated part of each exercise.

The material is not for the purpose of self-learning and should be considered as supplementary to class room instruction.

TRADE PRACTICAL

The trade practical manual is intended to be used in practical workshop. It consists of a series of practical exercises to be completed by the trainees during the course of the **Tourist Guide** trade supplemented and supported by instructions/ informations to assist in performing the exercises. These exercises are designed to ensure that all the skills in compliance with NSQF LEVEL - 3 (Revised 2022) syllabus are covered.

The manual is divided into Seven modules.

The skill training in the shop floor is planned through a series of practical exercises centered around some practical project. However, there are few instances where the individual exercise does not form a part of project.

While developing the practical manual a sincere effort was made to prepare each exercise which will be easy to understand and carry out even by below average trainee. However the development team accept that there is a scope for further improvement. NIMI, looks forward to the suggestions from the experienced training faculty for improving the manual.

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LEARNING / ASSESSABLE OUTCOME

On completion of this book you shall be able to

Sl.No.	Learning / Outcome	Refer Ex:No
1	Enumerate the Duties and responsibilities of Tourist Guides.	1.1.01
2	Assess the types of tourists visiting different places and ascertain their needs.	1.1.02 & 1.1.03
3	Motivate tourists visiting different places and promote tourism.	1.1.04 & 1.1.05
4	Identify different categories of accommodation available in the city and different modes of transport available for the tourists.	1.2.06 - 1.3.08
5	Prepare a project report on travel destinations covering history.	1.4.09
6	Interact with different transportation agencies like airline, Railways, taxis etc. to find out their routes, timings of flights and Trains, the fares of different classes of airlines, trains & rental taxis including Radio cabs.	1.4.10 & 1.4.11
7	Plan the inbound and out bound Tour programmer for Indian Nationals in India.	1.4.12 & 1.4.13
8	Plan tour programme for inbound and out bound foreign nationals taking into consideration factors such as (food habit, sensitivity, interpreter, caterer etc.)	1.5.14 - 1.5.16
9	Perform bookings, cancellation, changing of tickets & concession given in Railways.	1.5.17 & 1.5.18
10	Perform bookings, cancellations and changing of air tickets & the concessions given.	1.5.19
11	Carryout the registration procedure of different types of vehicles, the formalities involved etc.	1.5.20

Sl.No.	Learning / Outcome	Refer Ex:No
12	Prepare handouts on present & future tourism zones as specified by WTO, IATA, Geography, PATA areas.	1.6.21 & 1.6.22
13	Carryout survey of tourists at a tourist place to prepare their profile and arrange site-seeing tours to local boys and girls to a tourist place.	1.6.23 - 1.6.25
14	Plan and prepare the advertisements for newspapers, magazines etc. and make brochures for tourist office, hotels, etc. for tour promotion of tourist activities.	1.6.26 - 1.7.27
15	Prepare MS-office files and other packages related with tourism.	1.7.28
16	Handle CRS, typing letters, fax messages, mail merging, sending fax and e-mail.	1.7.29 - 1.7.32
	Prepare simple profit and loss account and balance sheet using an accounting package, mailing list of customers along with Storing and retrieving information of customer's creating and using a database packages.	
17	Draw charts on tourism systems interrelating tourism market, transportation, destination and marketing in the context of India's popular tourism states.	1.7.33 - 1.7.35

SYLLABUS

Duration	Reference Learning Outcome	Professional Skill (Trade Practical) (With indicative hour)	Professional Knowledge (Trade Theory)
Professional Skill 42 Hrs; Professional Knowledge 12 Hrs	Enumerate the Duties and responsibilities of Tourist Guides. (Mapped NOS: THC/Q4407)	1 Familiarize with the Significance of Training in the Tourist industry. (42 hrs.)	a) Introduction to Tourism industry b) Career opportunities in Tourism industry. c) Different types of Tourism industry. d) An orientation programme on the course and related job opportunities by the industry expert and instructor. e) Organizational hierarchy of Tourist industry f) Attributes of Tourism industry service personnel g) Communication skills & etiquettes h) Duties and responsibilities of Tourist Guides. (12 Hrs)
Professional Skill 42 Hrs; Professional Knowledge 12 Hrs	Assess the types of tourists visiting different places and ascertain their needs. (Mapped NOS: THC/N4410)	2 The demand, infrastructure facilities, types of tourist visiting different places & prepare a report. (18 hrs.) 3 Make a survey of any 10 places of tourist interest in state to know about their perceptions about availability of accommodation, transportation & other infrastructure facilities & prepare a report. (24 hrs.)	a Tourism: Definition, Meaning, Nature & Scope. b Definition & differentiation of: Tourist, Traveler, Visitor and excursionist. Domestic & international tourists, c Forms of tourism: Inbound, outbound, domestic and international. d Leisure, recreation Tourism their Interrelationship. e Components and element of Tourism. f Type & Typologies of Tourism. g World geography in details about continents & countries, capital and languages etc. (12 Hrs)
Professional Skill 42 Hrs; Professional Knowledge 12 Hrs	Motivate tourists visiting different places and promote tourism. (Mapped NOS: THC/N4421)	4 Motivation of different types of Tourists visiting different places. (18 hrs.) 5 Visit to Railway Station/ Airlines to find out different packages offered to promote tourism & prepare a report. (24 hrs.)	a Understanding Tourism motivations b Nature, Characteristics & components of tourism industry: - Tourism attraction, - Accommodation,

			<ul style="list-style-type: none"> - Catering - Shopping, - Entertainment, - Infrastructure, - Hospitality, - Transport. <p>c Factors affecting growth and development of International a national Tourism. (12 Hrs)</p>
<p>Professional Skill 63 Hrs;</p> <p>Professional Knowledge 18 Hrs</p>	<p>Identify different categories of accommodation available in the city and different modes of transport available for the tourists. (M a p p e d N O S : THC/N4410)</p>	<p>6 Study of tourist facilities available in state. (20 hrs.)</p> <p>7 Collect the information regarding different categories of accommodation available in the city. (30 hrs.)</p> <p>8 Collect information regarding different modes of Transport Available for the tourist. (13 hrs.)</p>	<p>a Role & function of Govt. & Tourist Boards, ITDC, State Govt. Tourist Dept. & Tourism Corporations, National Trade Associations & International organization, Pacific Asia Travel Association (PATA), Indian association of Tour operators (IATA), Travel Agent's Association of India (TAAI), Federation of Hotel & Restaurant Association of India (FHRAI), Adventure Tour Operators Association (ATOT).</p> <p>b Tourism Infrastructure- Types, forms & Significance.</p> <p>c Accommodation- Forms & Types.</p> <p>d Transport Sector- Modes & relative significance.</p> <p>e Other supporting Infrastructure required for Tourism</p> <p>f Transport systems of India- Indian Railways (Luxury Trains) Road Transport etc. (18 Hrs)</p>
<p>Professional Skill 21 Hrs;</p> <p>Professional Knowledge 06 Hrs</p>	<p>Prepare a project report on travel destinations covering history. THC/N9407</p>	<p>9 Prepare project report on travel destinations covering history. (21 hrs.)</p>	<p>a Time management, resource management, manpower management and inventory</p> <p>b Management cost - benefit analysis, Economic Impact of Tourism - Income and employment multipliers of Tourism, balance of payment foreign exchange etc.</p> <p>c Socio cultural Impacts on Tourism.</p> <p>d Impacts of Tourism on ecology & environment. (06 Hrs)</p>

Professional Skill 42 Hrs; Professional Knowledge 12 Hrs	Interact with different transportation agencies like airline, Railways, taxies etc. to find out their routes, timings of flights and Trains, The fares of different classes of airlines, trains& rental taxis including Radio cabs. (Mapped NOS: THC/N4410)	10 Operations & understand organization & role of travel Agency. (18 hrs.) 11 Interact with different transportation agency like airline, Railways, taxies etc. to find out their routes, timings of flights and Trains, The fares of different classes of airlines, trains& rental taxis including Radio cabs. (24 hrs.)	a Travel agencies & tour operators - meaning, role, future prospects & types. b Departmental organizational setup, linkage & arrangements with hotels, airlines & transport agencies & other segments of tourism industry, c Travel terminology. (12 Hrs)
Professional Skill 42 Hrs; Professional Knowledge 12 Hrs	Plan the inbound and out bound Tour programmer for Indian Nationals in India. (Mapped NOS: THC/N4410)	12 Tour planning inbound and out bound. (16 hrs.) 13 Programme for Indian National in India depending upon cost, mode of transport etc. (26 hrs.)	a Procedure for approval of Travel agents, tour operators by Dept. of Tourism, GOI b IATA rules & regulations & procedure for getting IATA Certificate. c Basis of approval of a travel agency. d Fiscal and non-fiscal incentives available to branch agencies & tour operators. e Terms and conditions to become sub agent of IATA approved agencies f Assessing locality, capital investment, risk & market potential for opening a travel Agency. (12 Hrs)
Professional Skill 63 Hrs; Professional Knowledge 18 Hrs	Plan tour programme for inbound and out bound foreign nationals taking into consideration factors such as (food habit, sensitivity, interpreter, caterer etc.) THC/N9408	14 Practical exercises/ field visits to know the procedure for booking accommodation in a hotel for a tourist. (15 hrs.) 15 Visit to the Passport Office to learn the procedure of obtaining passport for a tourist. (15 hrs.) 16 Tour planning programme for inbound and out bound foreign nationals taking into consideration factors such as (food habit, sensitivity, interpreter, caterer etc.) (33 hrs.)	a Role and functions of travel agents and tour operators, b Providing travel information & counseling to the tourists. c Mode of transport in different localities, d Reservation (both air transport & Hotel accommodation). e Procedure of ticketing: Ticket bookings, Cancellation, Changing tickets in railways road transport & sea travel for domestic & International travel. f Documentation - passport, VISA, handling business & corporate clients, handling conferences & connections, incentive tours. Procedures of hotel booking & cancellation. (18 Hrs)

<p>Professional Skill 63 Hrs; Professional Knowledge 18 Hrs</p>	<p>Perform bookings, cancellation, changing of tickets & concession given in Railways. (Mapped NOS: THC/N4410)</p>	<p>17 Exercises in reading timetable to know the types of trains, class of travel, types of fare & use of Railway Time Table. (30 hrs.) 18 Visit to a Railway station to study the procedure for bookings, cancellation, changing of tickets & concession given in different respect. (33 hrs.)</p>	<p>a On Line Bus booking & cancellation. b Idea of map for different types of transport. c Current and popular travel trade abbreviations & other terms in air, rail, road & sea travel, Indian airlines, Indian railways, ABC, TIM, Air Tariff Manual, large tariff manual, hotel bookings. (18 Hrs)</p>
<p>Professional Skill 63 Hrs; Professional Knowledge 18 Hrs</p>	<p>Perform bookings, cancellations and changing of air tickets & the concessions given. (Mapped NOS: THC/N4410)</p>	<p>19 Visit to the office of an airline/travel agency to study its workings in respect of bookings, cancellations and changing of air tickets & the concessions given in different respect. (63 hrs.)</p>	<p>a Procedure of travel insurance covering life, baggage, sickness etc. b Procedure of becoming agent of national & International airline. c Basics of air ticketing: - (domestic & international) types of fares, - Details of ticket, Procedure for booking, - Cancellation, - Rules governing working of basic fares - Extra mileage percentage - Baggage rules & bounding, d Familiarization with travel related foreign exchange regulations, coding, decoding, time differentials, GMT, CRS, outbound tour making of package programmes, e Travel related documents, Visas, ITC, health certificate, RBI regulations, passport, tax, currency conservation, customs, travel insurance. (18 Hrs)</p>
<p>Professional Skill 63 Hrs; Professional Knowledge 18 Hrs</p>	<p>Carryout the registration procedure of different types of vehicles, the formalities involved etc. (Mapped NOS: THC/N4204)</p>	<p>20 Visit the office of regional transport office to learn the registration procedure of different types of vehicles, the formalities involved etc. (63 hrs.)</p>	<p>a Concept and types of package tour: - Itinerary preparation and techniques, - Handling of tour file, - Costing of tour, - Charter operations, - Documentation for surface transport,</p>

			<ul style="list-style-type: none"> - Contract carriage permits, - State carriage, - All India tourist permit, - Taxes, registration, license & fitness certificate. (18 Hrs)
Professional Skill 63 Hrs; Professional Knowledge 18 Hrs	Prepare handouts on present & future tourism zones as specified by WTO, IATA, Geography, PATA areas. THC/N9409	21 Prepare handouts on present & future tourism zones as specified by WTO, IATA, Geography, PATA areas. (30 hrs.) 22 Tourist generating regions to India and preferred tourist destination. (33 hrs.)	a Meaning and concept of resources, attractive destinations and resorts. b Types of resources - natural, man-made, socio-cultural, religious, Indian heritage. c Basic knowledge of Indian and world geography, culture wild life, fairs, festivals, trade fair exhibitions, musical concerts, coastal areas and sea beaches, museums, art galleries, places of historical importance, islands, etc. selection of tour sites in different states. (18 Hrs)
Professional Skill 42 Hrs; Professional Knowledge 12 Hrs	Carryout survey of tourists at a tourist place to prepare their profile and arrange site-seeing tours to local boys and girls to a tourist place. THC/N9410	23 Make a survey of tourists at a tourist place to prepare their profile. (15 hrs.) 24 Arrange site-seeing tours to local boys and girls to a tourist place. (15 hrs.) 25 Communication skill, imparting running comments of the area concerned. (12 hrs.)	a Meaning and roll of tourism marketing, b Difference between selling and marketing, c Special features of tourism marketing, d Marketing concept, e Elements of marketing Product promotion, Physical distribution Price. (12 Hrs)
Professional Skill 63 Hrs; Professional Knowledge 18 Hrs	Plan and prepare the advertisements for newspapers, magazines etc. and make brochures for tourist office, hotels, etc. for tour promotion of tourist activities. THC/N9411	26 C o l l e c t i o n o f advertisements from newspapers, magazines and making an analysis of the same. (30 hrs.) 27 Collection of brochures from tourist office, hotels, etc. to understand tour promotion of tourist activities is being done. (33 hrs.)	a Basis of segmentation, identifying target market, types of tourism, profile of tourist, establishing a product, creating a position statement, principles of product positioning, pricing the product. Meaning, importance, methods, tourism communication, advertising, publicity, VCR, coupons, picture postcard, personal selling, press and media, public relations and communications. b Marketing techniques of travel agency, marketing of fairs and festivals, marketing of conventions, incentive travel, workshops, and seminars. (18 Hrs)

Professional Skill 42 Hrs; Professional Knowledge 12 Hrs	Prepare MS-office files and other packages related with tourism. THC/N9412	28 Practical knowledge of Computer operating systems, MS-office and other packages related with tourism. (42 hrs.)	a Use of communication systems such as internet, e-mail, fax etc., b Basics of computer, parts of computer, operating systems of computer. (12 Hrs)
Professional Skill 42 Hrs; Professional Knowledge 12 Hrs	Handle CRS, typing letters, fax messages, mail merging, sending fax and e-mail. THC/N9413 Prepare simple profit and loss account and balance sheet using an accounting package, mailing list of customers along with Storing and retrieving information of customer's creating and using a database packages. THC/N9414	29 Visit to travel agency, airlines for familiarity with handling of CRS, typing letters, fax messages, mail merging, sending fax and e-mail. (12 hrs.) 30 Preparing simple profit and loss account and balance sheet using an accounting package. (10 hrs.) 31 Preparing mailing list of customers. (10 hrs.) 32 Storing and retrieving information of customer's creating and using a database packages. (10 hrs.)	a Basic application of computers, knowledge of MS-office, making road, transport, airlines, hotel booking and different packages, developing tour packages, travel accounting, basics of accounting systems. b Maintenance of ledger, simple final accounts, familiarity with foreign exchange, credit card transactions. (12 Hrs)
Professional Skill 42 Hrs; Professional Knowledge 12 Hrs	Draw charts on tourism systems interrelating tourism market, transportation, destination and marketing in the context of India's popular tourism states. THC/N9415	33 Draw map of India and locate major tourist destination and adjoining tourism market. (06 hrs.) 34 Study tours to locate tourist organization tourist offices, regional tourist offices, Directorate of Tourism, etc. to analyse their strength and weaknesses in attracting serving tourists. (18 hrs.) 35 Draw charts on tourism systems interrelating tourism market, transportation, destination and marketing in the context of India's popular tourism states. (18 hrs.)	a Aviation Geography- - Time differences, - Flight time, - Elapse time, b Booking Familiarization, Important Airlines, Airport of India, c Coding & decoding of country domestic ticketing. (12 Hrs)
Project work/ Industrial visit			

Introduction to tourism industry

Objectives: At the end of this lesson you shall be to

- **state the concepts of travel**
 - **state the concepts of tourism**
 - **explain importance of hygiene awareness**
 - **understand the various positions available in the travel industry**
 - **thoroughly understand the various avenues that are available for a tourism personnel**
 - **significance of this course & will be sure of the career growth & opportunities in future.**
-

Travel Concept

Travel started in the early days. Land travel advanced with the coming of the stage coach which had first developed in Hungary in 15th Century. The coach was a closed carriage hung on leather straps between four wheels.

Mode of travel: The invention of wheel, railways, airlines etc. and network or routes, vehicles, cost of travel, documentation and safe passage, wayside facilities and conveniences all have been instrumental in the growth.

Education: Education has always been great motivators to for travelers. There have been great universities in India. Such as 'Taxila' and 'Nalanda' which remained centres for education for students from far and near. Accommodation sector such as dormitories, youth centres and youth hostels etc are benefited mainly.

Health: Visit to health 'spas', natural springs (for skin ailments, and arthritis etc.) sanatoria, hill resorts, and searesorts etc. also have been the promoters of tourism.

Religion: All over the world people traveled for religion. Particularly in India where travel for dip in holy rivers, visit to cities of temples such as Kashi, Madurai, Mahabalipuram, and Ajmer, Vaishno Devi, Amarnath in Kashmir and "CharDham" Yatra pilgrims travelled.

Visiting Friends and Relatives: This has also been an important reason for travel. Since people travel by their own conveyance these days, mainly roadside catering establishment and motels etc. are benefited by this.

Visits to Historical Places: Also an important reason for travel promotion.

Adventure: The thrill always lies in new and unexplored, like voyages undertaken by famous voyageurs and navigators such as MarcoPolo, Christopher Columbus and Vasco da Gama etc.

Culture and heritage: This factor also has played a great role in enhancing tourism activities.

Philosophical Discourses: India and Greece have always been considered great centres for philosophical discourses and philosophers have been traveling from far and near.

Sports: Right from the times of first Olympics in 776BC to the present day sports and athletic meets such as Asian games, and Grand prix races, the participants and spectators have been traveling.

Fairs and festivals: National and international fairs such as Pushkar Mela, Suraj.

Travel agent: A person who books space & facilities for clients in hotels & public carriers & receives commission for placing the business.

Travel agency: It's an agency which arranges controlled services needed by a traveler during the course of his journey.

Tourism Concept

What is Tourism?

Tourism is an activity of movement of 'people that deserves praise of all human being. It can further be called as activity of movement of people (visitors) and activities of the provider (the person or agency which supplies various services and products to the visitors) during the course of the travel. Tourism is temporary movement of people to destinations outside of the place of where they normally live and work, and their activities during their stay at these destinations. Further tourism can also be called as not only the activities of provider to a visitor but it is also a process involving people and is about people, i.e. knowing people better.

Tourism is theory and practice of travelling. Tourism is structured break from routine life. It involves a separation from everyday life and offers an entry in to another moral and mental state, where expressive and cultural needs become more important. Hence it may be identified with recreation or renewal of life. It can be considered as a modern ritual in which people "get away from it all"; particularly the usual work world (which include the home as well as the work place). There is an important point in this connection that tourism involves shorter periods in contrast to longer periods of ordinary life. There are basically three phases in tourism

- a The beginning (when the tourist separates/moves out of his home).
- b The middle (the period of his movement when he comes across new places for experiencing change) and

- c The end (the process of his returning to home after the end of the tour).

Tourism as recreation is analogous to games, because play is a free activity, connected with no materials interest, with its boundaries of time and space, which promotes the formation of social groups.

Origin of tourism

To establish any specific period or era for the origin of tourism is a very difficult task. As tourism is involved with the movement so it can be said that tourism activities started with the development of mankind. In ancient and prehistoric period people used to move in search of food and for shelter from climatic conditions such as rainy season, winters and summer season and also for protection from other people. Nomads moves from one place to another. The origin of tourism can be attributed to this period. Tourism, the act of paying money to go from one place to another to see different and unique sights, has been a fact of civilized life since approximately the 12th century. Of course, back in those days it was basically the upper, upper classes that had the time, the money, and the interest in travelling from one spot to another. The word "travel" by the way comes from the medieval English word "travail" which means suffering great hardship, and that is a very good description of travel in its earliest days. Much has been written about the journeys of Marco Polo, who until recently was considered the world's first tourist.

Factors that promoted Tourism

It is important to study the concept factors commonly used which promoted tourism during all periods.

Motivation: The value of new experience and the transformation of travel from survival to an improvement in the quality of life. This includes the following;

- a The curiosity of a person of moving (i) from known areas and people to unknown areas and people (ii) from known culture to unknown culture.
- b What a person hopes to find; see and do of the new area and place. To look for something and evaluate every new experience which he gets at the new place and area?

Holiday: The word holiday seems to have been made from Holy and Days that is to say that the word holiday.

Religions: In Europe in olden days, a day was set at the end of a work cycle for religions ritual and this day was called as holiday. Later on saint's day and other observances days were also added to these holidays. No work was done on these days and people enjoyed on these days. These days later on were called holidays. No work was done and people participated in fasting and fun. Games and sports were the highlight of such occasions.

Business: The movement of people for business reasons has been a great motivator for people to travel from the beginning merchants travelled with their merchandise from one city to another city for trading.

Today 85% of air travel is business related and this helps in the development of new hotels with business centers. Car rentals business also flourished. Business man can hire a car right at the airport when he lands. The demand in this group is generally inelastic increase in airfares; room tariff and the cost of the meal in restaurant do not change their demand.

Tourist: People who travel for a variety of reasons & are out of their area for more than 24 hours for various pleasure/ leisure, cultural activities, visit to historical places, business, conferences, studies, religion, to peruse some hobby & pilgrimage etc.

Various categories of tourists are

- a Domestic; tourists coming from various states & other parts of the same country.
- b International: tourists coming from other countries.
- c Inbound: tourists coming from other areas/ countries to your area/country.
- d Outbound: tourists going from their local areas/ country to other areas/country.

Hygiene Awareness

At first sight, hygiene in our modern word seems to be rather satisfactory. Nevertheless, vulnerable groups are increasing in our society, which means that hygiene is a crucial factor in the well-being of the many people involved. Moreover, in the Netherlands, for instance, there are an estimated 2 million food-borne infections every year, of which 30 to 50% is supposed to find its origin in family homes. This indicates that important factors in daily life such as food preservation and preparation generally are far from hygienic. This is probably due to contaminated foodstuffs on one hand, and on the other a serious lack of knowledge in the population about food handling and preservation, as well as about cleaning and disinfection procedures.

Inadequate knowledge can also lead to hygiene problems when dealing with modern technical facilities in the home like humidifiers, refrigerators and microwave ovens, airconditioning systems and hot water supplies. Microorganisms are very flexible and can adapt themselves very rapidly to any new situation that is created by man. Excessive insulation of homes may lead.

Career Opportunities in Tourism Industry

Travel and Tourism one of the world's largest foreign exchange earner among industries, provides employment directly to millions of people worldwide and indirectly through many associated service industries. A very wide industry, it includes Government tourism departments, Immigration and customs services, travel agencies, airlines, tour operators, hotels etc and many associated service industries such as airline catering or laundry services, Guides, Interpreters, Tourism promotion and sales etc.

Travel and Tourism enterprises include major internationals with a workforce of thousands, to the

small private travel agent with a handful of employees. Work in the travel and tourism industry is essentially concerned with providing services for people who are away from home, on business or holiday. Travel can be leisure travel involving package tours, pilgrim travel, adventure travel etc or purely business. Work at every functional level in the industry involves dealing directly with people.

Travel agents assess the needs of tourists and businessmen and help them make the best possible travel arrangements from the many travel options available. Also, many major cruise lines, resorts, and specialty travel groups use travel agents to promote travel packages to the millions of people who travel every year. Travel company personnel must be up-to-date on current rules and regulations and documentation required, in areas like cargo, ticketing and passports, visas etc. so as to correctly advise their clients, and to take care of the paperwork when necessary. Besides this, all tourism staff in marketing, counter sales, or guide services, should be knowledgeable about the places their clients visit, in terms of general background, how to get there connections by air, rail and road and the facilities available. In India, Travel and tourism, as an industry, has been somewhat slower to take off than in many other places.

However, with increasing worldwide interest in travel, and with the Government's encouragement of its activities, it is undergoing massive expansion and improvement. This forecasts a bright future for all those who choose to make a career of travel and tourism. Young people with drive and a capacity for hard work can rise to top positions very quickly in travel and tourism or even head their own agencies. A job in the industry gives good returns as well as perks including opportunity to see many locales at low prices.

Eligibility Educational There are graduate level, Postgraduate level, diploma and certification courses available to pursue in the industry. The post-graduate degree awarded is Master of Tourism Administration (MTA), which is a two year full time programme approved by the Ministry of Tourism, Govt. of India. The Indian Institution of Tourism and Travel Management and some universities offer MTA degree in Tourism. A Post graduate degree can be helpful in getting into managerial and administrative positions in the industry. International Air transport Association (IATA), a World Organisation which provides recognised standard in training to travel, tourism and cargo industry, offers certification courses. Several large travel agencies also offer short-term training programmes, and tend to absorb most of the candidates. The eligibility for admission to Travel and Tourism courses at the undergraduate level is, higher secondary examination pass. At post-graduate level, eligibility is graduation in any field along with a pass in the entrance test followed by group discussions and interview conducted by the institute. Proficiency in at least one foreign language is preferred. A diploma in public relations or advertising is helpful from the career point of view. It is also possible to gain

these qualifications through correspondence courses. Eligibility for certification courses is 10+2. Officers in the Directorate and Departments of Tourism are recruited from among the candidates who have done civil service, drawn from the Civil/administrative services of the State and Central governments. A degree in travel and tourism is required for operational jobs in government organisations. Information assistants at the office of the Tourism departments are selected through competitive examinations held by the Staff Selection Commission. The eligibility is graduation with knowledge of Indian history, art and architecture, besides proficiency in English. These vacancies are advertised through the employment news.

Duration: The duration of training varies between one and two years, depending on the course. For certification courses the duration may be below one year. **Personal Attributes:** Good communication and presentation skills is essential in the industry where service to the customer is of utmost importance. An outgoing, friendly personality; ability to handle people, verbal fluency, aptitude for languages will be advantageous to be successful in the field. One should also have an up-to-date knowledge of available facilities and services in the field. In the administrative or managerial level, organising ability, an ability to make decisions, solve problems, work effectively within a team will be essential. **Job Prospects and Career Options** Being a very wide field, the scope of employment in tourism sector is very bright and the potential is still largely untapped. Career opportunities exist both in the public and private sector. In the public sector, there are opportunities in the Directorates and Departments of Tourism of the center and the state as Officers, information assistants, Tourist guides etc.

Another good prospectus for qualified tourism professionals are in the private sector with travel agencies, tour operators, airlines, hotels, transport and cargo companies etc. The opening up of the skies to private airlines and their emerging tie-ups with foreign airlines has removed bottlenecks in the transport and communication network resulting in easy flow of domestic and foreign tourists in the country. Since this is a new area of employment, not many qualified and experienced people are available and the promotion prospectus are also very bright and rapid.

After a few years of experience, One can also start their own business by handling all travel requirements of a client and gradually building up business, taking on additional employees. **Career Options** **Tourism Department :** In the Tourism Department there are jobs as Reservation & counter staff, Sales and marketing staff, Tour Planners and Tour guides. Officers in the Directorate and Departments of Tourism are recruited from among the candidates who have done civil service, drawn from the Civil/administrative services of the State and Central governments. They are involved in the planning and promotion of tourism activities. A degree in travel and tourism is required for operational jobs in government organisations. Information assistants at the office of the Tourism departments are selected

through competitive examinations held by the Staff Selection Commission. The eligibility is graduation with knowledge of Indian history, art and architecture, besides proficiency in English. These vacancies are advertised through the employment news. Information Assistants give out information regarding tourist spots and services available and help to plan the itinerary of the tourists.

The Ministry of Tourism recognises three types of guides, regional, state and local. A regional guide gets a two year renewable license from the Ministry of Tourism endorsed for life by the Archeological Survey of India. Guides give detailed information on the various monuments and artifacts and about the countries traditions and heritage.

Airlines: Working in an airline, whether on the ground staff or in flight is an exciting option for many people these days. In the airlines, one can work as Traffic Assistance, Reservation and Counter Staff, Airhostess and flight pursers, Sales and Marketing staff and customer services. A course in travel and tourism or a qualification on Hotel management helps to get in. The jobs in airlines though challenging are glamorous and afford the possibility of traveling to exciting destinations. Free tickets for the family offered by some airlines are an added advantage. Domestic and international Airlines such as Air India, Indian airlines, Jet airways, Air Sahara, Aeroflot, British Airways, Cathay Pacific, Emirates, Singapore Airlines etc offer employment opportunities with attractive salaries and numerous benefits.

Tour Operators: Tour operators organise conducted tours to the various tourist spots and manage the travel and stay of the tourists. There are many companies operating tours for the domestic as well as the international tourist. Some may be for the usual destinations like hill stations but others are for unusual activities like river rafting, hang gliding, rock climbing and camping. Tour operators need people for selling the concept and then to accompany the groups to the destinations. For foreign groups, the agencies prefer girls, who are friendly and helpful. For domestic groups, males are preferred. Again, the qualities required are a pleasing and outgoing personality, knowledge of the activities and often participating in them with the tourists. A person hoping to work with a tour operator must be able to travel with the groups and know people at the destinations to make the tours pleasant for the client. Though one may do a course of tourist guide for this purpose, people with a knowledge of the activities can easily join as tour operators. The jobs could be seasonal in some cases.

Travel Agencies: Travel agents assess the needs of tourists and businessmen and help them make the best possible travel arrangements from the many travel options available. Many resorts, travel groups use travel agents to promote their tour packages to travelers. They deal with almost everything connected with travel including the shortest route to the destination, travel mode, the important documents that will be required

(visa, passport, vaccination certificates etc.), suitable places to stay, current exchange rates, tourist attractions to visit, climate and they will plan the trip keeping in mind the clients' preferences, budgets and special needs. In travel agencies there are openings for reservation and counter staff, Sales and Marketing staff, Tour escorts and tour operators, cargo and courier agencies etc. A short term course or a diploma in travel and ticketing of 3-6 months duration will help gain entry into an agency. Several large travel agencies also offer short-term training programmes, and tend to absorb most of the candidates. Some agencies take in fresh graduates and train them on the job. Most travel agencies demands persons have a pleasing personality and the ability to deal with customers. A knowledge of destinations and procedures help a great deal.

Hotels: The hotel Industry is basically a service industry providing food and accommodation to the Visitors. It is one which requires a large amount of manpower, with a wide variety of skills. In India alone, about 1, 80,000 vacancies are expected to be filled within the next decade. An hotel offers career opportunities in its various departments such as Operations, Front office, House keeping, Food and Beverages, Accounting, Engineering/ Maintenance, Sales, Public relations and Security etc. One can enter this field through direct entry in some departments or through hotel management institutes. There are many Institutes that offer hotel management courses. Many hotels also offer overseas training opportunities, which allow young people to gain promotions rapidly.

Transport: Besides airlines, Travel facilities include rail services, coach operators, car hire Companies, etc. Whatever that takes Tourists from one place to another - by air, road, railway, sea etc. comes under Travel and tourism. Tourist use almost all these travel facilities.

Remuneration jobs in the travel and tourism industry offer good remuneration and perquisites, which include free travel for employees and their families. Salaries may vary within the industry and are higher in foreign airlines and agencies. Basic Pay scales at different levels are approximately: * Counter Clerk Rs. 1,500-2,000 * Assistant Rs. 2,000-2,500 * Junior Executive Rs. 3,000-3,500 * Regional Manager Rs. 3,800 -4,500 * General Manager Rs. 5,000-6,000 * Air Hostess- Rs 6,000 basic salary for domestic to Rs 40,000 in international airlines Regional guides: Their charges may range from Rs 400 and above for an eight hour day. They may earn between 30,000-40,000 Rs or more in the three to four months of the tourist peak season.

Orientation on the course and related job opportunities

Understanding Tour Guiding

It is always helpful to know the details of a job before you actually start. For the tour guide, understanding the fundamentals of tour guiding is crucial. It sets the framework of the job and it allows general knowledge of your work life.

Tourists come to a country to experience the destination. No matter the reason for the trip, inevitably the person is a visitor to the country and wants an authentic experience. Therefore there is the need for someone who is knowledgeable about the country or sight. The Adventure and outdoor recreation sector or the Attractions sector demands people to satisfy the demands of the paying client - the visitor.

Whether on an ecotourism trip to the Titicaca Lake in Peru, visiting Disneyland in Orlando or some activity other than gaming in Las Vegas, most travelers feel secure with and need a travel expert or a tour guide. The exceptions are those travelers who are termed as “drifters”.

The drifter role as described by Cohen (1972) notes that “all connections with the tourism industry are spurned and the trip attempts to get as far from home and familiarity as possible. With no fixed itinerary, the drifter lives with local people, paying his/her way and immersing him/herself in their culture.

Similarly, the explorer role is where the trip is organized independently (not part of the mass tourist group) and is looking to get off the beaten track. However comfortable accommodation and reliable transport are sought and, while the environment bubble is abandoned on occasion, it is there to step into if things get tough”. Cooper, Fletcher et al (1998) in *Tourism Principles and Practice -2nd Edition*. Pearson Education Limited England.

Why do people take tours?

What is your recollection of your favorite tour?

Write a summary if it to include the country, type of tour, qualities of the tour guide and features of the tour.

Why is this favorite tour?

People take tours for various reasons. If tours are taken as a group, there is the freedom from hassle, the desire to save money and time and the companionship of people with similar interests.

If individuals take tours, then the reasons are to have a feeling of security in a strange place, saving time to see most of the country, state or province and the getting accurate information from an experienced guide.

All in all the taking of tours is to get value for money, accurate information and having an organized trip. The purpose of touring is to have fun.

Definitions

To set the stage for this unit, let us begin with definitions:

Tour operator

- package and sell holidays which are offered in a brochure with a fixed price for accommodation, transport and ground arrangements. At times the service of a courier or representative is included in the package.

(Horner, Pauline (1999) *Travel Agency Practice*. Pearson Education Limited. England).

- is a person who owns a business which transports paying tourists on scheduled itineraries.

Tour Guide or Tourist Guide

- This is someone who takes people on sight-seeing excursions of limited duration. (Mancini (2003)
- A person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area which person normally possesses an area-specific
- Qualification usually issued and/or recognised by the appropriate authority.

(En 13809 of the European Committee for Standardisation (CEN) Adopted by WFTGA at its Dunblane, Scotland Convention 2003) <http://wftga.org/page.asp?id=15>

Tour Manager/Tour Escort/Tour Director

- This is someone who takes people on sight-seeing excursions of limited duration.
- This is a person who manages a group’s movements over a multi-day tour. This person may also be called a tour conductor, tour courier, tour escort, tour director or tour leader. (Mancini (2003)
- A person who manages an itinerary on behalf of the tour operator ensuring the programme is carried out as described in the tour operator’s literature and sold to the traveller/consumer and who gives local practical information.
- Tourist Guide Assistant Tour managers may or may not be tourist guides as well. They are not trained or licensed to work in specific areas unless they have the proper requirements or legal right, depending on the region.

(En 13809 of the European Committee for Standardisation (CEN) Adopted by WFTGA at its Dunblane, Scotland Convention 2003) <http://wftga.org/page.asp?id=15>

Tour Package

- This includes those elements in the holiday - transportation, accommodation and transfers- sold by a tour operator at an inclusive price.

One example of tour operators are local tour operators, who provide services to domestic clients for tours within a country. This person may also be called a tour packager.

Tour Conducting versus Tour Guiding

Tour Conducting is about managing tours, it involves traveling with groups while staying with groups, controlling and entertaining people dealing with problems and at times guiding tours. The tour conductor can be with that group, depending on the type of tour for two to three weeks.

Tour Guiding is usually for a shorter length of time. It refers to the specific activity at a sight or an attraction for a scheduled portion of time.

Types of Tour Operators

Due to the vast number of ways by which a person or group can take a tour, along with the different types of tour guides available there are many different categories of tour operators. Earlier mention was made of the inbound operator and outbound operator. There are also motor coach operators and intermodal operator. What makes the difference between these types?

There are in-bound tour operators, who provide services to foreign visitors. An example will be a Canadian tour operator who sells tours abroad through its branches or to other companies. The group arriving from the United Kingdom or Continental Europe coming into Canada is serviced by the inbound operator.

There are also outbound tour operators who provide services to local tourists who wish to visit destinations outside their country. This operator takes groups from the home country to other countries.

View the following websites and make notes on what is involved in being a cruise ship tour guide.

http://www.ehow.com/video_2275938_get-started-as-cruise-ship.html

http://www.ehow.com/video_2275936_get-hired-as-cruise-ship.html

http://www.jobmonkey.com/landtours/html/shore_guide.html

Earning of Tour Guides

Typically an on-site tour guide makes minimum wage or as a docent, may volunteer for work. Those tour guides that make fairly good salaries are those employed by the government (for example, park rangers) or those by corporations (for example, those giving a tour of a factory).

City guides, adventure guides (specialized tour guides) and personal guides are better paid than on-site guides. Of course salaries vary depending on place, company and situation.

Examine the salary scale for tour guides and tour operators in Australia and for the travel and tourism industry:

<http://mycareer.com.au/jobs/-/hospitality-travel-tourism/tourguiding-tour-operators/>

<http://content.mycareer.com.au/salary-centre/hospitality-travel-tourism/>

For general earnings and benefits visit

http://www.jobmonkey.com/landtours/html/earnings_benefits.html

Tour Guiding Appeal

Since the pay of a tour guide may be less than desirable,

the reason why persons choose to work in this profession must show that they are perks.

- An opportunity to “shine” and develop personally.

Unlike the tour escort, the tour guide is not responsible for the group around the clock, but for a few hours at a time. The guide is the centre of attention for a limited time like a performer, and an ‘authority’ on a particular place.

- Meeting new people
- Networking potential
- Opportunity to travel to new and exciting places at little to no cost of your own. Tour guiding as a career has many advantages of which seeing the sight or attraction at no cost to yourself, as the workplace pays any entrance fees for the guides especially those that are free-lancing or independent as step-on guides.
- Augmenting the salary with tips
- Suitable for retired persons, students on vacation or as a part-time job.

Step-on guides who act as free-lancers for an arriving tour company have the advantage of working seasonally. Hence students or teachers or retirees can assume this job during prime or peak tourist seasons when they may be on leave. It is therefore a great way to supplement your income or allowance.

Qualities required by a tour guide

As have been established there are different kinds of tour guides and operators. However, there are some characteristics or qualities that all international tour guides should have. These qualities will include being:

- trustworthy - energetic
- patient - organized
- adaptable or flexible - ethical
- knowledge - people - oriented

Training opportunities for a tour guide

As many governments see the importance of tourism to their economies, there is training opportunities for tour guides. The purpose of training is to ensure some form of standardization in this area of the travel and tourism industry. It allows the guides to be licensed, thus raising the bar of professionalism and international recognition in this arena.

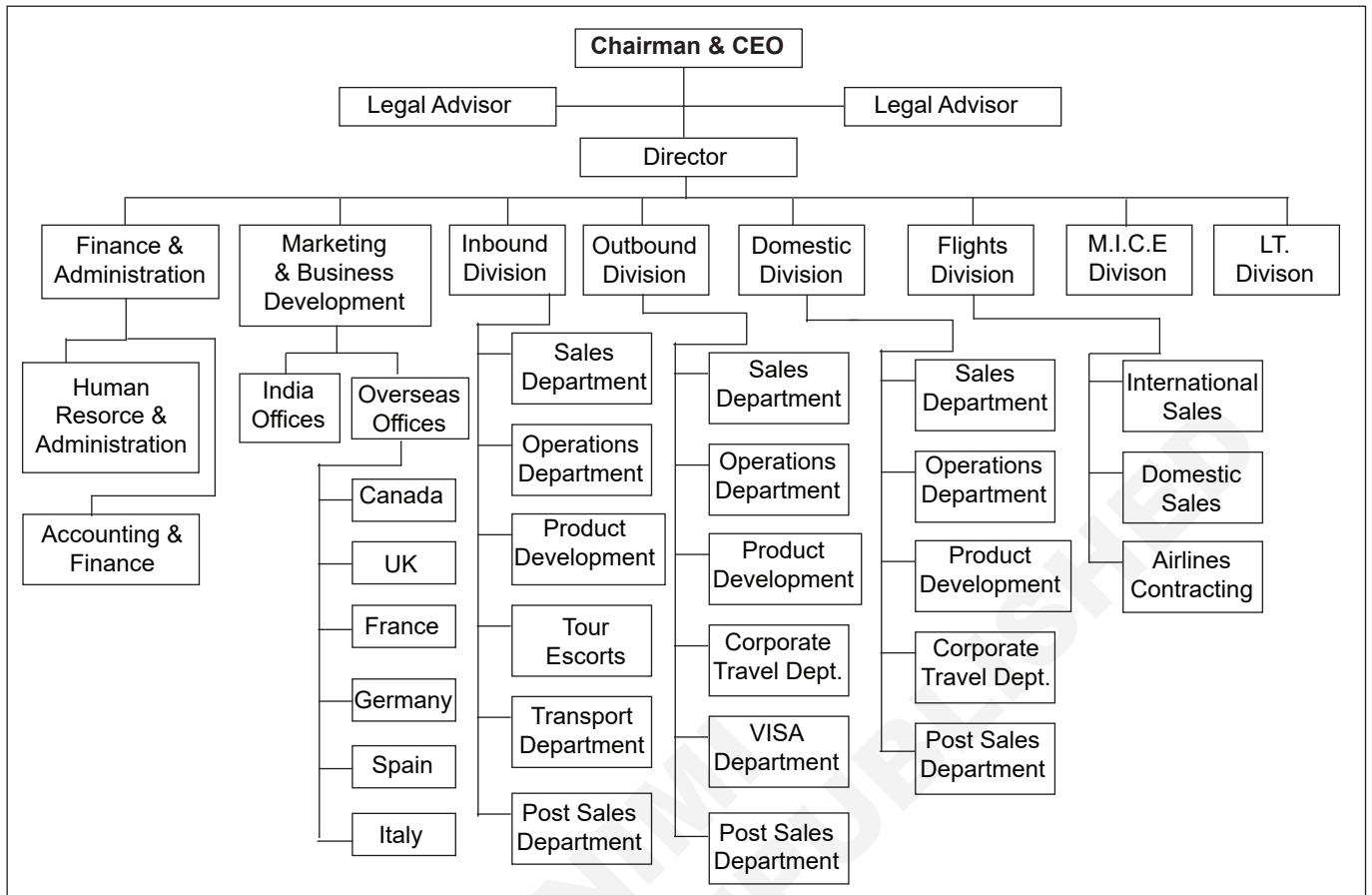
Visit the following websites to discover what is happening in some countries in regards to training of tourist guides.

<http://wftga.org/CW20060203044.pdf>

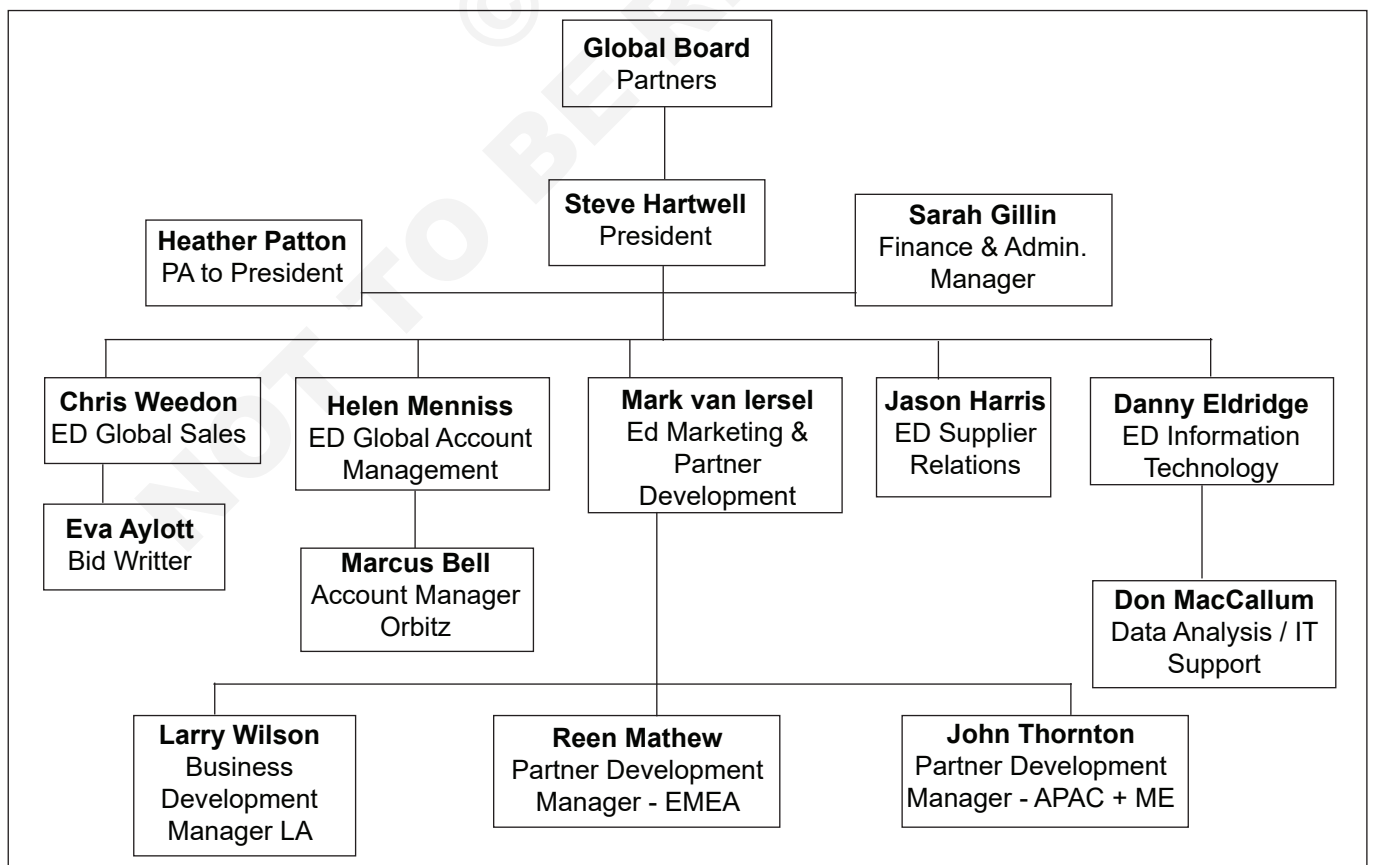
<http://wftga.org/page.asp?id=117>

Organizational Hierarchy of Tourist Industry

Organisational structure of a Travel industry



Following is the case study on organizational structure of Global star travel agency



Steve Hartwell is President of GlobalStar Travel Management and is responsible for the day to day running of the business and the Global Executive Management Team. Steve has many years experience in the travel industry and in particular the Business Travel sector having spent a number of years with American Express working specifically on multi-national Global Accounts. Steve has been Managing Director of two independent Business Travel companies based in the UK and has a significant background in Management Consulting specifically in the travel industry. Steve's vision is to develop GlobalStar into the leading Travel Management network organisation and the development and growth of consolidated Global or Regional Travel Management Programs. GlobalStar is well paced to achieve this and has implemented processes and procedures that will add value to the traveller experience and reduce costs significantly for the company all of which are relevant in today's market conditions. GlobalStar has laid its foundations with its innovative technology and is now prepared to lead the way in Global Travel Management solutions and programs. To contact Steve please email steve.hartwell@globalstartravel.com or go to the contact page www.globalstartravel.com

Chris Weedon is the Executive Director of Global Sales with GlobalStar Travel Management. In this role, Chris takes responsibility for the strategic vision and development of global sales, training and mentoring across the GlobalStar partner network. Prior to joining GlobalStar, Chris held the position of Director EMEA, Global Sales and Services at RADIUS, where he was instrumental in the growth of the company. In this position, Chris lead the end to end sale cycle for global corporations and provided direct sales and business travel consultancy. Chris has also worked as a Corporate Account Director within the travel industry and across several niche sectors within both HR and occupational psychology functions. Chris has a first degree in Psychology, he is a certified Corporate Travel Expert, and has recently graduated from Wharton Business School having completed their Executive Education Global Leadership Program. Outside of work Chris has an interest in rock climbing, running and photography. Chris is fluent in Spanish having spent a year living in Madrid and is currently looking for the next language to learn. To contact Chris please email chris.weedon@globalstartravel.com or go to the contact page www.globalstartravel.com

Helen Menniss is the Executive Director Global Account Management with GlobalStar Travel Management. Helen is responsible for the strategic development of the Account Management function for GlobalStar. Helen has been specialising in the travel industry for over 12 years. Before joining GlobalStar Travel Management in 2012, Helen worked nearly 8 years for CWT where she managed a team of UK Account Managers working on Corporate and Public Sector business and latterly leading a team of Global Account Managers and Directors working with a portfolio of CWTs global clients. Prior to CWT Helen spent 5 years with

the airline bmi as Corporate Sales Manager UK leading Corporate Sales and Account Management and helping develop the Corporate Star Alliance agreements. Helen has also worked in Senior Account Management roles in the Non-Food and FMCG industries. Helen is keen to support the wider GlobalStar partner team in key client rebids, Global client strategy and further developing the GlobalStar Account Management offering. To contact Helen please email her at

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Mark van Iersel is the Executive Director of Marketing, Partner Recruitment and Partner Development with GlobalStar Travel Management. Mark manages both the internal and external marketing opportunities for GlobalStar. Additionally Mark is responsible for the recruitment of the right partner companies for the network and the further development of the partners in general with the help of the Regional Partner Development Managers. Mark holds a degree in International Marketing Management from the University of The Hague and has been working in the travel industry for over 15 years. Before joining GlobalStar Travel Management in 2006, Mark worked 6 years for ATPI where he was responsible for Marketing and International Business Development. In 2006 Mark joined GlobalStar as Regional Manager for the EMEA region resulting in significant experience working with GlobalStar and its partners. In this period Mark realized growth in the network by recruiting and training new partner companies throughout the EMEA region. Mark is hugely motivated to get the GlobalStar marketing proposition out to, the market place with the help and possibilities of the partners in the network. To contact Mark please email mark.vaniersel@globalstartravel.com or go to the contact page www.globalstartravel.com.

Danny Eldridge holds the title of Executive Director of IT with GlobalStar Travel Management. In this role, Danny looks after setting the strategic technology direction of GlobalStar. Danny works with the Partners by providing the guidance and support in use of the GlobalStar technology. In addition to supporting our extensive Partner network he also manages the IT Infrastructure for the GlobalStar Management Team. Danny is no stranger to the IT and Travel Industry, before joining GlobalStar Danny spent 13 years working for the ERP provider Agresso in North America, holding positions from Consultant to Vice President. Danny was instrumental in the creation of the partnership between Sabre and Agresso and the development of Sabre Central Command in 2001. Danny's experience from years in the ERP market has made him an expert in understanding the relationship between Business Processes and Data Management Both of which are critical to the success of the GlobalStar Partner Network. To contact Danny please email danny.eldridge@globalstartravel.com or go to the contact page www.Globalstartravel.com.

Jason Harris is the Executive Director of Supplier Relations & Hotel Program with GlobalStar Travel Management. Jason has over 23 years' experience in the travel industry and in this role he is responsible for maintaining and developing relations with suppliers of GlobalStar and its Partners. This includes travel, GDS and product solutions. Before joining GlobalStar Jason was responsible for strategy development and management of the BCD Travel Global hotel program for EMEA & APAC in conjunction with the Americas. He also developed a preferred partner strategy with hotel suppliers to enhance mutual working relations to provide value-added benefits to corporate clients. Additionally he created the first hotel consultancy department within BTI UK Hogg Robinson (HRG) to provide project based consultation to corporate customers and account management and performed similar roles at both Rosenbluth International and American Express. To contact Jason please email Jason.harris@globalstartravel.com or go to the contact page at www.globalstartravel.com

Marcus Bell joined GlobalStar in June 2011 as Global Account Development Manager - Orbitz Worldwide. Marcus works alongside GlobalStar partners and Orbitz Worldwide, in relation to Sales, Tenders, Account Management and Implementation. Marcus is also responsible for the ongoing development of effective communication and processes, between Orbitz Worldwide and GlobalStar Partners. Before joining GlobalStar, Marcus spent 2 years developing a luxury eco hotel in the UK, concentrating on marketing and corporate sales. Prior to this, Marcus worked for 10 years as Account Director at Key Travel, an independent TMC with offices in London, Manchester, Edinburgh, Brussels and Washington. Marcus was responsible for managing Key Travel's major clients, within the Charity, University, Educational and Government sectors. He successfully won several national and global tenders, worked as Account Director on many high profile accounts and coordinated the implementation of significant new business. Marcus is excited about the opportunity of working at GlobalStar for Orbitz Worldwide and believes with clarity around client requirements, effective communication and a clear strategy, incremental business will be forthcoming for all partners in the near future. To contact Marcus Bell please email marcus.bell@globalstartravel.com or go to the contact page www.globalstartravel.com

Reena Mathew is the Partner Development Manager Europe and Africa at GlobalStar Travel Management. In this role, Reena coordinates and assists all aspects of Partner Development, including new markets, Communications both internal and external. Reena is very experienced in the Travel Industry, having spent a total of 14 years as a Sales Manager with United Airlines and as Business Development Manager with

UNIGLOBE South Asia, which taught her the importance of team work, training and sharing information and developing and nurturing trust and relationships both outside and within the organization. Passionate about TMC in particular GlobalStar a young company that can be molded to the requirements of the ever changing travel environment and its possibilities, Reena provides services that help develop new markets and partners in the network and establish a communication link and channel between partners and the management. To contact Reena Mathew please email reena.mathew@globalstartravel.com or go to the contact page www.globalstartravel.com

Larry Wilson is the Business Development Manager for the Latin American region with GlobalStar Travel Management. Larry joined the Corporate division of Viajes Verger in Buenos Aires in 1994 as Business travel Manager. In 1996 Viajes Verger became "Partner" of Carlson Wagonlit Travel and the relationship with this network was one of his responsibilities. In 2001, he joined Carlson Wagonlit Travel Argentina. He was in charge of the opening and start-up of the 1st office of Carlson Wagonlit Travel SA in Argentina (Wholly Owned). Some of his responsibilities were; Implementation of Management or Transaction Fees with all the clients in Argentina. Managing and Implementing new accounts, as well as all the pricing and costing for local, regional and global price tenders. Larry opened the first Sales & Account Management Department in the country. Management and supervision of the Business Travel Department (Outplants and Inplants) with a total of thirty five employees. In 2006, he took over the management for Sales & Program Management team (Account Management). Kept on with permanent contact with each of the actual clients and the use of all types of tools for control, statistics, SLA's, KPI's and service surveys. To contact Larry, please email larry.wilson@globalstartravel.com or go to the contact page www.globalstartravel.com

Attributes of tourism personnel & communication skills

Objectives: At the end of this lesson you shall be able to

- illustrate interpersonal skills
- define communication and its various theories
- explain the process of communication
- list out the various components of the communication process and means of communication.

"Interpersonal skills" refers to mental and communicative algorithms applied during social communications and interaction to reach certain effects or results. The term "interpersonal skills" is used often in business

contexts to refer to the measure of a person's ability to operate within business organizations through social communication and interactions. Interpersonal skills are how people relate to one another.

As an illustration, it is generally understood that communicating respect for other people or professionals within will enable one to reduce conflict and increase participation or assistance in obtaining information or completing tasks. For instance, to interrupt someone who is currently preoccupied with the task of obtaining information needed immediately, it is recommended that a professional use a deferential approach with language such as, "Excuse me, are you busy? I have an urgent matter to discuss with you if you have the time at the moment." This allows the receiving professional to make their own judgement regarding the importance of their current task versus entering into a discussion with their colleague. While it is generally understood that interrupting someone with an "urgent" request will often take priority, allowing the receiver of the message to judge independently the request and agree to further interaction will likely result in a higher quality interaction. Following these kinds of heuristics to achieve better professional results generally results in a professional being ranked as one with 'good interpersonal skills.' Often these evaluations occur in formal and informal settings.

Having positive interpersonal skills increases the productivity in the organization since the number of conflicts is reduced. In informal situations, it allows communication to be easy and comfortable. People with good interpersonal skills can generally control the feelings that emerge in difficult situations and respond appropriately, instead of being overwhelmed by emotion.

Aggression Replacement Training

Aggression Replacement Training (ART) is cognitive behavioral intervention focused on adolescents, training them to cope with their aggressive and violent behaviors. It is a multimodal program that has three components; Social skills, Anger Control Training and Moral Reasoning. ART was developed in the US during in 1981 and is now used in human services systems including, but not limited to juvenile justice systems, human services schools and adult corrections throughout North America as well as Europe, South America, and Australia.

Anger Control Training

Anger Anger control training is the affective component of ART. This moves from the teaching of social skills, to losing anti-social skills and replacing them with pro-social skills. The anger control training uses the anger control chain. This is a process taught to the youth to deal with situations that cause them to get angry. Once again, one segment of the anger control chain is taught each week and the both the facilitators and the youth practice the new skills with relevant life activities. The anger control chain is as follows;

- Triggers (external and internal) - The situation that starts the slide into anger and the self talk that perpetuates it.
- Cues-physical signs of becoming angry.

- Anger reducers-three (deep breathing, counting backwards, and pleasant imagery) to help reduce or take our mind off of the situation.
- Reminders-short positive statements that we say to ourselves to further reduce the angry impulses.
- Thinking ahead-Identifying the consequences of our behaviors.
- Social Skill-Implementing a pro-social skill into the situation.
- Evaluation-Looking back over the use of the anger control chain and evaluating how was implemented.

Moral Reasoning

Moral reasoning is the cognitive component of ART. This component provides adolescents opportunities to take other perspectives other than their own thereby learning to view their world in a more fair and equitable way. Group Facilitators also identify four thinking errors to facilitate perspective taking and remediate moral developmental delay. The thinking errors that are identified are:

- Self-centered thinking - "it's all about me"
- Assuming the worst-"it would happen anyways" or "they would do it to me"
- Blaming others -"it's their fault"
- Mislabeling / minimizing - "it's not stealing, I'm only borrowing it..." or "everybody else does it"

The Moral Reasoning component of ART is based upon Kohlberg's stages of moral development. According to Kohlberg there are six stages of moral development that are grouped into three levels. Kohlberg suggests that progress through the stages is linear and invariantly sequential. Stage one thinkers subscribe to the motto of "might makes right". Stage two thinkers adopt the "gotta get mine, before they get theirs" line of reasoning. Stage three thinkers are willing to engage in pro-social decision making if there is something in it for them. They align with a distorted version of the "golden rule". Stage four thinkers begin to consider the greater community in their decision making. Most members of society remain at stage four.

Communication Skills & etiquettess

The ability to communicate is the primary factor that distinguishes human beings from animals. And it is the ability to communicate well that distinguishes one individual from another. (Fig 1)

But what is communication?

There are many answers for this question. Let us see (Fig 2) a few of them.

- Communication is a process of transferring information from one entity to another. The information can be words, gestures, drawings, paintings, songs, music or even sounds.

Fig 1

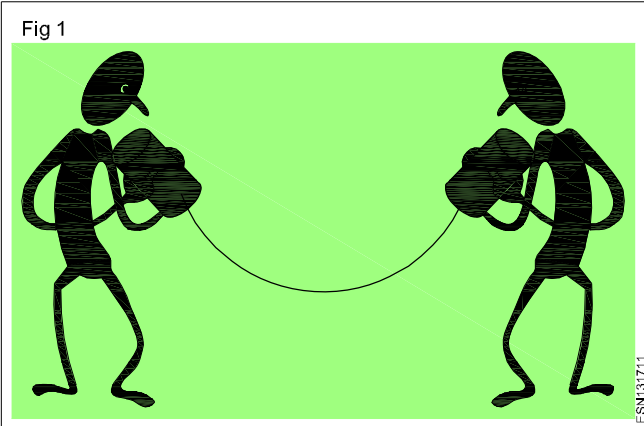
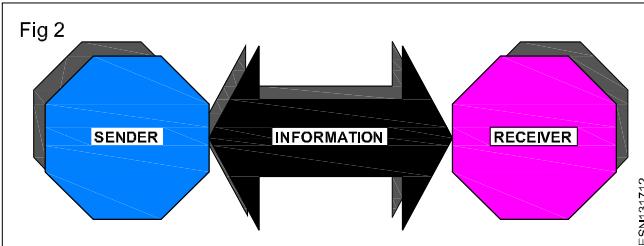


Fig 2

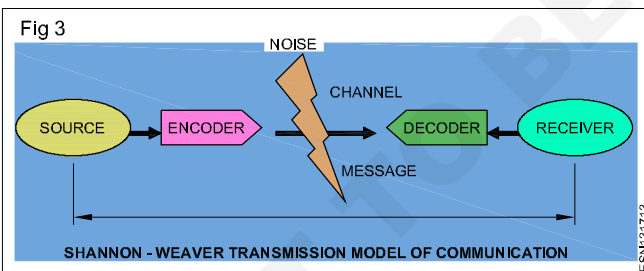


- Communication is the sharing of ideas and information.

These ideas or information could be passed by even a gentle touch or a look. Even such non verbal gestures would communicate a message loud and clear.

- Communication is the act of transmitting and receiving information. In this model advocated by Claude Shannon and Warren Weaver, communication process was more technical than the previous two. In this model there are five elements in a communication process. (Fig 3) They are:

Fig 3



- Source to produce a message
- A transmitter which encodes the message
- A channel to transfer the message
- A destination where the message is sent
- A receiver to decode the message

In this model even noise that interrupts or changes the message is also considered as an

When a person speaks to another person, the speaker's brain is the source which uses language to encode his message and sends it through a channel. This channel could be face-to-face, over the telephone or some thing similar. The message reaches the listener's ears and is decoded in his brain. The feedback given by the listener

is the response. But this model had one basic flaw, it is very linear. It sees the receiver as a passive listener just listening to and interpreting the message as it was intended by the sender. But in reality it does not happen so.

For example: I am o.k

This sentence could have more than one meaning. It could mean

- I am feeling great
- I am happy.
- I was feeling unwell, but now I am feeling better.
- I was very upset earlier but now I am feeling better.
- I am not injured, there's no need to worry.
- Actually I am very irritated but I don't want to tell you.
- I am not o.k but I don't want to tell you.

Or any such meaning. The receiver will not understand these different meanings just by listening to the phrase 'I am o.k.'. He has to look at something more than the verbal message to get the complete meaning of the sentence.

Parallel Processing

Our brain does not see things in isolation. There are two kinds of processing happening in our brain - bottom-up and top-down processing. The bottom-up processing looks for features, such as shape and colour.

It is data driven. Top-down processing, on the other hand relies on our existing prior knowledge and sees things holistically, i.e in its complete form. This prior knowledge is called as schema. So top-down processing would be schema-driven unlike the bottom-up processing, which is data-driven. We need both kinds of processing to understand what we see.

Is it a man or an animal?

People who saw a rat have processed the specific details of the picture - bottom-up. Whereas people who saw a man with glass have tried to see the picture with some prior perception - top-down processing.

With such a complex processing happening in our brain, our communication process cannot be linear. So another definition more apt for communication is that it is layered. In this definition, communication is seen as something that is continuous, complicated and contextual. According to this definition, in order to understand a communication we need three levels of understanding - what information is received, what is the relationship between the sender and receiver, and what action is to be taken.

Communication can then be defined as

- A giving or exchanging of information, signals, or messages by talk, gestures or writing.
- The art of expressing ideas, especially in speech and writing.

Practice on Communication Skills

If the class is a small class, (30-35 students) this task can be done as a whole group task. Or else divide the class into two groups. Give one lengthy sentence to one person in the group. Other group members should not hear it. The students have to whisper this sentence to the next person and it has to be passed in the similar manner till it reaches the last person. One condition is that the sentence should be told only once and should not be repeated. The last person in the group should get up and tell the sentence. The teacher verifies the sentence. If the sentence matches the sentence given by the teacher, then the group were successful in passing the information. Otherwise they would have failed in communicating. In most cases, group members get the sentence wrong as they wrongly hear or miss out on one word and they add on their own word. Some times the final sentence is nowhere closer to the first sentence. The noise element in the class also intrudes. The rule of not repeating the sentence also creates additional stress which affects students' listening.

A few example sentences are given below

My puppy tracked mud all over the kitchen floor.

I tried bleaching my hair and it turned orange.

I dropped my new nokia 5236 phone in the toilet in the new multiplex theatre.

A million monkeys sat down and typed Shakespeare for the students to read.

We have contacted your Earth Governments but they have denied our very existence.

The quick brown fox jumped over a lazy dog eating a hamburger.

Goofy grinning Gophers gobbled gigantic grapes while juggling in the gates.

What do you see in the following pictures? Discuss in groups. (Fig 5 to 9)

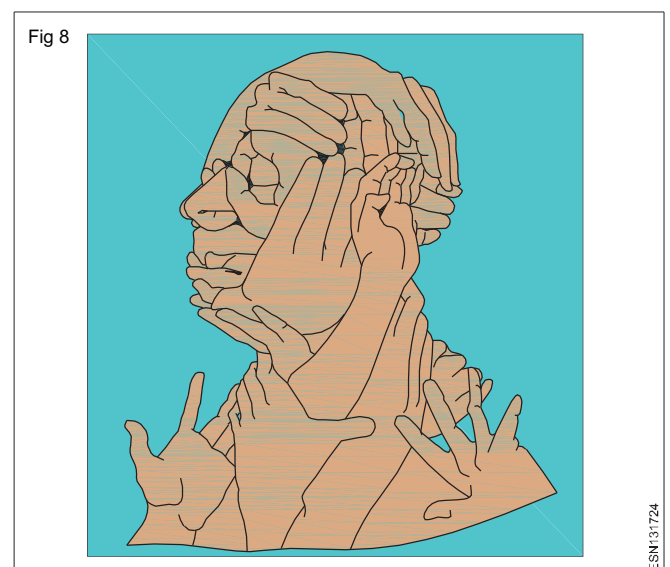
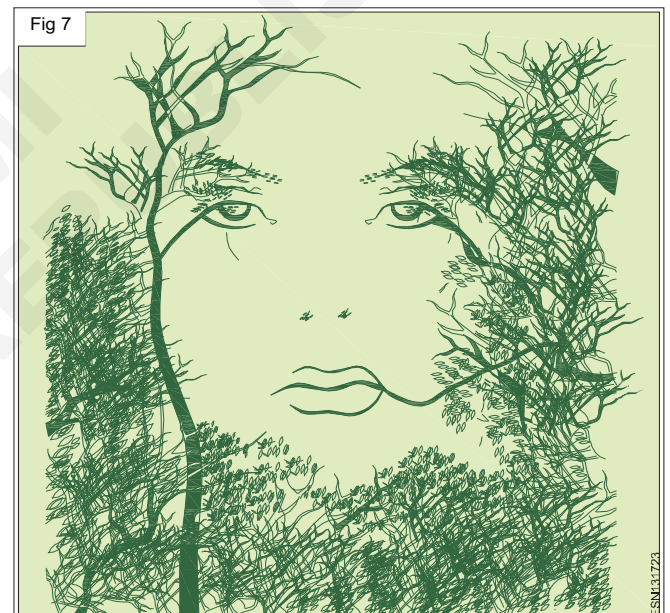


Fig 9



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These pictures are examples of optical illusion. At the first glance what image one sees shows how the person perceives images - in specifics or in totality. It tells about oneself. Some people are very good in both that they are able to visualise both images that can be seen in the picture. The main focus is on which image the person sees.

Non verbal Communication

Divide the class into two groups and play dumb charades with them. One volunteer comes forward and the teacher gives a word to him. The volunteer should act the meaning of the word and the rest of the group members should guess the word. A time limit of 3-4 minutes is given for this enacting. If the group fails to find the word, it passes to the next group. No additional time is given as they were also watching the dumb charade. If they guess it right, that group will get half the marks. The same thing is repeated with the other group. Students who are guessing should try out as many words as possible. For example, for a word like 'thirst', the student can act as if he is searching for water. If the game is being played for the first time, then one word questions would be ideal. If students have experience playing such games, then proverbs and English movie titles can be given.

A word list, a few movie titles and proverbs are given below for reference.

Wordlist

Accept	Dance	Piano
Accident	Duty	Play
Adamant	Education	Sad
Addition	Family	School
Angry	Grand	Stupid
Beautiful	Hang	Thirsty
Blind	Happy	Theatre
Bread	Ignorant	Venue

Child	Innocent	Vision
Co-operate	Muddy	Wife
Crazy	Murder	Work
Cry	Party	

Proverb List

- Time and tide wait for no man.
- Make hay while the sun shines.
- Too many cooks spoil the bread.
- A bird in hand is worth two in the bush.
- A new broom sweeps clean.
- A rolling stone gathers no moss.
- A picture paints a thousand words.
- A stitch in time saves nine.
- All that glitters is not gold.

A list of English movie titles

- Pirates of the Caribbean
- Terminator
- Aliens
- Bat Man
- Spider Man
- Three men and a baby
- Titanic
- One fine day
- Predator
- Volcano
- Perfect storm
- The Gods must be crazy
- Omen

While using the word list, students can start by saying whether it is a noun or verb or adjective. But after that no lip movement is allowed, only actions are used. While using the proverb list or movie titles, even the number of words in the title or proverb should be shown only in action. If one word is difficult to enact, it can be broken into parts and students can enact the parts.

For example, the movie title 'Omen' can be cut as O/ men. It will be easy for students to act out O and then show 'men'. The group members should join the two parts to get the movie title.

Read the following dialogues and guess what kind of communication it is face to face, telephonic, chat, sms, email etc. See whether you can guess who the sender is and the intended receiver and what is the message. One example is done for reference.

Example: "Hello, I am Kirthi, I need some details about the software course"

It is a telephonic conversation.

Sender : Kirthi

Receiver: Some one from a computer institute

Message: Kirthi needs to join a computer software course. So she is trying to make an enquiry.

- 1 You will have to finish this assignment before 10th of next month. You have 20 days to complete it.
- 2 But Mom, I want to go to the movie. All my friends are going. So please let me go.
- 3 I am attaching my resume along with my mail.
- 4 Hi! Did u c d msg? I was rofl when I saw d msg frm our friend
- 5 call me asap
- 6 I request you to consider these days as medical leave and grant me the same.
- 7 Hi! When did you come? I didn't see you while coming in.
- 8 So people did you hear the latest news in the office?
- 9 Attention! The bus that is leaving to Katpadi will start in another five minutes.
- 10 Today I attended an interview which was very bad as I didn't prepare well. Why did I go with such lack of preparation! Why am I not doing anything worthwhile! Why!!!

Oral and written Communication

Communication is a process where information is sent from a sender to a receiver through a medium. This communication can be of many types - oral/ verbal, written, electronic and non-verbal. Oral and written forms of communication are the most common and frequently used forms of communication.

Oral Communication

Oral Communication is the transfer of information from sender to receiver using words and at times visual aids. Examples of oral communication include discussions, speeches, presentations and face to face interactions. Though words are used in this kind of communication, most of the time oral communication is effectively supplemented with body language and voice modulation. As mentioned earlier we also use visual aids to convey the message.

There are many benefits of oral communication. This is a quick and direct method of communication. You get your feedback immediately, be it praise or criticism. If the verbal message is not clearly understood, seeing the facial expression of the listener, the speaker can try to explain it better with additional visual aids or other information. Or he or she can convince the listener by changing the pitch and tone of the voice. The immediate feedback helps in communicating effectively.

Oral communication is also less formal. But still for effective oral communication, you need to have clarity, brevity (using few words) and precision in your communication. It is better to avoid complicated sentences and jargon that might confuse the listeners. The body language of the speaker should also complement the speech. It is not always effective as it also has its own limitations. In this form of communication, misinterpretation and misunderstanding happens very frequently. Only highly skilled people can be effective speakers. One more problem with this kind of communication is that it cannot be used for documentary evidence.

Written Communication

Any form of communication that is written and documented from the sender to the receiver is known as written communication. Examples of written communication are: letters, memos, academic research papers, reports, newspapers etc.

Written communication has the advantage of providing records, references and legal evidence. This kind of communication can be carefully prepared and then directed to a large audience through mass mail messages. To avoid ambiguity in the written communication, it should have clarity, correctness and logical continuity. In this kind of communication, we will not get immediate feedback as it was with oral communication: But as this kind of communication reaches more people, care should be taken to see that it is error-free. Since more time is allocated for writing, it is possible to keep it error-free. But it also has its own limitations as it does not have additional help from body language and voice modulation etc. It also creates mountains of paper, may be poorly expressed by ineffective writers, and does not get immediate feedback. This can be overcome successfully by combining oral and written communication together for learning purposes. The limitations of one would be addressed successfully by the advantage of the other.

Telephone Conversation

Mobile telephones today are the most complex network and widely used communication device created by man. There are more than 700 million telephones today. Today we cannot imagine a world without telephones. They are not a luxury anymore but a necessity. Even a teenager feels he needs a telephone for contacting his parents and friends. In work place it is a major form of communication. Today telephonic interviews for recruitment and even major business deals are conducted over the phone. The ability to communicate by telephone can help in career progress, reduce stress in the workplace, improve our work efficiency and give us an advantage in a very competitive world.

Fear of the Microphone

Some people have difficulty in speaking in public. It is not that they are not good in their language, but it is the fear of the microphone. The phone itself can have exactly the same effect on some people. This fear can be overcome if you will not try to talk to the phone

receiver. Instead, you have to imagine that the person you are calling is sitting right in front and address him directly. If you are talking to a person whom you know, it will be easy to visualise the person. If you don't know the person, based on the voice try to visualise what kind of person he would be. When we talk we tend to use lot of gestures. Even during a telephonic conversation, some people continue to use gestures. There is nothing wrong in using gestures but it should not be too obvious if you are speaking in a business environment.

Public Speaking

Another area where people have difficulty is speaking in public. Even a smart, well educated and knowledgeable person becomes tongue tied when he is standing in front of a crowd. This fear of the microphone, or stage fear is seen among even the best students. This fear can be overcome only with practice. One does not need a loud voice, or great command of language. He first needs self confidence to talk in front of an audience. If he has the self confidence, the rest of it will follow as the person will prepare himself for his speech.

3 Ps of Public Speaking

- Prepare
- Practice
- Perform

The above 3 are important Ps of Public Speaking. If you are going to talk on a topic, you need to prepare well. Otherwise even if your command over language is very good, the audience might listen for that minute, but will feel disappointed over the lack of content in your delivery.

The next P is practice. This is very important in public speaking. We are not born as great speakers. Many good speakers practised to become one. So you need to practice well to become a good speaker. The final P is perform. After all the preparation and practice, you need to actually perform well. Only when you perform well, all the preparation and practice would have been useful.

Audio-visual Aid

During presentation it has become a practice to use audio visual aids to break the monotony as well as to give visual support for the topic. This audio visual aid could be a simple diagram drawn on the board, a chart drawn with diagrams, transparencies with information or diagram handwritten or printed, a recorded message or extract, a video file or a power point slide with all relevant information. Any of these could be a suitable audio-visual aid. Whatever aid one selects, additional care should be given so that they are error-free, as errors are much more evident in a visual aid than in the oral form.

Useful Strategies for Public Speaking

- 1 Prepare well on the given topic.

- 2 Use interesting quotes, statistical information, stories, jokes or any such ice breakers to get the audience attention. You need to create a rapport with the audience. This initial ice breaker or attention getting strategy will help you create this rapport. Use humour in your presentation.
- 3 Audience attention span is very limited. If you are going to speak continuously for more than 20 minutes they might hear, but not listen. So try other strategies like asking them questions, making your session interactive or changing the tone of your voice or any such thing to break the monotony.
- 4 People tend to remember things in threes. So try to give whatever information you want to give in sets of three.
- 5 Body language is very important. Be very conscious of your posture. Do not be very stiff and formal. Do not use too many hand gestures.
- 6 Maintain eye contact with everyone. Do not look at only one section of the audience. Others will feel left out.
- 7 Speak to your audience. Do not read from notes or powerpoint slides.
- 8 Use audio visual aids to support your view point but do not make them the main speech. You are the main speaker, not the audio visual material. They are supposed to aid your speech.
- 9 Use appropriate pauses. Do not talk very fast or slow. Audibility is another factor which will affect your presentation. If you are not audible, audience interest in your topic will wane.
- 10 Manage your time properly. If you give too much information in a short time, the audience will find it overwhelming and they'll stop listening. Or if you don't give adequate information, they might feel that you don't know anything.

Duties & Responsibility of Tour guide

Asst. Tour Guides are responsible for helping people to visit unfamiliar areas. They usually make special trips with groups of tourists in order to show them important places of cities. Their work is very useful for visitors who are for the first time in some areas, because these professionals are very knowledgeable and provide valuable information to people. They may work in travel agencies or museums. They often help the Tour guide & take his responsibility in his absence

Asst. Tour Guides usually perform many of the following tasks:

- Describing places to people.
- Greeting tourists groups.
- Providing safety devices.
- Escorting groups of people on cruises.
- Providing directions to tourists.

Skills Required

- Being flexible and proactive.
- Having good presentation skills.
- Being enthusiastic and friendly.
- Having good verbal communication skills.
- Being able to interact with people from different backgrounds.
- Having multiple language skills.
- Being able to work with a team.
- Having time management skills.
- Being able to retain historical facts.
- Having excellent knowledge about points of interest of specific cities.

Educational Qualificationrequired

Requirements to be a Asst.Tour Guidevary depending on cities and companies. Among basic qualifications for

these jobs are training programs and internships related to this area. These courses are offered by community colleges and tourism training schools. People working on this area usually receive on-the-job training from their employers in order to learn some basic and advanced skills. Among suitable certifications for this business are the Certified Tour Professional offered by the National Tour Association and the Sustainable Tourism Eco-certification offered by Sustainable Travel International.

Tourist guide duties and responsibility

The main duty of the tourist guide is taking care of the guest on the entire tour. It includes planning the travel itineraries familiarise the guest with locality through vehicle or by foot. He should ensure the safety of the group at all times. He should be aware of popular foreign / Indian languages to deal the guest in a smooth way. He should assist the tourist to visit places of interest via exceptional way. He may work under travel agency can be a local free lancer.

Define tourism

Objectives: At the end of this lesson you shall be able to

- define the term tourist
 - define meaning of tourism
 - describe nature and scope of tourism.
-

Define Tourism

Definition: It is the activity of people for travelling and accommodation in places outside their home town on leisure, business, recreation, (or) other purpose for not more than one consecutive year.

Nature & scope of the Tourism Industry

Travel and Tourism one of the world's largest foreign exchange earner among industries, provides employment directly to millions of people worldwide and indirectly through many associated service industries. A very wide industry, it includes Government tourism departments, Immigration and customs services, travel agencies, airlines, tour operators, hotels etc and many associated service industries such as airline catering or laundry services, Guides, Interpreters, Tourism promotion and sales etc.

Travels and Tourism enterprises include major intonations with a workforce of thousands, to the small private travel agent with a handful of employees. Work in the travel and tourism industry is essentially concerned with providing services for people who are away from home, on business or holiday. Travel can be leisure travel involving package tours, pilgrim travel, adventure travel etc or purely business. Work at every functional level in the industry involves dealing directly with p people.

Travels agents assess the needs of tourists and businessmen and help them make the best possible travel arrangements from the many travel options available. Also, many major cruise lines, resorts, and specialty travel groups use travel agents to promote travel packages to the millions of people who travel every year. Travel company personnel must be up- to - date on current rules and regulations and documentation required, in areas like cargo, ticketing and passports, visas etc, so as to correctly advise their clients, and to take care of the paperwork when necessary. Besides this, all tourism staff in marketing, counter sales, or guide services, should be knowledgeable about the places their clients visit, in terms of general background, how to get there connections by air, rail and road and the facilities available. In India, Travel and tourism, as an industry has been somewhat slower to take off than in many other places.

However, with increasing worldwide interest in travel, and with the Government's encouragement of its activities,

it is undergoing massive expansion and improvement. This forecasts a bright future for all those who choose to make a career of travel and tourism. Your people with drive and a capacity for hard work can rise to top positions very quickly in travel and tourism or even head their own agencies. A job in the industry gives good returns as well as perks including opportunity to see many locales at low prices of employment in tourism sector is very bright and the potential it still largely untapped. Career opportunities exist both in the public and private sector. In the public sector, there are opportunities in the Directorates and Departments of Tourism of the center and the state as Officers, information assistants, Tourist guides etc.

Another good prospectus for qualified tourism professional are in the private sector with travel agencies, tour operators, airlines, hotels, transport and cargo companies etc. The opening up of the skies to private airlines and their emerging tie- ups with foreign airlines has removed bottlenecks in the transport and communication network resulting in easy flow of domestic and foreign tourists in the country. Since this is a new of employment, not many qualified and experienced people are available and the promotion prospectus are also very bright and rapid.

After a few years of experience, One can also start their own business by handling all travel requirements of a client and gradually building up business, taking on additional employees. Career Options Tourism department. In the Department there are jobs as Reservation & counter staff, Sales and marketing staff, Tour Planners and Tour guides. Officers in the Directorate and Departments of Tourism are recruited from among the candidates who have done civil service, drawn from the Civil / Administrative services of the State and Central government. They are involved in the planning and promotion of tourism activities. A degree in travel and tourism is required for operational jobs in government organisations. Information assistants at the office of the Tourism departments are selected through competitive examinations held by the Staff Selection Commission. The eligibility is graduation with knowledge of Indian history, art and architecture, besides proficiency in English. These vacancies are advertised through the employment news. Information Assistants give out information regarding tourist spots and services available and help to plan the itinerary of the tourists.

The Ministry of Tourism recognises three types of guides, regional, state and local. A regional guide gets a two year renewable license from the Ministry of Tourism endorsed for life by the Archaeological Survey of India. Guides give detailed information on the various monuments and artefacts and about the countries traditions and heritage of 3-6 months duration will help gain entry into an agency. Several large travel agencies also offer short - term training programmes, and tend to absorb most of the candidates. Some agencies take in fresh graduates and train them on the job. Most travel agencies demands persons have a pleasing personality and the ability to deal with customers. A knowledge of destinations and procedures help a great deal.

Hostels : The hotel Industry is basically a service industry providing food and accommodation to the visitors. It is one which requires a large amount of manpower, with a wide variety of skills. In India alone, about 1,80,000 vacancies are expected to be filled within the next decade. An hotel offers careers opportunities in its various departments such as Operations, Front office, House keeping, Food and Beverages, Accounting, Engineering/ Maintenance, Sales, Public relations and Security etc. One can enter this field through direct entry in some departments or through hotel management

institutes. There are many institutes that offer hotel management courses. Many hotels also offer overseas training opportunities, which allow young people to gain promotions rapidly.

Transport : Besides airlines, Travel facilities include rail services, coach operators, car hire companies. etc. Whatever that take Tourists from one place to another- by air, road- railway, sea etc, comes under Travel and Tourism. Tourist use almost all these travel faculties.

Remuneration jobs in the travel and tourism industry offer good remuneration and perquisites, which include free travel for employees and their families. Salaries may vary within the industry and are higher in foreign airlines and agencies. Basic Pay scales at different levels are approximately: *Counter Clerk Rs.1,500 -2,000 * Assistant Rs.2,000 - 2,500 * Junior Executive Rs.3,000 - 3,500 *Regional Manager Rs.3,800- 3,500 *Regional Manager Rs.3,800 - 4,500 *General Manager Rs.5,000 -6,000 *Air Hostess - Rs.6,000 basic salary for domestic to Rs.40,000 in international airlines Regional guides: Their charges may range from Rs.400 and above for an eight hour day. They may earn between 30,000 - 40,000 Rs. or more in the three to four months of the tourist peak season.

Tourism - Definition, forms, components & types typologies

Objectives: At the end of this lesson you shall be able to

- define the term tourist
 - describe the traveller
 - explain the excursionists
 - explore the meaning of visitor
 - describe form of tourism
 - describe international & domestic tourist
 - state the components & elements of tourism
 - classify tourism and relation between recreation and leisure
 - have a knowledge of continents of the world
 - find the countries, capitals, currencies & languages.
-

Tourist

The word 'tourist' originated in 1292 AD, Concise Oxford Dictionary (2000) defines this word as follows :-

- 1 A person who travels for pleasure.
- 2 A member of a touring sports team.

Man has been travelling as a tourist since times immemorial. Today, he mixes business with pleasure and still, he is known as a tourist. Let us give a more rational definition of a tourist.

A tourist is a temporary visitor who stays for at least twenty-four hours in the country visited and the purpose of whose journey can be any one of the following :-

- Leisure (recreation, holiday, health and sports).
- Business.
- Family.
- Religious obligations.
- Studies or Training.

According to Erik Cohen (quoted from John Lea, Tourism and Development in the Third World, Roudedge, London, 1988), "Tourists are the voluntary temporary travellers, traveling in the expectations of pleasure from the novelty and change experienced on a relatively and non-current round-trip."

According to the-League Committee, "A tourist is a person visiting a country other than that in which, he usually resides."

A tourist can visit a part of his own country as well He would also be deemed a tourist even in such a case as he is new to the place he intends to visit. If a north Indian, to quote an example, visits Chennai, Kanyakumari, Bangalore and Mysore for the purpose of enjoying the beauty and grandeur of these places, he is also called Tourist. He can also visit these places to meet his business partners or conduct preliminary studies for starting a new venture.

In the parlance of tourism administration, however, a tourist is a person who stays for at least twenty-four hours in another country (which is not his own). He can visit a tourist spot within his own country well. He can go for business, recreation, meetings, family work etc to that country, or a place in his own country, as stated earlier in this section.

The following persons are tourists

- Persons traveling for fun to another country.
- Persons visiting another country for a family assembly or function.
- Patients visiting another country for health check-ups or surgical treatments.
- Patients visiting a hill spot in another country for the purpose of improving their health conditions.
- Persons travelling to another country on business trips.
- Delegates visiting another country for attending conferences, seminars etc.

The following persons are not tourists

- Persons arriving in a country to take up jobs.
- Persons migrating from rural to urban areas.
- Students in boardings.
- Persons domiciled in one country but working in a neighbouring country
- Persons passing through a country without stopping.
- Persons stopping for a few hours at the connecting stops while they move from one country to another.

Traveller

A person, who covers a reasonably large distance within or outside the country of his residence, is called Traveller. Normally, a tourist is a person who visits a country other than his own. So, a traveller may not be a tourist. Further, a traveller may touch many transit

stops while he leaves his starting point of his destination after a long journey. But he is only a traveller for those stops who hauls for brief periods. He is not a tourist, at those stops, in the strict sense of the word.

Excursionist

He is a temporary visitor who stays for less than twenty-four hours in the country visited. Thus, excursionist is not a tourist because he does not stay for more than 24 hours at the point/station on excursion. Further, an excursionist is a traveler. Finally, an excursionist is a temporary visitor. Note that excursionists include travellers on cruises.

Visitor

The UN conference on International Travel and Tourism was held in the year 1963 in Rome. It considered a definition of the term Visitor. It recommended that this definition be studied by the UN Statistical Commission. Thus, a revised definition was made and adopted. So, a visitor has been defined as, "any person visiting a country other than that in which, he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited."

The definition given above covered the following :-

- a Tourists (temporary visitors staying at least for 24 hours in the country visited by them) and the purposes of whose journeys could be classified either as : (a1) leisure (recreation, holiday, health, study, religion and sport); or (a2) business, family, mission and meeting.
- b Excursionists (temporary visitors staying for less than 24 hours in the country visited, including travellers on cruises.

However, the aforementioned definition does not include travellers who, in the legal parlance, do not enter the country. An example in this context can be given of those air passengers who do not leave the transit area of an airport.

In 1967, the Expert Statistical Group on International Travel Statistics was convened by the UN Statistical Commission. This group recommended that nations use the definition given by the UN Conference on International Travel and Tourism (held in Rome in 1963). The group also tried to distinguish a separate class of visitors within the definition of the term 'visitor.* Such a class was supposed to be of "day visitors" or 'excursionists.' It included those visitors (on day excursions) and border-crossers for purposes other than employment, cruise passengers and those visitors in transit, who did not stay overnight in any accommodation provided within the country. So, such visitors do not stay overnight and this fact distinguishes them from the main definition of the term 'visitor.'

In 1968, the UN Statistical Commission gave its approval to the definition given in Rome (in 1963). Nearly 80 per cent of the nations of the world are following the aforementioned definitions.

Forms of Tourism: Inbound, Outbound Domestic & International

Inbound - The international tourist who visits other country as a tourist, is an Inbound tourist for later country.

Outbound - When a person visit as a tourist to another country, the person is an outbound tourist for the country to which they belong

Domestic tourism

In this type of tourist activity, people travel outside their normal domiciles to some other areas within their country. They, however, do not leave their country at any point of time while they tour those (unknown or known) areas. They certainly leave their homes on a temporary basis. They do come back after their stints as tourists in the same country. They may go out several times in a year to new places. Example /: the youths of a college may make a programme to visit Manali on motorcycles; and they could come from as far as Kozhikode ! The next year, they may travel to Dalhousie or Shimla, depending upon their preferences. But they would not be allowed to leave the country even though they may be allowed to see the borders. They do not need to have passports while they travel.

The basic difference between foreign tourism and domestic tourism is, therefore, the jurisdiction of travel. The domestic tourists of a country do not have to complete those formalities that must be completed by foreign tourists. Thus, the domestic tourists of a country do not take pains to:

- get foreign exchange;
- arrange their passports;
- get- their passports stamped for getting visas;
- arrange health documents or certificates;
- get inoculation against specific diseases; and
- learn languages of the areas that they wish to explore.

A domestic tourist uses his own language as a medium of communication. He can use English or the national language of his country, if he knows the language of his region. In India, for example, English is understood by most of the people. If it is not understood by some people, the domestic tourist uses Hindi. If that is not understood either, he uses a combination of words of the local language (of that tourist spot) and Hindi or English to communicate what he needs. In any case, he makes himself understood to others, despite the diversities of language.

Foreign tourist / international tourist

The recommendations of the UN Conference on International Travel and Tourism, held in Rome in 1963, paved the way for defining this vital term. Consequently, the Government of India's Department of Tourism adopted a definition of this term according to these recommendations. This definition is as follows:

“A foreign tourist is a person visiting India on a foreign passport, staying for at least twenty-four hours in India and the purpose of whose journey can be classified under one of the following headings :

- Leisure (recreation, holiday), health, studies, religion and sports.
- Business, family, mission or meeting.

The following persons are not deemed foreign tourists in India:

- Persons arriving, with or without contracts, to take up an occupation or engage in activities remunerated from within the country.
- Persons coming to set up their residential places in the country.
- Same-day visitors, which means those visitors who stay for less than 24 hours in the country and include cruise travellers.

Finally, the following categories of travellers are not included in the category of foreign tourism:-

- Nationals of Nepal who enter India through land routes from the Indo-Nepalese border.
- All foreigners entering India from Bhutan by land.
- Children of age less than 3 years.

Recreation

According to Concise Oxford Dictionary (2000), recreation refers to “an enjoyable leisure activity.” Its origin is in the word recreate, which means “create again.” All the human beings indulge in recreation. It is required to renew their vigour and give comfort to their tired minds. Note that recreation is an activity.

Leisure

According to Concise Oxford Dictionary (2000), leisure refers to “the time spent in or free for relaxation or enjoyment.” It has been derived from a phrase liceret which means “be allowed.” It also has a connotation that is similar to the word ‘recreation.’ However, it is the time spent or available for enjoyments.

Interrelationship of tourism, recreation and leisure

Tourism is an activity through which, a tourist gets enjoyment during the free time at his disposal. He can undertake a tour in his own country (which means that he is a domestic tourist). He can also undertake a tour in another country or a group of countries (which means that he is an international tourist). He travels to a distance that is away from his place of residence; that is why, he is called ‘Tourist,¹ He must have a passion for enjoying an activity that could give him pleasure. He must also have free time to do so. He must also have adequate resources to become a tourist. Every human being is an individual. He has a background that is the sum total of the social, family, political, economic and academic factors that all active around him. He has some basic needs- physiological, security and

affiliation. He has some higher order needs-esteem and self-actualization. His profession, work environment, family background and curiosity motivate him to explore the world. But such motivating factors are different for different people. He also has some perceptions, which become a part of his habits and lifestyle over a period of years. A young person has immature (or crude) perceptions while an old man has mature (or refined) perceptions. Curiosity-is the birth right of every human being. In fact, it)is present in his perception set.

Finally, some persons have curious minds to the extent that they start undertaking various research projects to know the unknown in this world. For example, Magellan and Hiuen T’sang had the urge to carry out research in other worlds, which were far away from their respective countries; the former wanted to conduct business or geographical research activities while the latter was a religious research scholar. Note that research and curiosity are related to each other. In modern-day tourism, people go to other countries to look for data related to particular topics. The author of this volume, to quote an example, visited Thailand, Malaysia and Singapore to learn the procedures of airline operations. Basic sciences, Management, Medicine, Engineering,. Psychology, mental diseases, tourist spots, Information Technology (IT), History, Political Science and Geography are the key research areas nowadays. Many scholars and researchers undertake tours to complete their research projects or collect data related to the topics of their interest- For example, if an anthropologist wishes to study the Aborigines of Australia, he ought to visit Australia to meet those people and collect data related to the research project taken up by him. He would become a tourist and his aim would not be leisure but research.

All these factors groom an individual. So, he makes up his mind to explore the unknown parts of the world. Any one of the factors described earlier could be prepotent. This prepotent factor as well as its degree of prepotence could vary from individual to individual.

Now, the individual is mentally ready to the tour a distant place. He needs time, an interest in the targeted place (where he wants to go) and resources. These resources could be various forms of money, land cruiser, car, van, carry-away home (with an attached automobile, as in the cases of tourists who move in the USA), clothes, baggage and accessories, medicines, personal effects and so on. He could also be going to attend a conference or seminar for the purpose of completing his research project; such an invitation from the organisers of that conference or seminar is also a resource for him. Further, ATM Cards, credit cards, debit cards and medicines would also prove to be assets for him, just like water and foods of various types, which he may like to carry along with him during his tour.

The individual becomes a tourist as soon as he sets out from his home. He can either be a domestic tourist or a foreign tourist. But he can also choose to stay at home and entertain himself along with his family members.

The choice is his; he can always cancel the air tickets and we know that it happens many times ! Finally, he can collect data for his research project or studies by sitting at home or from his office. He can use the Net, to quote an example, to download such data. Again, in this case, he would not become a tourist of any type. Thus, we conclude that the individual:

- starts the process of tourism only when he leaves his usual place of residence;
- becomes a domestic tourist if he goes anywhere within the country of his usual residence;
- becomes an international tourist if he leaves the boundaries of his country by any mode of transport;
- uses free time at his disposal to enjoy the trip; this free time is called Leisure Time and is synonymous with leisure; and
- enjoys the trip during his leisure time to travel to far off places preferably visits the places of his interest (for leisure or research) and also, buys food, gifts, wine etc.

Sub voce: If he undertakes a tour for leisure, all the activities undertaken by an individual fall under the gamut of recreation. If he collects data, he is a researcher, though he remains a tourist in the strict sense of the word. If he goes to meet his friends and relatives, he is a tourist. But the objective of his tour may not be undertaken for leisure; it could be the marriage of his nephew, to quote an example He may combine this personal tour with leisure and go to visit a monument after completion of the marriage ceremony at the house of his friend.

Components and elements of tourism

The basic components essential for a successful destination are: Accommodation

- 1 Accommodation
- 2 Accessibility
- 3 Activities
- 4 Amenities
- 5 Attractions

There has to be a good balance between the 5 A's to make a successful destination, as different types of people from different backgrounds and cultures, different likes and dislikes and different budgets travel for different reasons. A destination has to cater to all these diverse needs.

1 Accommodation

This is the place where the people stay. Accommodation does not necessarily mean only hotels, it now includes a wider range like hostels, inns, lodges, camper vans, etc. Now a days, people can even stay at other people's homes called home stays, which brings the traveler in direct contact with the local people and get to know their way of the, cultures and customs and eat home cooked local food.

2 Accessibility

It is one of the most important 5 A's, as no destination can be successful if there are no proper means of getting there. There should be air link and or railway line, bus services or port connecting the destinations to the outside world. Lack of proper transportation is one of the major drawbacks for a destination.

3 Activities

Destinations have to constantly update and widen the range of activities available to attract people and get them to stay there for a longer period of time. People with different interests visit places and the destination must be in a position to cater to their needs, may it be like golf, trekking. Amusement park. This will mean that travel agents have more opportunities to sell new products.

4 Amenities

People who visit destinations want to savor local flavor of the place like customs, habits, cuisine, arts and crafts, flora and fauna, etc. destinations must ensure that they have a fair share of local restaurants, designer bars, shopping plazas, local cultural activities and active nightspots. Travel agents must constantly update themselves as to the amenities available in destinations sold by them.

5 Attractions

Sight seeing attractions are a must for any destination. Some prefer to visit historical monuments, some others museums, art galleries and some others would like to spend time with the thrill of the amusement park. This is one of the fastest growing segment of the tourism Disneyland for example. If the agent specializes in meetings, conferences, he will be to focus on the facilities available in the hotels to ensure that they meet the client's requirements and needs.

Types and typologies of tourism

Tourism can be classified according to certain well-defined criteria. We have used 4 major criteria to classify the gamut of tourism. The classification, according to these criteria is as follows.

Classification according to the region covered

If we consider the criterion of the region covered by tourists, we can classify tourism into 4 broad categories, as follows:

Regional tourism

In this category of tourism, tourists travel in a region in the broad vicinity of their usual places of residence. Example: A resident of New Delhi can visit Mathura and Agra.

National tourism

In this category of tourism, tourists travel to the remote corners of the country of their residence. They are far away from places of their normal residence. Example : A resident of Coimbatore may visit Manali and other

areas near it like Rohtang Pass Hidimba Devi's Temple and Botanical Garden. All these places are located in Himachal Pradesh, which is far away from his native state, Tamil Nadu.

Global or international tourism

In this category of tourism, tourists travel to such countries as are different from the countries of their residence. They become international tourists and may visit more than one nation on a single trip. Example : A resident of Portugal may visit India and see popular tourist spots of India. He is deemed an international tourist. '

Intra-regional tourism

It refers to tourism activities undertaken by tourists in the countries of the same region. It has a great influence on world tourism, though we can visualise it as a part of global/international tourism. In Africa, nearly 40 per cent of tourist inflows are inter-regional. This figure is 74 percent in both Europe and North America. Example : A

resident of Portugal may visit the popular tourist spots of Spain. He is an intra-regional tourist because Spain and Portugal are located in Europe.

World Geography in detail about Continents , Countries , Capitals & Languages

The Continents of the World

Africa, the Americas, Antarctica, Asia, Australia together with Oceania, and Europe are considered to be Continents.

The term continent is used to differentiate between the various large areas of the earth into which the land surface is divided. So, a continent is "a large, continuous area of land on Earth".

All continents together constitute less than one-third of the earth's surface, that means more than two-thirds of the earth's surface are covered with water. Two-thirds of the continental land mass is located in the Northern Hemisphere.

Countries, Capitals, Currency & Languages

Name	Capital	Currency	Official language
Algeria	Algiers	Dinar	Arabic
Angola	Luanda Porto- Novo (official)	Angolar	Portuguese
Benin	Cotonou (seat of government)	CFA franc	French
Botswana	Gaborone	Pula	English Setswana
Burkina Faso	Ouagadougou	CFA franc	French
Burundi	Bujumbura	Rupie	Kirundi French
Cameroon	Yaounde	CFA franc	French English
Cape Verde	Praia	Cape Verdean escudo	Portuguese
Central African Republic	Bangui	CFA franc	French
Chad	N'Djamena	CFA franc	Sango French Arabic
Comoros	Moroni	Comorian franc	Comorian Arabic French
Congo (Congo - Brazzaville)	Brazzaville Yamoussoukro (official)	CFA franc	French
Cote d'Ivoire (Ivory Coast)	Abidjan (seat ofl government)	CFA franc	French
Democratic Republic of the Congo (Congo- Kinshasa)	Kinshasa	Congolese Franc	French
Djibouti	Djibouti	Djiboutian franc	French

Name	Capital	Currency	Official language
Egypt	Cairo	Egyptian pound	Arabic
Equatorial Guinea	Malabo	Equatorial Guinean peseta	Spanish French Portuguese
Eritrea	Asmara	Tallero	Tigrinya Arabic English
Ethiopia	Addis Ababa	Birr	Amharic
Gabon	Libreville	CFA franc	French
Gambia	Banjul	Gambian dalasi	English
Ghana	Accra	Ghana cedi	English
Guinea	Conakry	Guinean franc	French
Guinea- Bissau	Bissau	CFA franc	Portuguese
Kenya	Nairobi	Kenyan shilling	Swahili English
Lesotho	Maseru	Lesotho loti	English Sesotho
Liberia	Monrovia	Liberian dollar	English
Libya	Tripoli	Dinar	Arabic
Madagascar	Antananarivo	Malagasy ariary	Malagasy French
Malawi	Lilongwe	Kwacha	English Chichewa
Mali	Bamako	CFA franc	French
Mauritania	Nouakchott	Ouguiya	Arabic Mauritanian
Mauritius	Port Louis	Mauritian rupee	Creole French English
Mayotte	Mamoudzou Overseas department of France	Euro	French
Morocco	Rabat	Moroccan dirham	Arabic Berber
Mozambique	Maputo	Mozambican	Portuguese
Namibia	Windhoek	Metical Nambian dollar	English
Niger	Niamey	CFA franc	French
Nigeria	Abuja	Naira	English
Reunion	Sant-Denis Overseas department of Euro	French	France
Rwanda	Kigali	Rwandan franc	Kinyarwanda English French

Name	Capital	Currency	Official language
Saint Helena, Ascension and Tristan da Cunha	Jamestown (Saint Helena) Georgetown (Ascension Island) Edinburgh of the Seven Seas (Tristan da Cunha)	Saint Helena pound Pound sterling	English
Sao Tome and Senegal	Sao Tome Dakar	Dobra CFA Franc	Principe Portuguese French Seychellois
Seychelles	Victoria	Seychellois rupee	Seychellois Creole French English
Sierra Leone	Freetown	Leone	English
Somalia	Mogadishu	Somali shilling	Somali Arabic
Somaliland	Hargeisa	Somaliland shilling	Somali Arabic Afrikaans English southern Ndebele Northern
South Africa	Pretoria (administrative/ executive) South Cape Town (legislative) Bloemfontein (judicial)	South African rand	Southern Sotho Swazi Tsonga Tswana Venda Xhosa Zulu
South Sudan	Juba	South Sudanese pound	English
Sudan	Khartoum	Sudanese pound	Arabic English
Swaziland	Mbabane (administrative) Lobamba (royal and legislative)	Lilangeni	English Swati
Tanzania	Dodoma (official) Dar es Salaam (seat of government)	Tanzanian shilling	Swahili English
Togo	Lome	CFA franc	French
Tunisia	Tunis	Tunisian dinar	Arabic
Uganda	Kampala	Ugandan shilling	Swahili English Luganda
Western Sahara	None Disputed territory between Morocco and the Sahrawi Arab Democratic Republic	Moroccan dirham Algerian dinar Mauritanian ouguiya	See respective claimants
Zambia	Lusaka	Zambian kwacha	English
Zimbabwe	Harare	Various	Shona Sindebele

Understanding tourism motivations

Objectives: At the end of this lesson you shall be able to

- **define the term motivation in tourism**
- **describe different types of motivators.**

Tourist motivation

It is the process that initiates, guides and maintains the goal oriented task for travel to a destination on pleasure.

Travel motivators

Humans perform activities when their brains give them signals to do so. All the motivations to act come from their brains. The human brain has two parts-subconscious and conscious. In most of the activities of our lives, the conscious brain acts and guides us in work. But in some other activities, the subconscious brain remains our chief guide. The conscious brain is the recipient of stimuli and data over short periods of time. Some of these data or stimuli travel to the subconscious brain and remain there for long time periods (even for a lifetime). Such data do not stay in the conscious brain for long periods of time. Note that all the feelings of the human biological organism are felt in the brain. Our heart is only a blood pump. It has nothing to do with feelings. So, when our readers are desperate to take a trip to the snow-clad mountains of Nainital, they are, in fact, using the data of their conscious and subconscious brains. Remember, the mind controls the body!

Motivation for undertaking travel and tours comes either from the conscious brain or from the subconscious brain. In this section, we shall discuss different types of travel motivators.

Travel motivators are those causative factors that generate the desire in the mind of a person to undertake a tour/travel programme. The nature of the human brain is very complex. Its whims and fancies cannot be predicted accurately or in advance

Physiological motivators

Such motivators are related to the health and physical well being of the individual. Every person has some needs which relate to his physiological comfort. A youngster may think that he would gain health if he goes to a hill station. An old person may like to travel to a beach resort and try to gain health there. Benefits always accrue from the Sun, fresh air, green vegetation (which is full of oxygen), mountains, steam, cold water, medicated water springs, curative baths, massage and other natural spots or activities. The Thai Massage Therapy is the Unique Selling Proposition (USP) of Thailand. Professional masseurs are available throughout Thailand; they take the tourists to unknown heights of comfort. Thousands of tourists visit Thai massage parlours for getting their heads, feet or bodies

massaged. In Russia; there are many Sanatoria along the coast of Black Sea. Similarly, there are many sanatoria and nursing homes in Switzerland too. In Austria, Italy and Germany, health spas are quite popular. Back home, the magic of the traditional Himalayan herbs is known around the world. In Haridwar, people come to buy the age-old medicine, called Chyavanprash. The geysers of Yellowstone National Park of the USA are known for their curative properties and hot steam. Similarly, we can learn about such places around the globe as offer health benefit of various types. Tourists, especially those who are health conscious, "visit such places and try to improve their health. Sick persons, convalescents, old ladies, women in the final stages of maternity, veterans and even young boys and girls visit such places to improve the general conditions of their health. Many of them may also go to cure their typical (and, in some cases, terminal) ailments. Although there is no cure for many a disease, yet people visit such health resorts as claim to cure even some non-curable diseases.

Societal motivators

Many experts on the subject of tourism have also called them Interpersonal Motivations. People want to visit their relatives, friends or acquaintances in other countries or in the country of their residence. Some people are very gregarious by nature. They live to interact with their friends, kith and kin. So, they take extra pains to meet them, even if they live in a nation that is away from that of their near and dear ones. Many Indians travel across the seven seas to attend marriage ceremonies, naming ceremonies (naamkaran samskara) and other family gatherings. Obviously, they belong to the most affluent families of our country. Some other people, on the other hand, do not prefer to meet their friends and relatives; we may call them less gregarious or self-centred. But such persons may also be motivated to go on tours to meet these relatives and friends; the sole reason could be pressures of the family. So, these reluctant visitors go forth and visit new places where their relatives and friends stay. We have found that societal motivators like birth, death, marriage, ring ceremony etc are not the chief motivating factors so far as tourism abroad is concerned (with the exception of societal tourism activities undertaken by the rich, as stated earlier). "Within a country, people travel to meet their near and dear ones and thus, indulge in the activities of societal tourism. But most of them are unable to go abroad if such an occasion arises. The category of nouveau riche as well as the category of crime de' la crime makes

it a point to attend marriages and other ceremonies abroad. The culture among such families is different and perhaps, in tune with the western norms. Finally, middle income people, who are very close to their kith and kin, undertake such tours in most of the cases. But they are not frequent travellers as they have business or job commitments in the cities of their residence. An executive working in Indore, to quote an example, may not be able to attend the marriage of his friend and classmate who is posted as a government servant at Mandi (HP). But a rich young lad from a well-to-do business family can go to attend the birthday ceremony of the daughter of his sister even if she is working in a remote area of the country (or even abroad).

Religious motivators

Man has travelled over long distances to appease the gods and goddesses he reveres and adores. Religious tours or pilgrimage tours, as these are popularly called, are conducted in all the parts of the world. The Muslims complete the Haj at Mecca Sharif and the Hindus undertake the Char Dham Yatra at four prominent religious shrines. Further, the Sikhs travel to Shri Harimandair Sahib (Amritsar), the Jews to Jerusalem (Israel) and the Christians to the Vatican City (Italy). This procedure of worshipping God, in his various forms and incarnations, has been going on since times immemorial. Every religious tour is almost always coupled with visits to such places as are quite near the religious places visited by pilgrims. After completing the rituals of pilgrimage, these pilgrims explore the area in the immediate vicinity of the religious place. They are keen to learn more about the history of their religion. So, they travel around the city religious spot, or in the region.

Spiritual motivators

It has been observed that people from the West have shown keen interest and curiosity in other religions, especially in Lord Krishna's sermons. The International Society for Krishna Consciousness (ISKCON) has many British, American and German disciples. These disciples visit India and all those places where the ISKCON has got temples built for the devotees. So, the spiritual motivator cuts across the boundaries of religion and nationalities. If becomes a cause for serving the entire humanity. The dargah of Sheikh Salim Chishti is visited during the days of the Urs by several thousand Hindus and Muslims. The temple at Sabarimala Hills (Tamilnadu) is another prominent example in this context. And it is quite strange to learn that this very country is the hot-bed of communal violence!

So, we would like to separate spiritual motivators from religious ones. The latter are the ones that attract the communities towards those religious sites that are meant only for them. Spiritual motivators cut across the boundaries of religion, class, creed, nation, occupation or economic status. Spiritualism has acquired great importance during the past six decades. It does not bind a man's spirit to rituals. It tries to liberate it to bring it closer to the Almighty. So, a devout Christian may come

all the way from Spain and visit the temples of India. George Harrison, the famous ex-Beatle, had admitted that he was a Hindu in his previous incarnation. According to his last wish, Harrison was cremated according to Hindu rituals on the banks of the Ganges in Varanasi (Kashi). Such is the power of spiritualism that several thousand persons of one religion go to visit the religious sites of other religion to know more about God, His creation and the path to salvation. The Lord is not bound by the limits of religion and growing interest of people in spiritualism adequately proves this fact. Hence, spiritualism motivators are very strong in many parts of the world in the context of international tourism.

Spiritual tourism may have one more causative factor, according to the author of this volume. It is possible that the followers of one faith may get bored by the rituals and norms of the religion they follow. They seek salvation. Hence, they take up spiritual journeys that involve visiting the religious places of other religions. For example, people from the West are fed up of materialism. Christianity does not have to do anything with materialism; in fact, Puritans are much more rigid than the Hindus in the context of religious norms and some of the devout Christians do not even consume milk or eggs. The lifestyles of the western people are responsible for their mental decay. These people visit India as they deem her a land of salvation, spiritualism and sages. Similarly many Hindus visit the mazars of Sufi saints and Muslim sages of the yore. Many Muslims and Hindus visit the dargah of Sai Gugga Peer with same devotion. Thus, spiritual tourism transcends the boundaries of religion.

Status and prestige motivators

Some tourists undertake tours simply because they associate high status with these activities. Travel by the royal executive class in an aircraft is a matter of prestige. Stay in five-star hotels or consumption of continental cuisine is such activity as is not undertaken by the hoipolloi of the world. Further, many rich people remain abroad on one tour or the other. They want to flaunt their wealth by doing so. So, their ego is satisfied when they spend most of their time in good hotels or at the finest tourist resorts. Needless to say, most of these tourists also couple business with pleasure. And there is no harm in doing so because hotels, resorts or airlines assist them indirectly in their business transactions (during the courses of such tours). Middle-income people also undertake tours. First of all, they travel within their country, Then, they travel abroad. They travel on shoestring budgets but get the taste of a new life. However, frequent tours are not possible, though they travel at least twice a year. They do not mix business with pleasure, because they are not well connected abroad, or at the places visited by them for the purpose of tourism.

Relaxation, get away, recreation and rest motivators

Some people get fed up of the routines of everyday life. They do not want to go to their offices or factories.

They look forward to having short breaks. The stress of urbanisation, family conflicts, headache of business and societal pressures wreak havoc on the minds of many people. They plan to leave their usual places of work and undertake tours of short periods. But they cannot remain away from their offices or factories for long periods of time. So, they choose weekends to relax and rejuvenate their bodies and minds. It is, therefore, obvious that they cannot go far away from their usual places of work. Such excursions can, therefore, be called Get Away Tours. But tours carried out for longer durations ought to be called relaxation tours or recreation activities. Family members may also be involved in such adventures. Relaxation is the essence, of all these types of trips. The idea is to regain the lost energies of the mind and body. When limited periods of rest rejuvenate the person, he is eager to go back to his usual place of stay and work.

Adventure motivators

New adventures have been discovered or invented by the innovative travel operators and resort owners. These have been discussed in Chapter 3 of this volume. Some activities in this context are Bungee Jumping, White Water Rafting, Jungle Safari, Scuba Diving, Snuba Diving, Water surfing, Wind Surfing etc. Further, Mountain Climbing has become a favourite pastime of many young and old persons alike. People like to challenge the aeons-old laws of nature and enjoy their blunt defiance in those activities that take them to the limits of pleasure. The most thrilling activities of the present times are Bungee Jumping and High-Speed Roller Coaster Ride; both of these take the tourist to the peaks of pleasure. Most of tourists in the age group of 15-55 years are keen to take up trips for the purpose of enjoying the adventure. So, it has become one of the chief motivators after the Second World War. The types of adventures undertaken by the tourist vary. Many factors like his background, economic prowess, education, interest in adventurous activities, physical abilities etc. help him decide the type of adventures to be undertaken by him. Our experience is that physique and body strength are vital for undertaking any type of adventure. The next vital factor is mental strength. Ironically, even the physically unfit may also have enough mental strength to take up very difficult adventures; such persons may have to suffer later. Determination can, however, eliminate most of the physical limitations, provided the tourist is really interested in a particular adventure. In November, 2002, a British national set out to sail through the Pacific Ocean and Atlantic Ocean. He was a patient of epilepsy. But he chose to sail on a single-man boat with ration to last nearly 8 months. He opined that he was better off in the sea whenever he had a fit of epilepsy.

Research motivators

Many research scholars go to other countries, islands, mountains, beaches, lakes and wild life sanctuaries. They collect data related to their research projects. They are required to travel extensively in the targeted

areas/regions. They are motivated by the cultural ethos of such new areas/regions and also, by their quest to know more in a particular field of knowledge. In the process of data collection, they also enjoy the hospitality of the area/city/region. Thus, they come home with those data that are relevant to their projects; sweet memories of their tours are the additional benefits that accrue to them.

Sports motivators

Many young people like to play games and indulge in various types of sports activities. Some of them take up tours and enjoy the thrill of watching national and international sports competitions. Example : European Soccer Championship is a business of billions of Dollars nowadays. That is because residents of Europe visit the venues of this competition to encourage the teams and

Cultural motivators

Culture is the chief distinguishing feature of any society or country. Many people are interested in

learning about the new cultures and cultural influences of other countries and societies. So, they travel to those countries or interact with those societies. Artists, poets, sculptors, philosophers, painters, theatre personalities, anthropologists, archeologists and social scientists nurture this type of habit. Many people are impressed by the folk dances, folk tales and art forms of other societies. So, they travel to those places where they can interact with these societies. These exchanges are fruitful for tourists as well as for the targeted societies and/or nations (in which, these researchers are interested).

Eco motivators

This is the latest set of motivators that has taken the tourist world by storm. An interest in the environment and ecology a place takes the tourist to that place. Wild-life parks, bird sanctuaries, natural tourist spots, biosphere reserves, rivers, lakes and above all mountains are excellent places for conducting activities related to eco tourism. Such activities also make the tourists aware of the grim environmental problems being faced by the mother earth. Consequently, they become more responsible for the protection of the environment. They also become aware of the processes that are squarely responsible for the degradation of our habitat. These tours of people also help preserve the fauna and flora of the place visited. That is because, these tourists give generous funds to support and protect such fauna and flora. Moreover, tourists also participate in such activities as help in the long term growth of the fauna and flora of those tourist spots. Example : The World Wildlife Fund (WWF) has chosen the Chinese panda as its mascot. The natural parks of China protect such pandas, which were on the verge of extinction a few decades ago. Tourist visit such natural parks and learn how these pandas are learning to cope with threats of extinction. These tourists also donate generously to help these cute animals sustain themselves on this planet.

Business motivators

Business and tourism are mixed quite often as already stated in this volume. Businessmen and businesswomen travel to foreign countries to book orders, explore new markets and set up new offices in those countries. Quite often, business activities consume 70-90 per cent of their time and resources. But they use the rest of time and resources in a skilful manner to enjoy their stints abroad. For example, they may take their clients (or prospective clients) to a tourist resort of repute and offer them food, drinks or beverages. The clients are pleased and the businessmen in question also enjoy the environs and hospitality of that tourist resort. Businessmen choose their hotels very carefully. That is because their clients come to visit them in their rooms or suits. Hence, the facilities, comfort level and hospitality offered by the hotel must please those clients too. A small mistake can make these businessmen lose vital orders. There is no harm in taking family members along. Rather, they can help businessmen in sending E-mail or fax messages, call clients over telephone or offer them tea or coffee whenever they are free. These family members can relax and enjoy the hospitality of the hotel. Later, they can enjoy the beauty of tourist spots in the vicinity of their hotel. All such excursion trips and meetings (with clients) would have to be planned well in advance.

Characteristic of the tourism Industry

The main characteristics of the industry is

- 1 Perishability
- 2 Inconsistency
- 3 Investment & Immobility
- 4 In intangibility
- 5 Guest oriented
- 6 Inseparability

Perishability: The products and services are sold / unsold on that day cannot be resold on any other day.

Inconsistency: The hotel room on the same week with same weather condition depends on the hotel administration it changes.

Investment: It consumes huge investment for infrastructure build up and all that has to be paid off.

In intangibility: It is all about the best time spent on travel and sightseeing and experience like smiling flight attendant, a day stay in beach resort. Generally it cannot be touched or tested only experienced.

Guest oriented: The tourism industry sell their products mainly depending on people. The conversation between reception the guest will make him to carry good image of the hotel. It is not like buying branded products.

Inseparability: The tourism products are apart from tangible products tourism products can be consumed at the suppliers premises only.

Tourism - Components of tourism industry and factors affecting growth & development of international & national tourism

Objectives: At the end of this lesson you shall be able to

- find various components of tourism
- know about tourism attraction, shopping, entertainment & infrastructure
- find factor affecting growth of tourism
- know causes of rapid tourism development
- find factor influencing formation of tourist needs
- state the different types of accommodation
- state the different types of rooms
- state the different types of room plans.

Components of Tourism

Most of the players in the tourism industry are Small and Medium Enterprises. The unorganized sector dominates the industry in India. Hotels, airline companies, and tour operators form the organized sector.

Specialist travel service providers assist tourists with travel arrangements. These providers include travel agencies who are involved in retailing of travel products directly to the tourists (individuals or groups). They provide information on different travel destinations and advise customers on travel plans. They also sell associated products such as insurance, car hire, and currency exchange.

Business travel agencies specialize in making travel and accommodation arrangements for business travelers and promoting conference trades. The tour operators provide packages for individuals while the principles provide basic travel and tourism related services.

Tour operators offer holiday packages which comprise travel (road, rail, sea, air as well as to and from the destination airport, car hire, excursions, etc) and accommodation (hotels, guest houses, apartments, etc) services.

Transport service providers could be airlines, cruise lines, car rentals, and rail companies. A tourist's choice of transport would depend on the travel budget, destination, time purpose of the tour, and convenience to the point of destination. Accommodation could be hotels and motels, apartments, camps, guest houses, lodge, bed and breakfast establishments, house boats, resorts, cabins, and hostels. In addition, tourists also require catering facilities, which a variety of outlets for food and refreshments offer. These include hotels, local restaurants, roadside joints, cafeterias, and retail outlets serving food and beverages.

Another major component of the travel and tourism industry is 'attractors' such as theme parks and natural attractions including scenic locations, cultural and educational attractions, monuments, events, and medical, social or professional causes.

The tourist information and guidance providers include a number of service providers such as those offering

insurance, recreational, communication, and banking services; government agencies; tour guides; industry associations; packaging agents; ticketing agents; and holiday sellers.

The major components of tourism activity is initiated by tourism board, attraction places, accommodation services, transport & catering, travel agent & tour operation and tourism information & guiding services.

Some major components include natural attraction, theme parks, cultural, heritage & monuments and also adventure.

Staple food of Indian cuisine include rice, whole-wheat flour (atta), and a variety of lentils, such as masoor (most often red lentils), tur (pigeon peas), urad (black gram), and moong (mung beans). Lentils may be used whole, dehulled used extensively. Some pulses, such as channa or chole (chickpeas), rajma (kidney beans), and lobhiya (black-eyed peas) are very common, especially in the northern regions. Channa and moong are also processed into flour.

Many Indian dishes are cooked in vegetable oil, but peanut oil is popular in northern and western India, mustard oil in eastern India, and coconut oil along the western coast, especially in Kerala and parts of southern TamilNadu. Gingelly (sesame) oil is common in the south since because of a fragrant, nutty aroma. In recent years sunflower, safflower, cottonseed and soybean oils have become popular in India. Hydrogenated vegetable oil, known as vanaspathi ghee, is another popular cooking medium. Butter-based ghee or deshi ghee are used frequently. Many types of meat are used for Indian cooking, but chicken and mutton tend to be the most commonly consumed meats. Fish and beef consumption are prevalent in some parts of India, but they are not widely consumed except for coastal areas, as well as the north east.

The most important and frequently used spices and flavourings in Indian cuisine are whole or powdered chilli pepper introduced by the Portuguese from Mexico in the 16th century, black mustard seed, cardamom, cumin, turmeric, asafoetida, ginger, coriander and garlic. One popular spice mix is garam masala, a powder that typically includes seven dried spices in a particular ratio,

including black cardamom, cinnamon, clove, cumin, black peppercorns, coriander seeds and anise star.

Tourism attraction

An 'attraction' in tourism context is something which appeals to a particular tourist or to a prospective tourist. It is something which creates and arouses interest and a desire to see or to participate in; it is really an appeal to the sense or to the motivations for embarking on travel.

The possible range of attractions at destinations is very large and varied, and that range is continually being widened. Nevertheless, it is possible to categorise attractions as falling into:-

Site attractions which might be countries or areas of countries or groups of countries, or geographical regions, or cities or resorts. In effect, it is the destination itself which appeals to tourists.

Event attractions which might be exhibitions, sporting fixtures (e.g the Olympics and the World Cup Football Final), international conferences, carnivals, festivals, religious ceremonies, and so on. Tourists opt to visit the destination because of what is taking place there at the time they propose to visit.

Combined site /event attractions many events are likely to have greater and added appeal to tourists if they are held in locations with inherent site attractions.

Natural attractions such as mountains (individual or range), volcanoes, waterfalls, lakes, rolling countryside, beaches, game reserves, fjords, and so on; as well as climatic conditions, such as sun, blue skies, clean/fresh air, and so on.

Man - made attractions, such as holiday resorts and complexes, theme parks, zoos, wildlife parks and marine centres, historic or religious site and buildings and other constructions (for example the Pyramids in Egypt, the Great Wall of China and the Panama Canal), or those of architectural interest, and so on.

Shopping

For many tourists, shopping is one priority when they travel some destinations provide special tourist shopping activities for tourists to shop for goods. Tourists look for exciting opportunities to shop while travelling. Major motivations for a leisurely travel trip, can be part of the travel experience or the primary focus of travel shopping.

Shopping as an ancillary function of the visitor attraction or destination. Shopping for travel and tourism products within retail sectors which are, as a result, influenced by seasonality. Shopping for essentials whilst on holiday, shopping as a distinct tourism activity, shopping to experience local culture through an engagement with local products, local craftspeople.

When shopping becomes an activity for the sake of shopping it is somewhat different, and three main motives for shopping is identified; utilitarian, family or social interaction and shopping as a pleasure activity in its own right with social and relaxation dimensions.

Four types of tourist are described and the link between the tourist activity and their shopping patterns is demonstrated. Tourist interest shopping preference culture local arts and crafts. Natural and built heritage. Local arts and crafts and printed materials. Souvenirs to display at home which often carry Urban entertainment the logo of the visited destination. Souvenirs associated with these outdoor Active outdoor pursuits activities.

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

Entertainment

The recreation and entertainment industry includes myriad activities that range from bird watching and salmon fishing to horseback riding, whitewater rafting, golfing, wilderness trekking and educational visits to entertaining stops. Regardless of size, these venues need people to work in gift shops and restaurants, as well as help maintain the facilities, manage the operations and promote the attractions. Attractions, adventure tourism and recreation offer a variety of employment opportunities within the tourism sector. Recreation and Entertainment is expected to be the fastest - growing tourism sector in the of country.

Infrastructure

Tourist Infrastructure demand for goods and services, and the establishment which provide such services are considered as part of the tourism industry. Further, the Tourism Infrastructure also includes establishments whose products are mainly sold to visitors, though they do not form a major share of tourist consumption. Several infrastructure sectors like power, telecommunication, water supply, roads and some production sectors like travel items, sports equipment, photographic materials, medicines and cosmetics are included in this category along with Tourism Infrastructure.

The infrastructure for tourism thus includes basic infrastructure components like airports, railways, roads, waterways, electricity, water supply, drainage, sewerage, solid waste disposal systems and services.

Moreover, facilities like accommodation, restaurants, recreational facilities and shopping facilities also comes under the ambit of Tourism Infrastructure. Planning for sustainable development of Tourism Infrastructure, therefore, involves the integrated development of basic infrastructure and amenities along with all the tourism facilities in a balanced manner.

The basic requirements for the development of Tourism Infrastructure are :

Accommodation

- Forest lodges
- Tented accommodation
- Tourist complexes / tourist lodges
- Wayside amenities
- Restaurants
- Tourist reception centers
- Pilgrim sheds /dormitories, etc, at pilgrimage centers

Tourist transport :

- Mini-buses, jeeps, elephants, etc. for wild life viewing
- Cruise boats, ferry launchers, etc, for water transport
- Tourist coaches in selected circuits
- Special tourist trains

Linkages

Basically, a travel agency serve two types of clients: business travellers and leisure travellers.

Incidentally, the requirements of these tourists are different and an agency has to assemble or purchase related components/from the principal suppliers to cater their needs. Essentially, travel agencies, maintain close ties with the Airlines, hotels, car rentals, banks, insurance companies, railways, government, trade Associations, foreign tour operators and travel; agents, ground operators, cruise companies and tourism educational institutes see figure-A brief discussion of these undertakings.

Factors affecting the development of the tourism industry

In many countries, developed and developing steadily, the tourism industry, with its huge material base, providing employment of millions of people and interacting with

almost all sectors of the economy. Today, tourism on gross income is the second largest in the world after oil and the largest in the world - to provide jobs.

Factor affecting the development of tourism may include

- Political status
- Economic development
- Technological advancement
- Social factor
- Culture & literacy of the manpower
- Transport development
- Natural resources - Richness of flora & fauna
- Infrastructural development

Causes of rapid development of tourism

The main causes of the rapid development of tourism in the current period

Political: One the main part of the world attended the peaceful relations, and the world - a necessary condition for the development of tourism.

Economic: Income growth in developed countries allows them to spend money on travel. Similar processes are taking place in developing countries.

Social: Increased psychological stress on working with the intensification of the labour process, as well as to all because of urbanization and technological progress. In developed countries, increasing the average length of vacation and holiday periods, increases the average human lifespan. All of this makes it possible to meet the increasing demand for leisure travel.

Dissemination of culture and education: Raising the cultural level is always generates interest and increases the knowledge of their region and country, as well as other nations and civilizations.

Advances in the development of transport: Increased possibility of short trips over long distances. Improved standards of service in transport, which is becoming more comfortable for passengers and tourists.

Types of Plan- EP, CP, AP, MAP and their Rent & Taxes

A hotel normally develops a price range of rates between minimum-moderate -maximum. These rates are arrived at by evaluating the competition and determining the contribution required from room revenue to meet operational costs and investment the moderate rate is often quoted as the rack rate.

The rack rate can however change based on season to maximum rate or minimum rate in addition to the above reservation agents book rooms by certain price plans. A plan is a package proposal of rooms and meals. Some guests have several alternatives for eating when on tour, including being entertained by friends and clients, eating at the restaurants closer to the place of work.

- 1 European plan. (EP) Only bed is offered in this plan.
- 2 Continental Plan (CP) Bed is offered with Break Fast in this plan.
- 3 American Plan (AP) Bed, Breakfast Lunch, Dinner is offered in this plan.
- 4 Modified American Plan (MAP) Bed, Breakfast, Lunch or Dinner is offered in this plan.
- 5 Bed and Breakfast

Charges for room and English breakfast. Business executives prefer the European plan as they are often “wined and dined” by business clients are have to do the same to their clients. Groups prefer the MAP that enables them to eat a breakfast before going for the purpose of their visit, be it sightseeing or convention or a training program etc. they prefer to return to a meal at the end of the day. An American plan is chosen by holiday makers who want to enjoy and keep away from the chores of cooking. This plan is often found at resorts. The continental plan is found in Europe that is used to breakfasts of a continental style. The bed and breakfast is a british concept that includes rooms with hearty English breakfasts.

The rent and taxes charged by different hotels depends upon the hotel policy. Usually these days the Tamil Nadu charges 12.5% tax.

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Role of government in tourism & tourist department

Objectives: At the end of this lesson you shall be able to

- **understand the roll & functions of ITDC**
 - **gather knowledge about state government tourism department, functions & responsibility**
 - **know the role of state tourism development corporation**
 - **study organisational structure of state government Tourism department.**
-

ITDC came into existence in October 1966 and has been the prime mover in the progressive development, promotion and expansion of tourism in the country. Broadly, the main objectives of the Corporation are;

- To construct, take over and manage existing hotels and market hotels, Beach Resorts, Travellers.
- To provide transport, entertainment, shopping and conventional services;
- To produce, distribute, tourist publicity material;
- To render consultancy-cum-managerial services in India and abroad;
- To carry on the business as Full-Fledged Money Changers (FFMC), restricted money changers etc;
- To provide innovating, dependable and value for money solutions to the needs of tourism development and engineering industry including providing consultancy and project implementation.

The Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities. In addition, the Corporation is engaged in production, distribution and sale of tourist publicity literature and providing entertainment and duty free shopping facilities to the tourists. The Corporation has diversified into new avenues/innovative services like Full-Fledged Money Changer (FFMC) services, engineering related consultancy services etc. The Ashok Institute of Hospitality & Tourism Management of the Corporation imparts training and education in the field of tourism and hospitality.

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

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

Travel Solutions

Ashok Travels & Tours (ATT) is one of the largest travel and tour operators in India providing a host of unparalleled travel related services & attractive packages for inbound and outbound tourist traffic. With experience of being in the hospitality industry for over 40 years.

ATT is an IATA approved agency and a member of National and International travel and tourism organisations like TAAI, IATO, JATA ASTA AND PAT A.

ATT operates from important tourist destinations throughout India such as Delhi, Mumbai, Chennai, Bangalore, Kolkata, Varanasi, Aurangabad, Hyderabad, Guwahati, Patna and Ranchi. Manned by professionals with years of expertise, ATT offers great-personalized services to ensure excellence.

Our comprehensive services are executed with maximum efficiency taking into account every minute details. ATT takes you across India and the worlds with great comfort and ease. Come and experience the warmth of a colourful India.

Special Assistance for Medical Patients with ITDC

- Meet and assist at Airport by our experienced staff.
Strong relationships with major hospitals to facilitate the highest levels of service combined with the very best medical treatment possible.
- ATT will be conduit of information between the client and the hospital/clinic and work with the client to determine the best facilities and staff to handle their particular medical needs.
- Optional extensions that include the best guided regimens of Ayurveda, Yoga and Meditation, which speed healing and bring the mind and body together as one.
- Accommodations for family members near the hospital so that they can easily get access to patients.
- Close association to coordinate explorations of India which can be facilitated for a vacation for the patient and/or their travelling companion(s).

Role of State Government Tourist Department & Tourism Corporations

State tourism department

State Tourism comprises Tourism Department in the Secretariat, and a Directorate of Tourism functioning to formulate policies and implement programmes for the development of tourism sector in the State.

Tourism Development Corporation

Tourism Development Corporation is a state owned public sector undertaking to initiate novel ventures and innovate new schemes for providing demonstration effect to the private sector. In performing this role, State Tourism coordinates the activities of various other Government Departments and agencies and the private sector.

TDC has been operating Hotels, Youth Hostels, Restaurants, Tours, Boat houses, Telescope houses as a forerunner for the private sector to emulate as new area of business proposition.

Role of tourism ministry

As the nodal agency for development of Tourism in the State, the Department plays a crucial role in catalysing private investment, strengthening promotional and marketing efforts and providing trained manpower resources in the sector. In this context, the Secretariat Department handles the following main functions:

All policy matters including:

- a Development Policies
- b Incentives
- c Manpower Development
- d Growth Strategies
- ii Planning
- iii Regulation:
 - a Standards
 - b Guidelines
- iv Infrastructure and Product Development:
 - a Central and State Assistance
 - b Distribution of Tourism Products
- v Research, Analysis, Monitoring and Evaluation
- vi Legislation and Assembly Work

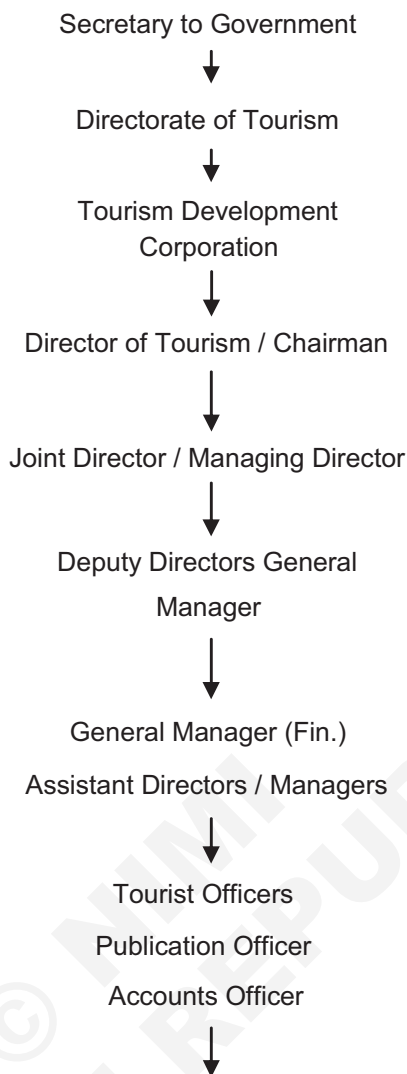
- vii Establishment Matters
- viii Overall Review of the Functioning of the Field of fices
- ix VIP References
- x Budget Co-ordination and Monitoring
- xi Welfare, Grievances and Protocol

Responsibility

The Directorate of Tourism is responsible for the following functions:

- i Assistance in the formulation of policies by providing feedback from the field offices
- ii Monitoring of plan projects and assisting the plan formulation
- iii Co-ordinating the activities of the field .offices and their supervision
- iv Inspection and Quality Control:
 - a Guide Service
 - b Complaints and Redresses
- v Infrastructure Development
 - a Release of Incentives
 - b Tourist Facilitation and Information
 - c Field publicity, Promotion and Marketing
 - d Hospitality Programmes
 - e Conventions and Conferences
- vi Human Resource Development
 - a Institutions
 - b Setting Standards and Guidelines
- vii Publicity and Marketing:
 - a Policy
 - b Media Plan
 - c Strategies
 - d Co-ordination
 - e Supervision
- viii Assistance for Assembly work
- ix Establishment Matters of the Directorate of Tourism excluding the Officers and those requiring the approval of Secretary and Minister.

Organisational chart of state tourism department



Annexure - III

Tourist offices

Tourist offices :- Within Tamil Nadu

1 Ariyalur	12 Madurai	23 Thiruvannamalai
2 Chennai	13 Mamallapuram	24 Tiruvallur
3 Coimbatore	14 Namakkal	25 Tiruvarur
4 Chidambaram	15 Poompuhar	26 Theni
5 Dharmapuri	16 Pudukottai	27 Thoothukudi
6 Erode	17 Perambalur	28 Tiruppur
7 Karaikudi	18 Rameswaram	29 Udhamandalam
8 Kodaikanal	19 Salem	30 Vellore
9 Kanniyakumari	20 Tiruchirappalli	31 Virudhunagar
10 Krishnagiri	21 Tirunelveli	32 Villupuram
11 Karur	22 Thanjavur	

Tourist offices – Outside Tamil Nadu

- 1 Agra
- 2 Jaipur
- 3 Kolkata
- 4 Mumbai
- 5 New Delhi
- 6 Panaji (Goa)

Tourist information centres in TamilNadu

at Airports

- 1 Chennai
(International terminal)
- 2 Chennai
(Domestic terminal)
- 3 Coimbatore
- 4 Madurai

at Railwaystations

- 1 Chennai Egmore
- 2 Coimbatore
- 3 Madurai
- 4 Thiruchirappalli
- 5 Tiruchirappalli
- 6 Thoothukudi
- 7 Salem

at Bus stands

- 1 Chennai
(Metropolitan
bus terminus,
Koyambedu)

at other places

- 1 Gudalur
(The Nilgiri District)
- 2 Coimbatore
- 3 Madurai
- 4 Thiruchirappalli

Tourist information centres outside Tamilnadu

S.No	Place	State
1	Railway junction, Bengaluru	Karnataka
2	Hyderabad	Telangana
3	Thiruvananthapuram	Kerala
4	Ahmedabad	Gujarat
5	Bhubaneswar	Odisha

National trade association & international organisation

Objectives: At the end of this lesson you shall be able to

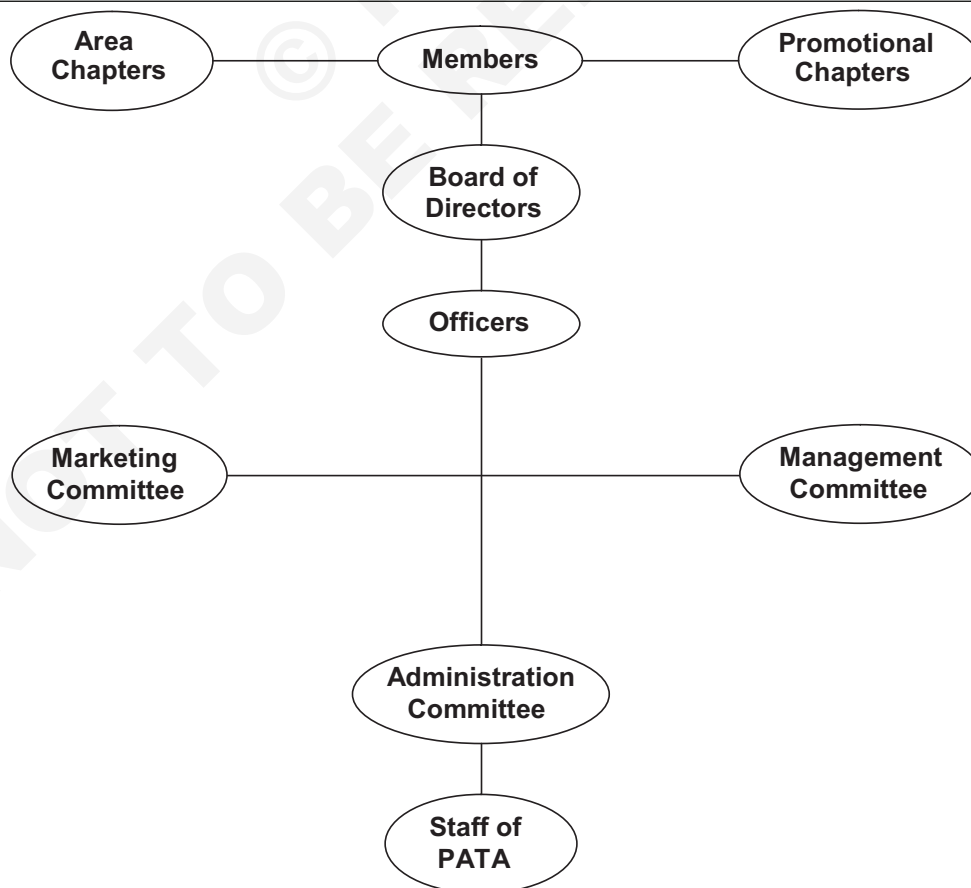
- describe chapters of the PATA
- define IATA & ICAO
- describe the function of IATA
- know about TAAI
- describe function & benefits of FHRAI
- understand and describe the functions of ATOT
- learn various travel trade abbreviation
- adventure tour operation association (ATOT).

Pacific asia travel association (PATA)

The Pacific Asia Travel Association (PATA) was founded in the year 1951 as a non-profit body to stimulate interest in the Pacific region as a vacation land. It was also created to develop, promote and facilitate travel to and among Pacific destinations. The Association had 44 founder members. The founder, Lorrin Thurston was a leading newspaper publisher in Honolulu. The PATA's first conference was held January, 1952 in Honolulu and its headquarters were established in San Francisco, the USA in 1953. It has its own director for Europe who is based in London and works to promote traffic from the European markets into the Pacific region. The PATA's first Asian office was opened in Manila, the Philippines in 1976.

The PATA is a non-profit organisation, set up with the objective of developing, promoting and facilitating travel to and within the Pacific area and south-east Asian region, including India. It also operates in the United States. The organisation provides the meeting point for the people involved in all the aspects of the travel trade from a large number of countries. It focuses attention on travel opportunities in member countries and builds up awareness among the travel trade in countries from which, tourists take up tours. Its chief tenet is that the entire travel industry must work together to develop an ever increasing flow of pleasure travel from which, each member would derive a good share of the total business, Fig 1 shows the organisation chart of the PATA.

Fig 1



Activities of the PATA

The activities of the PATA include assisting small and newly created destinations to develop their infrastructure, providing expertise, and planning group travel schemes, destinations, hotels operations and discounts. It provides information and practical experience in the field of tourism operations and discounts. It provides information and practical experience in the field of tourism. The annual conferences of the PATA and its workshops provide greater scope to its members to share their ideas and exchange views about promotion of tourism. The PATA staff are experts in their respective fields of marketing and research and regularly exchange information with others. Travel research, marketing, training programmes and the development of services are a part of the operational gamut of this globally known organisation.

The PATA publishes a magazine, Pacific Travel News. All the wholesale and retail travel agents deem it an important source of authoritative material on the Pacific. Recently, PATA has produced the first edition of the Pacific Area Destination Handbook, which compiles all the data that are required for the planning and sale of travel services. It also publishes its Hotel Directory and Travel Guide, which gives data about hotels, resorts and travel services in the Pacific area.

Membership of the PATA

PATA has 9 categories of membership - active government, associate government, active carrier, associate carrier, active industry, allied, affiliated allied, associate sustaining. Active government of any nation, territory or political division, wholly or partly in the Pacific Area. Associate government members consist of any organisation charged with the responsibility of domestic or overseas promotion of tourism as designated by the government of any nation, territory or political division either situated outside or within the Pacific area but not being the primary official organisation designated for the overseas promotion of travel, or not meeting other criteria as might be required for active government membership. Active carrier members consist of any government recognised, registered or certified air or steamship line operating vehicles having individual passenger capacity in excess of twelve passengers and providing regular scheduled common carriage passenger service to and within the Pacific area.

Associate carrier members consist of any government-recognized passenger-carrier operating vehicles, each having : (a) the passenger capacity of 12 or less passengers and providing regular scheduled common carriage passenger service; or (b) the passenger capacity in excess of 12 passengers but not providing passenger service on the regular common carriage basis as prescribed for active carrier members. Active industry members consist of hotel organisations having management authority as distinguished from mere sales, advertising reservations and direction over one or more hotel with a total of 1,000 or more guest rooms in one or more pacific areas, tour operator

organisations excluding air or ship transportation. Allied members consist of travel agencies, tour operators, hotel representatives and firms who are the general agents of or representing various segments of the Pacific travel industry. Affiliated allied members consist of branch offices of an allied member travel agency or tour operator. Associate members consist of individual operating organisations forms such as communication media, media representatives, advertising, public relations and research agencies having an interest in Pacific travel. Sustaining members consist of those organisations, firms or individuals whose commercial or cultural objectives would further contribute to the aims of the Association.

The control of the PATA is vested in the active government, carrier and industry members. The organisations qualifying for active government or active carrier membership have the right to get its membership. They do not need sponsorship and are requested to provide the board of directors with certain sets of information. Membership in all other categories is at the discretion of the board of directors. The board wants the organisation to comply with certain guidelines for eligibility. It also demands that certain categories of the members of the PATA sponsor the new applicant and vouch for it.

It has membership from over 50 countries. Besides, it has over 50 state and local tourism bodies, 65 airlines and cruise lines and more than 2,000 travel industry companies. The PATA's chapter membership includes over 17,000 travel professionals in 79 PATA chapters located throughout the world.

India was an associate member of PATA from 1957. She became a full-fledged active member of the Association in 1964.

List of active members of the PATA

There are 5 categories of members of the PATA. These are-Active Governments, Active Industry, Active Carriers, Associate Carriers and finally, Associate Governments. In this section, we are appending the lists of all the components of each and every category.

Active governments under the PATA

- American Samoa Office of Tourism.
- Australian Tourist Commission.
- Bangladesh Parjatan Corporation.
- Tourism Bureau of the Republic of China.
- Cook Islands Tourist Authority.
- Fiji Visitors Bureau.
- Guam Visitors Bureau.
- Hawaii, Department of Planning and Economic Development.
- Hong Kong Tourist Association.
- India, Department of Tourism.
- Indonesia, Directorate General of Tourism.

- Japan National Tourist Organization.
- Kiribati, Ministry of Natural Resource Development.
- Korea National Tourism Corporation.
- Macau, Department of Information and Tourism.
- Tourist Development Corporation of Malaysia.
- Mexican National Tourist Council.
- Micronesia, Department of Development Services.
- Nepal, Department of Tourism.
- New Caledonia, Office du Tourism.
- New Zealand Government Tourist and Publicity Department.
- Pakistan, Ministry of Culture and Tourism.
- Papua New Guinea, Office of Tourism.
- Philippines, Ministry of Tourism.
- Singapore Tourist Promotion Board.
- Solomon Islands Tourist Authority.
- Sri Lanka, Sri Lanka Tourist Board.
- Tahiti Tourist Development Board.
- Thailand, Tourism Authority Tonga Visitors Bureau
- United States Travel Service.
- Russia Intourist.
- Vanuatu Tourist Information Bureau.
- Western Samoa, Department of Economic Development.
- Bouraq Indonesia Airlines.
- British Caledonian Airways Ltd.
- CP Air.
- Cathay Pacific Airways.
- China Air Lines.
- Condor Flugdienst.
- Continental Airlines.
- Delta Steamship Lines.
- Deutsche Lufthansa.
- Finn Air.
- Garuda Indonesian Airways.
- Gulf Air Company.
- HawaiianAir.
- Indian Airlines.
- Japan Airlines.
- KLM Royal Dutch Airlines.
- Korean Air.
- Malaysian Airlines System.
- Merpati Nusantara Airlines.
- Mexicana Airlines.
- Northwest Orient Airlines.
- Pakistan International Airlines.
- Pan American World Airways.
- Philippine Airlines.
- Qantas Airways Ltd.
- Royal Nepal Airlines.
- Royal Viking Line.
- Scandinavian Airlines System.
- Singapore Airlines Ltd.
- Sitmar Cruises.
- Thai Airways International.
- Transamerical Airlines.
- Trans-Australia Airlines.
- Trans World Airlines.
- UTA French Airlines.
- United Airlines.
- Western Airlines.
- World Airways.
- **Associate carriers of the PATA**
- Ansett-Pioneer Road Passenger Group
- Japanese National Railways.
- Mid Pacific Air.

Active industries under the PATA

- American Express Company.
- Hilton International.
- Hotel Indonesia International Corporation Ltd.
- Unitours.

Active carriers under the pata

- Aeronaves de Mexico.
- Air India.
- Air Lanka.
- Air Nauru.
- Air New Zealand.
- Air Niugini.
- Air Pacific.
- All Nippon Airways.
- Aloha Airlines.
- American Airlines.
- Ansett Airlines of Australia Air Lines.
- Bangladesh Biman.

- **Associate governments of the PATA**
- Anaheim Visitor and Convention Bureau.
- Australian Standing Committee of Tourism.
- Bali Government Tourism Office.
- California Office of Tourism.
- Canberra Tourist Bureau (Australia).
- Central Java Provincial Tourist Office.
- East Java Regional Tourist Development Bureau.
- Gangweon-do Provincial Government (Korea).
- Hawaii Visitors Bureau.
- India Tourism Development Corporation.
- Jakarta Metropolitan Tourism Board.
- Kementerian Tenaga Rakyat (Malaysia).
- Long Beach Convention and Tourism Bureau.
- Korea Bureau of Tourism, Ministry of Transportation.
- Marianas Visitors Bureau.
- Melbourne Tourism Authority.
- New South Wales Department of Tourism.
- New Zealand National Travel Association.
- Northern Territory Tourist Commission.
- Pahang State Development Corporation (Malaysia)
- Penang State Government.
- Philippine Convention Bureau.
- Philippine Tourism Authority.
- Queensland Tourist and Travel Corporation.
- Sabah Tourism Promotion Corporation.
- Sarawak Tourist Development Commission.
- Seoul Metropolitan Government.
- Travel Alberta.
- Victoria Government Travel Authority.
- West Java Regional Tourism Office.

Chapters of the PATA

In order to assist in the fulfillment of the objectives of the Pacific Asia Travel Association, the board of directors is empowered to encourage and authorise the establishment of PATA Chapters at any place in the world. This concept was given a go-ahead nod in 1965. The primary purpose of a Chapter is to conduct continuing education programmes and keep PATA members abreast of the changes in Pacific travel. The Chapters also do considerable promotional work. They stage social events for their members. The specific objectives of the Chapters are as follows :-

- To bring together representatives of the PATA members at regular intervals to develop a closer

working relationship and a better understanding of travel issues relating to the Pacific Area.

- To obtain uniformity and combined action by members in pursuing national and local policies within the framework of the PATA.
- To implement specific PATA objectives and projects.
- To pass to appropriate government and official organisations such matters approved by PATA and obtain actions on the same as and when required.
- To process generally and obtain opinions of members of the Chapters on any PATA objective.
- To provide a forum, which would enable the individual chapter members to conduct their various assigned responsibilities for selling travel and providing services to visitors to the Pacific in a more effective manner.

There are 2 types of chapters of the PATA, namely, (a) area chapters and (b) promotional chapters. Area chapters were conceived during the course of the Eighth Annual PATA Conference (1959) by a number of allied and associate members as a means of keeping PATA members and their representatives in the Pacific better informed about happenings throughout the Pacific travel industry and activities of the Association. Some of these chapter activities are the programmes involving matters of facilitation, staff training, improving visitor services and promotions aimed at developing regional tourist traffic etc. Promotional chapters were authorised by the Ninth Annual PATA Conference (1960) as a means of furthering the promotion of visitors from priority market areas to Pacific destinations. These also provide information about new developments, facilities, services, tours, educational seminars etc. for travel trade and sales personnel.

The Chapters are not the branch offices of the PATA. A Chapter is formed of the highest level of executives who represent the local tourism industry. The PATA has 80 active Chapters. Two to three new Chapters are organised on an annual basis.

Functions of the PATA

The functions of the PATA are as follows :-

- **Pacific Travel Conference and Workshop:** During the first four months every year, the PATA sponsors and organises a conference of its members for reviewing the progress, exchanging ideas and planning for future programmes. These meetings are held in different regions of the world and attract a large number of delegates. The conference also serves as a promotional tool for the host government.
- **Marketing:** A long-range marketing programme coordinates all the promotional functions of the PATA. It includes: (a) advertising, publicity and promotion and (b) research and development. The Association prepares and distributes sales aids and sales promotion material to travel agents and tour operators throughout the world. A trade advertising programme

is directed towards travel agents to sell the PATA's consumer advertising and sales promotion tools. Weekly news releases, special feature stories and photographs are given to newspapers, magazines and radio and TV networks by the Pacific News Service. The Association also organises research seminars, research presentations and technical assistance programmes for its members. Collection, analysis and dissemination of Pacific travel data are also the vital functions of the Association.

The PATA and India

India was admitted as an associate government member of Pacific Asia Travel Association in 1957. After the specific request of the government, the constitution of the PATA was amended suitably to enable India and other South Asian countries to become Associate Government Members. In 1964, at Jakarta, India became an Active Member of the Association. The PATA was formed to promote traffic to Pacific countries only. However, the definition of PATA was enlarged to enable some of the countries that were on the periphery of the Pacific but were not in the Pacific region. Later, a few other countries also joined the Association from this region. Among these countries were Sri Lanka, Nepal, Pakistan and Bangladesh.

Annual Conference at Sydney in Australia, the PATA agreed to hold its annual convention in India in 1966. Again, during the 1965 conference in Korea, India's invitation to host the annual convention in 1966 was reaffirmed and accepted by the general body of the PATA Conference. The decision regarding the venue of the conference is generally made three years prior to the Conference.

The PATA Conference (1966) was the fifteenth annual conference of the Association. This five-day conference and workshop, which was organised in New Delhi. It was attended by over 500 delegates from a number of countries. The main objective in inviting PATA conference to Delhi was to expose the facilities to a large segment of foreign tour operators, travel writers, airline executives etc. The Conference was a success. Till 1972, we witnessed a surge in tourism demand in our country. But after 1973, steep rise in oil prices and initiation in tourism markets led to a slight decline in the growth of tourist arrivals. During subsequent years tourist arrivals increased in terms of number. India, after the PATA Conference (1966), became a full-fledged member of the Association.

India was awarded yet another conference when it was unanimously chosen as the venue of the 1978 conference at the Sydney PATA Conference in 1975. The theme of the Conference "Challenge of Change" became significant in view of the fact that tourism was passing into a phase during which, there were no limits to its growth. The objective of hosting another PATA conference in India after a period of 12 years was to expose tourist facilities to a large segment of tour operators, travel writers, airline executives etc. The Conference was attended by over 1,500 delegates it

was the largest Conference in the history of the PATA.

In 2002, the PATA again organised its Annual Conference in India. It was a huge success. The PATA (India) Chapter was set up in the year 1969 as one of the Area Chapters. This Chapter has over 130 members with representation from the government (Ministry of Tourism), India Tourism Development Corporation, Indian Airlines, Air India as well as other international carriers, leading travel agencies, hotels, tour operators, advertising agencies etc.

Committees of the PATA

These are two Committees, as follows:

a Technical Committee of the PATA: Technical experts from member airlines are the members of this Committee. They give their suggestions for designs and modifications for aircraft to the manufacturers. Airlines must buy only those aircraft, which are certified by the PATA Technical Committee.

b Tariffs Committee of the PATA: Tariff experts of the member airlines are the members of PATA Tariff committee. They can seek the suggestions of other PATA members like the representatives of travel agencies, transporters, hotel owners etc. But these members do not have any right to vote. Voting rights are vested with active members.

The PATA approves increase in international fair and refers it to the governments of respective countries. These governments can withhold the approval and release it when they feel that it is appropriate time to do so. The PATA approves only international fares.

The PATA coordinates with the WHO for the health and hygiene of passengers, aircraft, food, fuel and noise pollution. It interacts with the INTERPOL for the safety of aircraft and passengers. It coordinates with International Postal Union, International Railways Union and International Transport Union.

Membership of the PATA

There are two categories of PATA members, as follows

- 1 Active Members.
- 2 Associate Members.

Airlines, which operate at the international level, are Active Members. Airlines, which are purely domestic airlines, can be Associate Members. Both these types of members can attend meetings of the Tariff Committee. However, only Active Members have the right to vote; Associate Members do not enjoy this right.

Aims of the PATA

There are 3 aims for which, the staff of the PATA relentlessly strive. These are as follows :-

- 1 To promote safe, regular and economical air transport for the benefit of the people of the world to foster air commerce and study the problems connected there with.

- 2 To provide means for collaboration among air transport enterprises engaged directly or indirectly in international air transport service.
- 3 To cooperate with International Civil Aviation Organisation (ICAO) and other international organisations.

The PATA is a voluntary, non-exclusive, non-political, non-profit and domestic organization. It provided technical, medical, legal, security, and administrative solutions to these problems. These activities are grouped under the heading of Trade Association.

The PATA meets its expenses by getting subscriptions from its members in proportion to their annual turnovers. It also provides some services to the non-members as well but it charges for such services. These are called Self Supporting Charges.

The PATA tries to simplify the procedures and documentation within the airlines.

Trade association activities of the PATA

The PATA performs the following 4 activities:

Technical activities of the PATA

- Through its Technical Committee, the PATA exchanges information and experience with all the airlines. It gives practical advice to governments and act as a guide to future development in transport.
- The PATA has played and continues to play, an important part in the drafting of the ICAO Standards and Recommended Practices, which comprise the technical regulation of civil aviation.
- It participates in technical activities related to avionics and telecommunications. It deals with dealing with air-to-ground and ground-to-air communications, radio navigation and landing aids. All of these contribute to cost-efficient on-time journeys.
- In the fields of engineering and environment, it covers the latest technologies, onboard the aircraft and on the ground. It also defines airline policies on important environmental issues, including air-noise aviation fuel standards and emissions from aircraft engines.
- Airports with responsibility for defining the PATA policy on airline requirements for airport terminals, expansion of existing airports or development of new ones.
- Flight operations, including factors that affect the safe operation of aircraft such as air traffic control systems, procedures for operating in low visibility conditions, operational equipment to be provided at airports and flight crew training.
- Monitoring of health standards for flight crew, hygiene and sanitation in aircraft, catering and care of disabled passengers.
- Simplification of bureaucratic procedures such as customs and immigration to speed up the flow of inbound and outbound passengers and cargo traffic.

- Security is one of the PATA's most vital activities. Actions related to it are co-ordinated by the security advisory committee, which groups them under property crime (theft), revenue crime (fraud) and airport and aircraft protection (terrorism).
- The PATA security services work in close liaison with INTERPOL, local police forces and airport and airline staff.

Air law of the PATA

The Legal Committee of the PATA, composed of experts in air law, is concerned with all the legal matters of international air transport. Legal aspects of airline documents are also taken care of by this Committee. The Committee has prepared the legal foundation for the present system of uniform traffic documents and procedures that can be used throughout the network of PATA members' routes.

Financial activities of the PATA

The PATA financial committee deals with all the aspects of accounting and settlements between airlines in respect of business they do with one another or on one another's behalf. It is also concerned with data collection and other problems in regard to currency and exchange, taxation, charges, insurance and statistics.

Example: The clearing house of the PATA enables the members to collect and pay their worldwide debts simultaneously by a single cash settlement in either Dollars or convertible Pounds Sterling. This clearing house was opened in 1947 in Geneva.

Traffic coordination activities of the PATA

Worldwide Tariff Coordination Meetings (Traffic Conferences) are held as and when the members deem fit; the frequency is once a year. Meetings to review fares for passenger tariffs are normally held in autumn; spring is the time for settling matters involving air cargo. Special meetings can be held in interim time periods and actions/decisions can be taken by mail vote, subject to the voting requirements and approvals of the respective governments.

Traffic services provided by the PATA

Traffic services have 3 main categories, as follows:

- Passenger Services.
- Cargo Services.
- Airport Handling.

Traffic Services lead to accomplishment of Multilateral Interline Traffic Agreement (MITA). This agreement was signed among the airlines to minimise the problems of passengers. Under this agreement, more than 200 airlines handle one another's passenger and cargo traffic, tickets and airway bills on a routine basis.

Board of directors meeting of the PATA

This meeting was held from September 20-22, 2002 at The Western Philippine Plaza, Manila. Mr. Ram Kohli,

Secretary and Treasurer of the PATA, was honoured during this meeting.

IATA (Indian Association of Tour Operators).

The ICAO

It is the abbreviated form of International Civil Aviation Organisation. This organization worked as a provisional body from 1945. In 1947. After the end of the Second World War, the representatives of the governments of various nations met at Chicago (the USA). On the April 4, 1947, the ICAO was finally established as a world body. The convention through which, this body emerged, is called The Chicago Convention.

Bilateral agreements under the aegis of the ICAO

Under these agreements, each State designates its scheduled carriers. The major data set that is to be given by each country is as follows :

- Designated carrier(s) (which airline will operate).
- City/Airport identified (which city and which airport).
- Type of Aircraft.
- Frequency of services (weekly, daily or twice a week).
- Traffic rights (whether 3rd, 4th, 5th or 6th freedom of traffic right).

Aims of the ICAO

The ICAO strives to achieve the following objectives:

- Ensure the safe and orderly growth of international civil aviation throughout the world.
- Encourage the art of aircraft design and operation for peaceful purposes.
- Encourage the development of airways, airports and air navigation facilities for international civil aviation.
- Meet the needs of people of the world for safe, regular, efficient and economical air transport.
- Prevent economic wastage caused by unreasonable competition.
- Ensure the right of contracting. All the States are fully respected and every contracting State has a fair opportunity to operate international airlines.
- Avoid discrimination between contracting States.
- Promote safety of flight in international navigation.
- Promote the development of all aspects of international civil aviation.

Objectives of the ICAO

The ICAO has the following objectives:

- Study of problems of international civil aviation.
- Establishing international standards and regulations in civil aviation.

- Promotion of safety in international civil aviation.

Functions of the ICAO

The ICAO performs the following functions:

- It gives statistical and economic data to governments of its member nations and also, to those airlines that are in its fold.
- It makes incessant efforts to reduce red tape prevalent in customs formalities around the world
- It helps developing nations get the benefits of air transport.
- It encourages the use of safety measures, uniform regulations and use of new technical equipment.
- It has evolved a pattern/set-up for providing meteorological services.
- It makes contributions in the fields of air traffic regulation, communications, radio beacons and ranges, search and rescue operations and other facilities that are needed for safe international flights.
- It gives technical support to the airlines of developing nations to train personnel of such nations in the field of civil aviation.
- It has simplified customs immigration procedures and public health regulations that are applicable in the field of international air transport.
- It also drafts international air conventions and economic aspects of international air transport.

Organisation of the ICAO

The ICAO is an organ of the UNO. It works under the Economic and Social Council (ECOSOC) of the UNO. Its status is that of a specialised agency. In 2000, it had 183 members (countries). These countries meet once in 3 years. The ICAO Council has 30 members. These members are elected by the Assembly. Note that the ICAO Council is the executive body of the ICAO. This council remains in touch with the Assembly and also regulates the funds of the ICAO. The council elects its President and Secretary General.

The headquarters of ICAO are located at Montreal (Canada).

The ICAO draws distinctions between scheduled and non-scheduled services. It certifies the fitness of an airport for international flights; hence, it judges and certifies the basic infrastructure of the airport. The ICAO also helps in getting Freedoms of Air from different countries for the purpose of routing the flights of different airlines via or over different countries of the world.

Freedoms of air as established by the ICAO

The ICAO has defined 6 freedoms of air. These are as follows:

- Freedom to over-fly another country's territory without landing.

- Freedom to land in another country for technical purposes only ie, change of crew, technical, engineering assistance etc.
- Freedom to carry passengers, cargo, postal air mail from own country to a foreign country.
- Freedom to carry passengers, cargo and postal airmail from a foreign country to one's own country.
- Freedom to carry passengers, cargo and postal airmail from a foreign country to another foreign country not involving one's own country.
- Freedom to carry passenger, cargo, postal airmail from a foreign country to another foreign country via own country.

IATA

Its full form is International Air Transport Association. It is a voluntary organization of the major airlines of the world. It has decided a common set of fares. It also takes care of coordination among airlines and various currencies of the world. It also helps in the connection of routes of international airlines so that interline transfers could be effected with finesse.

Origin of the IATA

It was formed in 1945. Its members were the reputed airlines of those times. However, the civil aviation industry was in its infancy stage. Slowly, the IATA define procedures for coordination among the airlines. The members agreed to abide by its norms. Hence, a global air passage ethos was developed; the IATA was squarely responsible for developing it.

In 1973, the number of members of the IATA rose to 108. It was acting as a fare fixing organisation till 1973. But in this year, it decided to do away with this role. It also gave up its role in the regulation of in-flight catering, drinks and entertainment. It focused its attention on more vital issues, namely, safety standards, security and ticket exchange arrangements.

The airlines of the world, which are the members of the IATA, have created a system of fare publishing. Various tariff publications publish the same sets of information in the same format. These tariff listings contain normal all-year fares. The restrictions on fares as well as special fare rates are also appended in such listings. These restrictions/facilities could be related to age, group tours, time of travel, seasonal fares, excursions fares, discounts, round-trip fares etc. If a fare or rule is agreed upon by an airline but not approved by the governments, then all the publications and tickets issued pending consent are published and advertised with the phrase "Subject to Government's Approval."

Headquarters of the IATA

The headquarters of this organisation are located in Montreal (Canada).

Membership of the IATA

There are 2 types of members of the IATA— Active and Associate. Active members operate their flights at

international levels. Associate members are the domestic airlines, which operate within their own countries.

Aims of the IATA

The following are the aims of the IATA:

- To promote safe, regular and economic air transport for the benefit of the people of the world to foster air commerce and study the problems connected therewith.
- To provide means for collaboration among air transport enterprises engaged directly or indirectly in international air transport service.
- To cooperate with the International Civil Aviation Organisation and the international organisation.

Functions of the IATA

The IATA acts as a protector of interests of the member airlines. It publishes fares of various sectors in trade journals. It approves travel agents. It gives the approved travel agents vital data related to air transport operations. It trains the employees of airlines in the vital areas of air transport such as air-ticketing, cargo handling etc. It also publishes statistical data related to air transport. Such data are used by airlines, travel agents and tour operators (procedures) to forecast the demand for tourism products/services in the future.

The IATA binds its members with one spirit and takes care of their interests at all the international forums.

Nowadays, its operations-and activities are fully compatible with Computerised Reservation System (CRS). Note that major two CRS technologies/packages are in vogue in the world— Amadeus and Galileo.

Performance of the IATA

The IATA has lived up to its reputation. Those travel agencies, which are recognised by the IATA, enjoy patronage of large numbers of clients. Those agencies, which are not approved by the IATA, are deemed unreliable. This organisation has also protected the interests of airlines in various areas. The IATA trains students in airline ticketing, cargo management and other vital operations of air carriers.

TAAI

The full form of the TAAI is the Travel Agents Association of India. It is one of the most respected organisations of India in the field of tourism and travel.

Origin of the TAAI

After independence, the industries of India started organising and reorganising themselves. The tourist industry was one such industry. Many travel agents started forming their own companies after 1947. In 1952, an All India Travel Agents Association was formed. It was converted into the Travel Agents Association of India (TAAI). It soon became the leading body of travel agents operating across the length and breadth of the country. It became a premier organisation in its field only after the government, through the Ministry of

Tourism, delineated the rules for recognition of firms, as described earlier.

Objectives of the TAAI

The chief objective of the TAAI is to safeguard and protect interests of its members by maintaining a constant dialogue with the concerned government agencies.

Organisation of the TAAI

The TAAI has its registered office in Mumbai and regional offices in Kolkata, Chennai, and New Delhi.

Functions of the TAAI

The TAAI performs various activities that are required to protect the interests of its members. It also organises an annual convention. This convention is attended by the representatives of travel agencies as well as by the members of the concerned government departments/ministries. Besides, representatives of many non-government organisations (which are related to the travel and tourism industry) also attend this conference on a regular basis. The Association also publishes a monthly magazine, Travel News, which is circulated among its members. In this magazine, the Association informs about the latest regulations and laws that affect its members. It also gives news of various tourist places and vital data/information related to tourism and travel. It tries to disseminate information related to the professional and commercial needs of its members.

India also recognised the need for developing tourism facilities and promoting travel agents. The officials of the government were aware of the fact that some spurious travel agents rob foreign tourists of their precious money, belongings etc. In December, 2002, a case has been brought to light in Goa. The travel agent had booked seats for tourists and fun freaks for taking them aboard a ship. They were supposed to celebrate the New Year eve (December 31, 2002) aboard the ship. But when the travellers and tourists arrived at the beach on the last day of 2002, they did not find any such ship to board. There are many spurious travel agents spread across the globe who take money from innocent travellers and vanish into thin year.

The TAAI decided to grant recognition to travel agents. It also expected the tourists to contact only those travel agents that were recognised by it. Consequently, the Government of India also defined a set of rules in this context. This set of rules is as follows:

- No firm shall be granted recognition unless it has been engaged actively in handling tourist traffic for at least one year before the date of submission of its application.
- Recognised firms shall be entitled to such rights/privileges as may be granted by the government from time to time and shall abide by the terms and conditions specified in the recognition document.
- Recognised firms would be required to operate a full time office, under the charge of full time staff. Such staff

would issue rail tickets to their customers, give them information regarding transport and accommodation, help them in customs clearance formalities and assist them in the issues related to travel.

- The recognition may be given for operations in the entire country or limited to a particular region.
- The recognised firms shall appoint only those guides that have been approved by the Ministry of Tourism, Government of India.
- All the recognised firms shall furnish yearly statements of their activities and other vital sets of information in respect of tourist traffic handled by them and all such matters as are related to travel/tourism.
- The decision of the government in the matter of recognition of a firm shall be deemed final. Further, the government also reserves the right to cancel or withdraw the recognition given by it to a firm.
- Recognition granted by the government shall not entitle the firms to be appointed as sales agents for the sale of railway tickets by the Ministry of Railways (Railway Board). The recognised firms would be required to apply separately, if they are keen to sell railway tickets.
- The firms desirous of seeking recognition would have a minimum paid-up capital of Rs. 1,00,000 mm
- Applications for the grant of recognition by the Ministry of Tourism (Government of India) would be considered only if the firm :
 - is approved by the IATA;
 - has a license to book foreign passages issued by the RBI;
 - has the approval of the Ministry of External Affairs (MEA) to handle travel documents and deal with passport offices; and
 - is registered under the local shops and Establishments Act.

Consequently, those firms, which were seeking recognition, were recognised by the Ministry of

Tourism, which is under the Ministry of Tourism and Culture. A prescribed form is issued for applying and getting recognition. This form is to be sent to the Director General, Ministry of Tourism. Note that the Directorate General has been authorised by the Government of India to grant recognition to the applicant firms.

FHRAI

FHRAI (Federation of Hotel & Restaurant Association of India) Federation of Hotel & Restaurant Associations of India, often known by the acronym, FHRAI, is the Apex Body of the four Regional Associations representing the Hospitality Industry. FHRAI provides an interface between the Hospitality Industry, Political Leadership, Academics, International Associations and other Stake Holders. FHRAI is committed to promote and protect the interests of the Hospitality Industry by actively seeking

better privileges and more concessions for the Industry. FHRAI members are always kept abreast with the latest trade information and trends, statistical analysis and reports on various topics that have a direct impact on the Industry, government notifications and circulars. FHRAI helps the Hospitality Industry to grow, prosper and keep in pace with the developments in the International scenario. With more than 3300 members comprising of approximately 2052 hotels, 1016 restaurants, 150 associate members and the 4 regional associations, FHRAI is truly the voice of the Hospitality Industry that brings several million dollars to the exchequer and employs more than 15 million direct workers.

Benefits

FHRAI is committed to the interests of the Hospitality community and works in several ways for its welfare and progress. FHRAI is supportive to the problems that members face and cannot solve by themselves. The collective strength of the members helps in dissipating issues.

Representation

FHRAI is the authentic voice of the hospitality industry in India. By sharing your views and problems you can help us in representing your specific matters and the issues facing the industry more effectively to the Central Government, State Governments and their Agencies. Some matters and news are also communicated in international fora through International Hotel and Restaurant Associations (IH&RA).

Lobbying

FHRAI is very conscious of lobbying role and make constant efforts to represent to the Govt. and Policy making bodies on all matters concerning the industry including taxes, incentives, export - import policy, hotel approvals, Classification of Hotels etc.

Legal Relief

FHRAI is very active in legal matters and for obtaining legal relief for the members. Sometimes it obtain & stay orders from courts which are only applicable to the members. For example it has a stay from Delhi High Court on TDS under section 194-1 of Income Tax since April 1999, which is still continuing (in April 2002) Members are free to refer any legal matters to us for advice and clarification.

Annual Convention & Exhibition

Members attend Annual Convention, which is an ideal forum to exchange experience and ideas, build profitable partnerships and interact with major players in the hospitality industry. These Conventions have excellent professional sessions for education and information on major topics of interest to our members. An exhibition - "Hospitality India" is organised every year by us & show-cases new technologies and products for the industry.

Website

The new website has all the advantages old site offered along with facility for online payments, online submission of awards forms, updation of listing information, discount card details etc. All the members have the privilege of being listed on this website. They can get more traffic to their site by our link exchange programme.

Career Opportunity

Members have the privilege of exploring human resource potential available in the country and have access to the recruitment process through the career section on website where they can post their job openings free of charge.

Discount Cards

Its hotel and restaurant members get two membership discount cards entitling them to 30% discount on rooms and F&B in all member establishments.

Listing in Hotel & Restaurant Guide

Membership entitles you to be listed in our prestigious Hotel and Restaurant Guide India, both the printed version and the CD Rom version which is published every year in a new edition. Members listings are also available in the search section of this site.

Hotel Industry Database

FHRAI has an exhaustive data base on the hotel industry and rules and regulations applying to this industry. Members will become a part of this data base and can access this wealth of data.

Magazine & Publications

The bi-monthly and very popular FHRAI Magazine is complimentary to all our members. FHRAI also produces relevant, useful and well-researched industry related publications which our members get free or at discounted rates.

Professional Development Programmes

FHRAI conducts regular Professional Development Programmes to develop and update knowledge and skills of hotel professionals. FHRAI organises training courses and seminars for the industry on various subjects. Quality training is provided at subsidised rates to our members. As a service to the Indian hospitality industry these programmes are also open to non-members.

Eligibility Criteria

FHRAI Hotel membership

- Must be a member of one of our Regional Associations.
- Must be a functioning establishment in operation.
- Must have minimum 10 rooms or the qualifying criterion of the Regional Association.
- If the hotel is under construction, only associate membership can be approved. This can be converted to hotel membership once it starts operations.

- Must have a restaurant in the hotel.
- Must have all the relevant Municipal/Police or any other required licenses with current validity.
- A restaurant in a hotel can also become a separate restaurant member (One restaurant can become member for hotel with 25-100 rooms and two restaurants can become members for hotel above 101 rooms).

FHRAI Restaurant membership

- Must be a member of one of our Regional Associations.
- Must be a restaurant under operation.
- Must have minimum 25 covers.
- Must have all the relevant Municipal/Police or any other required licenses with current validity.
- A Restaurant within the hotel (who is FHRAI member) can also apply for separate membership. One restaurant can be a member for a hotel with 25-100 rooms and two restaurants can be members for hotels with more than 101 rooms. Such restaurant members are also entitled to two FHRAI discount cards like any other member.

FHRAI Associate membership

- Must be a member of one of our Regional Associations.
- Must be associated with the hospitality industry in some way.
- Only Companies, firms and such entities can become a member, not individuals
- Hotels under construction should apply for associate membership. This can be converted to hotel membership instantly after the hotel starts operations.
- Our associate members are not entitled to FHRAI membership discount cards.

(For membership forms please visit web site www.fhrai.com).

Awards

The following prestigious awards were conferred at the Awards Function held at Chennai on January 10, 2009 Individual Entrepreneur Awards for the Year 2008 Individual Manager Awards for the Year 2008.

Adventure tour operators association (atoi)

Introduction

There are a vast number of Adventure Tourism Activities being conducted in the country. In order to ensure safety of participants in such activities, there is a need to lay down the minimum acceptable standards in terms of equipment and human resources. As a first step, the Basic Minimum Standards are recommended for those activities which have the greatest volumes in terms of participation. These activities are:-

Land based

- Mountaineering
- Trekking

Water based

- River running

Air based

- Parasailing
- Paragliding
- Bungee Jumping

Basic minimum standards for land based activities

Mountaineering

- **Application:** These Basic Minimum Standards (BMS) will apply specifically to commercial operators attempting 6000m or other comparable peaks, which offer to guide or accompany climbers above Base Camp and also to operators who offer more limited facilities. However, it will also concern operators who supply transport etc to Base Camp, and also supply Base Camp services and High Altitude porters.
- **Information to Clients:** A variety of organisations offer to take clients on 6000m or other comparable peaks. They vary from those which provide a full service to the summit or nearly to the summit, to those where there is minimal support for clients above Base Camp. However at the present moment it is difficult for clients to deduce from brochures exactly what is offered in terms of guiding and support, and whether it corresponds to their needs. These Basic Minimum Standards will supply clients with pointers to assist them to make an informed choice.
- **Danger awareness:** Mountaineers climbing at very high altitude, especially above 6000m are at considerable stress to their mental and physical powers and may not be capable of assisting others as has always been traditional in mountaineering. This fact is of particular importance to mountaineers of limited experience, who rely on professional guides to bring them safely up and down 6000m + peaks. They should be made aware that the risks involved in climbing at altitudes are such that a degree of self-reliance is necessary.
- **General Guidelines for Mountaineering**
 - All such operators will have to be registered with Adventure Tour Operators Association of India and Ministry of Tourism.
 - The leader or chief guide and as many as possible of the guides should have high altitude experience appropriate to the altitude of the peak to be climbed. He must have been a member of three climbing expeditions above 6000 m and must have completed the Basic Mountaineering Course with an 'A' grade or an equivalent from abroad. He/She must be qualified on first aid and cardiopulmonary resuscitation (CPR) certification.

- The guiding and porter staff on the mountain and the material supplied must be adequate for the aims of the party and stated level of service offered.
- An experienced doctor in the party is desirable but at the very least advance arrangements must be known for medical help. Advance arrangements must also be made for evacuation assistance in case of emergency.
- The minimum safety equipment available is recommended walkie-talkie radios and recommended medical supplies.
- Advertising must give a true picture of all the difficulties and dangers involved, and avoid promising the impossible. If an expedition is commercially launched by an operator, then the Biographical information about the guiding team should be included.
- The client must truthfully reveal his experience, supported by documentation/photograph, medical history etc to the organiser so that the organiser can make an informed choice about the potential client.
- Information supplied in advance will include a clear statement of the guiding, portage and equipment which will be supplied by the organiser, together with details of the clothing and equipment to be supplied by the client. This is not in context of the operators assisting expeditions with logistics alone.
- All equipment on which life is dependent must be Union International de Alpine Association (UIAA) or European Union (EU) certified.
- Knowledge of low impact environmental expeditioning must be undertaken, pledging to environmental guidelines of Union International de Alpine Association (UIAA)/Himalayan Environment Trust (HET) etc.

Trekking

- The leader or chief guide and as many as possible of the guides should have experience appropriate to the difficulty of the route being attempted. The trip leader must have completed at least two trekking trips in general and must have completed the Basic Mountaineering Course or equivalent with an 'A' grade. He/She must be qualified on first aid and cardiopulmonary resuscitation (CPR) certification.
- The guiding and porter staff for the trek and the material supplied must be adequate for the aims of the party and stated level of services offered.
- Adequate arrangements must be made known in advance for medical help available in the area. Advance information must also be made for evacuation assistance in case of emergency. Minimum first aid medical supplies must be carried on the trip. In case of a helicopter requirement for rescue operation, it is recommended that the Accreditation Committee be empowered to authorize the rescue.

- Information provided to clients must give a true picture of all the difficulties and dangers involved, and avoid promising the impossible. Biographical information about the guiding team should be included.
- The client must truthfully reveal his experience, medical history etc to the organiser so that the organiser can make an informed choice about the potential client.
- Information supplied in advance will include a clear statement of the guiding, portage and equipment which will be supplied by the organiser, together with details of the clothing and equipment to be supplied by the client.

Basic minimum standards for water based activities

River running

- Any company operating river running trips or commercial white water rafting trips must be registered with Indian Association of Professional Rafting Outfitters/Adventure Tour Operators Association of India and Ministry of Tourism.
- All trips on white water for tourists will be conducted with at least one qualified guide on each craft. A senior guide or trip leader must be present and supervise the activity at all times.
- **The Guide accompanying the trips should:**
 - be at least 18 years of age;
 - be able to swim;
 - hold a valid first aid and cardiopulmonary resuscitation (CPR) certificate or equivalent.
- **Training:** Guide trainees should complete a course (or equivalent training) that equips them with the necessary skills and knowledge to safely and competently guide a raft. A guide training course should include the following topics:
 - skills - rafting techniques, crew training and management, emergency and rescue techniques.
 - knowledge - equipment, safety and emergency procedures, rapid theory, leadership, signals, environment protection
- **Recognition Experience:** Guides should,
 - have guided a raft under the supervision of and to the satisfaction of a Trip Leader on at least ten white water runs within the past two years in rapids of the same class or higher than the run they intend to guide on;
 - complete a familiarization run on any new stretch of white water they intend to guide on;
 - maintain a log book recording each run and signed by the Trip leader as proof of experience;
 - should have good communication skills in Hindi and English.

- **Special Requirements for Trip Leaders:** Trip Leaders should,
 - have been qualified guides for at least two years;
 - have a high level of guide skills and knowledge;
 - have a thorough knowledge of trip planning, white water rescue techniques, emergency procedures and advanced first aid;
 - have guided a raft as a qualified guide on at least twenty white water runs within the past two years in rapids of the same class or higher than the run they intend to lead on;
 - complete a familiarization run and know the evacuation routes on any new stretch of white water they intend to lead on;
 - should have excellent communication skills in Hindi and English.
- **Single Raft Trips:** Some of the worst accidents in river running internationally have occurred where there has been only one raft. There should always be at least two crafts on the water i.e, two rafts or kayaks or a raft and a safety kayak. This may be relaxed for float trips (maximum grade II) in the case of rafts. For kayaks a minimum of two or preferably three is always recommended. Safety Kayaks must be mandatory on technical rapids grade IV and beyond. In case on continuous white water sections, one should look at a minimum of one kayak per raft, if not more.
- **Kit:** All trips must carry a well- equipped first Aid kit (it must have triangular bandages, sterile pads, gauze roller bandages, pressure bandages, first aid adhesive tape, splints, scissors as bare minimum), a repair kit (it must contain approx. half meter of repair material, a sufficient amount of glue and accelerator, sand paper or roughing tool and waterproof repair tape/ duck tape). Oar rafts must carry at least one spare oar. All rafts must have a safety line going all around the raft, a bow- line and preferably a stern line as well. All rafts must have a throw bag and a bailing bucket (in case of non self bailer bucket boats). A flip line is recommended for all big drops.
- **Personal River Equipment:** All rafters/ kayakers must have a life jacket on all times while on water. This includes the guides also. The life jackets must have adequate buoyancy (minimum of 6.14 kgs, and preferably 9-10 kgs.), must be the proper type (U.S. coast Guard Type III or V) with a provision of ensuring a snug fit by straps etc. and the life jacket must be worn correctly. Inflatable life jackets and the 'keyhole' type jackets should not be allowed. Guides must ensure that the life jackets are on in a secure manner before the trip starts and above all major drops. Helmets are mandatory on all rapids and it is recommended that helmets be kept on throughout the trip. The helmet should be properly strapped. Rafts must be of good condition with no leakage or compartment damage. A baffle / compartment inflation check must be carried out at regular intervals to ensure that each compartment is air tight with no leaks. A minimum of 14 - 16 feet boats are recommended for commercial rafting. Self bailing rafts are recommended.
 - **Age Limit:** Fourteen years on all stretches except float trips (grade II and below), where it may be relaxed to ten years.
 - **Non Swimmers:** Non swimmers should not be allowed on any serious rapid (grade III +/IV)/ or hard section.
 - **Safety Briefing:** Guides/ trip leader must ensure that a thorough safety briefing covering all pertinent details for that particular trip is given before each trip. The trip leader must ensure that clients are in suitable attire (bulky clothes, sarees, neck ties, long skirts and three piece suits should not be permitted). People suffering from any serious ailments, weak heart conditions, epilepsy and expecting mothers should not be allowed. Non-swimmers should be allowed to body surf only with rope back up. Shoes/ appropriate sandals/ booties are a must for rafting. Appropriate clothing must be worn during winter/ on glacial melt rivers with cold air temperatures. For such rivers, dry suits/ wet suits are recommended. If not, light woolens/synthetic clothes are a must. Trips must be timed carefully to finish at least an hour before sunset.
 - **Alcohol and Drugs:** Consuming alcohol in any form or quantity or illicit drugs at least six hours prior to the river trip must not be allowed.
 - **Familiarization Runs:** One or two familiarization runs before operating commercially each season or on new rivers is recommended. Rivers should not be run commercially at flood levels.
 - **Foreign Guides:** Foreign Guides must be aware of the Indian Safety Regulations before being allowed to operate. They must fulfill the required criteria and should do a few familiarisation runs on the river and equipment before being allowed to operate commercially. A valid first aid certificate is a must.
 - **Senior Guide:** A senior guide must have spent at least three consecutive seasons on any of the above three rivers with a minimum of sixty days on the river per season. He must have all requisite first aid and cardiopulmonary resuscitation (CPR) qualifications and must have a clean safety record. A senior guide must have river- running experience on at least three different rivers.
 - **Safety Kayaker:** A safety and rescue kayaker must be thoroughly trained and experienced in all safety norms, river rescue and first aid/cardiopulmonary resuscitation (CPR) certification. A minimum of thirty days on the river is mandatory before kayaking with commercial trips.

Basic minimum standards for air based activities

Aerospports need the highest skill requirements. They also have the highest risk element and anything that goes wrong hardly gives an opportunity for corrective action. Accordingly adherence to safety guidelines must be followed meticulously.

Generally the following principles need to be adopted

- The equipment used in each aero-sport must be defined in terms of its specifications, certifying agency and its life (shelf life and usage life), as defined by the manufacturer, who for the purpose must hold a valid authorization for manufacturing the particular aero-sport equipment.
- Instructor/operator qualification is very important. It is not enough to have an initial certificate or qualification. Currency and continued evaluation in terms of safety and skill needs to be carried out.

Paragliding

Infrastructure

- 1 Operator must have access to safe and open take off points in case of hill launches. The take off point should be free from obstructions in the take off path and should not have rock or crops which could injure the participant. Cliff take off points must strictly not to be used.
- 2 The operator must have free and clear access to a designated landing ground free of obstructions such as tall trees, buildings, electric wires etc.
- 3 First aid must be available at site with Qualified First aid Instructors (having additional knowledge of related accidents), with arrangements with a nearby hospital for quick emergency services.
- 4 Wind conditions should be strictly monitored and the activity must be done within the weather conditions stipulated by the equipment manufacturer.

Equipment And Accessories

- 5 Paragliding wings must have APCUL DHV or CEN certification. Such certification should be stitched on the wing and visible for inspection. Harness should be with back protection and harness must be fitted with round type certified rescue parachute.
- 6 Helmets and Ankle shoes must be compulsory.
- 7 Proper log books must be maintained for all equipment.
- 8 Annual inspection and certification of equipment for air worthiness must be carried out.

Operator Qualification

- 9 In case of solo flights the pilot should have undergone two full days ground training consisting theoretical and practical training and instructor should satisfy himself of the first launch both in hill and winch launched paragliding. For first 15 launches height should be

restricted to Max 500 feet and student should be radio guided. After demonstrated capability for 180 degree stable turns, five spot (20 Mtrs) landings and after the theory paper is cleared, the student may be allowed to carry out free fly. The student pilot must have a valid registration with a club recognised by the Aero Club of India.

- 10 Tandem pilots must have a tandem pilots licence issued by the competent authority, which will be issued after the following:

- 1-50 logged flights.
- 35 h + logged.
- Pass theory paper

- 11 All instructors must be current pilots having sufficient knowledge and experience in the sport.

Parasailing

- **Operator Classifications:** All operators shall be certified by the appropriate agency in terms of their capability to conduct the activity on land or water, specifically endorsed to allow multi-passenger flight operations.
- **In Flight Floatation Devices and helmets:** At all times passengers participating in parasailing activities over water, while in flight shall wear a properly fitted approved life jacket. Over land, the passengers must wear an ISI approved helmet.
- **Assumption of Risk And Release of Liability Waiver:** Without exception, all operators shall require ALL PARTICIPANTS of legal age or if a minor; a parent or legal guardian to read and sign an assumption of Risk and Release of Liability waiver prior to starting, the activity.
- **Passenger Safety Briefing:** All parasail participants shall be required to view a Parasail Safety Briefing video and/ or be given a written Parasail Safety Briefing handout. In addition, the crew shall give a pre-flight verbal summary of the briefing before any parasail flight activities commence, which should include the following:
 - A description of the activity itself.
 - Safety precautions while underway and in-flight.
 - Safety and life saving equipment locations.
 - Warnings and Procedures for unexpected events, such as water landings, equipment malfunctions, and towline separation.
 - Procedure in the event of an emergency onboard the vessel.
 - The proper use of signals.
 - Question and answer period.
 - Exclusion of any participant that may be afraid or intimidated prior to participation.

1 Proximity to Obstructions. Wind restrictions:

Operator should have a wind measurement device and should not operate in winds exceeding 18 Kph. Operator shall at all times maintain a minimum operating distance from any surf-zone, shoreline, or fixed object, of not less than 500 feet. In addition, at no time shall a parasail vessel's operator allow a canopy to pass within the following distance from the shore while an onshore wind is present. (Onshore wind shall be defined as any wind direction that could potentially place a parasail vessel, canopy, or participant in contact with land in the event of the loss of vessel or systems power and/or line separation.).

2 Responsibility of Vessel Sea worthiness and tow vehicle road worthiness:

It shall be the responsibility of the first mate in charge to make certain that the vessel is maintained and is properly equipped in a sea worthy condition. A current written log shall be kept of all mandatory daily inspections and all routine maintenance performed on vessel. Under no circumstances shall the operator and/or crew utilize any equipment outside the parameters for which it was designed and must at all times adhere to manufacturers' specifications, requirements, and/or recommendations. Similar conditions should apply for land based parasailing vehicles.

3 Passenger Weight Restrictions:

At no time shall a passenger be allowed to participate in parasailing activities unless they meet the manufacturers' recommendations or requirements in terms of weight. Passenger must be able to be comfortably and safely fitted into harness.

4 Towline Length Limitations:

- shall any vessel's winch drum be equipped with more than 500 feet of towline while conducting parasail flight operations. Similarly land based operations should not use more than 500 feet of rope.
- Exceed a maximum of 300 feet AGL (Above Ground/ Water Level).

5 Minimum Age Requirements:

Children may participate in parasailing activities only after the operator has made reasonable prior judgment that wind and sea conditions are conducive to such activities and extreme caution should be exercised. Children under 12 are not to be allowed.

6 Towline Inspection and Maintenance:

Towline in its entirety shall be inspected daily for damage and/or wear and if necessary shall be immediately replaced. Towline shall be kept clean and maintained in accordance with manufacturers' specifications, requirements and/or recommendations.. A written log of such inspections and maintenance shall be kept at all times.

7 Pre-Flight Weather Evaluation:

It is the operators responsibility to evaluate and determine if weather conditions are favorable for parasailing. He shall use

all means available to make such a determination. No operator shall knowingly parasail in rain, heavy fog or during a known lightning storm within 50 km from the parasailing area, in addition a daily weather log shall be maintained.

8 Multiple Passenger Flights: Multi-passenger flights shall only be conducted under the following conditions and only after the operator has made reasonable judgment prior to each and every flight. Extreme caution shall be exercised:

- At no time shall there be more than 2 passengers in any canopy.
- Wind conditions must be adequate, stable and consistent.
- Conditions must be conducive to such activities.
- Commercial equipment specifically designed and professionally manufactured for multi-passenger flight operations must be utilised.
- All equipment must adhere to manufacturers' specifications, requirements and/or recommendations.
- Vessel's winch system must be equipped with a functional level-winder during all multi-passenger flights.

Bungee jumping

- **Essential requirements:** All parts of the jump line must be duplicated. This extends from the connection of the bungee to the jumper and the connection to the structure at the other end of the line. Normally the jumper should have an attachment to ankle straps, and another to a body or sit harness.
- **Equipment** (harnesses, karabiners) should be of sound construction and suitable for this use. Mountaineering equipment from reputable suppliers is appropriate. Karabiners should be of the screw gate type.
- **Braided ropes:** At least 2 braided ropes should be used and matched to the weight of the jumper; they should be to BS 3F 70 1991 specification for heavy duty braided rubber cord, or to a demonstrably similar standard.
- **Unbraided ropes:** Normally one unbraided rope is adequate because of the in-built redundancy from its structure of approximately one thousand individual strands bound together. Each rope should have an examiners certificate from an independent source and be selected according to the weight of the jumper.
- Rope log books should be kept, describing maximum load, and numbers of jumps and drop tests undertaken, and in the case of unbraided ropes, any other conditions required by the examiner (eg length of time in sunlight). Ropes have a finite life and operators should be able to demonstrate that this has not been exceeded.

- There should be a written operating procedure. If not written, elements will be more likely to be forgotten or short circuited. Both operators and enforcement officers should be able to check that safe procedures have been established and are being followed.
- The procedure should cover at least:
 - medical enquiry;
 - age verification - if under 18, parental consent should be required;
 - if under 14, they should not be allowed to jump;
 - weighing and rope selection: There should be a method of checking that the weight of the jumper has been correctly measured and recorded so as to ensure that the correct rope is selected for each jumper;
 - attachment of each part of harness and ropes, and the checking of each action by a second trained person;
 - briefing of jumper;
 - entry into and riding in cage;
 - re-instruction and jump; and
 - retrieval of jumper.
- **Use of mobile cranes:** Use of mobile cranes is not recommended allowed as this is too dangerous.
- **Other important elements:** Training of personnel is of paramount importance. Each job undertaken requires a different level of training and experience. Those in charge should be able to demonstrate that everyone who is carrying out a task has enough experience to do so, unless person. There should be under direct supervision by another experienced person. There should be a proper training schedule showing how a person progresses from one level of competence to the next. The schedule of work should clearly state, who carries out every safety critical action and who checks it. Each person should know the tasks, which they are permitted to carry out and those which they are not authorised to do. To date, all known fatal accidents world wide have resulted from human error.
- The person in overall charge should keep close control of the site. Arrangements should be made to exclude spectators from the jump zone for their own safety and to avoid distraction of the operators.
- Anyone in a cage should be securely attached to it. Spectator riding, especially by children, should be discouraged.
- There should be a dead-weight drop test of the whole line at the beginning of the day to ensure its integrity.
- Spares for all the components in the jump line should be kept on site so as to be available for immediate replacement of suspect components.
- An air bag should be used for jumps over land

with unbraided ropes. The purpose of the bag is to prevent a jumper striking the ground if an incorrect rope selection is made. It is not to safeguard jumpers who fall due to a failure to properly connect them to the supporting structure. Braided ropes to BS 3F 70 have an outer covering which tightens when stretched. Unbraided ropes do not, so there is more risk of a jumper descending too far if a wrong rope selection is made. If a jump is made over water with an unbraided rope, relying on the water to perform the function of the airbag, steps should be taken to ensure that there are no obstructions under the water surface. In addition, suitable arrangements should be made for rescue from the water.

Enforcement agency

- An accreditation committee may be formed for operators and outfitters in one or several activities. The constitution of this accreditation committee should be as follows:
 - Chairman (Designated by Ministry of Tourism, Government of India),
 - Members: Members must be proven specialists with actual experience of adventure activities, who meet the minimum criteria for guides and trip Two members nominated by Adventure Tour Operators Association of India (ATOAI).
One member each nominated by National Institute of Water Sports (NIWS) and the Indian Association of Professional Rafters (IAPRO).
One member nominated by Parachuting Federation of India
One member nominated by Indian Mountaineering Foundation
- The committee may also appoint examiners, in consultation with relevant Adventure Trade Associations, who have proven experience in the activity to carry out inspection of the operator's facilities and certify compliance to safety regulations. The appointed examiners must be individually capable of conducting the activity independently and must themselves meet the minimum requirements for trip leaders or instructors.
- This committee will also be empowered to look into any complaint against any adventure tour operator.
- This committee may further keep upgrading the guidelines and safety regulations, as and when required on a yearly basis.
- This committee may also do training programmes/ refresher courses and coordinate any relevant issues impacting the smooth running of the adventure activities in India.

List of institutions

The suggested list of institutions whose certificates would be recognised as guide or Trip leaders qualification for the specified activity are as follows : -

Land based

- Himalayan Mountaineering Institute, Jawahar Parbat, Darjeeling.
- Nehru Institute of Mountaineering, Uttarkashi
- Western Himalayan Mountaineering Institute, Manali.
- Indian Institute of Skiing and Mountaineering, Gulmarg.
- Armed Forces Training Establishments (In respect of ex-servicemen).
- Any other equivalent institution from abroad recognized nationally or internationally.

Water based

- National Institute of Water Sports, Goa.

- Regional Water Sports Centre, Pong Dam, Himachal Pradesh.
- Armed Forces Training Establishments (In respect of ex-servicemen).
- Any other equivalent institution from abroad recognized nationally or internationally.

Air based

- Armed Forces Training Establishments (In respect of ex-servicemen).
- Any other equivalent institution from abroad recognized nationally or internationally.

Accommodation forms & types

Objectives: At the end of this lesson you shall be able to

- explain prominent features of accommodation
 - classify hotels on different basis
 - define product mix of a hotel
 - describe different types of rooms in hotels.
-

Introduction

The WTO has defined the word 'tourist' by assuming that the person has spent at least one night at the destination visited by him so that he may be put under the category of tourist. Thus, every person, who undertakes a tour, must stay away from the place of his usual residence and spend (at least one night) at the place of his visit. Tourism, therefore, incorporates the most vital activities related to every human being-eating, sleeping for rest, sleeping for night stay, getting dressed for the day, enjoying beverages and liquor, dancing and playing certain indoor and outdoor games in which, he may be interested. Tourism is always connected to the provision of such places as may be suitable for a comfortable (and, if possible, luxurious) stay of the visitor.

This aspect of tourism has received more attention than tourist spots, which the tourists quite often long to visit. A hotel or restaurant earns much more from tourists than a tourist spot. That is because the former satisfies the most basic needs of man; in fact, the tourist cannot proceed for a tour at all if he is not offered a decent accommodation at or around the place of his visit. Lack of such a facility may dissuade many a tourist from visiting many places of tourist attraction, howsoever beautiful and extravagant those may be.

If a country, which is also a popular destination, provides excellent accommodation, restaurant facilities, bar facilities, dance clubs, nightlife and other related paraphernalia to tourists, it is likely to earn millions of Dollars due to her "accommodation assets." The examples in this context are- London, New York City, Hawaii Islands, Mumbai, New Delhi, Bangkok, Pattaya, Mauritius, Paris, Hong Kong, Singapore, Dubai, Kenya etc. On the contrary, if a country provides moderately

nice or poor accommodation and other facilities, she is not likely to attract tourists. Hence, her tourism revenue may plummet. The prominent examples in this context are-Bangladesh, Tanzania, Ethiopia, Botswana, Zimbabwe, Sierra Leone, Uganda, Pakistan, Central Asian countries, Greenland etc. These areas/countries do have hotels and restaurants but these may not be of those standards that are normally expected by tourists. Hence, they flock to those places, which have better hotels as well as excellent- facilities for eating, dancing, drinking and enjoying the nightlife.

Prominent features of accommodation

In the parlance of tourism administration, accommodation has the following features (trends have also been discussed):-

- The tourist stays at a place of temporary residence for at least 1 night when he undertakes a tour; he does not stay at the usual place of his residence.
- Such a place of temporary residence is called Accommodation, Lodge, Hotel, Motel, Sarai,

Dharamshala, Resort, Youth Hostel or Camp. This name is given to that place of residence according to a set of previously defined rules. Such rules are defined by the travel/tourism organisations operating at the global level.

- The tourist uses a room for stay for at least one night. He may stay for any a number of nights and days. He may or may not take food, beverages, liquor and other food items from this place of temporary residence. As he has come to the place to explore it from the viewpoint of a tourist, he does not pay much attention to food, beverages and liquor offered by the hotel. Most of the time, he stays out of the hotel. But

he is invariably offered breakfast, welcome drinks and some gifts by the hotel that he checks into. He may also take dinner in the same hotel, if he has the time and inclination to do so. This is the most accepted norm in the hotel business nowadays. That is why, welcome drinks and morning breakfast are included in such holiday packages as have accommodation as their essential component.

- Stay in a hotel becomes a part of the experiences of the tourist. Thus, he wants the accommodation to be nice, comfortable and, if possible, full of luxury. He spends money on the accommodation according to his pocket. But we have noted that in many cases; a tourist tries to touch those upper classes (in the context of stay in a hotel) as are beyond his reach in his everyday life. In order to enjoy his tour to the maximum possible extent, he does not mind paying extra for a decent hotel suite/room that is of a four-star or five-star category.

- Whenever the tourist travels along with other members of his family, he ensures that he gets the best accommodation to take care of interests and needs of every member of his family. If he is accompanied by his wife, he prefers privacy and luxury. If he is accompanied by his wife and little children, he prefers comfort and facilities. If he is accompanied by his wife and young children, he prefers separate accommodation/room for his young children; such children may be put in the lap of luxury whereas he, along with his wife, may choose a room with less facilities (or lower levels of comfort/luxury). If he is rich, he always prefers luxury suites. If he is very poor, he spends the least amount on accommodation and the maximum on other tourist activities, travel and sightseeing. Refer Table 1, which explains how tourists of different classes view accommodation as a part of their tour programmes.
 - Sub voce: Such priorities may vary. We have tried to depict the common trends prevalent in global markets.

Table 1
Priorities of Tourists (Indian Context)

Sl. No.	Category of Tourist	First Priority	Second Priority	Third Priority	Fourth Priority
1	Single Tourist - Young	Comfort	Location	Luxury	Service
2	Single Tourist - Old	Comfort	Luxury	Location	Service
3	Couple - Young/Newly Married	Luxury	Comfort	Service	Location
4	Couple - Old	Service	Comfort	Location	Luxury
5	Family - Three Members	Luxury	Comfort	Location	Service
6	Family - More than Three Members	Service	Location	Comfort	Luxury
7	Group - Three Persons	Comfort	Service	Location	Luxury
8	Group - More than Three Persons	Comfort	Service	Location	Luxury
9	Single Tourist - Rich	Luxury	Comfort	Location	Service
10	Single Tourist - Poor	Location	Service	Comfort	Luxury
11	Couple - Rich	Luxury	Comfort	Service	Location
12	Couple - Poor	Comfort	Service	Location	Luxury
13	Family - Rich	Comfort	Luxury	Service	Location
14	Family - Poor	Location	Service	Comfort	Luxury
15	Group - Rich	Luxury	Comfort	Service	Location
16	Group - Poor	Location	Service	Comfort	Luxury

- Most of the tourists pay a part of the hotel rent in advance; it is customary to pay the rent for 1 day, if the tourist proposes to stay for 2 or 3 days. If he plans to stay for a week, then he deposits room rent for at least 4 or 5 days, if he does not plan to shift to another hotel. The lobby manager and the guest decide the advance amount after some deliberations. However, payment of room rent for 1 day in advance is the most acceptable norm in all the hotels of India.

Tourists had better follow this norm and then, decide after the stay of 1 day whether they would like to continue in the same hotel or not. We have learned that tourists are either dissatisfied by the services of the hotel they check in or they are keen to stay in new environs within the same city. That is why, they change the hotel after the stay of 2 days or more in one hotel. This move helps them keep a tab on their expenses while they are on the move. In any case,

most of the package tours are arranged by paying the hotel expenses well in advance.

- Tourists prefer to stay at such hotels as are popular and vouched for by their friends (or travel agents). If they have time, they try to explore new places of stay at do spots. Of tourist interest. If they are busy, they depend upon their travel agents to locate ideal places of stay. These tourists, however, do tell their travel agents about their preferences in the context of accommodation.
- Earlier tourists used to book rooms in such hotels as were crowded and located in busy areas of cities. But nowadays, tourists prefer such hotels as are secluded, located in suburban or rural areas and less crowded.
- In the wake of falling prices of rooms/suites in five star hotels of India, additional number of tourists is trying to stay at such hotels. In some of these hotels, the rates have been reduced by one-half. Thus, five-star hotels are attracting more customers than their four star and three star cousins
- The tariffs of hotels are well as those of food, liquor, beverages and other services are closely linked to their past records as good places of accommodation. So, image of a hotel, besides its rating and location, has become importance in deciding what it can earn by offering its products and services. A hotel in an overcrowded area, for example, may be having a reputation of providing a good service (and rooms) even if the area of its location is not very decent.
- Non-graded hotels in India are also commanding the respect and patronage of Indian and foreign tourists. This is a healthy trend, though services provided (and rooms offered) by these hotels may not be of good quality. A cost-conscious tourist quite often opts for these hotels. He cannot always check into a four-star or five-star hotel because he is always on the move due to his business commitments. Quite often, he mixes business with pleasure. This forces him to spend fewer amounts on hotel accommodation and more on travel as well as business-related activities.
- Foreigners use credit cards to pay for the hotel expenses, food, beverages and liquor. The Indians use cash or credit cards but the latter are used by them only in four star and five star hotels.
- Travel agents quite often couple tom programmes with hotel accommodation. They act as agents of hotels, motels and owners of tourist resorts. They are paid commission for booking hotel rooms for tourists; this commission is paid to them by the owners of hotels immediately after their clients check into their hotels. If these travel agents book hotels for tourists as a part of a tour, the hotels, which accommodate such tourists, pay the commission to these travel agents after a fixed period of 30,60 or 90 days. An agreement is done between the hotel and the travel agent in this context and the transactions of a period of 30,60 or 90 days are accounted for while paying the commission to the travel agent. Different hotels have different (and mostly verbal) agreements with travel agents.
- Four-star and five-star hotels also get bookings through reputed travel agents and tour operators. But their agreements are legalised, in written formats and based on professional working norms. As large amounts of money are involved in such deals, hoteliers, resort owners and travel/tour agents prefer written records, well-maintained accounts books and transparent procedures.
- Tourist arrivals in State-owned hotels have reduced in the wake of growing number of scandals in such hotels. Tourists, especially foreign visitors prefer such hotels and resorts as are hassle-free and sans controversies.
- In all the non-graded hotels of India, bargaining for room rent is a common feature. During the off season, hotels tend to charge less rent and during the season, these hotels charge hefty amounts as room rent. Normally, the ratio of rent in season to that in the off-season is 4:1; this is the maximum ratio that can be achieved in one fiscal year by the hotel.
- Tips are given quite often in all types of hotels of India. In package tours outside India, the practice of giving tips to waiters, porters, front office boys and housekeeping staff is not in vogue.
- Welcome drinks (and not liquor) are offered by many a hotel of India. This practice is not followed by all the hotels.
- Visitors tend to stay in those hotels with which, their first-time experiences were pretty good. This fact is a universal phenomenon.
- Travellers, who had stayed in a three-star hotel during their previous itineraries, try to stay in four-star or five-star hotels in their subsequent sojourns
- The Nouveau Rich and bourgeois families do not stay in non-graded hotels.
- Rich families, affluent businessmen, cinema stars, star players, cricket stars, managers, CEOs and professionals prefer to stay in five-star or seven-star hotels.
- It is our experience that guests staying in a hotel prefer to dine in the restaurant of that hotel, if time and circumstances permit them to do so.
- Middle-income families and individuals get hotels booked at or near the places of their arrival in the city. In fact, these people are persuaded by the local agents of hotels (or the hotel staff) who through the railway stations, bus stations, metro points and ports. They take tourists by coaches or taxis to such hotels and show them rooms and suites. They also persuade the front office managers of such hotels to reduce the room rent (so that the accompanying guest- to be could give a nod to stay in the room). Further, they try to convince

the guest- to-be that he is about to check into the best hotel in the given budget bracket. Bargaining at one hotel or the other leads to a settlement. The hotel agent can represent as many as four or five hotels. He gets commission from the hotel where the guest checks in. Normally, a guest/family scans four or five hotels after he arrives in a new city. The hotel agent may also get a tip from the guest/family in lieu of the season service “provided by him to the latter. But payment of such a tip is not an accepted norm as the guest/family is aware of the fact that the hotel agent also gets commission from the hotel.

- Poor families and individuals stay at sarais and dharamshalas. These places are very cheap and invariably have large halls in which, a large number of cots/beds is arranged in a crude manner. Bathrooms and lavatories are less in number and shared by all those who check in. There is no privacy for a family but it accepts the situation. Facilities like hot water, television in the common hall (lounge), newspaper, magazines, telephone etc are available. But such sarais and dharamshalas do not offer food of any kind. However, tea is served at most of these places at a nominal cost. These sarais and dharamshalas are not air conditioned. Normally, these are closed after 10 pm and even those guests, who had check in, many find it difficult to get their gates opened. Religious societies, communities, traders associations and ethnic groups form organisations to set up and ran these sarais and dharamshalas. These are operating in all the 400 major cities and 4 metropolises of India.
- The youth are offered accommodation at cheap rates by youth hotels, which are managed by the central or state governments. Further, several organisations like Young Men’s Christian Association (YMCA) and Young Women’s Christian Association.(YWCA) offer rooms for boarding and lodging in all the major and minor cities of the world. These organisations offer good food and facilities as well as premises for organising youth camps. These organisations invariably operate on the basis of no-profit no-loss.”

Other supporting infrastructure required tourism

Types of Accommodation

There are various types of accommodation other than hotels for the customers. According to the customers preferences the accommodation facilities are provided.

Caravans

These are mobile homes, that families take across the country. It is fitted with sleeping, dinning .lounge and bathing facilities. Some caravans have kitchens with basic eating facilities, medical arrangements. This is ideal for those recouping from surgeries and illness. It is also a place for attaining physical fitness. (Fig 1)

Government Houses

It is a composite name for dak bungalows, circuit houses, Public welfare department(PWD) houses and forest

lodges which are the legacy of the British Raj in India. Dak bungalows are meant for the postal couriers to rest while circuit houses were for the higher ranked officials. Forest lodges were built for those involved in forestry and building. The PWD houses were for those officials involved in road building and electricity power lines. These establishments are still available to Government personnel and authorized public.



Floatels

These are found on passenger ships. Some are permanently docked at port while others are cruiseliners taking passengers on a week long trip around famed locations connected with water.

Rotels

These are double decker buses. Passengers sit on lower deck and sleep on the upper deck. Some buses are used for long cross country tours covering 15days or more. Second floor has beds fitted with bed side lamps, toilet shelf and privacy curtains. The greatest benefit is guest do not have the problem of packing and unpacking. They are provided cupboards on board. Rotels are introduced by Conti hotel bus company of Germany. (Fig 2)



Motels

Fully automated hotels which require minimum human contact. A guest books online and gets an immediate confirmation. On arrival he punches in his reservation number and name in a machine which initiates a dialogue with a virtual receptionist who registers the guest through a close circuit television and issues a key to the room through a slot machine. Out side cleaning crews come during the day to clean the room and make it fresh and clean. This concept was started in Japan and is likely to be the future of hotels.

Sanatoria

This type of accommodation are found at Spas and other health resorts. The rooms are specifically equipped for

therapy including sauna Turkish bath and Jacuzzi. Meals are personalized. Diet regimes are given separately for each guest. These hotels have proper dieticians, doctors and.

Types of Rooms

There are various types of rooms. The Room tariff depends upon the type of room and its facilities and where it is located. The various types of rooms and number of guests allowed to occupy the rooms are as follows.

Single room

This has a standard single bed to provide sleeping accommodation to one person. Double room: This has double bed & provides sleeping comforts to two persons. It has large bed.

Twin bedded room

This is with two identical twin beds .this provides sleeping accommodation for two persons. Interconnected room: these are rooms which are connected to each other by a common wall & door. It is used by families or two separate individual persons.

Triple room

This room offers sleeping accommodation for three persons, here a double bed with an extra bed.

Quad room

This room offers sleeping accommodation for four persons, and has four beds.

Double -double room

This type of rooms has two double beds in it & provides sleeping accommodation for four persons.

Suite room

A set of two rooms out of which one is bed room & the other is sitting room or living room.

Cabana room

The room situated near the swimming pool of the hotel. Efficiency room: this is complete self sufficient room, containing a bed room, a small kitchen, dining room & a bath room.

Hospitality room

It is used for entertaining and also be called as function room. Dupleix suite: This suite has 2 rooms on 2 successive floors and is connected to each other with a common staircase. Facilities Available in the Different Types of Accommodation

Motel

Motels, motor hotels to serve the needs of motorists. They must provide car parking, garage, accommodation, rest facilities, & recreational facilities & restaurant.

Floating hotel

This type of hotels are located on the surface of the water such as lake, sea etc.

Suburban hotel

These types of hotels are situated in suburbs with quite surroundings with low tariff.

Resort hotels

These types of hotels are located at islands, hill stations, beaches.

Residential hotels

These are otherwise known as apartment hotels which will be sold for monthly or yearly basis. Independent hotels: These hotels or on ownership basis and do not have any affiliation or contract through any other properties.

Commercial hotels

These hotels are situated in the heart of the city i.e downtown busy commercial areas and urban areas.

International hotels

These hotels are situated in metropolitan cities and provide modern western style luxury to their guests. These are also called as full service hotels.

Budget hotels

These hotels are applicable to tourist area where longer staying guests require self catering provisions and also for families relocated or temporary employees in that area.

Casino hotels

This type of hotels are focus on gambling and provision of casino. Casino hotels are not seen in India but are very popular in America.

Conference hotels

These are hotels which are specially designed to accommodate group meetings.

Transient/transit hotels

Hotel guests who comes under the category of transient guests who are in the process of moving from one destination to another and stop at the hotel for a short period of time.

Semi residential hotels

These hotels provide accommodation to guests on weekly or monthly basis like residential hotels as well as on per day basis like transient hotels.

Types of Plan- EP, CP, AP, MAP and their Rent & Taxes

A hotel normally develops a price range of rates between minimum-moderate -maximum. These rates are arrived at by evaluating the competition and determining the contribution required from room revenue to meet operational costs and investment the moderate rate is often quoted as the rack rate.

The rack rate can however change based on season to maximum rate or minimum rate in addition to the above reservation agents book rooms by certain price plans. A

plan is a package proposal of rooms and meals. Some guests have several alternatives for eating when on tour, including being entertained by friends and clients, eating at the restaurants closer to the place of work.

- European plan. (EP) Only bed is offered is offered in this plan.
- Continental Plan (CP) Bed is offered with Break Fast in this plan.
- American Plan (AP) Bed, Breakfast Lunch, Dinner is offered in this plan.
- Modified American Plan (MAP) Bed, Breakfast, Lunch or Dinner is offered in this plan.
- Bed and Breakfast

Charges for room and English breakfast. Business executives prefer the European plan as they are often “wined and dined” by business clients are have to do the same to their clients. Groups prefer the MAP that enables them to eat a breakfast before going for the purpose of their visit, be it sightseeing or convention or a training program etc. they prefer to return to a meal at the end of the day. An American plan is chosen by holiday makers who want to enjoy and keep away from the chores of cooking. This plan is often found at resorts. The continental plan is found in Europe that is used to breakfasts of a continental style. The bed and breakfast is a british concept that includes rooms with hearty English breakfasts.

The rent and taxes charged by different hotels depends upon the hotel policy. Usually these days the Tamil Nadu charges 12.5% tax.

Fax Machine

Fax is a telecommunications technology used to transfer copies (facsimiles) of documents, especially using affordable devices operating over the telephone network. The word telefax, short for telefacsimile, for “make a copy at a distance”, is also used as a synonym. Although fax is not an acronym, it is often written as “FAX”. The device is also known as a telecopier in certain industries. When sending documents to people at large distances, faxes have a distinct advantage over postal mail in that the delivery is nearly instantaneous, yet its disadvantages in quality have relegated it to a position beneath email as the prevailing form of electronic document transfer. (Fig 3)



Overview

A “fax machine” usually consists of an image scanner, a modem, and a printer. Although devices for transmitting printed documents electrically have existed, in various forms, since the 19th century (see “History” below), modem fax machines became feasible only in the mid-1970s as the sophistication increased and cost of the three underlying technologies dropped. Digital fax machines first became popular in Japan, where they had a clear advantage over competing technologies like the teleprinter, since at the time (before the development of easy-to-use input method editors) it was faster to handwrite kanji than to type the characters. Overtime, faxing gradually became affordable, and by the mid-1980s, fax machines were very popular around the world.

Although many businesses still maintain some kind of fax capability, the technology has faced increasing competition from Internet-based systems. However, fax machines still retain some advantages, particularly in the transmission of sensitive material which, due to mandates like Sarbanes-Oxley and HIPAA, cannot be sent over the Internet unencrypted. In some countries, because electronic signatures on contracts are not recognized by law while faxed contracts with copies of signatures are, fax machines enjoy continuing support in business.

In many corporate environments, standalone fax machines have been replaced by “fax servers” and other computerized systems capable of receiving and storing incoming faxes electronically, and then routing them to users on paper or via an email (which may be secured). Such systems have the advantage of reducing costs by eliminating unnecessary printouts and reducing the number of inbound analog phone lines needed by an office.

Capabilities

There are several different indicators of fax capabilities: Group, class, data transmission rate, and conformance with ITU-T (formerly CCITT) recommendations.

Fax machines utilize standard PSTN lines and telephone numbers.

Alternatives

One popular alternative is to subscribe to an internet fax service. Fax service providers allow users to send and receive faxes from their personal computers using an existing email account. No software, fax server or fax machine is needed. Faxes are received as attached .TIF or .PDF files, or in proprietary formats that require the use of the service provider’s software. Faxes can be sent or retrieved from anywhere at any time that a user can get internet access. Some services even offer secure faxing to comply with stringent HI PAA and Gramm-Leach-Bliley Act requirements to keep medical information and financial information private and secure. Utilizing a fax service provider does not require paper, a dedicated fax line, or consumables.

Another alternative to a physical fax machine is to make use of computer software which allows people to send and receive faxes using their own computers. See Fax server, Unified messaging and internet fax.

Photocopier

A photocopier (or copier) is a machine that makes paper copies of documents and other visual images quickly and cheaply. Most current photocopiers use a technology called xerography, a dry process using heat. (Copiers can also use other output technologies such as ink jet, but xerography is standard for office copying.)

Xerographic office photocopying was introduced by Xerox in the 1960s, and over the following 20 years it gradually replaced copies made by Verifax, Photostat, carbon paper, mimeograph machines, and other duplicating machines. The prevalence of its use is one of the factors that prevented the development of the paperless office heralded early in the digital revolution. (Fig 4)



Photocopying is widely used in business, education, and government. There have been many predictions that photocopiers will eventually become obsolete as information workers continue to increase their digital document creation and distribution, and rely less on distributing actual pieces of paper.

Digital technology

In recent years, all new photocopiers have adopted digital technology, thus replacing the older analog technology. With digital copying, the copier effectively consists of an integrated scanner and laser printer. This design has several advantages, such as automatic image quality enhancement and the ability to “build jobs” (that is, to scan page images independently of the process of printing them). Some digital copiers can function as high-speed scanners; such models typically offer the ability to send documents via email or to make them available on file servers.

A great advantage of digital copier technology is “automatic digital collation.” For example, when copying a set of 20 pages 20 times, a digital copier scans each

page only once, then uses the stored information to produce 20 times (a total of 400 scans), making one set at a time, or 20 separate output trays are used for the 20 sets.

Low-end copiers also use digital technology, but tend to consist of a standard PC scanner coupled to an inkjet or low-end laser printer, both of which are far slower than their counterparts in high-end copiers. However, low-end scanner/inkjets can provide color copying at a far lower cost than can a traditional color copier. The cost of electronics is such that combined scanner-printers sometimes have built-in fax machines.

Copyright issues

Photocopying material that is subject to copyright (such as books or scientific papers) is subject to restrictions in most countries. This is common practice, as the cost of purchasing a book for the sake of one article or a few pages can be excessive. The principle of fair use (in the United States) or fair dealing (in other Berne Convention countries) allows this type of copying for research purposes.

In certain countries, such as Canada, some universities pay royalties from each photocopy made at university copy machines and copy centers to copyright collectives out of the revenues from the photocopying, and these collectives distribute resulting funds to various scholarly publishers. In the United States, photocopied compilations of articles, handouts, graphics, and other information called readers are often required texts for college classes. Either the instructor or the copy center is responsible for clearing copyright for every article in the reader, and attribution information must be clearly included in the reader.

Health issues

Exposure to ultraviolet light is a concern. In the early days of photocopiers, the sensitizing light source was filtered green to match the optimal sensitivity of the photoconductive surface. This filtering conveniently removed all ultraviolet. Currently, a variety of light sources are used. As glass transmits ultraviolet rays between 325 and 400 nanometers, copiers with ultraviolet-producing lights such as fluorescent, tungsten halogen, or xenon flash, expose documents to some ultraviolet.

Concerns about emissions from photocopy machines have been expressed by some in connection with the use of selenium and emissions of ozone and fumes from heated toner. However, these concerns may be due to misunderstanding or exaggeration.

Credit card terminal

A Credit card terminal (Fig 5) is a device that can do transactions with a debit card or a credit card. Several types of credit card terminals are available to merchants. Most have the same basic purpose and functions. They allow a merchant to swipe or key in required credit card information and transmit such data to the merchant service provider.

Fig 5



Most newer models process credit cards, gift cards, and are expandable to perform check verification. The majority of credit card terminals transmit data over a standard telephone line or the internet. Wireless terminals can transmit card data using either cellular

networks or satellite networks. Some also have the ability to store data and transmit over a standard telephone line when one becomes available.

Ecotel: Environment protection and preservation. These Ecotel is a new concept in hospitality industry that claims to work for the environment protection and preservation. They recycle the water, use of renewable energy, reduce energy consumption two devices. Save money on electricity etc., These are all latest trends and best practices. The concept of environment responsibility in taking care on the hotel industry.

Pod hotel: This is called capsule hotel very popular in western countries. Japan has many hotels. It is provided at cheap rate to basic overnight stay for transit guest, who cannot offered much money. The railway tourism plan to introduce in india.

Health Resort: The health resort are now under renewed named as wellous resort. There are more than 10 resorts in india. Especially for Ayur vedha in kerala is world famous well known spot.

House boats: These are modified lay boats of yester years. The boats are held together in the rope. Hence the name. It is 60 - 70 feet low and people can stay close and travel for a short distance. The changes are nomical in its food. It can acomodate couple / 4 par / 6 par / etc., It is very famous in kerala.

Transport sector - Modes and relative significance

Objectives: At the end of this lesson you shall be to

- explain major modes of transport
 - select the type of transport with in a mode
 - define civil aviation in India
 - describe road transport system in India
 - narrate about water transport.
-

Introduction

The tourism industry is closely linked to the transport sector in every country. The tourist has to travel out of his normal city of residence. That makes him eligible to be called Traveller. Naturally, he would use one mode or the other that would help him move to the coveted tourist spot. Besides accommodation, transport is the most important component in the tourism industry. Transport systems must be comfortable, fast and reliable so that tourists may be able to enjoy safe and luxurious travel. They are not ordinary travellers. They are out to enjoy the environs of the countryside or the tourist spot. Thus, if they have bad experiences, they would not turn up again. They are not ordinary commuters, just like millions of people travelling in the cities and vast regions of the world. They want to have only good experiences; ordinary travellers become habitual of having bad experiences because they must travel due to the requirements of their jobs and businesses. Tourists travel for enjoying the time or new places they are visiting. This feature differentiates the tourist from the ordinary traveller. In this chapter, we shall study transport systems of India and also, give basic facts and data related to the transport system.

Rudiments of transport

Major modes of transport

The modes of transport can carry passengers, tourists and freight. The airlines carry freight, passengers and ordinary travellers. We must point out here that the modes of transport used by ordinary passengers are also used by tourists. The idea of defining a sub-category in each one of the three major modes (rail, road and air) is to convince our readers that there are separate modes of transport available for tourists. However, these tourists can also use such modes of transport as are being used by ordinary travellers. Example: A family can go to Madgaon (Goa) by Mangla Express from Hazrat Nizamuddin. This family cannot use a taxi or coach to reach Goa. It must board a train to do so. But this train is also catering to the travel needs of ordinary passengers who are not keen to explore Goa as tourists. Some of them could be natives of Goa and it is just possible that they are going home for a few weeks. Thus, we cannot put tourists in watertight compartments so far as modes of transport are concerned.

In the parlance of tourism, the tourist seeks pleasure even during the course of his journey. That is because he:

- is in a leisure mood;
- wants to enjoy the environs of the tourist spot and those that he comes across en route the spot;
- has spent a lot of money on his tour programme and so, wants to enjoy each and every moment of his itinerary; and
- expects that services provided during the course of transport would be at least equivalent to the money spent by him to buy these.

Time is another factor to be considered in this context. If the tourists does not have much time, he would prefer a faster mode of transport like aircraft. If he has a lot of time, he would not to like to miss the pleasures of journey and thus, may opt for sea cruise or coach travel. If he has some time at his disposal but wants to be independent, he can hire a taxi.

The number of passengers also decides the mode of transport. If the number of people in a group is large, the group hires a 16-seat van or coach. Large numbers of passengers even hire buses. We have come across cases when people (nearly 70 in number) have hired buses to reach Vaishno Devi Shrine (Jammu and Kashmir). They started from Delhi and completed the 10-day tour in comfort. They also carried gas cylinders and a cooking range along with them and ladies aboard the coach cooked as and when there was a need to do so. Such types of tours are not uncommon in northern India. From the south, coaches come to the north during summer holiday seasons. These buses come from as far as Chennai, Hyderabad and Coimbatore. Students prefer to travel by trains. They get entire coaches booked for traveling to distant tourist spots. The railways also offer them discounts in tickets.

Season plays an important role in selecting the mode of transport. Off-season discounts are available when we travel by rail. Students can avail such discounts if they prove that they are students of recognised institutions or universities. Children below the age of 5 years can travel free Children in the age group of 5-12 years can travel at half the ticket price by rail. Children above the age of 12 years would have to pay the price of full ticket, however. Children below the age of 3 years can travel

free of cost by bus. Children in the age group of 3-9 years can travel at half the ticket price by bus. Children above the age of 9 years would have to pay the price of full ticket. Children below the age of less than 2 years would have to pay 10 per cent of the basic adult ticket of fare in an aircraft. Children in the age group of 2-12 years can travel by paying 67 per cent of the basic adult ticket fare in an aircraft. Children above the age 12 years would have to pay the price of full ticket in an aircraft. Airport taxes and other surcharges would have to be paid by all the passengers. Families decide according to their convenience and time at their disposal. The overall cost of the budget is also a major factor that decides the mode of transport.

Rich people (who have money but no time) prefer to use faster modes of transport like aircraft, taxis etc. They also spend more money on executive or luxury class of travel. Middle-income families and businessmen (who have some money and some time) prefer luxury trains, ordinary trains, cheap cars, auto-rickshaws, metro railway services and coaches. They spend on economy class or, in rare cases, on luxury class of travel. Poor people (who have lots of time but no money) prefer ordinary buses, trains with second class reservation, auto-rickshaws, cycle rickshaws, local buses and metro railway services.

Air transport

Our valued readers can recall the epic. The Ramayana. In this epic, Ravana, the demon king, took away Sita, the wife of Lord Rama, by the route (akash marg). It is just possible that he was in the possession of a machine that could fly. We have also several fables, mythological stories and religious scriptures that explain the flight of rockets or missiles (astras). The Mahabharata war was fought with the help of these astras, so say the Vedas. Further, The Rig Veda has also mentioned various principles of science, especially those related to flight of men and machines in the air. The historic and medieval ages did not witness the advent of such devices or machines as could take humans into air or keep them afloat. In any case, the medieval age remained very chaotic due to wars and battles being fought by kingdoms and empires in Asia and Europe. We can conclude that these kingdoms may not have devoted enough time to scientific research.

History of civil aviation (world)

The modern era arrived after the medieval age. Man started developing basic technologies and gadgets. He must have tried to fly in the air; we can only imagine how painful his efforts would have been ! On April 12, 1903, Wilbur Wright and Oliver Wright developed the first ever flying machine for the mankind. This was only the beginning !

The War happened, at last. From 1939 to 1945, the Second World War saw the use of bombers, transport aircraft and paratroop droppers. Aircraft were not used for civilian transport during these 6 years. However, diplomats and politicians were able to use the same

occasionally, when the conditions allowed them to do so. The USSR, the USA, the UK, Italy, Germany and Japan used fighter aircraft to destroy their respective enemies. Jet aircraft had not arrived on the scene as yet. Most of the aircraft were either two-seater bombers or transport aircraft with huge bellies. Transport planes were used to take paratroopers and soldiers on various war fronts. Thus, the nations at war did not even realise when air transport had become so much vital for their strategic missions.

The War ended in 1945. The processes of reconstruction of Europe started. Naturally, the aircraft industry had to shift its attention to civil aviation.

In 1953, Indian Airlines and Air India were set up in India.

In 1981, Julian Knot floated across the English Channel in a solar-powered balloon. A conventional hot air balloon was used to fill, hot air in this a balloon. Solar energy was, however, used to keep this air warm. The balloon took 1.24 hour to cross the English Channel.

At this juncture, we would shift our attention to the civil aviation industry in India.

History of civil aviation (india)

Experimental flights were started in India in 1911. During the days of the Second World War, an air field was constructed at Palam, which is located in south Delhi (near Gurgaon). Its runway had a length of 12,500 ft and was suitable for landing the 747 Boeing aircraft.

In 1927, the Civil Aviation Department was established. Thus, the seeds of civil aviation in India were sowed in this year. In 1927, the first flight of Imperial Airways was undertaken from Cairo to Delhi on January 8, 1927. In the same year, an air station was also constructed at New Delhi.

In 1928, a Flying club was set up at Delhi. Consequently, the first administrative building of New Delhi Aerodrome was constructed at the Safdarjung Airport, on the edge of Lodi Road, quite close to the spot where the All India Institute of Medical Sciences is located. The runway had a total length of 3,500 ft. Currently, it is being used by the small aircraft of Indian Airlines, private planes and gliders of the Delhi Flying Club.

Weekly flights of Imperial Airways started from December 30, 1929 onwards. Later, the airport at Palam was reconstructed and modernised. It was divided into three terminals. Terminal II was renamed as Indira Gandhi International Airport; it is being used for the arrival and departure of international flights. Terminal I is being used for handling domestic flights.

India's first private international airport, constructed by a private sector firm, is located at Nedumbassery. The Indian Airlines was set up in 1953. A complete section has been devoted to it in this chapter.

During the late eighties and early nineties, private airlines were allowed to serve air passengers in domestic sectors. Some of these are Damania Airways, Jet

Airways and Sahara Airways. Attacks on the Parliament on December 13, 2001 proved to be a deterrent in the context of civil aviation in India. Terrorists blew up an aircraft in 1981 at Lahore and hijacked another (IC-814) in December, 1999. These are only two of a many incidents that the airlines have faced. During the eighties, Kanishka, a jet of Air India, was blown up by a bomb over Ireland. Sikh militants were assumed to be behind that tragedy. Tourists and passengers are scared because of the attacks on WTC towers that had taken place on September 11, 2001. Wary national commuters of the USA triggered a dangerous trend of avoiding air travel; it continues till date. People are not keen to travel by air due to threats of terrorist outfits. These scary feelings wreak havoc on the air transport business because passengers do not want to face grim situations in the air at a height of nearly 5.5 km above the earth. Even God cannot save them in case they come across a terrorist, or witness an aircraft crash due to the acts of terrorism. Aircraft safety norms and airfares have remained the focus areas of airlines in the new century. At present, the scenario is precarious in the airlines industry of India. It is the same for the airlines of the world too. United Airlines has filed a case for bankruptcy in a US court. Major airlines of the world have been incurring losses for a past few years. Indian Airlines and Air India are cash-strapped. Seats remain vacant in many of the flights but the costs related to these are to be borne by the airline.

Organisation of air transport industry : international context

India witnessed the air transport revolution much late. The Americans and Europeans had taken a lead in developing their air transport networks. They used Cessnas, Dorniers and small but attractive choppers to move from one place to another. These aircraft were mostly single-engine birds. The jet age had come during the late sixties of the last centuries. It changed the entire scenario of civil aviation. Wide-bodied jet aircraft were in vogue in the USA and Europe during the seventies. Boeing Corporation and Air Bus Industrie were the major producers of civil aviation aircraft during the late eighties and early nineties. Rolls Royce, the renowned carmaker, started producing engines for jet aircraft. As already stated, two Wars proved to be disasters for the civil aviation industry of the world. After these Wars, however, this industry got a new lease of life. Tourist destinations were developed. In 1953, the Indian government set up Indian Airlines. Its major objective was to cater to the transport needs of foreigners who were keen to visit her major tourist spots like the Taj, Khajuraho, Konark Temple, Gateway of India, Shimla, Manali, Bombay, Victoria memorial, Kullu, the Red Fort etc. These spots were quite close to major cities of India. These major cities were, in turn, connected through the major road and rail routes. The government started providing air services to major metropolises of the country so that passengers could have access to these major cities and subsequently, to the tourists destinations described earlier.

Intra-country air transport started in the USA precisely because the USA is a large nation by any norm. During the eighties, railway trains lost their charm. The airborne passenger was respected; he was supposed to save his time too. Europeans followed in the footsteps of the Americans. Then Singapore, Malaysia, Japan, Thailand and other nations of the Orient developed their air networks and airlines. Kuala Lumpur, Tokyo, Osaka, Singapore and Bangkok became hot tourist destinations during the early eighties. These trends continued during the nineties. The world was going through a painful phase of free market reforms during those times. The airlines were benefited due to this wave.

Multinational air transport regulations

In order to ensure smooth and trouble-free movements of international passengers across five continents, the airlines of the world remain on their toes, literally. These are regulated by the WTO, LATA, ICAO and other organs of the UNO. All the international airlines must conform to the norms defined by these organisations. Civil aviation is a costly affair. Aircraft worth billions of Dollars are to be pressed into service to carry passengers from one destination to another. The system of online bookings (CRS), airport-hotel-airport transfers, in-flight catering, waiting for connecting flight, airport safety and protection, aircraft safety when it is airborne, services provided by the cabin crew and overall quality of service provided by the airline are some of the vital consideration.

Current scenario in india

After the implementation of the free market system in India, airlines have also become free and more democratic. Private airlines are growing at a fast pace, though public sector carriers are also making their presence felt in the Indian and international air sectors.

Carriers in public sector

The civil aviation sector of India has 3 roles to perform, as follows :-

- Regulatory.
- Infrastructural.
- Operational.

Domestic carriers of India can be classified into the following sub-categories.

Indian airlines

This public sector carrier was established in 1953. In 1983, the fleet of Indian Airlines consisted of 10 aircraft of Airbus Industries, 25 B-737 Boeing aircraft, 12 HS-748s and 8 Fokker Friendship planes (F-27s). In 1999, it had a fleet of 52 aircraft that handled 200 flights on a daily basis. In 2003, it had a fleet of 57 aircraft (as per the data provided by India 2003). Out of these aircraft, there were 7 Airbus 300s, 36 Airbus 320s, 11 Boeing 737s and 3 Dornier 228s. The aircraft taken on lease were also included in the aforementioned count of 57. All the Boeing 737 aircraft are being operated by Alliance Air.

On November 4, 2002, the data received at the desk of the author has been appended in Table 1 that follows.

Indian Airlines is catering to the needs of domestic tourists and business passengers as well. It operates its flights to 64 domestic stations (including 2 seasonal stations-Jaisalmer and Puttaparthi) along with its subsidiary, Alliance Air. Further, it sends its flights to Bahrain, Doha,

Muscat, Ras-al-Khaimah, Fujairah, Dubai, Sharjah, Kuwait, Male, Dhaka, Colombo, Kathmandu, Yangoon, Kuala Lumpur, Bangkok and Singapore.

Sub voce: The CCD deferred the decision to acquire 43 aircraft for the airline. It has also decided not to go ahead with the process of disinvestment in the AI and IA.

Table 1 Vital Statistics of Indian Airlines

S.No	Parameter	Value
1	Number of Domestic Destinations	64
2	Number of International Destinations	16
3	Domestic Departures per Day	226
4	International Departures per Day	42
5	Number of Pilots	362
6	Number of Cabin Crew	1,003
7	Number of Engineers	627
8	Number of Engineers	2,416
9	Engineering Bases	Delhi, Hyderabad, Kolkata and Mumbai
10	Engineering Sub-bases	Bangalore and Chennai
11	Jet Workshop	Delhi
12	Simulator In-house Training For A300, A320, and B737	Hyderabad
13	Domestic ticket Agents (in India)	1701
14	Average Passengers per Day (August, 2000)	17,872
15	Average Passengers per Day (September, 2002)	18,708

Air india

It was established as a public sector enterprise in 1953. The international carrier of India represents the country in all major airports of the world. The cute Maharaja of Air India is well known for his typical Indian style, mannerism and spontaneity. As on May 31, 2002, India had bilateral agreements with 97 nations of the world. Air India responsible for the execution of these agreements.

According to India 2003, Air India has a fleet of 23 aircraft-6 Boeing 747 -400s, 2 Boeing 747-300 (Combi), 4 Boeing 747- 200s, A3000-B4s and 8 Airbus 310-300 aircraft on a dry lease basis-2 from Singapore Airlines, 2 from GECAS and 1 from ILFC.

It would add 3 more Airbus 310-300 aircraft (on a dry lease basis) to its existing fleet. This decision would be implemented by the end of 2003. As on March 31, 2002, the staff strength of Air India was 16,776. It operates flights to 35 stations (12 domestic and 23 international) with its own aircraft. It also has cooperative agreements like CS/BSA/JV with foreign airlines for serving 20 international destinations. Out of this number, 9 destinations are served by the airline through its own aircraft. From April, 2001 up to February, 2002, Air India carried 2.85 million passengers.

The headquarters of Air India are located at Mumbai. It reported a profit Of Rs 20 crore in July 2002; this data is based on the report of Trav Talk (July, 2002).

The airline has decided to increase its services in some sectors. The details are as follows :-

- Daily frequency to Paris by December, 2003.
- Increasing flights in Delhi-Frankfurt-Chicago sector.
- Double daily flights from Delhi to London and New York.
- Double daily flights from Mumbai to London and New York.
- Fourteen flights per week to and through Heathrow (London) in the near future.
- Twenty-one flights per week by 2004, connecting Ahmedabad, Bangalore and Kochi directly to the UK and the USA.

Two Boeing 747-400s and six 310 aircraft are being taken by Air India on a dry lease basis to cover the aforementioned destinations. Onboard food festivals would be organised to motivate passengers to fly on these routes of Air India. Body massage service has also been introduced.

- Sub voce: The CCD deferred the decision to acquire 17 aircraft for the airline.

Vayudoot

It was registered as a private limited company under the Companies Act (1956) on January 20, 1981. It was converted into a public limited company on February 17, 1983. It was formed as a third level feeder airline to operate its services to such regions as had difficult geographical terrain, slow means of transport and poor communication facilities. Its chief objective was to connect those cities of India through air services that were not being serviced by Indian Airlines. However, it started incurring losses. Thus, the IA took it over. Now, it is a separate division of the IA.

Alliance air

It is the subsidiary carrier of Indian Airlines. Its aircraft

and executives work in unison with those of Indian Airlines. The aircraft of Alliance Air also go abroad and cover a host of international tourist destinations. Recently, this airline started a new service to the north-eastern region. This service, called ATR Service, connects Kolkata to Agartala. It is arranging another 4 ATR-42 aircraft to gradually link Aizawl, Agartala, Dimapur, Imphal, Lilabari, Shillong, Silchar, Kolkata and Guwahati. In January, 2003, its air passenger capacity was supposed to rise to 4,175 (from 2,125). Runways are also being extended in the north-east, thanks to the efforts made by the government in this context.

Pawan hans

It is a helicopter service that is fully owned by the government. It gives its services to the oil sector, hilly areas and remote villages and towns. Its customers include ONGC, governments of Punjab and MP, Lakshadweep administration, the GAIL, the BSF and some private sector firms. It is the largest helicopter service of Asia. It has a fleet of 29 helicopters, which included 3 MI-172s, 19.

Dauphin AS365Ns, 3 Bell 206L4s, 2 Bell 407s and finally, 2 Robinson R-44 helicopters; this data was taken from India 2003. This enterprise is known as Pawan Hans Helicopters Limited (PHHL). In 2003, the number of helicopters owned by it rose to 31, according to an advertisement issued by the PHHL. It is also the first aviation company to have received ISO 9002 certification in India and a Gold category award in International Quality Summit in New York. It also maintains helicopters of other firms. It is the approved maintenance centre of Eurocopter for Dauphin series helicopters. It plays a vital part in the activities, related for the promotion of tourism. It flew its helicopters for 18,307 hours in 2001-02. The total number of hours of flight of the PHHL is 2,70,000. The headquarters of the PHHL are located at New Delhi.

Palace on air

The government was impressed by the success of the Fairy Queen and Palace of Wheels. Further, the Palace on Wheels had become synonymous with India. It gives an authentic insight into the history, folklore, palace, cuisine, dances and music of Rajasthan. This state offers a lot to the international tourist who, quite often, has never seen ancient forts and rural life of India. The desert of Rajasthan, despite its harsh and hostile terrain, attracts people from as far as the USA and New Zealand.

However, tourists from the West are fond of air travel. Thus, they may not opt for a slow service like the Palace on Wheels or Fairy Queen. They would like to cover the entire length and breadth of India in say, 3 months. And if Rajasthan alone takes five to ten days of their itinerary, how would they push on to the next leg of the tour ?

Finding a concrete answer to this question was not easy. But a Private firm, called Infrastructure Development Management International (IDMI) has started a new

service for the sake of these tourists who are fascinated by Rajasthan. This service is called Palace on Air. It was started in December, 2002. It has a Boeing 747 aircraft as its Unique Selling Proposition (USP). Obviously, the aircraft has luxury of the highest level and caters to all the needs of its guests. The service starts from Delhi. From Delhi, the aircraft (palace) goes to Agra and then, to Jaipur. Tourists are shown all the important sites and palaces of these places. From Jaipur, the 'palace' flies to Jodhpur and then, to Udaipur, the city of lakes. It also covers Jaisalmer and Bikaner so that tourists can have a taste of the sands of the desert. The palace flies back to Delhi at the end of its itinerary. We hope that Palace on Air attracts Foreign tourists. It is a costly proposition even for them, though.

Carriers in private sector

In this section, we shall discuss the concept of air taxi.

Air taxis

The Air Corporation Act (1953) was repealed on March 1, 1994. This was done to facilitate the entry of the private airlines in the gamut of domestic civil aviation. Thus, the monopoly of Air India, Indian Airlines and Vayudoot was ended over scheduled air transport services. The private airlines of India operate air taxis. There are 4 airlines operating in India in the private sector. These are Sahara Airways, Jet Airways, Skyline NEPC and NEPC Airlines. The number of passengers carried by (private) air taxis was 4.96 million in 1996. The share of air taxis in air transport was 41.14 per cent. Jet Airways had 12 Boeing 737s, Sahara Airlines had 3 Boeing 737s, Skyline NEPC had 5 and NEPC Airlines had 9. The air taxis operated by these private players are gaining popularity, though the number of air passengers is not very high. The number of private taxi operators may increase. Jagson Airlines has also started domestic flights.

Scheduled and non-scheduled airlines

As stated earlier, the Air Corporation Act (1953) was repealed. Thus, monopoly of Air India and Indian Airlines over scheduled operations was ended due to this action of the government. At present, there are 2 private scheduled operators in India. They provide the services of domestic flights. Further, 38 firms have been granted non-scheduled air taxi permits. Out of these, 4 firms have started their operations (in the air taxi segment), as explained in Section 5.5.6.2.1. The policy on domestic air transport was approved in April, 1997. According to this policy, barriers to entry in and exit from the civil aviation sector have been removed. The operator decides the type of aircraft to be used. Entry of foreigners in the equity funds of these private airlines has been banned, at least. The existing policy, of provision of route dispersal plan to ensure operations of a minimum number of flights in the north-eastern region, Andaman and Nicobar Islands, Lakshadweep and Jammu and Kashmir has been retained.

Privatisation of air india and indian airlines

Being public sector undertakings, these two airlines

have always been under attack. These have not been, able to earn decent profits despite gargantuan resources at their command. In the wake of the sweep of the free market forces the public sector, the government decided to do away with these two airlines in 2002. But Sayed Shahnawaz Hussain, the Union Minister of Civil Aviation, ruled out the disinvestment procedure of Indian Airlines and Indian Airlines for the time being. He also stated that a joint venture route was being adopted to privatise four international airports (at Delhi, Kolkata, Mumbai and Chennai). This process was scheduled to be completed by March, 2003 but would be completed by October, 2003. The national carriers of India are being restructured to meet global challenges, the minister said. In the meantime, the recommendations of the AI and IA boards (for acquiring 17 and 43 aircraft, respectively) would be placed before the Cabinet Committee on Security (CCS). Hussain also pointed out that AI and IA would have to concentrate on core activities and outsource non-core ones. Both these categories would then, be managed professionally by collaborating with global players in the respective specialised fields on a board and need basis. This would again provide an opportunity for increasing collaboration with foreign partners, both by way of investment and managerial and technical expertise. A comprehensive civil aviation policy is being formulated to cover all the sectors in the field; it would emphasise upon the role of private sector not only for resources, but also for bringing greater efficiency and management of the aviation infrastructure. The government is also proposing to have an independent airports economic regulatory authority for limited economic regulation of airport, especially in the context of private airports, the minister stated.

Singapore Airlines, Air France and British Airways are considering lease options in the process of acquiring aircraft. Air India had bought Boeing 747-400 aircraft for the first time in 1994-95. Since then, it has not been able to return to a healthy financial state due to a rise in costs that were a direct of outcome this acquisition. Thus, the government has decided to consider the lease option for acquiring aircraft for the AI and IA. That is because of the weak cash flow position of both of these carriers. An outright purchase option would lead to a capacity commitment. In the wake of the problems being faced by all the airlines of the world, especially after the attacks on the WTC towers on September 11, 2001, such a decision would lead to excess or unfilled capacity in these carriers. Outright purchases of aircraft lead to cash shortage in airlines and such cash-strapped carriers show red figures in their final accounts as a result. Examples can be quoted of Lufthansa Airlines, Japan Airlines and British Airways to support this fact; these carriers had purchased Boeing 747-400 aircraft on an outright purchase and incurred heavy losses during the early nineties.

The Parliamentary Consultative Committee on Civil Aviation has, however, suggested that the national carriers of India should go ahead with the purchase option and not the lease option.

The type of fleet to be acquired by the carriers of India would also complicate the disinvestment process; the type of aircraft being brought today may not be compatible with the business interests of the potential private partner who would buy a stake in the carrier at a later date. On April 15, 2003, the union government decided to remove the IA and AI from the list of disinvestment.

Air transport industry in india

This industry was hitherto being developed on the basis of operations of IA and AI. But after the entry of private players, the scenario has changed. The government may reduce its stake in both of these airlines and allow the private investors to play crucial roles in their management and day-to-day operations. When these airlines are fully or partially privatised, the role of the government would be limited to regulation of their operations. That stage has not arrived yet.

Some regulatory agencies of the government that control civil aviation operations in India are as follows.

Directorate general of civil aviation

It is a regulatory organisation that enforces civil air regulations in India. It is responsible for : (a) regulation of air transport services to/from and within India; regulation of civil aircraft in the country; (c) formulation of standards of airworthiness for civil aircraft registered in India and grant of certificates of airworthiness to such aircraft; (d) licensing of pilots, aircraft maintenance engineers and flight engineers; (e) licensing of aerodromes in India; (f) investigation of air accidents and other accidents; and (g) implementation. It is responsible for : (a) type certification of civil aircraft, engines, propellers and equipment; (b) approval of modification and repair schemes of civil aircraft; (c) development testing of indigenous aircraft materials, parts and equipment; ((d) scientific laboratory investigation on failed aircraft, structural parts and components; (e) design and development of gliders, light trainer aircraft and glider launching winches; (f) quality control monitoring and testing of fuel samples; and (g) economics of aircraft operations and performance evaluation.

Ministry of civil aviation

It is responsible for the formulation of national policies and programmes for the development and regulation of civil aviation and also, for devising and implementing schemes for orderly growth and expansion of airport facilities, air traffic services and movement of passengers and goods by air. This ministry is also responsible for the Commission of Railway Safety. At present, Mr Rajiv Pratap Rudy is the Union Minister of State for Civil Aviation (Independent charge). The BJP-led government in the centre is undertaking bold steps to modernise the air transport sector of the economy.

Union ministry of tourism

Mr Jagmohan is the Union Minister of Tourism and heads this ministry. The budget for tourism for the Tenth five Year Plan is Rs 2,900 crore; the previous allocation

for this sector was Rs 525 crore. Mr. Vinod Khanna is Minister of State for Tourism in the union ministry. This ministry is trying to involve private firms in the task of development of tourism infrastructure. Khanna has stated that the ministry has chalked out programmes to involve the private sector in the plans and programmes of the ministry.

Bureau of civil aviation security

This Bureau is being headed by an officer of the rank of Director General of Police. His designation is Commissioner of Security (Civil Aviation). He is assisted by 3 Additional Commissioners (DIGs), 6 Deputy Commissioners and 10 Assistant Commissioners in the headquarters. There are 4 regional offices of the Bureau, one each at Delhi, Mumbai, Kolkata and Chennai. Each one of these is headed by an officer of the rank of deputy Commissioner. Each regional headquarters has a bomb detection and disposal squad, which is headed by an officer of the rank of Major and called Deputy Commissioner of Security, BDDS. He is assisted by another officer of Indian Army, called Controller of Explosives. Units of dog squads have also been provided, one each at the regional headquarters and one at the Srinagar airport (Jammu and Kashmir).

The Bureau oversees the security of various airports, which is taken care of by the state police/ CISF/airlines/ Airports Authority of India. It does not have security personnel of its own. It monitors and inspects the security arrangements at domestic airports and security aspects of Air India and Indian Airlines at foreign airports. It also trains personnel in the field of aviation Security. It evaluates the equipment related to aviation security. It coordinates with various authorities, international bodies and state governments for the development of and implementation of security procedures. Finally, it is responsible for the formulation of policies related to civil aviation security based on the manual of the ICAO and Annexure 17. The Bureau also puts up proposals on improvements in the civil aviation security System. This is an advisory function of the Bureau.

The Bureau has laid down norms for strict access control by regulating entries to the airports. The entry is made by employees of airlines, the AAI, government, officials and air operators through photo identity cards. It has ensured the implementation of a system of one-time entry permits for those who want to visit the airport. It has developed norms and regulations for checking of tickets, baggage and persons at various points of airports. It gives training to the personnel of the CISF, police and the AAI staff in the field of security. It has coordinated with the security set-ups at different national and international organisations. The officials of the Bureau monitor security arrangements at different airports through inspection procedures and surprise checks.

The CISF has been made operational at 37 airports on all the routes and also, on a random basis. National Security Guards are sent as Sky Marshals. The Bureau has also implemented a system of Ladder Point Frisking

on all points at all the airports by all the airlines. The BDDS unit of the Bureau checks metropolitan airports on a regular basis. During 2001, 53 training programmes were conducted by the Bureau to give security training. A Task Force has been constituted by the Ministry of Civil Aviation to review the Contingency Plan.

For a travel agent, it is frequently necessary to use several airlines to complete a trip and since no one airlines services every city, it becomes essential for the travel agent to know the major route structure and remember the general geographic regions being served.

Airports authority of india

Known as the AAI, this Authority was formed on April 1, 1995. It was the result of the merger of the international Airports Authority of India and the National Airports Authority of India. It is responsible for the provision of safe and efficient air traffic services and aeronautical communication services for effective control of the air traffic in the air space of India. It manages 124 airports, including 11 international airports, 86 domestic airports and 27 civil aviation enclaves at defence airfields. It also manages the Indian air space that is beyond the territorial limits of the country. It does so according to the norms stipulated by the ICAO.

Major functions of the aai

The major functions of the AAI include the :

- provision of safe and efficient air traffic services, communication and navigation aids at all the airports;
- planning, development, construction and maintenance of runways, taxiways, aprons and terminal buildings;
- provision of Air Safety Services; and
- arrangement of search and rescue facilities in coordination with other agencies.

Besides, it also performs such functions as have been described in the AAI Act.

Further, the Authority has a Civil Aviation Training College at Allahabad. It gives training to candidates in the areas of air traffic control, radars, communication and the like. The Authority also manages the National Institute of Aviation Management and Research (NIAMAR) at Delhi. This institute conducts aviation management programmes and refresher courses. It also manages a Fire Service Training School at Narayanpur (near Kolkata) and a Fire Training Centre at New Delhi.

Indira gandhi rashtriya udan academy

It is located at Fursatganj (UP). It is an autonomous body under the Ministry of Civil Aviation. It trains pilots to achieve high standards in flying and ground training. It is equipped with modern trainer aircraft, flight-simulators, Computer Based Training systems (CBTs), ATC and runway air space. It also has various audio-visual training aids and facilities to impart training in

flying and ground operations. Its instructors are one of the best in the world. Flying training is imparted aboard Trinidad TB-20 (single-engine aircraft) and King Air C-90A (twin-engine turbo prop executive class aircraft). The academy also conducts courses to grant Commercial Pilots Licenses (CPLs) to trainees. These courses-also comprise multi-engine sophisticated aircraft endorsement and instrument rating. Till 2003, the academy had trained 376 Fixed Wing Pilots and 20 Rotary Pilot of Indian and foreign origins. Refresher training on simulators has been given to 146 persons. The academy has also trained 42 non-commercial pilots on multi-engine endorsement. It has also started a degree course-BSc in Civil Aviation-for the first time in India. The CPL course is also a regular feature of the academy.

Air corporation act

Prior to 1946, Tata Airlines was conducting flights to some cities of India. On July 29, 1946, the government took over Tata Airlines and formed Air India Limited. It also took over all the aircraft, engineering facilities and equipment of Tata Airlines. In 1948, Air India International Limited was formed after the government gave the approval to start air services between India and the UK.

But the government was keen to nationalise the civil aviation industry. Hence, in March, 1953, it passed an Act in the Parliament. It was called Air Corporation Act (1953). It nationalised 8 scheduled airlines under the Act to form Indian Airlines in 1953. Further, Air India was established as a statutory corporation under this Act. The operations and assets of Air India International Limited were taken over by the government from August 1, 1953.

secondary and feeder road system covering state highways and major district roads; and (c) rural roads, including village roads and other district roads. The allocation for the Central Sector Roads programme (during the Ninth Plan) was to the tune of Rs 17,748.82 crore; out of this amount, Rs 4,815.70 crore were earmarked for externally aided projects. These figures refer to costs at the 1996 levels. In 1998-99, the total length of Indian roads was 30,15,229 km.

The allocation for the Central Sector Roads programme (during the Tenth Plan) is Rs 59,000 crore; out of this amount, Rs 24,000 crore are to be taken from Internal and Extra Budgetary Resources. We have-given the estimated values for the Tenth Plan.

Finally, in 2003, the total road network of India covered a length of 3.3 million km, according to India 2003.

Railway transportation system of India

Objectives: At the end of this lesson you shall be able to

- **define about railway network**
 - **narrate about different years of indian railways**
 - **describes about manufacturing unit of rail transport in india**
 - **throw light on luxury trains of india.**
-

Railway transport network

In every tourism industry, railway networks play very important roles. Trains are fast, efficient and spacious, unlike aircraft and coaches. These can take large numbers of people in one trip. These can be managed with the help of a large number of people and that is why, employment levels are high in railway systems of the world. These can take unlimited quantities of freight and mail (including parcels) anywhere in the world. But the only condition is that such places should be connected to one another through rail tracks. With the advent of electric railway systems in India, journey through her various parts (and remote areas) has become comfortable. In our country, aircraft cannot land at or fly from all the important tourist spots (due to the limitations of terrain and lack of air bases). Further, the government does not allow aerodromes or airstrips to be constructed at all the places of tourist interest due to reasons related to internal security and defence. Hence, in such areas, Indian as well as foreign tourists ought to use trains. The thrill of travel by train cannot be explained in words. Even the rich families of India travel by trains.

The romance of travel by trains has fascinated foreign tourists too. They are frequently using services of Palace

on Wheels. Eastern Railway (Darjeeling), Northern Railway (Kalka-Shimla) and The Fairy Queen. Those, who have travelled in any one of these trains, have praised the Indian-Railways, attendants of the coaches and other staff. These proud messengers of warmth and Indian hospitality take adequate care of visitors at Various railway stations and transit points. Buoyed by the success of The Fairy Queen and Palace on Wheels, the government has planned to start such types of trains in other parts of India. Today, rail travel is not deemed an activity involving agony, ennui and wastage of time. It is a thrilling experience and foreigners, especially tourists, enjoy the hospitality of Indian Railways whenever they get a chance to do so.

Railways have become the essential USP of the tourism industry of India. Perhaps, our airlines and jumbo aircraft do not enjoy as much support of foreigners as does The Palace on Wheels. Tourists have come from as far as the USA to board this luxury train and visit Rajasthan.

Indian railways

Indian Railways are not only India's largest national undertaking, but also the largest railway network of Asia. These have the fourth largest railway network of the world. On April 16, 2002. the Indian Railways completed

150 years of their long journey through the annals of time. In India, the first rail journey was effected on April 16, 1853.

The Indian Railways have a network of 63,000 km of railway lines. Under a complex and efficiently managed railway system, 11,270 trains ply and help 1,25,00,000 travellers travel to various railway stations in India. These also haul 13,00,000 tonnes of goods. Today, Indian Railways have 7,430 railway engines and 2,75,000 passenger and goods coaches. During a long journey of one-and-a-half century, the Indian Railways have helped India develop her prowess in the fields of agriculture, trade, various industries, transport, power generation, manufacturing and a host of services. Besides, these also play a major role in maintaining national security and ensuring her cultural and geographical integrity. In addition, railway transport helps the Indians create new opportunities of development in economically backward areas. The Indian Railways have provided a new dimension to India's industrial and economic development. This PSU of the Indian nation is proving itself to be the lifeline of our country, literally !

Pre-independence era

In order to study the possibilities of rail transport in India, a renowned railway engineer, GT Clark, was called in 1843. In 1850, when Lord Dalhousie was the Viceroy of India, the construction work of railway lines was started. The East Indian Railway Company (EIR) and the Great Indian Peninsular Railway Company (GIP), which were established in England, had started the initial construction of railway tracks. Consequently, the first railway train was run on April 16, 1853 at 3:30 pm. The time taken by this maiden train was 75 minutes. It was run between Boribandar and Thane. It had also touched Bycula and Sion stations; both of these are a part of Mumbai nowadays. The Total distance travelled by it was 34 km. It was welcomed with awe and incredibility. Nobody had ever imagined that "a giant made of iron would eat up coke and spew out steam, trying to make its way on the steel rails on which, it was put with great difficulty."

The British were confident that this country could be given a vast railway network. They had, however, commercial interests in their minds when they had started constructing railway tracks in India. They wanted to bring raw materials and other items of use by trains to major ports of India. In return, they wanted these trains to carry the finished products (made in Great Britain) to the remotest corners of the vast Indian peninsula.

Initially, there were no toilets in trains. In 1891, toilet facilities were provided in first class bogeys. In 1909, these facilities were also provided in second class bogeys. On February 3, 1925, the first electric train of India completed its journey from Bombay VT (now, Mumbai CST) to Kurla. The first ever platform ticket was issued (in India) at the railway station of Lahore. The British must be congratulated for constructing railway tracks in India's mountains. The first one of these was the Kalka-Shimla railway line, which has a total length of

220 km. This metre-gauge track is still operational and the famous Kalka-Shimla train plies on it. It also passes through 90 tunnels on its way to Shimla. The other rail route worth mentioning is the Darjeeling railway track, which falls under the operational jurisdiction of the North-east Frontier Railway (NFR). The NFR is responsible for operating the Darjeeling Himalayan railway. It operates this mini train from New Jalpaiguri to Darjeeling. The journey takes 6.5 hours due to the slow speed, of the train. During the British era, metre-gauge and narrow-gauge railway tracks were more popular. However, the British also constructed broad-gauge tracks to connect major cities like Lahore, Amritsar, Patna, Bombay, Kanpur, Calcutta, Lucknow, Jaipur etc.

The railways were used extensively by the Indians and British. The revolutionaries also used these to achieve their ends. The Kakori train robbery case cannot be forgotten; in this case, the revolutionaries had looted the cash box (khazana) of the government. Gandhi Ji had also used trains quite often during the freedom struggle. Once, he had thrown his second slipper out of the window of the running train on the pretext that the first one had also fallen out of the train. "These slippers would be used by someone else that way," he had added.

The beginning of the twentieth century in India proved to be a boon for the railways. In this phase of time, a Railway Board was established (in 1905), to take care of their growth. In 1925, the Indian government acquired the first railway company. After that year, other companies were also acquired by the government.

In 1921, based on the referrals of Arworth Samiti, the railway budget was separated from the union budget from 1924-25 onwards. In 1925, the first ever Electro Motive Unit (EMU) was started between Bombay (Victoria Terminus) and Kurla. Till 1944, all the private companies had been brought under the ownership of the (British) government.

Prior to independence, India had a total track length, of 65,500 km. All the trains were powered by steam engines during those times.

Post-independence era

On August 15, 1947, India became a free State. Due to partition of the nation, only 54,400 km of railway lines were left in India; the rest were transferred to Pakistan. India also lost the most important railway stations of Lahore and Rawalpindi; before 1947, these were the commercial hubs of north-western India due to their links with the rest of the country through railway tracks. On April 4, 1951, Southern Railway was established with headquarters at Chennai. On April 4, 1952, Northern Railway was set up with its headquarters at New Delhi. These systems were the first ones to be established in India, each one of these emphasising the installation of broad-gauge railway tracks. The trains were using coke-fired steam engines; the same were being used during the British Raj as well. Electric trains were common in the western parts of the country, especially in Bombay.

The government took over the railways and made them a component of India's economic growth engine. After independence, the railway transport system developed at a fast pace.

Eventually, the Northern Railway became the largest system of Indian railways; it still is the largest among all the zones, as indicated by Table 1. Three railway stations got the distinction of having all the three types of gauges—narrow, metre and broad. The National Rail Museum was opened at Chanakyapuri in Delhi on

February 1, 1977. It is spread in an area of 10 acres. It is the main tourist attraction of the capital.

The government was aware of the typical needs of tourists, especially those of foreign tourists. But second class coaches of ordinary trains were not able to give such tourists a taste of good life in India. Thus, the government decided to start new luxury trains. On March 1, 1969, Rajdhani Express set out for the first time. It plied between New Delhi and Howrah (West Bengal). Table 2 gives the details of all the Rajdhani Express trains currently plying in India.

Table 2 - Rajdhani Express Trains

S.No	Number of the Train (Up/Down)	From Station	To Station
1	2421/2422	New Delhi	Bhubaneswar
2	2441/2442	New Delhi	Bilaspur (weekly)
3	2439/2440	New Delhi	Hatia (weekly)
4	2423/2424	New Delhi	Guwahati/Dibrugarh Link (Tri weekly)
5	2423 A/2424 A	New Delhi	Guwahati/Dibrugarh Link (weekly)
6	2435/2436	New Delhi	Dibrugarh (bi-weekly)
7	2435 A/2424 A	New Delhi	Guwahati/Dibrugarh Link (weekly)
8	2305/2306	New Delhi	Howrah (via Patna, (bi-weekly)
9	2301/2302	New Delhi	Howrah (via Gaya, (5 days a week)
10	2313/2314	New Delhi	Sealdah (four days a week)
11	2309/2310	New Delhi	Patna (bi-weekly)
12	2425/2426	New Delhi	Jammu (weekly)
13	2951/2952	New Delhi	Mumbai Central
14	2429/2430	Nizamuddin	Bangalore (four days a week)
15	2431/2432	Nizamuddin	Thiruvananthapuram (bi-weekly)
16	2433/2434	Nizamuddin	Chennai (bi-weekly)
17	2437/2438	Nizamuddin	Secunderabd
18	2953/2954	Nizamuddin	Mumbai Central (August Kranti)
19	2957/2958	New Delhi	Ahmedabad (tri-weekly)

The renowned Shatabdi Express started its operations from 1989. It was started to commemorate the one-hundredth birth anniversary of the first prime minister of our country, Pandit JL Nehru. Currently, Shatabdi Express (New Delhi to Bhopal) is the fastest train in India with a speed of 140 km per hour. Table 3 gives the details of all the Shatabdi trains operating in the country.

Sub voce: Tourists are advised to board Shatabdi Express or Rajdhani Express trains to travel across the length and breadth of India. These trains offer speed of travel, excellent food and overall efficient operational efficiency.

Table 3 - Shatabdi Express Trains

S.No	Number of the Train (Up/Down)	From Station	To Station
1	2001/2002	New Delhi	Bhopal
2	2003/2004	New Delhi	Lucknow
3	2005/2006	New Delhi	Kalka
4	2011/2012	New Delhi	Kalka
5	2013/2014	New Delhi	Amritsar
6	2015/2016	New Delhi	Ajmer (6 days a week)

S.No	Number of the Train (Up/Down)	From Station	To Station
7	2017/2018	New Delhi	Dehradun
8	2031/2032	New Delhi	Amritsar (weekly on Monday)
9	2029/2030	New Delhi	Amritsar (6 days a week)
10	2019/2020	Howrah	Ranchi (6 days a week)
11	2021/2022	Howrah	Rourkela (6 days a week)
12	2023/2024	Howrah	Patna (6 days a week)
13	2027/2028	Mumbai	Pune
14	2009/2010	Mumbai	Ahmedabad (6 days a week)
15	2033/2034	New Delhi	Bareilly (6 days a week)
16	2007/2008	Chennai	Mysore (6 days a week)

Northern Railway had electrified its signals during the late eighties of the last century. Large MNCs had given their equipment, expertise and technologies to effect this gargantuan change. Similarly, the Western Railway had also converted its ordinary electric signalling devices into electronic ones during the mid-eighties. Diesel engines were inducted in the railways of all the zones during the late seventies. Prior to that period, we were fond of seeing the friendly steam engines plying on steel tracks in all the parts of the country. A change was effected primarily because of the need to increase the speed of most of the trains. Diesel oil was easily available too. Thus, Diesel Component Works (DCW) was set up at Varanasi (UP) to meet the growing demand of diesel engines, which were hitherto imported. The DCW has lived up to its reputation; it is one of the best (diesel) locomotive manufacturers in the world and probably, the best in entire Asia.

Sub voce: Tourists are advised to board Shatabdi Express or Rajdhani Express trains to travel across the length and breadth of India. These trains offer speed of travel, excellent food and overall efficient operational efficiency.

During the last fifty-one years of independence, railway transport has grown at a rapid pace. This service has also set new records. Today, in our country, railways are contributing to every economic and social field of India. Besides, steam engines of old technology have also been replaced by the new-generation diesel and electric locomotives (for passenger and freight transport). Trolley-type third class open coaches have been made redundant for tourists; credit for taking this vital decision goes to Indian Railways. Today, we have Second Class, Three Tier AG, Two Tier AC, AC Chair Car and Sleeper Class in our trains. As already stated, we are also running trains for tourists like the Palace on Wheels, Royal Orient and Fairy Queen.

The new modified goods trains would be launched soon by the Indian Railways. These would run at the speed of 100 km per hour. These would definitely bring a revolution of sorts in the field of freight movement. An Anti-collision Device (ACD) has been developed by the Konkan Railway Project. Use of these devices would not only assure the railways or more security in all of their operations, but

also it would create a system of faster and efficient rail transport.

Five Year Plans of India took due care of the development of railway infrastructure. Note that railways and networks thereof are a part of the core infrastructure of the country. There has been an increase in the number of passengers and weight of the freight moved on railway tracks. In 1950-51, the Indian railways had hauled the 7.3 crore tonnes of revenue-generating goods. This figure rose to 32 crore tonnes in 1992-93 and reached 42.09 crore tonnes in 1998-99. In 1950-51, the total freight movement was to the tune of 9.3 crore tonnes. It increased to 44.11 crore tonnes in 1998-99. During 2001-02, nearly 48.9 crore tonnes of revenue-generating freight were moved. During 2002-03, a target was set to haul 51 crore tonnes of revenue-generating goods. The possibility of an increase of 4 per cent in passenger traffic has been envisaged by the government.

Latest data

As on March 31, 2001, the Indian Railways had 6,853 railway stations, 63,028 km of route length, 7,566 locomotives, 37,840 passenger vehicle services, 4,730 other coaching services and 2,22,147 wagons. There were 54 steam engines, 4,702 diesel engines and 2,810 electric locomotives with the Indian railways as on March 31, 2001. In 1951, there were only 1,284 million rail passengers in

India. In 2000-01, this number rose to 4,833 million. Passenger kilometres rose from 66.52 billion in 1950-51 to 457 billion in 2000-01. During 2000-01, 99 new trains were introduced/routes of 88 existing trains were extended and frequencies of 14 trains were increased in the non-suburban sector. In the same year, 15 DMU/diesel hauled push pull trains and 22 main line DMU services were also started.

In 1950-51, revenue freight traffic was 73.2 million tonnes. It rose to 473.5 million tonnes in 2000-01. In 1950-51, Nett Tonne Kilometres were 38 billion. These rose to 312.4 billion in 2000-01.

During 2001-02, a track length of 150 km was doubled. For the fiscal year 2002-03, a target was set to double

250 km of railway track. This target would be achieved. During the Plan period of the Eighth Five Year Plan, many new techniques were implemented. These were : (a) gauge conversion to save energy; (b) elimination of obstructions in railway traffic; (c) management of railways through computerised systems; (d) implementation of centralised traffic control systems; (e) automatic and multidimensional colour light signals, and (f) special attention for many other technical improvements. During the Plan period of Ninth Five Year Plan, steam engines were made redundant. A target was set for the conversion of 5,000 km of narrow-gauge and metre-gauge railway lines into big lines. Electrification of 23,000 km of railway lines was also a part of this ambitious target. Mr Nitish Kumar is the Union Minister of Railways.

Tenth plan and railways

During the Tenth Five Year Plan, special emphasis was laid on converting old lines into new lines, building new bridges and incorporating several instruments in the railway movement system, which could prevent accidents, mishaps and delayed arrivals/departures of trains. According to a report of Khanna Samiti (which was released in February, 2001), a Railway Security Reserve of Rs 17,000 crore has been set up. This would lead to improvement in passengers' security and safety. There is a target to lay 5,000 km of new railway lines during the period of Tenth Five Year Plan. In order to celebrate

150th anniversary of the railway revolution in India, the Ministry of Railways had declared the year 2002-03 as Passenger Convenience Year. During that year, new intercity train services, namely Shatabdi, computer based unreserved ticket system for pilot project, 7 new passenger trains and 25 more express trains were started. A product manufactured by the Indian Railways, called Rail Neer, was also introduced at the railway platforms of the country. Fifty Food Plazas were also set up at an equal number of railway stations throughout the country.

For the fiscal year 2002-03, an annual plan outlay of Rs 10,120 crore was earmarked for the railways. For beefing up security at all the major stations of the railways, the government provided an additional amount of Rs 2,210 crore from the Railway Security Reserve. As a result, the total expenditure of the annual plan of the year 2002-03 was to the tune of Rs 12,330 crore. This expenditure was more than the expenditure of the year 2001-02 by Rs 1,473 crore.

Railway zones of india

In order to maintain good standards in the administration, budgeting and efficiency of railway traffic, the railways have been divided into 16 zones. Table 4 gives the details of all these zones in a nutshell. Data for new zones would be procured in due course of time. These new zones were declared on October 1, 2002.

Table 4 - Railway Zones of India

S.No	Zone	Headquarters	State of Creation	Date of Length (km)	Route
1	Central	Mumbai (CST)	Maharashtra	5-11-1951	7,076
2	Eastern	Kolkata	West Bengal	1-08-1955	4,303
3	Southern	Chennai	Tamil Nadu	14-04-1951	7,009
4	Western	Mumbai (Church Gate)	Maharashtra	5-11-1952	9,735
5	South-eastern	Kolkata	West Bengal	01-08-1955	7,161
6	North-eastern	Gorakhpur	Uttar Pradesh	14-04-1955	5,131
7	South-central	Secunderabad	Andhra Pradesh	02-10-1966	7,218
8	Northern	New Delhi	Delhi	04-04-1952	10,995
9	North-east (Guwahati)	Frontier Maligaon	Assam	15-01-1958	3,858
10	East-central	Hajipur	Bihar	01-10-2002	Data Awaited
11	North-central	Allahabad	Uttar Pradesh	01-10-2002	Data Awaited
12	West-central	Jabalpur	Madhya Pradesh	01-10-2002	Data Awaited
13	South-east Central	Bilaspur	Chhattisgarh	01-10-2002	Data Awaited
14	South-western	Hubli	Karnataka	01-10-2002	Data Awaited
15	East Coast	Bhubaneshwar	Orissa	01-10-2002	Data Awaited
16	North-western	Jaipur	Rajasthan	01-10-2002	Data Awaited

Technology of manufacture and maintenance

Today, our country is able to manufacture diesel engines of 4,000 HP rating and electrically powered engines of 6,000 HP rating. This feature of our railways has made India a part of the group of executives nations of world. Railway engines are manufactured at:

- Chittaranjan Locomotive Works (Chittaranjan, West Bengal);
- Diesel Locomotive Works (Varanasi, UP); and
- BHEL Factory (Bhopal MP).

Spare parts of diesel engines and other devices are manufactured and repaired at Diesel Component Works, located at Patiala (Punjab). Most of the railway coaches are manufactured at the Integral Coach Factory (Perambur and Chennai, both in Tamil Nadu). The Integral Coach Factory manufactured 1,000 coaches in 2000-01. Railway coaches are also made at the Rail Coach Factory (Kapurthala, Punjab). The factory of Kapurthala was the latest addition to the vast infrastructure of the Indian Railways and was set up in Punjab to meet the old demand of the Punjabis to set up a centrally owned factory in that state. It produced 1,190 coaches in 2000-01.

In our country, two units of public sector enterprises (Jaessops of Kolkata) and Bharat Earth Movers of Bangalore) also manufacture railway coaches and electric railway engines (better known as EMUs). In order to manufacture wheels and axles of trains, a factory has been established in Bangalore so that imports of these vital components could be reduced in terms of quantity and value.

At present, 5 public sector units are working under the (union) Railway Ministry. These are—Rail India Technical and Economic Services Ltd (RITES), Indian Railway Construction Company Ltd (IRCC), Indian Railway Finance Corporation Ltd (IRFC), Container Corporation of India Ltd (CCIL) and Konkan Railway Corporation Limited (KRCL). The Railway Information Technology Centre (RITC) has been established as a registered organisation to look after various projects related to the use of computers in railway systems. Established in Lucknow, the Research Design and Standards Organisation (RDSO)

is a prestigious research and growth component of the Indian Railways. In order to effect cooperation between the public and railway administration, Regional Railway Consumer Advisable Committees and Divisional Railway Consumer Advisable Committees have been set up. Recently, keeping in view the safety of trains, the Railway Board has started the use of multiple-indication colour signals, route relay systems and solid-state signalling systems. The Centre for Railway Information Systems (CRIS) looks after the computerisation projects of the railways. The Indian Railway Catering and Tourism Corporation (IRCTC) and Railtel Corporation of India Ltd (Rail Tel) have also been formed only recently.

Earlier, the requirements of railway communications were taken care of by the Telecommunications Department. But in the last few years, the railways have established their own communication networks to energise and operate its telecommunication circuits. In order to operate their communication setups in an efficient and user-friendly manner, a digital microwave system and an optical fibre communication system are being used by the railways. In August, 2000, Northern Railway got its name recorded in Guinness Book of World Records. This honour was bestowed upon the New Delhi Railway Station for achieving the capacity of 11,220 relays as against the coveted capacity of 11,000 relays and thus, installing the largest relay interlocking system of the world.

In India, the total length of railway lines includes 56 per cent broad gauge, 37 per cent metre gauge and 7 per cent narrow gauge lines. Refer Table 5.

Table 5 - Lengths of Railway Lines (As on March 31, 2001)

S.No	Railway Line	Width of Line (m)	Route Length (km) Length (km)	Running	Total Track
1	Broad Gauge	1.676	44,776	63,199	86,526
2	Metre Gauge	1.000	14,987	15,361	18,529
3	Narrow gauge	0.762 & 0.610	3,265	3,305	3,651
	Total		63,028	81,865	1,08,706

Sub voice: Nearly 23 per cent of route km, 34 per cent of running track km and 34 per cent of total track km have been electrified.

Vintage steam engines and railway tourism

By the advent of the nineties, all the steam engines of the railways had been dumped in junkyards. However, tourists were keen to relive the past with the help of these old machines. The government decided to revive some of the steam engines of the yore to add an element of thrill to the field of railway tourism. The idea was to bring back the nonstalgic moments of the past. There are a total of 165 steam engines of the vintage era in India. Out of these, 40 engines are being used in the field of railway tourism. Another 125 steam engines are lying unused; these may be put to use in the near future. These would be used for railway tourism only because of their low speeds. The oldest steam engine of India has an age of 115 years. The prominent routes of the railways, which are using steam engines, are as follows:—

- The Fairy Queen (Delhi Cantonment-Sariska-Alwar-Delhi Cantonment).
- Palace on Wheels.
- Darjeeling Himalayan Railways.
- Connoor (on way to Ooty).

Problems and challenges

Although the gargantuan network of the Indian Railways is the largest railway network in Asia, yet it is full of organisational problems. Keeping in view the large population levels of India and her vast geographical area, many development plans could not be executed. Railway tracks could not be laid in many parts of the country. Other nations did very well on the track front, though. The population of the country is increasing by leaps and

bounds. This has necessitated the need to cover almost all the parts of the land with efficient railway networks. The railways were divided into 16 zones in 2002 so that the regions (being catered to by these zones) could give efficient railway services to commuters. Refer Table 2 in this context.

But the Indian population always takes the better of the system. Insufficient number of passenger coaches creates the problem of overcrowding, especially in second class coaches. Due to administrative lethargy, the number of ticketless travellers is increasing. Theft of railway cargo is another issue of grave nature. In Bihar, coal mafias steal, coal from railway wagons; and railway officials are helpless spectators. Because of misuse of rail services and property by railway employees and corruption in the railway system, the Indian Railways system is not able to achieve their coveted targets. There is no movement of railways in many rural, backward and hilly areas of the country. As a result, industrial growth is stagnant in these areas.

Even after the completion of 150 years of operations of railways, railway facilities in north-eastern (except in Assam) are almost nil. In 7 sister states of the north-east, the total length of railway lines is only 2,578 km out of which, 2,516 km of railway lines are in Assam. In other 6 states, the lengths of railway tracks are (the length in each state has been given in the parentheses): (a) Tripura (45 km); (a) Nagaland (13 km); (c) Mizoram (2 km); (d) Arunachal Pradesh (1 km); (e) Manipur (1 km); and (f) Meghalaya (nil km). Development of a sturdy and reliable railway system is still a challenge. In the parlance of technical development, India is very backward when her railway facilities are compared with those of Japan and other European countries. Japan was the first country that had started the most modern trains. Bullet trains, running at a speed 210 km per hour, have been manufactured in Japan. Nowadays, the comfortable speed of the bullet train has reached the value of 500 km per hour. On the pattern of the advanced railway system of Japan, France, Germany and other European countries have also developed modern trains that run at very fast speeds. In India, Rajdhani Express and Shatabadi Express are considered to be the fastest trains. Rajdhani Express runs at a speed of only 120 km per hour.

Efficiency and reliability of a railway system are determined by the number of passengers earned by it, tonnage of freight carried (over a distance) and number of accidents encountered by its trains. Inefficiency of the railway staff and faulty signal systems are mainly responsible for rail accidents in India. Although the railway ministry as well as the Railway Board promises safety of passengers and security of their belongings/goods, yet during the year 2000-01, 106 cases of rail dacoity and 6,924 cases of theft had defied such claims. Cut-throat competition with road transport is also adversely affecting the railways. Recently, drastic reduction in airfares of all the airlines has also posed a great challenge to the Indian railway system. Note that foreign tourists prefer to travel by air. If it is not available, they prefer to travel by trains. With the expansion of air networks in India, the railways may

find their tourist market niches dwindling at a fast pace. The difference between the fares of Shatabdi Express and the economy class fare of an airline (within India) are only marginal. Why should a foreign tourist, to quote an example, choose to travel by Shatabdi Express when he can travel from one place to another by a private airline at a less or an almost equal cost ?

Rail accidents are a part of railway transport in India. There are 21,792 unmanned level crossings in India. A total of 616 persons had died in 463 rail accidents in 1999-2000. In 2000-01, 216 deaths had occurred in 472 accidents. In 2001-02, 325 persons had died in 415 accidents. In 1999-2000, damage to the property of the railways was to the tune of Rs 81.93 crore. In 2000-01, this figure was Rs 54.98 crore and in 2001-02, this figure was Rs 54.29 crore.

Popular railway systems of the world

The nations of the world have used the railway systems to develop efficient transport systems for tourists. In the West, people do not use trains to commute. They use these to enjoy holidays and move at a slow pace. Otherwise, they use aircraft of private airlines to move from one country to another. In a country like the USA, people travel from one State to another by air. For the Americans and Europeans, rail travel is a matter of thrill. In contrast, the Indian railway system is chiefly used for work, travel and not leisure. Further, railway systems of the West are advanced and offer many facilities to their clients. These facilities are fast speed, comfortable cabins, luxurious environs, sumptuous food, availability of liquor and wines aboard the train, communication to and from the running train and above all, the best railway safety norms.

Popular railway systems of the world are as follows:

Orient Express

This is a reputed train of Europe. It offers & distinct tour packages aboard perhaps the most talked about train of our times. These are as follows.

Eastern and Oriental Experience

This itinerary starts from Venice, goes to Paris and ends at London.

Great South Pacific Experience

It is operated through the Australian partners of Orient Express. It covers the Eastern Coast of Australia and Brisbane.

Road to Mandalay

It starts from Ayeyarwady river to Mandalay. It also goes up to Bagon.

Cox & Kings, the reputed travel agency, has signed an agreement with the Orient Express. Thus, Cox & Kings have now become the General Sales Agency (GSA) of the best known luxury train of the world. Many packages have been designed for the tastes of the Indian tourists by Cox & Kings. Tourists do not have to surf through the Net to get bookings done for these aforementioned tours.

Indians can call up the offers of this GSA in India and tell them about their tour requirements.

Euro rail

This is the prestigious railway service of Europe. It has spacious coaches with fine seats and large windows. These windows can be used to have the glimpse of the countryside while the train is on the move. This train covers 11 countries of Europe. The pass of Euro rail can be obtained from a travel agency of repute. Bookings can also be done when the tourist arrives in Europe.

Amtrak

Its full form is American Travel by Track. It was started in the USA and combined rail travel with luxury. This system comprises operations of high-speed trains from one part of the USA to her other parts. Popular routes are New York—San Francisco and Washington—Baltimore—Philadelphia—New York—Boston. The Amtrak is adding new double-decker Pullman coaches to the system to modernise its operations. Note that air travel is more popular in the Big Apple than rail travel. But air travel is losing its sheen in the wake of threats of terrorists and attacks on the WTC Towers on September 11, 2001. Hence, the number of customers of Amtrak is likely to swell in the near future.

Rail tracks of other countries

The Bullet Train, also called Hikari Express, runs at a speed of 210 km per hour. It operates on the Tokaido line. Fast trains are also operating on the 515 km long local railway systems of Kuala Lumpur Singapore and Bangkok are one of the best in the world. The railway system of Singapore also connects this city-State to Kuala Lumpur, the capital of Malaysia. The journey from Singapore to Kuala Lumpur (by train) takes 8 hours. The metro railway system of London is efficient and fast. All the advanced nations have highly efficient and tech-savvy railway systems of their own. These systems operate with the help of AC power (usually, 11-kV supply lines energy through overhead conductors).

Railways for tourism in India

Tourism is essentially connected to travel. And our railway system is used by all the categories of tourists while they explore the cultural, architectural and natural heritage of India. They use trains quite often because the Indian cities are not well connected by air routes. Roads are used to cover short distances only. A tourist cannot, to quote an example, travel from Amritsar to Mumbai by road. He prefers to take a train like Paschim Express or Dadar Express. Journey by road would be very inconvenient for him. (Fig 1)



But let us move a step further. If the tourist travels by Dadar Express, he may not like the experience. That is because, as a tourist, he ought to have some new (and decent) experiences during the course of his tour. If he moves along with the hoi polloi, he would not enjoy the excursion. He needs better seats, sleepers, air conditioned environment, nice food etc when he is aboard the train. And he also needs a better treatment (than that meted out to the natives). If travel and excursion to the tourist spot are combined to make a nice package for him, he would love the experience. And to top it all, he would be keen to spend more money on the luxury offered. This is the basic spirit behind the luxury tourist trains started by the Indian Railways. Let us discuss these one by one.

Indian railways & Tourism

India by rail offers a fascinating odyssey through time and space, cultures and history offering glimpses of unity amidst diversity, shrouded in enchanting mystery, colours that captures the heart while soothing the soul.

No one offers the multi-dimensional magic of the real India more excitingly than the Indian Railways - the second largest railway system in the world covering 63,000 km. of track laid across 7,000 stations, running around 16,000 trains everyday. The convenient, well connected routes offer to the passengers hassle-free tours to some of the most exotic places in the world.

Segments of Rail Tourism Luxury Tourist Trains

Palace on Wheels - An extraordinary train for the extraordinary people. A train with historic charm and modern conveniences. A royal train beckoning you to step aboard for a week of splendour.

It takes you on a royal odyssey. Bringing alive the luxury of princely travel of the age of the Raj, the Palace-on-Wheels has also been designed to suit the modern needs with central air-conditioning, soothing four channel music, interconnected telephone system in the train, a separate pantry and lounge in each coach, comfortable with privacy of attached bathrooms, two specialty restaurants - "Maharaja" and "Maharani", serving exotic Indian, Continental and Rajasthani cuisine, a well stocked bar, a reading and relaxing coach and friendly smiling attendants serving you round the clock. The 14 coaches of the Palace-on-Wheels with rich decor that evoke the age of Rajput chivalry, are named after former Rajput States-Kota, Jaipur, Udaipur, Jaisalmer, Jodhpur, Bikaner, Alwar, Sirohi, Kishangarh, Bundi, Dungarpur, Bharatpur, Jhalawar and Dholpur. As most of the traveling is done-at night, your days are left free - for discovering the delights of Rajasthan and Uttar Pradesh covering an itinerary of Delhi, Jaipur, Sawai Madhopur, Chittaurgarh, Udaipur, Jaisalmer, Jodhpur, Bharatpur and Agra.

Royal Rajasthan on Wheels

After successfully running Palace on Wheels for more than two and a half decades, the Indian Railways in association with Rajasthan Tourism Development Corporation Ltd, launched a new train "Royal Rajasthan on Wheels" with added facilities compared to Palace on Wheels which

itself is the bench mark in its segment, on the same itinerary as that of Palace on Wheels.

Deccan Odyssey

Experience the finest and the best of train journeys of the world. The Deccan Odyssey is more than a mere luxury train cruise. A lavishly decorated train that transports its guests on an unforgettable sojourn of a land shining in legions' grandeur, serene beaches, magnificent forts and palaces, and experiencing heavenly tales etched in colossal rocks in Jaigad / Ganpatipule / Ratnagiri, Sindhudurg / Tarkarli / Sawantwadi, Goa, Kolhapur / Pune, Ellora/Aurangabad, Tadoba Sanctuary, Ajanta/Nasik. Facilities onboard include channel music, intercom, cd/mp3 player, wall-to-wall carpeting, money exchange/credit card facility, safety & security, arrangements, health spa, bar, conference equipments.

The Golden Chariot

The lands once ridden by formidable armies is now traversed by the world's unique luxury train. The Golden Chariot beckons you to discover worlds that are enriched with history and culture. Recline and relax as the magnificent scenery unfolds outside your window with luxury on the inside, thus far reserved for royalty. We present the Golden Chariot - a fine balance between a glorious yesterday and on omnipresent tomorrow in a magical land... Karnataka and Goa.

Maharajas' Express'

This luxury tourist train in association with IRCTC has been launched in March 2010 with different pan-India itineraries. The train boasts of the best available super luxury facilities onboard. The train has 23 coaches which cater to 84 passengers only. (Fig 2)



Railways And Tourism

Fairy Queen

Indian Railways proudly offer a unique two days all-inclusive package by combining thrills, romance and wildlife and heritage on the Fairy Queen.

Special Feature:

- Exciting journey on board the Fairy Queen
- Stay at Hotel Tiger Den
- Jeep Safari in Tiger Sanctuary
- Built in 1855.
- World's oldest working engine

- Still steaming
- Guinness Book record holder
- Winner of National Tourism Award
- Fairy Queen is also available for charter trips

Hill Railways

The mighty Himalayas are an apt crown for India. The glory of the Himalayan range is unmatched and can best be appreciated by seeing them with one's own eyes. The Indian Railways have made awe-inspiring contribution by bringing the mountain range closer to us through engineering marvels and dedicated efforts put up by the masters of the craft. The Indian Railways has moved a step forward with working out the most affordable rates for the chartered trips for the tourist-groups on the mountain railways.

Kalka - Shimla Railway

- Offers tourist a breathtaking view of the Himalayan Peaks, snow capped mountains, inviting trails, the heady fragrance of flowers... and a wonderful opportunity to take in all these leisurely, as the toy train from Kalka winds its way up slowly and steadily to Shimla.
- The train takes six hours for the 96 km. journey from Kalka to Shimla. The toy train journey from Kalka to Shimla is entrancing with 107 tunnels and lofty arched bridges.
- The dazzling view and the stops at the picturesque stations along the way-all add up an exhilarating experience.

Special trains as per details given below are available for charter trips:

Sl.No.	Compositions
1	Shivalik Palace coach + Shivalik Queen Coach + Twin heritage coach
2	Shivalik Palace coach + Shivalik Queen Coach + Twin heritage coach + Two Shivalik deluxe chair car coaches (Ultra modern coach with reversible chairs)
3	Six Shivalik deluxe chair car coaches (Ultra modern coach with reversible chairs) (Carrying capacity 120. passengers)

Darjeeling Himalayan Railway

The most famous of the hill trains, links the town of New Jalpaiguri to Darjeeling.

The breathtaking landscape of Darjeeling (2127 m. above the sea level) must be seen to be believed - the Himalayas in all their glory, orchids swaying in the gentle breeze, lush green tea estates.

The toy train runs on the world's narrowest (2 ft) of the regular narrow-gauge lines.

Conferred with the status of World Heritage Site, the Darjeeling Himalayan Railway (DHR) is really a tourist's delight.

Enjoy Steam Train Charter from any station to any station on DHR. DHR offers chartertrips on demand. The dates for operation of Darjeeling Himalayan, Railway in Financial Year 2011-12 will be notified depending on the availability of the Loco.

Nilgiri Mountain Railway

- Nestling among the Nilgiri Hills of Tamil Nadu, at 2,600 m. above sea level, is the "Queen of Indian Hill Stations" -Udhagamandalam (Ooty).
- The train starts from the town of Mettupalaiyam and thus begins a journey full of twist and turns, as this Metre Gauge train ascends 46km. on its way to the hill resort of Ooty in four and half hours.
- The toy train treks across the plains, the plantations and the forest clad hills
- The 16 tunnels and tall girder bridges on the way, along with breathtaking view, make it a 'not-to-be-missed' journey.
- The only Rack-'n-Pinion section on the Indian Railways.

Kangra Valley Railway

- The Pathankot - Joginder Nagar section is the rail - approach to the beautiful Kangra Valley of Himachal Pradesh.
- The Kangra Valley is one of the most picturesque valleys of the lower Himalayas. The Valley, sheltered by the sublime Dhauladhar range, is green and luxuriant.
- It provides a tremendous contrast in nature of places to be visited. Dharmsala is full of Buddhist air whereas ancient Hindu Temples like Brajeshwari, Baijnath, Jawalamukhi and Chamunda Devi dot the country side.

Matheran Light Railway

- The 84 year-old line connects Neral to Matheran
- Matheran is a tiny hill resort, close to Mumbai
- No blaring car horns. No trucks rurnbling down the roads. No buses... Matheran is a quiet and peaceful hill resort which is out of bounds to vehicular traffic all through the year.
- The lack of vehicular traffic at Matheran makes it an unusual and peaceful retreat.

Railways And Tourism

Indrail Pass

To explore the splendour of multi-feceted India, Indrail Passes provide excellent value and enhance the charm of holidays for visitors from abroad. It offer visitors on a

budget, the facility of travel as they like, over the entire Indian railways network without any route restriction, reservation fee, super fast charges etc. The existing Indrail Pass tariff structure is as below:

Period of Validity	A.C. First Class		First Class/ AC-2/3Tier/ AC Chair Car		Sleeper Class Second Class (Non-AC)	
	Adult	Child	Adult	Child	Adult	Child
½day*	57	29	26	13	11	6
1 day*	95	47	43	22	19	10
2 days *	160	80	70	35	30	15
4 days *	220	110	110	55	50	25
7 days	270	135	135	68	80	40
15 days	370	185	185	95	90	45
21 days	396	198	198	99	100	50
30 days	495	248	248	126	125	65
60 days	800	400	400	200	185	95
90 days	1060	530	530	265	235	120

Bharat Darshan

Bharat Darshan Trains offer highly economic packages for the budget traveller costing Rs.500/- per passenger per day, the tariff includes rail travel, road transfer, meals, accommodation as well as sight seeing. These trains run on a number of different itineraries across the country. For details visit www.railtourismindia.com or Tourism Facilitation Centres of IRCTC.

Buddhist Special Train

(Mahaparinirvan Express)

The Buddhist Circuit Special Train offers an all inclusive 7 nights / 8 day package covering major destinations related to the life of Lord Buddha. The itinerary starts from & terminates at Delhi and covers Bodhgaya, Rajgir, Nalanda, Varanasi, Sarnath, Kushinagar, Lumbini, Sravasti & Agra. The package is operated using a special train with Air-Conditioned coaches including Hotel stay and local sight seeing at places of tourist interest. For details, visit www.railtourismindia.com or contact Tourism Facilitation Centres of IRCTC.

Bharath Tirth

To support government's effort of promoting tourism in our country, Indian Railway in association with IRCTC is operating special tourist trains "Bharat Tirth" connecting popular tourist sites in different parts of the country.

Rail Tour Packages

These are all-inclusive packages with rail travel, road transfer, accommodation in 2/3 star Hotels as well as meal and sight seeing as per detailed itineraries. These packages are available almost to all the popular historic pilgrimage and other tourist destinations across the country. New packages are being developed on a continuous basis as per demand. For details and booking, visit www.railtourismindia.com or contact Tourism Facilitation Centres of IRCTC.

Travel and Tourism Portal

www.railtourismindia.com is the travel and Tourism portal operated by IRCTC which provides onestop solutions to all your travel and tourism requirements including tour packages, special trains, Bharat Darshan, Cab Rentals, Hotel Bookings etc.

Classification according to relationship with transport

If transport is the criteria for classification, there are 6 classes of hotels, follows :-

- **Motels:** We have discussed this category. Motorists and drivers of two-wheelers use these hotels on roadsides.

Indian railways

Objective: At the end of this lesson you shall be able to

- various railways zone.

The history of rail transport in India began in the mid-nineteenth century. The core of the pressure for building Railways In India came from London. In 1848, there was not a single kilometre of railway line in India. The country's first railway, built by the Great Indian Peninsula Railway (GIPR), opened in 1853, between Bombay and Thane.[10] A British engineer, Robert Maitland Brereton, was responsible for the expansion of the railways from 1857 onwards. The Allahabad-Jabalpur branch line of the East Indian Railway had been opened in June 1867. Brereton was responsible for linking this with the GIPR, resulting in a combined network of 6,400 km (4,000 mi). Hence it became possible to travel directly from Bombay to Calcutta. This route was officially opened on 7 March 1870 and it was part of the inspiration for French writer Jules Verne's book Around the World in Eighty Days. At the opening ceremony, the Viceroy Lord Mayo concluded that "it was thought desirable that, if possible, at the earliest possible moment, the whole country should be covered with a network of lines in a uniform system".

By 1875, about £95 million were invested by British companies in India guaranteed railways. By 1880 the network had a route mileage of about 14,500 km (9,000 mi), mostly radiating inward from the three major port cities of Bombay, Madras and Calcutta. By 1895, India had started building its own locomotives, and in 1896, sent engineers and locomotives to help build the Uganda Railways.

In 1900, the GIPR became a government owned company. The network spread to the modern day states of Assam, Rajputana and Madras Presidency and soon various autonomous kingdoms began to have their own rail systems. In 1905, an early Railway Board was constituted, but the powers were formally vested under Lord Curzon. It served under the Department of Commerce and Industry and had a government railway official serving as chairman, and a railway manager from England and an agent of one of the company railways as the other two members. For the first time in its history,

- **Railway Hotels:** These are located near railway stations. Example: Ashok Yatri Niwas, New Delhi.
- **Airport Hotels:** These are located near airports. Example : Hotel Centaur, New Delhi.
- **Seaside Hotels:** These are located near jetties and ports. Examples: Hotels in Singapore, Melacca and Phuket that are close to the ports.
- **Floating Hotels:** These hotels are made on large rafts or platforms and can be approached only by boats/ motor boats.
- **Lake Hotels:** Such hotels are built in the centres of lakes. Example: Lake Place, Udaipur, Rajasthan (The Taj Hotels Group).

the Railways began to make a profit.

In 1907 almost all the rail companies were taken over by the government. The following year, the first electric locomotive made its appearance. With the arrival of World War I, the railways were used to meet the needs of the British outside India. With the end of the war, the railways were in a state of disrepair and collapse.

In 1920, with the network having expanded to 61,220 km (38,040 mi), a need for central management was mooted by Sir William Acworth. Based on the East India Railway Committee chaired by Acworth, the government took over the management of the Railways and detached the finances of the Railways from other governmental revenues.

The period between 1920 and 1929, was a period of economic boom; there were 41,000 mi (66,000 km) of railway lines serving the country; the railways represented a capital value of some 687 million sterling; and they carried over 620 million passengers and approximately 90 million tons of goods each year.[12] Following the Great Depression, the railways suffered economically for the next eight years. The Second World War severely crippled the railways. Starting 1939, about 40% of the rolling stock including locomotives and coaches was taken to the Middle East, the railways workshops were converted to ammunitions workshops and many railway tracks were dismantled to help the Allies in the war. By 1946, all rail systems had been taken over by the government.

On 23 April 2014, Indian Railways introduced a mobile app system to track train schedules.

Organisational structure

Railway zones

Indian Railways is divided into several zones, which are further sub-divided into divisions. The number of zones in Indian Railways increased from six to eight in 1951, nine in 1952 and sixteen in 2003. Each zonal railway is made up of a certain number of divisions, each having a

divisional headquarters. There are a total of sixty-eight divisions.

Each of the seventeen zones is headed by a general manager who reports directly to the Railway Board. The zones are further divided into divisions under the control of divisional railway managers (DRM). The divisional officers of engineering, mechanical, electrical, signal

and telecommunication, accounts, personnel, operating, commercial, security and safety branches report to the respective Divisional Manager and are in charge of operation and maintenance of assets. Further down the hierarchy tree are the station masters who control individual stations and the train movement through the track territory under their stations' administration.

Name	Abbr.	Date Established	Route km	Headquarters	Divisions	Images
Southern	SR	14 April 1951	5098	Chennai	Chennai, Tiruchirappalli, Madurai and Salem, Palakkad, Thiruvananthapuram	
Central	CR	5 November 1951	3905	Mumbai	Mumbai CST, Bhusawal, Pune, Solapur and Nagpur	
Western	WR	5 November 1951	6182	Mumbai	Mumbai Central, Ratlam, Ahmedabad, Rajkot, Bhavnagar and Vadodara	
Eastern	ER	14 April 1952	2414	Kolkata	Howrah, Sealdah, Asansol and Malda	

Name	Abbr.	Date Established	Route km	Headquarters	Divisions	Images
Northern	NR	14 April 1952	6968	Delhi	Delhi, Ambala, Firozpur, Lucknow, Moradabad and Udhampur	
North Eastern	NER	14 April 1952	3667	Gorakhpur	Izzatnagar, Lucknow and Varanasi	
South Eastern	SER	1955	2631	Howrah	Adra, Chakradharpur, Kharagpur and Ranchi	
Northeast Frontier	NFR	15 January 1958	3907	Guwahati	Alipurduar, Katihar, silchar, Rangja, Lumding and Tinsukia	
South Central	SCR	2 October 1966	5951	Secunderabad	Vijayawada, Secunderabad, Guntakal, Guntur, Hyderabad, Parbhani and Nanded	

Name	Abbr.	Date Established	Route km	Headquarters	Divisions	Images
Kolkata Metro[19]	KMRCL	24 October 1984	25	HRBC House, NA	St. George's gate road Kolkata	
East Central	ECR	1 October 2002	3628	Hajipur Sonpur	Danapur, Dhanbad, Mughalsarai, Samastipur and	
North Western	NWR	1 October 2002	5459	Jaipur	Jaipur, Ajmer, Bikaner and Jodhpur	
East Coast	ECoR	1 April 2003	2677	Bhubaneswar	Khurda Road, Sambalpur and Waltair	
North Central	NCR	1 April 2003	3151	Allahabad	Allahabad, Agra and Jhansi	

Name	Abbr.	Date Established	Route km	Headquarters	Divisions	Images
South East Central	SECR	1 April 2003	2447	Bilaspur	Bilaspur, Raipur and Nagpur	
South Western	SWR	1 April 2003	3177	Hubli	Hubli, Bangalore and Mysore	
West Central	WCR	1 April 2003	2965	Jabalpur	Jabalpur, Bhopal and Kota	

Recruitment and training

Main article: Centralised Training Institutes of the Indian Railways

Staff are classified into gazetted (Group 'A' and 'B') and non-gazetted (Group 'C' and 'D') employees. The recruitment of Group 'A' gazetted employees is carried out by the Union Public Service Commission through exams conducted by it.[21] The recruitment to Group 'C' and 'D' employees on the Indian Railways is done through 20 Railway Recruitment Boards and Railway Recruitment Cells which are controlled by the Railway Recruitment Control Board (RRCB). The training of all cadres is entrusted and shared between six centralised training institutes.

Sapt Kranti Express waiting for departure to Anand Vihar Terminal at Muzaffarpur Junction

Production units

CLW made WAP-5 30022(CLW made WAP-5 locos don't have fluted body shell) rests at Bhopal

WDP4 Diesel Locomotive Baaz which is now at New Jalpaiguri

Sapt Kranti Express WDP-4B at 130 kmph

Indian Railways manufactures much of its rolling stock and heavy engineering components at its six manufacturing plants, called Production Units, which are managed directly by the Ministry. Popular rolling stock builders such as CLW and DLW for electric and diesel locomotives; ICF and RCF for passenger coaches are Production Units of Indian Railways. Over the years, Indian Railways has not only achieved self-sufficiency in production of rolling stock in the country but also exported rolling stock to other countries. Each of these production units is headed by a general manager, who also reports directly to the Railway Board. The production units are in Table 6:-

Other subsidiaries

There also exist independent organisations under the control of the Railway Board for electrification, modernisation, research and design and training of officers, each of which is headed by an officer of the rank of general manager. A number of Public Sector Undertakings, which perform railway-related functions ranging from consultancy to ticketing, are also under the administrative control of the Ministry of railways.

There are fourteen public undertakings under the administrative control of the Ministry of Railways, viz.

- Bharat Wagon and Engineering Co. Ltd. (BWEL)
- Centre for Railway Information Systems (CRIS)[24]
- Container Corporation of India Limited (CONCOR)
- Dedicated Freight Corridor Corporation of India Limited (DFCCIL)
- Indian Railway Catering and Tourism Corporation Limited (IRCTC)
- Indian Railway Construction (IRCON) International Limited
- Indian Railway Finance Corporation Limited (IRFC)
- Konkan Railway Corporation Limited (KRCL)
- Mumbai Railway Vikas Corporation (MRVC)
- Railtel Corporation of India Limited (Rail Tel)
- Rail India Technical and Economic Services Limited (RITES)
- Rail Vikas Nigam Limited (RVNL)
- High Speed Rail Corporation of India (HSRC)
- Burn Standard Company
- Braithwaite and Co. Ltd.

Table 6

Name	Abbr.	Year Established	Location	Main products
Bharat Wagon and Engineering Muzaffarpur	BWEL	1978	Muzaffarpur	Passenger Coaches (manufacturing + maintenance).
Jamalpur Locomotive Workshop	JLW	1862	Jamalpur	Diesel/Electric Loco maintenance.
Golden Rock Railway Workshop	GOC	1928	Trichy	Diesel-electric Locomotives
Chittaranjan Locomotive Works	CLW	1947	Chittaranjan, Asansol	Electric Locomotives
Diesel Locomotive Works	DLW	1961	Varanasi	Diesel Locomotives
Diesel-Loco Modernisation Works	DMW	1981	Patiala	Diesel-electric Locomotives
Integral Coach Factory	ICF	1952	Chennai	Passenger coaches
Rail Coach Factory	RCF	1986	Kapurthala	Passenger coaches
Rail Spring Karkhana	RSK	1988	Gwalior	Passenger coach springs

Name	Abbr.	Year Established	Location	Main products
Rail Wheel Factory	RWF	1984	Bangalore	Railway wheels and axles
Rail Wheel Factory	RWF	2012	Chhapra	Railway wheels
Rail Coach Factory, Raebareli	RCF	2012	Raebareli	Passenger coaches

Delhi Metro Rail Corporation Limited (DMRC), that has constructed and operates Delhi Metro network, is an independent organisation not connected to the Indian Railways. Similar metro rail corporations in other cities (except Kolkata Metro in Kolkata) are not connected to the Indian Railways.

Rolling stock

Locomotives

Main article: Locomotives in India

Two historical steam engines at water refilling station at Agra station

A Beyer Garratt 6594 Engine seen at the National Rail Museum

Locomotives in India consist of electric and diesel locomotives. World's first CNG locomotives are also being used. Steam locomotives are no longer used, except in heritage trains. In India, locomotives are classified according to their track gauge, motive power, the work they are suited for and their power or model number. The class name includes this information about the locomotive. It comprises 4 or 5 letters. The first letter denotes the track gauge. The second letter denotes their motive power (Diesel or Alternating - on Electric) and the third letter denotes the kind of traffic for which they are suited (goods, passenger, Multi or shunting). The fourth letter used to denote locomotives' chronological model number. However, from 2002 a new classification scheme has been adopted. Under this system, for newer diesel locomotives, the fourth letter will denote their horsepower range. Electric locomotives don't come under this scheme and even all diesel locos are not covered. For them this letter denotes their model number as usual.

A locomotive may sometimes have a fifth letter in its name which generally denotes a technical variant or subclass or subtype. This fifth letter indicates some smaller variation in the basic model or series, perhaps different motors, or a different manufacturer. With the new scheme for classifying diesel locomotives (as mentioned above) the fifth item is a letter that further refines the horsepower indication in 100 hp increments: 'A' for 100 hp, 'B' for 200 hp, 'C' for 300 hp, etc. So in this scheme, a WDM-3A refers to a 3100 hp loco, while a WDM-3D would be a 3400 hp loco and WDM-3F would be 3600 hp loco.

Note: This classification system does not apply to steam locomotives in India as they have become non-functional now. They retained their original class names such as M class or WP class.

Diesel Locomotives are now fitted with Auxiliary Power Units which saves nearly 88% of Fuel during the idle time when train is not running.

Goods wagons or freight cars

The number of freight car or goods wagons was 205,596 on 31 March 1951 and reached the maximum number 405,183 on 31 March 1980 after which it started declining and was 239,321 on 31 March 2012. The number is far less than the requirement and the Indian Railways keeps losing freight traffic to road. Indian Railways carried 93 million tonnes of goods in 1950-51 and it increased to 1010 million tonnes in 2012-13.

However, its share in goods traffic is much lower than road traffic. In 1951, its share was 65% and the share of road was 35%. Now the shares have been reversed and the share of railways has declined to 30% and the share of road has increased to 70%.

Passenger coaches

Indian railways has several types of passenger coaches.

Electric Multiple Unit (EMU) coaches are used for suburban traffic in large cities - mainly Mumbai, Chennai, Delhi, Kolkata, Pune, Hyderabad and Bengaluru. These coaches numbered 7,793 on 31 March 2012. They have second class and first class seating accommodation.

Passenger coaches numbered 46,722 on 31 March 2012. Other coaches (luggage coach, parcel van, guard's coach, mail coach, etc.) numbered 6,560 on 31 March 2012.

Freight

Indian Railways earns about 70% of its revenues from freight traffic (Rs. 686.2 billion from freight and Rs. 304.6 billion from passengers in 2011-12). Most of its profits come from transporting freight, and this makes up for losses on passenger traffic. It deliberately keeps its passenger fares low and cross-subsidises the loss-making passenger traffic with the profit-making freight traffic.

Since the 1990s, Indian Railways has stopped single-wagon consignments and provides only full rake freight trains

Wagon types

Wagon types include:

- BOXNHL
- BOBYN
- BCN
- BCNHL

Technical details

Track and gauge

Indian railways uses four gauges, the 1,676 mm (5 ft 6 in) broad gauge which is wider than the 1,435 mm (4 ft 8 1/2 in) standard gauge; the 1,000 mm (3 ft 3 3/8 in) metre gauge; and two narrow gauges, 762 mm (2 ft 6 in) and 610 mm (2 ft). Track sections are rated for speeds ranging from 75 to 160 km/h (47 to 99 mph).

The total length of track used by Indian Railways is about 115,000 km (71,000 mi) while the total route length of the network is 65,000 km (40,000 mi). About 24,891 km (15,467 mi) or 38% of the route-kilometre was electrified as on 31 March 2014.

Narrow Gauge Train at Rajim, Chhattisgarh

Indian gauge is the predominant gauge used by Indian Railways.

Broad gauge is the predominant gauge used by Indian Railways. Indian broad gauge-1,676 mm (5 ft 6 in)-is the most widely used gauge in India with 105,000 km (65,000 mi) of track length (91% of entire track length of all the gauges) and 56,000 km (35,000 mi) of route-kilometre (86% of entire route-kilometre of all the gauges).

In some regions with less traffic, the metre gauge (1,000 mm (3 ft 3 3/8 in)) is common, although the Unigauge project is in progress to convert all tracks to broad gauge. The metre gauge has about 8,000 km (5,000 mi) of track length (7% of entire track length of all the gauges) and 7,000 km (4,300 mi) of route-kilometre (10% of entire route-kilometre of all the gauges).

The Narrow gauges are present on a few routes, lying in hilly terrains and in some erstwhile private railways (on cost considerations), which are usually difficult to convert to broad gauge. Narrow gauges have 2,000 route-kilometre. The Kalka-Shimla Railway, the Kangra Valley Railway and the Darjeeling Himalayan Railway are three notable hill lines that use narrow gauge, but the Nilgiri Mountain Railway is a metre gauge track.[31] These four rail lines will not be converted under the Unigauge project.

Map of Indian Railways network with population density

The share of broad gauge in the total route-kilometre has been steadily rising, increasing from 47% (25,258 route-km) in 1951 to 86% in 2012 whereas the share of metre gauge has declined from 45% (24,185 route-km) to 10% in the same period and the share of narrow gauges has decreased from 8% to 3%. About 24,891 route-km of Indian railways is electrified.

Sleepers (ties) are made up of prestressed concrete, or steel or cast iron posts, though teak sleepers are still in use on a few older lines. The prestressed concrete sleeper is in wide use today. Metal sleepers were extensively used

before the advent of concrete sleepers. Indian Railways divides the country into four zones on the basis of the range of track temperature. The greatest temperature variations occur in Rajasthan.

Research and development

Indian Railways have a full-fledged organisation known as Research Designs and Standards Organisation (RDSO), located at Lucknow for all research, designs and standardisation tasks.

In August 2013, Indian Railways entered into a partnership with Indian Institute of Technology (Madras) to develop technology to tap solar energy for lighting and air-conditioning in the coaches. This would significantly reduce the fossil fuel dependency for Indian Railways.

Recently it developed and tested the Improved Automated Fire Alarm System in Rajdhani Express Trains. This System would now be applied to AC coaches of all regular trains.

Railway links to adjacent countries

See also: Rail transport in India § International links

Existing rail links:

- Nepal - Break-of-gauge - Gauge conversion under uni-gauge project
- Pakistan - same Broad Gauge. Thar Express to Karachi and the more famous Samjhauta Express international train from Lahore, Pakistan to Amritsar (Attari).
- "Bangladesh - Same Broad Gauge. The Maitri Express between Dhaka and Kolkata started in April 2008 using the Gede-Darsana route, in addition to a Freight Train service from Singhabad and Petrapole in India to Rohanpur and Benapole in Bangladesh. A second passenger link between Agartala, India and Akhaura Upazila, Bangladesh was approved by the Government of Bangladesh and India in September 2011.[34]

Under construction / Proposed links:

- Bhutan - railways under construction - Same gauge
- Myanmar - Manipur to Myanmar (under construction)
- Vietnam - On 9 April 2010, Former Union Minister of India, Shashi Tharoor announced that the central government is considering a rail link from Manipur to Vietnam via Myanmar.
- Thailand - possible if Burma Railway is rebuilt.

Types of passenger services

Trains are classified by their average speed. A faster train has fewer stops ("halts") than a slower one and usually caters to long-distance travel in Table 7.

Table 7

Rank	Train	Description
1	Duronto Express	These are the non-stop (except for technical halts) point to point I services introduced for the first time in 2009. They connect the metros and major state capitals of India and are faster than Rajdhani Express. They provide first AC, two-tier AC and three-tier AC accommodation. Some of them provide Sleeper Class accommodation.
2	Rajdhani Express	These are air-conditioned trains linking major cities to New Delhi. They have high priority and are one of the fastest trains in India, travelling at an average speed of 130 km/h (82 mph). They have only a few stops. In the Railway budget of 2014, it was proposed that the speed of Rajdhani express, and Shatabdi Expresses would be increased up to 200 km/h.
3	AC Express	These are fully air-conditioned trains linking major cities in the country. They have high priority and are one of the fastest trains in India, travelling at about 130 km/h (82 mph). They have only a few stops.
4	Double Decker Express	These are fully air-conditioned two floor express trains. They have high priority and are considered among fast trains in India.
5	Shatabdi Express	The Shatabdi trains are air-conditioned intercity trains for travel during daytime. They have seats and executive class seats. Some of them have 3-tier AC berths. They are the fastest trains in India, travelling at about 130-160 km/h.
6	Yuva Express	These trains were started along with Duronto Express trains to provide air conditioned travel to youth of the country. Sixty percent of the seats of these trains were reserved for passengers between 18 - 45 years of age. These trains did not enjoy much success. Today these trains only operate on the Delhi - Howrah and Delhi - Mumbai routes.
7	Garib Rath	Air-conditioned no-frills trains with seats and 3-tier Economy AC berths. The maximum speed is 130 km/h.
8	Jan Shatabdi Express	Jan Shatabdi Express are a more affordable variety of the Shatabdi Express, which have both AC and non-AC classes. The maximum speed is 130 km/h.
9	Sampark Kranti Express	These are series of trains which provide super fast Express like connectivity to national capital Delhi. These trains have higher priority than Super Express/Mail.
10	Intercity Superfast Express/ Mail	These are trains travel at a speed greater than 100-120 km/h (60-75 mph). Tickets for these trains have an additional superfast surcharge.
11	Kavi Guru Express	These trains were introduced in honor of Ravindra Nath Tagore. Currently four pair of these trains operate in Indian Railways network.
12	Vivek Express	These trains were started to commemorate 150th birth Anniversary of Swami Vivekanand in 2013. Currently four pair of Vivek Express run in country.
13	Express	These are the most common kind of trains in India. They have more stops than their super-fast counterparts, but they stop only at relatively important intermediate stations.
14	Passenger and Fast Passenger	These are slow trains that stop at most or every station along the route and are the cheapest trains. The trains generally have unreserved seating accommodation but some night trains have sleeper and 3-tier AC compartments. These also travel about 40-80 kmph.

Rank	Train	Description
15	Suburban trains	These trains operate in the urban areas of Mumbai, Delhi, Kolkata, Chennai, Hyderabad, Ahmedabad, Pune and between Kanpur and Lucknow, usually stop at all stations and have unreserved seating accommodation.
16	Metro	These trains are designed for city transport. Indian Railway constructed Kolkata Metro for the city of Kolkata.
17	Tourist Trains	Indian Railways also operate luxurious tourist trains like Palace onWheels, Maharaja Express, The Golden Chariot, Royal Rajasthan on Wheels etc. Fairy Queen has also gained tourist attraction because it is the oldest steam engine in operation hauling luxurious train from delhi to alwal.

Accommodation classes

Air-conditioned Chair Car (CC) coaches in an Shatabdi Express.

Main article: Indian Railways coaching stock

Indian Railways has several classes of travel with or without airconditioning. A train may have just one or many classes of travel. Slow passenger trains have only unreserved seating class whereas Rajdhani, Duronto, Shatabdi, garib rath and yuva trains have only airconditioned classes. The fares for all classes are different with unreserved seating class being the cheapest. The fare of Rajdhani, Duronto and Shatabdi trains includes food served in the train but the fare for other trains does not include food that has to be bought separately. In long-distance trains a pantry car is usually included and food is served at the berth or seat itself. Luxury trains such as Palace on Wheels have separate dining cars but these trains cost as much as or more than a five-star hotel room.

A standard passenger rake generally has four unreserved (also called "general") compartments, two at the front and two at the end, of which one may be exclusively for ladies. The exact number of other coaches varies according to the demand and the route. A luggage compartment can also exist at the front or the back. In some mail trains a separate mail coach is attached. Lavatories are communal and feature both the Indian style as well as the Western style.

The following table 8 lists the classes in operation. A train may not have all these classes.

Seen here is the Mumbai Rajdhani Express. Rajdhanis are long-distance high-speed and high-priority trains connecting major state capitals with New Delhi.

Seen here is the Secunderabad Yeshwanthpur Garib-Rath Express. Garib-Rath's are low cost A/c trains

Interior of a First Class(1A) compartment in the Rajdhani Express

Interior of an air-conditioned Chair Car coach(CC) in an Jan Shatabdi Express.

Inside a 3-tier AC Compartment of the Dakshin Express

A typical sleeper class coach

At the rear of the train is a special compartment known as the guard's cabin. It is fitted with a transceiver and is where the guard usually gives the all clear signal before the train departs.

UNESCO World Heritage Sites

There are two UNESCO World Heritage Sites on Indian Railways. - The Chatrapati Shivaji Terminus[40] and the Mountain Railways of India. The latter consists of three separate railway lines located in different parts of India.

A tight loop (Agony Point) on the Darjeeling Himalayan Railway in West Bengal

- Darjeeling Himalayan Railway, a narrow gauge railway in West Bengal.
- Nilgiri Mountain Railway, a 1,000 mm (3 ft 3 3⁄8 in) metre gauge railway in the Nilgiri Hills in Tamil Nadu.
- Kalka-Shimla Railway, a narrow gauge railway in the Shivalik mountains in Himachal Pradesh. In 2003 the railway was featured in the Guinness Book of World Records for offering the steepest rise in altitude in the space of 96 kilometre.

Notable trains

Tourist trains

- Palace on Wheels is a specially designed luxury tourist train service, frequently hauled by a steam locomotive, for promoting tourism in Rajasthan. The train has a 7 nights & 8 days itinerary, it departs from New Delhi (Day 1), and covers Jaipur (Day 2), Sawai Madhopur and Chittaurgarh (Day 3), Udaipur (Day 4), Jaisalmer (Day 5), Jodhpur (Day 6), Bharatpur and Agra (Day 7), return to Delhi (Day 8).
- Royal Rajasthan on Wheels a luxury tourist train service covers various tourist destinations in Rajasthan. The train takes tourists on a 7-day/8-night tour through Rajasthan. The train starts from New Delhi's Safdarjung railway station (Day 1), and has stops at Jodhpur (Day 2), Udaipur and Chittaurgarh (Day 3), Ranthambore National Park and Jaipur (Day 4), Khajuraho (Day 5), Varanasi and Sarnath (Day 6), Agra (Day 7) and back to Delhi (Day 8).

Class	Description
1A	First class AC: This is the most expensive class, where the fares are almost at par with air fare. There are eight cabins (including two coupes) in the full AC First Class coach and three cabins (including one coupe) in the half AC First Class coach. The coach has an attendant to help the passengers. Bedding is included with the fare in IR. This air conditioned coach is present only on popular routes and can carry 18 passengers (full coach) or 10 passengers (half coach). The sleeper berths are extremely wide and spacious. The coaches are carpeted, have sleeping accommodation and have privacy features like personal coupes. This class is available on broad gauge and metre gauge trains.
2A	AC-Two tier: These air-conditioned coaches have sleeping berths across eight bays. Berths are usually arranged in two tiers in bays of six, four across the width of the coach and two berths longways on the other side of the corridor, with curtains along the gangway or corridor. Bedding is included with the fare. A broad gauge coach can carry 48 passengers (full coach) or 20 passengers (half coach). This class is available on broad gauge and metre gauge trains.
FC	First class: Same as 1AC but without air conditioning. No bedding is available in this class. The berths are wide and spacious. There is a coach attendant to help the passengers. This class has been phased out on most of the trains and is rare to find. However narrow gauge trains to hill stations have this class.
3A	AC three tier: Air conditioned coaches with 64 sleeping berths. Berths are usually arranged as in 2AC but with three tiers across the width and two longways as before giving eight bays of eight. They are slightly less well-appointed, usually no reading lights or curtained off gangways. Bedding is included with fare. It carries 64 passengers in broad gauge. This class is available only on broad gauge.
3E	AC three tier (Economy): Air conditioned coaches with sleeping berths, present in Garib Rath Trains. Berths are usually arranged as in 3AC but with three tiers across the width and three longways. They are slightly less well-appointed, usually no reading lights or curtained off gangways. Bedding is not included with fare.
CC	AC chair car: An air-conditioned seater coach with a total of five seats in a row used for day travel between cities.
EC	Executive class chair car: An air-conditioned coach with large spacious seats and legroom. It has a total of four seats in a row used for day travel between cities. This class of travel is only available on Shatabdi Express trains.
SL	Sleeper class: The sleeper class is the most common coach on IR, and usually ten or more coaches could be attached. These are regular sleeping coaches with three berths vertically stacked. In broad gauge, it carries 72 passengers per coach.
2S	Seater class: same as AC Chair car, but with bench style seats and without the air-conditioning. These may be reserved in advance or may be unreserved.
UR	Unreserved: The cheapest accommodation. The seats are usually made up of pressed wood in older coaches but cushioned seats are found in new coaches. These coaches are usually over-crowded and a seat is not guaranteed. Tickets are issued in advance for a minimum journey of more than 24 hours. Tickets issued are valid on any train on the same route if boarded within 24 hours of buying the ticket.

- Maharaja Express a luxury train operated by IRCTC runs on five circuits covering more than 12 destinations across North-West and Central India, mainly centered around Rajasthan between the months of October to April.
- Deccan Odyssey luxury tourist train service covers various tourist destinations in Maharashtra and Goa. The 7 Nights / 8 Days tour starts from Mumbai (Day 1) and covers Jaigad Fort, Ganapatipule and Ratnagiri (Day 2), Sindhudurg, Tarkarli and Sawantwadi (Day 3), Goa (Day 4), Kolhapur and Pune (Day 5), Aurangabad and Ellora Caves (Day 6), Ajanta Caves and Nashik (Day 7), and back to Mumbai (Day 8).
- The Golden Chariot luxury train runs on two circuits Pride of the South and Splendor of the South.[48]
- Mahaparinirvan Express an a/c train service also known as Buddhist Circuit Train which is run by IRCTC to attract Buddhist pilgrims. The 7 nights/8 Days tour starts from New Delhi (Day 1) and covers Bodh Gaya (Day 2), Rajgir and Nalanda (Day 3), Varanasi and Sarnath (Day 4), Kushinagar and Lumbini (Day 5 and 6), Sravasti (Day 7), Taj Mahal (Agra) (Day 8) before returning to New Delhi on (Day 8).

Other trains

- Samjhauta Express is a train that runs between India and Pakistan. However, hostilities between the two nations in 2001 saw the line being closed. It was reopened when the hostilities subsided in 2004. Another train connecting Khokhrapar (Pakistan) and Munabao (India) is the Thar Express that restarted operations on 18 February 2006; it was earlier closed down after the 1965 Indo-Pak war.
- Lifeline Express is a special train popularly known as the “Hospital-on-Wheels” which provides healthcare to the rural areas. This train has a carriage that serves as an operating room, a second one which serves as a storeroom and an additional two that serve as a patient ward. The train travels around the country, staying at a location for about two months before moving elsewhere.

A view of the Pamban Railway Bridge that links Rameshwaram to the mainland

- Fairy Queen is the oldest operating locomotive in the world today, though it is operated only for specials between Delhi and Alwar. John Bull, a locomotive older than Fairy Queen, operated in 1981 commemorating its 150th anniversary. Gorakhpur railway station also

has the distinction of being the world’s longest railway platform at 4,483 ft (1,366 m). The Ghum station along the Darjeeling Toy Train route is the second highest railway station in the world to be reached by a steam locomotive.[50] The Mumbai-Pune Deccan Queen has the oldest running dining car in IR.

- Vivek Express, between Dibrugarh and Kanyakumari, has the longest run in terms of distance and time on Indian Railways network. It covers 4,286 km (2,663 mi) in about 82 hours and 30 minutes.
- Bhopal Shatabdi Express is the fastest train in India today having a maximum speed of 160 km/h (99 mph) on the Faridabad-Agra section. The fastest speed attained by any train is 184 km/h (114 mph) in 2000 during test runs.
- Double-decker AC trains have been introduced in India. The first double decker train was Pune-Mumbai Sinhagad express plying between Pune and Mumbai while the first double-decker AC train in the Indian Railways was introduced in November 2010, running between the Dhanbad and Howrah stations having 10 coaches and 2 power cars. On 16 April 2013, Indian Railways celebrated its 160 years of nationwide connectivity with a transportation of 23 million passengers in a day.

Indian road network

Objective: At the end of this lesson you shall be able to

- **know about various national highways.**

Major highways in indian road network

India has a road network of over 4,689,842 kilometres (2,914,133 mi) in 2013 the second largest road network in the world. At 0.66 km of roads per square kilometer of land, the quantitative density of India’s road network is similar to that of the United States (0.65) and far higher than that of China (0.16) or Brazil (0.20). However, qualitatively India’s roads are a mix of modern highways and narrow, unpaved roads, and are being improved. As of 2011, 54 percent about 2.53 million kilometers - of Indian roads were paved.

Adjusted for its large population, India has less than 3.8 kilometres of roads per 1000 people including all its paved and unpaved roads. In terms of quality, all season, 4 or more lane highways, India has less than 0.07 kilometres of highways per 1000 people, as of 2010. These are some of the lowest road and highway densities in the world. For context, United States has 21 kilometres of roads per 1000 people. While France about 15 kilometres per 1000 people predominantly paved and high quality in both cases. In terms of all season 4 or more lane highways, developed countries such as United States and France have a highway density per 1000 people that is over 15 times as India.

India in its past did not allocate enough resources to build or maintain its road network. This has changed since 1995, with major efforts currently underway to modernize the country’s road infrastructure.

NH 76: Part of India’s recently completed 4 - lane golden quadrilateral highway network.

NH 75: Part of India’s NS-EW corridor highway network spanning 7000 kilometers.

As of October 2014, India had completed and placed in use over 23,000 kilometres of recently built 4 or 6-lane highways connecting many of its major manufacturing centres, commercial and cultural centres. The rate of new highway construction across India accelerated after 1999, but has slowed in recent years. Policy delays and regulatory blocks reduced the rate of highway construction awards to just 500 kilometers of new road projects in 2013. Major projects are being implemented under the National Highways Department Project. A government initiative private builders and highway operators are also implementing major projects - for example, the Yamuna Expressway between Delhi and Agra was completed ahead of schedule and within budget, while the KMP Expressway started in 2006 is far behind schedule, over budget and incomplete.

According to 2009 estimates by Goldman Sachs, India will need to invest US\$1.7 trillion on infrastructure projects before 2020 to meet its economic needs, a part of which would be in upgrading India’s road network. The Government of India is attempting to promote foreign investment in road projects. Foreign participation in Indian road network construction has attracted 45 international

contractors and 40 design/engineering consultants, with Malaysia, South Korea, United Kingdom and United States being the largest players.

History

India highway density map in lane kilometers per 100,000 people as of 2012. India's average was 7.7 lane km per 100,000, compared to Japan's 49 lane km, and USA's 114 lane km per 100,000 people. Bihar, Uttar Pradesh and West Bengal had the lowest lane kilometer densities in India.

The first evidence of road development in the Indian subcontinent can be traced back to approximately 4000 BC from the ancient cities of Harrapa and Mohenjodaro of the Indus Valley Civilization.

Ruling emperors and monarchs of ancient India had constructed numerous brick roads in the cities. One of the most famous highways of medieval India was the Grand Trunk Road. The Grand Trunk Road built by Sher Shah Suri 1540 to 1545, began in Sonargaon near Dhaka in Bangladesh and ended at Peshawar in modern-day Pakistan. In India, it linked several important cities from Kolkata in the east to Amritsar in the west, while passing through the cities of Patna, Varanasi, Kanpur, Agra, Delhi, Panipat, Pipli, Ambala, Rajpura, Ludhiana, and Jalandhar.

The Grand Trunk Road - or GT Road - was the road used by Brigadier General John Nicholson of the British Empire to quickly move his troops hundreds of kilometres to Delhi in 1857. This road allowed him to lead the battle that ended the Indian Mutiny of 1857.

India inherited a poor road network infrastructure at the time of its independence in 1947. Beyond that, between 1947 and 1988, India witnessed no new major projects, and the roads were poorly maintained. Predominantly all roads were single lane, and most were unpaved. India

had no expressways, and less than 200 kilometres of 4-lane highways. In 1988, an autonomous entity called the National Highways Authority of India was established in India by an Act of Parliament, and came into existence on 15 June 1989. The Act empowered this entity to develop, maintain and manage India's road network through National Highways. However, even though the Authority was created in 1988, not much happened till India introduced widespread economic liberalisation in the early 1990s. Since 1995, the authority has privatised road network development in India, and by May 2014 delivered a statewide lengths of over 92,851 kilometres of National Highways, of which 22,757 kilometres are 4-lane or 6-lane modern highways.

Overview

A national highway between western indian states of gujarat and rajasthan

A road in rural area at chinawalvillage near satpura range in maharashtra

Road transport is vital to India's economy. It enables the country's transportation sector to contribute 4.7 percent towards India's gross domestic product, in comparison to railways that contributed 1 percent, in 2009-2010. Road transport has not gained in importance over the years despite significant barriers and inefficiencies in inter-state freight and passenger movement compared to railways and air. The government of India considers road network as critical to the country's development, social integration and security needs of the country.

India's road network carries over 65 percent of its freight and about 85 percent of passenger traffic.

Indian road network is administered by various government authorities, given India's federal form of government. The table 9 below describes the regulating bodies.

Table 9

Road classification	Authority responsible	Total kilometres (as of 2011)
National Highways	Ministry of Road Transport & Highways (Central government)	92,851
State Highways	State governments (state's public works department)	1,63,898
Major and other district roads	Local governments, panchayats and municipalities	17,05,706
Rural roads	Local governments, panchayats and municipalities	27,49,805

Statistics

A highway in rajasthan , connecting jaipur and new delhi.

A glimpse of the hyderabad ORR expressway ,in Ap while heading from gachibowli towards hyderabad airport.

Ghat ki guni tunnel in rajasthan, national highway 11 connecting jaipur and agra opened to traffic in 2013.

In general, roads in India are primarily bitumen-based macadamised roads. However, a few of the National Highways have concrete roads too. In some locations, such as in Kanpur, British-built concrete roads are still in use. Concrete roads were less popular prior to 1990s because of low availability of cement then. However, with large supplies of cement in the country and the virtues of concrete roads, they are once again gaining

popularity. Concrete roads are durable, weather-proof and require lower maintenance compared to bituminous roads. Moreover new concrete pavement technology has developed such as cool pavement, quiet pavement and permeable pavement, which has rendered it more attractive and eco-friendly.

The National Highways are the backbone of the road infrastructure and the major roads in India. They carry most of India's freight and passenger traffic. State highways and major district roads constitute the secondary and interconnecting roads in India. The sortable table 10 below lists national highway density in India per state or union territory. Included for context and comparison are major road density of several developed economies.

Table 10

National Highways in India, by state and union territories

State / Union Territory	National Highway Length, Kilometers	Kilometers per 1000 people	National Highway Numbers
Andaman Nicobar Island	300	0.843	223
Andhra Pradesh	4,537	0.06	4, 5, 7, 9, 16, 18, 18A, 43, 63, 202, 205, 214, 214A, 219, 221, 222 & 234
Arunachal Pradesh	1,992	1.816	52, 52A, 153, 229, 52B Ext. & 37 Ext.
Assam	2,836	0.106	31, 31B, 31C, 36, 37, 37A, 38, 39, 44, 51, 52, 52A, 52B, 53, 54, 61, 62, 151, 152, 153 & 154
Bihar	3,642	0.044	2, 2C, 19, 28, 28A, 28B, 30, 30A, 31, 57, 57A, 77, 80, 81, 82, 83, 84, 85, 98, 99, 101, 102, 103, 104, 105, 106, 107 & 110
Chandigarh	24	0.027	21
Chhattisgarh	2,184	0.105	6, 12A, 16, 43, 78, 200, 202, 216, 217, 111, & 221
Dadar & Nagar Haveli	0	0	
Daman and Diu	0	0	
Delhi	72	0.005	1, 2, 8, 10 & 24
Goa	269	0.2	4A, 17, 17A & 17B
Gujarat	3,245	0.064	NE-I, 6, 8, 8A, 8B, 8C, 8D, 8E, 14, 15, 59, 113 & 228
Haryana	1,512	0.072	1, 2, 8, 10, 21A, 22, 64, 65, 71, 71A, 72, 73, 73A, 71B & NE-II
Himachal Pradesh	1,409	0.232	1A, 20, 20A, 21, 21A, 22, 70, 72, 72B, 88 & 73A
Jammu & Kashmir	1,245	0.123	1A, 1B, 1C & 1D
Jharkhand	1,805	0.067	2, 6, 23, 31, 32, 33, 75, 78, 80, 98, 99 & 100
Karnataka	4,396	0.083	4, 4A, 7, 9, 13, 17, 48, 63, 67, 206, 207, 209, 212, 218 & 234
Kerala	1,457	0.046	17, 47, 47A, 47C, 49, 208, 212, 213, & 220
Lakshadweep Islands	0	0	

State / Union Territory	National Highway Length, Kilometers	Kilometers per 1000 people	National Highway Numbers
Madhya Pradesh	4,670	0.077	3, 7, 12, 12A, 25, 26, 26A, 27, 59, 59A, 69, 75, 76, 78, 86 & 92
Maharashtra	4,176	0.043	3, 4, 4B, 4C, 6, 7, 8, 9, 13, 16, 17, 50, 69, 204, 211 & 222
Manipur	959	0.418	39, 53, 150 & 155
Meghalaya	810	0.349	40, 44, 51 & 62
Mizoram	927	1.044	44A, 54, 54A, 54B, 150 &
Nagaland	494	0.248	36, 39, 61, 150 & 155
Orissa	3,704	0.101	5, 5A, 6, 23, 42, 43, 60, 75, 200, 201, 203, 203A, 215, 217 & 224
Pudducherry	53	0.054	45A & 66
Punjab	1,557	0.064	1, 1A, 10, 15, 20, 21, 22, 64, 70, 71, 72 & 95
Rajasthan	5,585	0.099	3, 8, 11, 11A, 11B, 11C, 12, 14, 15, 65, 71B, 76, 79, 79A, 89, 90, 113, 112, 114, 116, 148D, 458, 758 & 58
Sikkim	62	0.115	31A
Tamil Nadu	4,832	0.077	4, 5, 7, 7A, 45, 45A, 45B, 45C, 46, 47, 47B, 49, 66, 67, 68, 205, 207, 208, 209, 210, 219, 220, 226, 226E, 227, 230 & 234
Tripura	400	0.125	44 & 44A
Uttarakhand	2,042	0.241	58, 72, 72A, 72B, 73, 74, 87, 94, 108, 109, 123, 119, 121, 87 Ext. & 125
Uttar Pradesh	6,774	0.041	2, 2A, 3, 7, 11, 12A, 19, 24, 24A, 24B, 25, 25A, 26, 27, 28, 28B, 28C, 29, 56, 56A, 56B, 58, 72A, 73, 74, 75, 76, 86, 87, 91, 91A, 92, 93, 96, 97, 119, 231, 232, 232A, 233, 235 & NE-II
West Bengal	2,578	0.032	2, 2B, 2B Ext., 6, 31, 31A, 31C, 31D, 32, 34, 35, 41, 55, 60, 60A, 80, 81 & 117
India Total	70,548	0.069	
USA Total	351,428	1.4	
Canada (Total)	103,000	3.1	
Japan (Total)	61,730	0.49	
Germany (Total)	53,010	0.64	

Roads

Expressways

Mumbai pune expressway

Expressways make up approximately 1,208 km (751 mi)

of India's road network, as of 2013. These high-speed roads are four-lane or six-lane, predominantly access controlled. The expressways in use are:

- Greater Noida - Agra Yamuna Expressway (165 kilometres)

- Ahmedabad Vadodara Expressway (95 kilometres)
- Mumbai-Pune Expressway (93 kilometres)
- Jaipur-Kishangarh Expressway (90 kilometres)
- Allahabad Bypass Expressway (86 kilometres)
- Durgapur Expressway (65 kilometres)
- Ambala Chandigarh Expressway (35 kilometres)
- Chennai Bypass Expressway (32 kilometres)
- Delhi-Gurgaon Expressway (28 kilometres)
- NOIDA-Greater NOIDA Expressway (24 kilometres)
- Delhi-NOIDA Flyway (23 kilometres)
- Mumbai Nashik Expressway (150 kilometers)
- PVNR Hyderabad Airport Expressway (12 kilometres)
- Hyderabad ORR Expressway (150 kilometres)
- Guntur-Vijayawada Outer ring road Expressway (46 Kilometers) Outer Ring Road, Guntur & Vijayawada
- Coimbatore Bypass expressway(28 kilometres)

On 9 August 2012, the 165 kilometre Yamuna Expressway India's longest six-laned controlled-access opened which will reduce the time travel between Agra and Greater Noida from 4 hours to just 100 minutes.

While the start of several expressway projects - such as the Ganga Expressway - have been delayed for 3 or more years, because of litigation and bureaucratic procedures, India expects another 3,530 kilometres of expressways to come up by 2014 from the projects under construction. The government has drawn up an ambitious target to lay 18,637 kilometre network of brand new expressways by 2022.

Most of the existing expressways in India are toll roads.

National Highways

Main article: National Highway (India)

NH 47 between coimbatore and salem in tamilnadu ,india.

The main highways running through the length and breadth of the country connecting major ports, state capitals, large industrial and tourist centres, etc. National Highways in India are designated as NH followed by the highway number. Indian national highways are further classified based on the width of carriageway of the highway.

As of March 2012, India had completed and placed in use the following newly built highways:

- 5,846 kilometers of its 4-lane Golden Quadrilateral highway,
- 6,310 kilometres of its 4-lane North-South and East-West Corridor highway,
- 353 kilometres of 4-lane port connectivity highways,
- 4,553 kilometres of 4-lane inter-capital highways,

- 961 kilometres of 4-lane bypass and other national highways.

The above 17,700 kilometres of highways connect most of the major manufacturing centres, commercial and cultural cities of India.[33]

The National Highways Authority of India (NHAI) is the authority responsible for the development, maintenance and management of National Highways entrusted to it. The NHAI is undertaking the developmental activities under National Highways Development Project (NHDP) in 5 phases. The NHAI is also responsible for implementing other projects on National Highways, primarily road connectivity to major ports in India.

As of June 2012, under Phase I, II, III and V of India's national effort has already finished and put in use about 18,000 kilometres of 4/6 lane highways. The country is in process of building an additional 33,441 kilometres of 4 to 6 lanes, international quality highways throughout India. Of this target, about 13,700 kilometres of modern highways were under implementation in June 2012, and about 18,000 kilometres of highways have been identified for contract award. India road building rate has accelerated in recent years and averaged about 11 kilometers per day in second half of 2011. The country targets to build 600 kilometers of modern roads every month through 2014.

National Highway classification

Lanes	Length (km)	Percentage
Single Lane / Intermediate lane	18,350	26%
Double lane	36031	51%
Four Lane/Six lane/ Eight Lane	16,553	23%
Total	70,934	100%

State Highways

Main article: State Highway (India)

NH 7 - section of NSEW corridor highway in south india

Bandra worli sea link,mumbai maharashtra

A state road in Andhra pradesh

A busy street in kolkata

Indian democracy is a federal form of government. Power to enact and implement laws, such as those relating to infrastructure, are distributed between the central government and the state governments. State Governments, thus have the authority and responsibility to build road networks and state highways. Independent of the national highways and NHDP program described above, several state governments have been implementing a number of state highway projects since 2000. By 2010, state highway projects worth \$1.7 billion had been completed, and an additional \$11.4 billion worth of projects were under implementation.

The State Highways provide linkages with the National Highways, district headquarters, important towns, tourist centres and minor ports and carry the traffic along major centers within the state. These arterial routes provides connectivity to important towns and cities within the state with National Highways or State Highways of the neighboring states. Their total length is about 137,712 km.

The Ministry of State for Surface Transport in India administers the national highway system, and state

highways and other state roads are maintained by state public works departments. The central and state governments share responsibilities for road building and maintaining Indian roads.

The sortable table below summarises the recently completed and under implementation state highways in India's road network. These state highways range from 2-lane, all season highways to 6-lane, divided, access controlled expressways.

Recent investments in State Highways of India, by state and union territories

State / Union Territory	Newly added State Highways (1995- 2010), kilometres	State Highways under implementation (as of 2010), kilometres
Andman Nicobar Island		
Andhra Pradesh	45	1230
Arunachal Pradesh		
Assam		216
Bihar		348
Chandigarh		
Chhattisgarh		271
Dadar & Nagar Haveli		
Daman Diu		
Delhi		
Goa		
Gujarat	507	973
Haryana		66
Himachal Pradesh		
Jammu & Kashmir		
Jharkhand		
Karnataka	63	1593
Kerala		42
Lakshadweep Islands		
Madhya Pradesh	1,673	1070
Maharashtra	426	1820
Manipur		
Meghalaya		
Mizoram		
Nagaland		
Orissa		193
Pudducherry		
Punjab	465	73
Rajasthan	416	1475
Sikkim		

State / Union Territory	Newly added State Highways (1995- 2010), kilometres	State Highways under implementation (as of 2010), kilometres
TamiNadu	113	303
Tripura		
Uttaranchal		
Uttar Pradesh		3358
West Bengal		
India (State Highways, recent additions, TOTAL)	3,979	12,760

Rural and urban roads

Vellayambalam - sasthanamangalam road, trivandrum kerala.

These are important roads within a district connecting areas of production with markets and connecting these

with each other or with the State Highways & National Highways. It also connects Taluka headquarters and rural areas to District headquarters within the state.

Major District Roads

State/UT	Single lane (km)	Intermediate lane (km)	Double lane (km)	Multilane (km)	Total (km)
Kerala					18900
Tamil Nadu	4,797	757	1,761	47	7,362

India has been adding paved single lane rural roads under its PMGSY initiative launched in 2000 (37) here is one in rural Andhra pradesh

Rural road in kerala through tea estates of the western ghats

The rural roads in India forms a substantial portion of the Indian road network. These roads are in poor shape, affecting the rural population's quality of life and Indian farmer's ability to transfer produce to market post-harvest. Over 30 percent of Indian farmer's harvest spoils post-harvest because of the poor infrastructure. Many rural roads are of poor quality, potholed, and unable to withstand the loads of heavy farm equipment. These roads are also far from all season, good quality 2-lane or 4-lane highways, making economic resource flow slow, and logistical costs between different parts of India one of the highest in the world.

For the development of these rural roads, Pradhan Mantri Gram Sadak Yojana (or "Prime Minister Rural Roads

Scheme"), was launched in December 2000 by the Indian government to provide connectivity to unconnected rural habitations. The scheme envisions that these roads will be constructed and maintained by the village panchayats.

In some parts of India, where the government has attempted to manage it directly as a local social spending program, this program has produced limited results and no lasting change over 10 years, in either the quality or quantity of rural road network.

In other parts of India, the Pradhan Mantri Gram Sadak Yojana and a sister program named Bharat Nirman (or Build India) have privatized the rural road construction projects and deployed contractors. The effort has aimed to build all-season, single lane, paved asphalted roads that connect India's rural and remote areas. A significant portion of funding for these projects has come from the World Bank and Asian Development Bank. This has produced results, which are presented in the table below.

Rural road network in India, trends over 10 years			
	Kilometers in 2001	Kilometers as of May 2011	Kilometers under construction in 2011
Total rural roads	2.7 million	3.1 million	0.1 million
Paved, not maintained rural roads	0.5 million		
Unpaved rural roads	2.2 million	1.9 million	
Paved, maintained rural roads		728,871	53,634
New rural roads		322,900	82,743

A rural road in jharkhand ,an eastern state of india

In a 2011 report, The Economist noted the rural road scheme and Mahatma Gandhi National Rural Employment Guarantee to be India's biggest single welfare project, costing over \$8 billion a year. Alone, it eats up over 3% of all public spending in India. The report claims Jairam Ramesh, the minister in charge of the central government department administering the program, criticises uneven, patchy implementation of the scheme. He describes wasteful construction of items such as roads that quickly crumble away. The results, in many areas, fall short of the huge sums spent. The funds aimed to employ local villagers through their panchayats is not changing the quality of rural roads, rather ending up in wasteful spending and corrupt government officials' pockets. The gloomiest estimates suggest two-thirds of allocated scheme funds is being squandered. A review published by the Ministry in September 2011 found that skilled technicians were unavailable at almost every site. There were rules banning the use of machinery or contractors, labour is usually by shovel, resulting in patchy construction of roads, drains, ponds, dams and other assets that are of very poor quality. The government scheme has failed to improve India's awful rural infrastructure. These rural roads get washed away each monsoon, only to be rebuilt, badly, the following year.

Travel By Road

India has 3.32 million kilometers of road network, which is the second largest in the world. Roads occupy an eminent position in transportation as they, as per the present estimate, carry nearly 65% of freight and 85% of passenger traffic. Traffic on roads is growing at a rate of 7 to 10% per annum, while the vehicle population growth, for the past few years, is of the order of 12% per annum.

If you are new to India, it is important to familiarize yourselves with rules and regulations of the roads if you wish to drive. We drive on the left hand side of the road, and the cars, including the rental cars are right hand drive vehicles. All distances, speed limits (and speedometers) are in kilometers. While driving on the road, wearing of seat belts is compulsory and usage of hand-held phones is banned.

Petrol (Gas) stations are situated on both main and country roads. It is advised to fill up the tank before it starts giving warning signals, as sometimes there is a considerable distance between the towns. Indian petrol stations are not self-help. A helper will check tire pressure, oil and water and fill the car and if necessary, Clean the windscreen.

After the railways, surface transport is the chief means of travel in India. It is a visible option to rent a car in cities, and fares are charged on a kilometer basis. In Delhi, Mumbai, Kolkata, Chennai and other major cities, metered taxis, as well as luxury cars are easily available on hire. There are many rent-a-car services, with prominent international companies tying up with Indian firms to provide these services. You can hire a car for a full day or for a destination.

The states and union territories of India operate their own road transport corporations and transport undertakings, which run under the care of the respective state Governments. Usually, the tickets to travel on the state road transport buses have to be acquired at the ticket counters in the respective bus depots. However, many of the state road transport corporations have their own websites, which provide information to citizens about bus schedule, bus fares, bus routes, etc and some of them even offer the facility to book tickets online, for more information about state road transport corporations and transport undertakings, and the services provided by them, click on the respective states and union territories.

Road covers possibilities of exploring India by Road. It explains the types of vehicles available for self drive or with driver. There are numerous advantages of road transport in comparison to other modes of transport.

Advantages

Less Capital Outlay

Road transport required much less capital Investment as compared to other modes of transport such as railways and air transport. The cost of constructing operating and maintaining roads is cheaper than that of the railways. Roads are generally constructed by the government and local authorities and only a small revenue is charged for the use of roads.

Door to Door Services

The outstanding advantage of road transport is that it provides door to door or warehouse to warehouse service. This reduces cartage, loading and unloading expenses.

Service in Rural Areas

Road transport is most suited for carrying foods and people to and from rural areas which are not served by rail, water or air transport. Exchange of goods, between large towns and small villages is made possible only through road transport.

Flexible service

Road transport has a great advantage over other modes of transport for its flexible service, its routes and timings can be adjusted and changed to individual requirements without much inconvenience.

Suitable for Short Distance

It is more economic and quicker for carrying goods and people over short distances. Delays in transit of goods on account of intermediate loading and handling are avoided. Goods can be loaded direct into a road vehicle and transported straight to their place of destination.

Lesser Risk Damage in Transit

As the intermediate loading and handling is avoided, there is lesser risk of damage, breakage etc. of the goods in transit. Thus, road transport is most suited for transporting delicate goods like chinaware and glassware, which are likely to be damaged in the process of loading and unloading.

Saving in Packing Cost

As compared to other modes of transport, the process of packing in motor transport is less complicated. Goods transported by motor transport require less packing or no packing in several cases.

Rapid Speed

If the goods are to be sent immediately or quickly, motor transport is more suited than the railways or water transport. Water transport is very slow. Also much time is wasted in booking the goods and taking delivery of the goods in case of railway and water transport.

Less Cost

Road transport not only requires less initial capital investment, the cost of operation and maintenance is also comparatively less. Even if the rate charged by motor transport is a little higher than that by the railways, the actual effective cost of transporting goods by motor transport is less. The actual cost is less because the motor transport saves in packing costs and the expenses of intermediate loading unloading and handling charges.

Private Owned Vehicles

Another advantage of road transport is that big businessmen can afford to have their own motor vehicles and initiate their own road services to market their products without causing any delay.

Feeder to other Modes of Transport

The movement of goods begins and ultimately ends by making use of roads. Road and motor transport act as a feeder to the other modes of transport such as railways, ships and airways.

Disadvantages

In spite of various merits, road/motor has some serious limitations

Seasonal Nature

Motor transport is not as reliable as railway transport. During rainy or flood season, roads become unfit and unsafe for use.

Accidents and Breakdowns

There are more chances of accidents and breakdowns in case of motor transport. Thus, motor transport is not as safe as rail transport.

Unsuitable for Long Distance and Bulky Traffic

This mode of transport is unsuitable and costly for transporting cheap and bulky goods over long distances.

Slow Speed

The speed of motor transport is comparatively slow and limited.

Lack of Organisation

The road transport is comparatively less organized. More often, it is irregular and underdependable. The rates charged for transportation are also unstable and unequal.

Transport system of India: The radio cabs/Taxi is a public transport vehicle that operates through radio signals. When ever the customer calls up the helpline number of radio taxi, the operator communicates with driver via radio signals to locate the nearest taxi. The taxi reaches the specified place on time. It uses modern technology and dispatch on time. The driver need to have badges and complete back ground verification by police department to get employment. This is a pre requirement for taxi drivers by the tourism department. All the taxis are well conected by GPS equipment for better tracking and ensure safety of the guest.

Why roads are useful in tourism

Tourists cannot reach far off and remotely located places like Khilanmarg (in Kashmir), Srirangapatnam (especially, the fort of Tipu Sultan), the beach of Puri, the famous Chilika lake, Dalhousie, the Sun Temple at Konark, the Rann of Kutch, the north-eastern states like Sikkim, various palaces and forts of Rajasthan (like those in Kota and Bundi) and other such places as are not linked by rail or air routes. Thus, they find it convenient to travel to such places by taxis, air conditioned coaches and ordinary buses. Moreover, road transport offers flexibility in departure schedules. Passengers can also take rest en route their destinations; many roadside motels and tourist complexes cater to their most basic needs in this context. Tourists can also enjoy the environs and beauty of villages, popular fun parks, resorts and natural spots that are located along the highways and small connecting roads. Thus, they get a glimpse of India in totality and have ample opportunities to imbibe the real beauty of the rural heartland of India. Thus, in the parlance of tourism administration, the advantages to tourists (going by roads) are as follows :-

- Opportunities to see the countryside.
- Interactions with local people at those stops where buses/ taxis/coaches halt for brief time periods; foreigners are very much keen to interact with villagers and local people; tourists can be picked up from the hotels to be dropped at such places before leaving for their coveted tourist destinations.
- Facility of linking to air and rail networks; tourists can cover most of the distance by rail or air and then, go up to the coveted tourist spot by taxis or coaches.
- Safety of passengers is a major issue nowadays. Road accidents are not fatal but the tourists does not have a chance to survive in the case of an air crash. First aid and help can be given by other passengers and passers-by if the coach or taxi meets with an accident. In the cases of accident of the sea and air, the chances of providing life saving equipment or medical help are minimal.

Tour operators enjoy the following benefits, if they use roads for transporting their clients (tourists):

- Low operational costs.
- Low costs of vehicles.

- Quick and flexible departure schedules and hence, more cash-counter sales.
- Availability of fuel and service/repair facilities along all the major highways of India.
- Efficient management; an air conditioned coach needs only one driver, one tour guide and one assistant/conductor to handle a group of 60-70 tourists.
- Possibility of using an alternative vehicle, if the designated vehicle is out of order; this facility is not available in rail, air and sea/river transport systems.
- Possibility of running coaches with the help of eco-friendly CNG engines; this can open a new chapter in the field of eco tourism.
- Extensive coverage of the region by tourists en route their final destinations; tour guides can show them all these places (on the way to the destination) in which, the tourists might show an interest. This would lead to identification and development of new tourist destinations.
- Linkage of tourist activities with the normal transport activities for the purpose of transporting domestic tourists to and from their native places/regions.

Classification of roads

There are 6 major types of roads in India, as follows:

National highways

These are the roads that link various states of India to one another. Many of these have two lanes each but most of these do not. The National Highways Authority of India (NHAI) is responsible for the construction and maintenance of these highways. The length of national highways is 58,112 km. The national highways of India account for 2 per cent of the total road length and carry nearly 40 per cent of the total road traffic of India. Some of the highways such as NH1 have been constructed by foreign firms. There are 176 national highways in India. The National Highway Number 7 (from Varanasi to Kanyakumari) is the longest national highway of India; its length is 2,369 km. The National Highway Number 47A (From Willington Island to Cochin Bypass) is the shortest national highway of India; its length is 6 km.

High-speed travel over long distances by tourist coaches is not possible; travel fatigue is the major reason why tourists do not like to travel by road over such distances. Note that passengers prefer surface transport only for short and medium distances. For covering long distances, they prefer railways or aircraft. Foreign tourists prefer aircraft to travel whenever these are available.

The government has constructed 14 new national highways. It gives the number of each highway, its length and the names of the state(s) through which passes.

Currently, India has 5 express highways. These are as follows :

- Western Express Highway.
- Eastern Express Highway.

- Highway between Kolkata and Dumdum.
- Highway between Sukinda Mines and Paradeep.
- Highway between Durgapur and Kolkata.

On March 11, 1997, the Rajya Sabha passed, through a voice vote, the National Highway Amendment Act (1997). This Amendment was effected through Clause 9 of the National Highway Ordinance (1956) Thus, the union government has the authority to acquire land for the development of National Highways in the country.

NHAI

At this juncture, we must also mention the valuable contributions made by the National Highway Authority of India (NHAI). It was set up under the National Highway Authority of India Act (1989). It started its operations in February, 1995. Initially, it was given the task of implementing such projects (related to implement of national highway) as were being funded by foreign countries/organisations. Later, it was roped in to implement the National Highways Development Project (NHDP). This project involved making 4/6 lanes in the length of 13,146 km of national highways. This project would be completed by December, 2007. Its total cost would be Rs 54,000 crore (at 1999 prices).

This entire length has two parts, as follows:

- The Golden Quadrilateral, which linked four metropolitan cities of Delhi, Mumbai, Chennai and Kolkata; this project involves a total length of 5,846 km. It would be completed by December, 2003.
- North-south and east-west corridors, which would connect Srinagar to Kanyakumari and Silchar to Cochin; this project involved a total length of 7,300 km. It would be completed by December, 2007.
 - **Sub voce:** Note that the NHAI is responsible for constructing new national highways and maintaining the old ones. It is an organ of the union government.

Under the port connectivity programme, there is a proposal to make 4 lanes in 400 km of roads that connect various ports of India. The NHAI is undertaking the execution of this project. Ports that would be connected by this project are-Paradip, Haldia, Visakhapatnam, Chennai, Ennore, Cochin, Tuticorin, New Mangalore, Marmagao, JLNehru Port Trust and Kandla.

Nearly 22,000 km of national highways have been improved under the programme Riding Quality of National Highways. In the next 2 years, this programme would be implemented in respect of the balance length of national highways.

Super national highways

The Ministry of Surface Transport (Government of India) plans to construct Super National Highways in the country. The total length of these highways would be 14,000 km. These super national highways would link major sea ports of the country with important cities. The construction of these highways would be done on the basis of Build Operate Transfer (BOT) system and

the private sector would be involved in this project. The Government of India has received 22 Feasibility Reports for constructing these super, national highways. The total cost of construction of these highways is likely to be Rs 1,50,000 crore. Currently, the government has received 10 Feasibility Reports from foreign firms out of the 22 Reports, as stated earlier.

State highways

These highways are the roads that pass through a state and link important cities and townships of that state. These are managed by the governments of those states through which, these pass. The condition of state highways of India is not good. Many of these have broken patches and dirty berms. The roads of Haryana, which link cities like Rohtak, Hissar and Sirsa, are in shambles. However, roads of Kerala and Tamil Nadu are in a better shape, especially those that lead to important tourist destinations. The Jammu-Srinagar highway is, in fact, a national highway. Similarly, the Kalka-Shimla highway is also a national highway. Many roads go deep inside the states of Rajasthan, Gujarat, Bihar, West Bengal and are in reasonably good conditions. But these can be improved, especially those that take tourists of all kinds to forts, palaces and remotely located tourist spots.

The condition of state highways deserves attention of the governments of respective states. These governments have provided good roads to link only important tourist spots. But other minor roads remain neglected. Resource crunch is the main issue. Further, repair of roads and construction of new ones calls for large number of operative staff and road engineers. The Central Road Research Institute (CRRI), located at Mathura Road, New Delhi, undertakes activities related to road research. Its expertise is being utilised to construct and maintain roads in various states of India.

Village roads

These roads are not more than 6-10 ft in width. These link villages of a state. These are also in a poor shape. Farmers, villagers and only a few tourists use them. Many tourists prefer to visit the countryside of India, especially the backwaters of Kerala (like Alleppey), remotely located areas of Rajasthan (like Kalibangan and Jaisalmer) and Madhya Pradesh (like Mandu and Orchha). In some states, wide pucca roads have been provided that link these important tourist centres. However, village roads need attention of the respective states, if their governments are keen to increase tourist arrivals in their respective regions.

Border roads

These roads are constructed along or near the international border. These are constructed and maintained by Border Roads Organisation. Its headquarters are located near Naraina, on the Inner Ring Road, New Delhi. It was set up in May, 1960. Up to March, 2002, it has completed 30,028 km of formation works, surfaced 35,577 km of roads, executed permanent works worth Rs 2,668 crore and built bridges of a total length of 18,004 running metres. It has also completed a road of a length of 160 km in Myanmar.

The border roads network is used chiefly by the armed forces and is not used by civilians due to security reasons. Hence, tourists are not allowed to use these frequently. The Srinagar-Leh-Kargil highway is one such example. Another example is that of the road that links India to Bangladesh. There is a large network of border roads in the north-eastern states of India and areas surrounding Tibet. It is used by civilians and security forces like the CRPF, Indian Army and BSF. In addition, smugglers, insurgents and terrorists also use this vast network. But the government always tries to check their activities by monitoring the sensitive segments of these roads. Recently, the BSF had imposed restrictions on the movements of trucks plying to and from Bangladesh. But, these roads cannot be sealed due to economic and social, reasons. Finally, the district of Gorakhpur in UP also has border roads. One highway leads the tourists of India to Nepal; from Gorakhpur, Kathmandu is located at a distance of slightly more than 100 km. The roads along the border and the ones that take tourists to other countries are neat and finely made.

Kuccha roads

Within a village, there are many roads, which do not have metalled surfaces. Such roads cannot be called 'roads' as these are only small paths, which help villages reach their farms and tubewells. Hence, these roads are called Kuccha Roads. Further, such roads also link many villages to one another. These are used for rural movements, local fairs and transport of agricultural products, seeds, feeds of cattle stock, fertilisers and agricultural implements. These are not important from the viewpoint of tourism. However, local tourists and a few domestic tourists use these roads only on an occasional basis.

Water transport

In India, waterways have not been developed within the land to facilitate movements of tourists. These are being used, only to a limited extent, to transport cargo and wooden planks from the hilly areas to the plains. In this section, we shall briefly discuss the history of water transport in India. We shall also discuss the ports of India, as these are the hubs of global traffic of the seas/oceans of the world.

Historical past

During the prehistoric times, the natives cut wood and sent planks by water that were caught by their cohorts and used as saw materials for producing timber products and furniture. The valley of Assam and the hilly regions of Uttaranchal were a source of timber. Further, the Kashmir valley also had perennial rivers, which helped man transport timber. But these waterways were not used to transport humans. The Ganges touches the plains at Haridwar. But it is very deep and has a variety of fauna, including crocodiles. Thus, no one dared use this waterway for commercial navigation. However, in the plains, especially at Varanasi (Kashi), Allahabad, Patna and Kanpur, boats and large wooden rafts were used to transport people from one bank of the Ganges to another. There were no bridges during those times.

The Yamuna was also used near Delhi, Agra and other cities to carry people in crude boats. Such boats used men to wade through the turbulent or deep waters of the river. This river was very wide, perhaps 3 or 4 km across during the ancient and medieval ages. The Beas was also in full flow during those times as there was no dam construction on it. The Satlej was used to carry people and goods from one place to another but boats used for such purpose were primitive.

In the south, Cauvery, Krishna and Periyar were major rivers, which were used to take people from one place to other along their lengths. These rivers were not navigable throughout the year. In Assam, the mighty Brahmaputra (Lohit) was used to transport men and materials in the valley. Narmada, Chambal, Betwa, Sone, Gandak, Kosi, Saryu, Chandra, Bhaga, Tapti and many other rivers existed during the medieval times too. These were used in local and regional navigation activities.

The coastal areas of India have a different history. India was known as the golden bird during the ancient periods. The ports of Cochin, Surat, Visakhapatnam, Kandla and Jamnagar were popular during those times, though these were not actually constructed. Later, Mumbai was identified as a major port and used by the British, Dutch, French and Portuguese to conduct trade activities. Goa was discovered by Vasco de Gama; it was a major port during the medieval times. India's ports were used to send silt cotton materials.

In 1894, Sir Charles Parsons (England) invented the turbine ship. It was called SS Turbinia. It succeeded in its first ever trial in which, it achieved a speed of 34.5 knots. These two inventions led to a great revolution in the field of sea transport. The colonies of the British were benefited by this revolution. However, the British and not the natives of those colonies were the real beneficiaries. In 1852, EG Otis (the USA) developed the elevator. The first elevator was installed at Yonkers (New York). In 1873, Zenube Gramme (Belgium) invented the DC motor, which was exhibited in Vienna. The AC motor was invented by Nikola Tesla (the USA) in 1888. In 1860, Piciontti (Italy) invented the generator. It was modified in 1960 by Germme (Belgium). These inventions revolutionised the world of material handling. Ports of the world utilised these inventions. So, mechanised methods of lifting goods and loading cargo ships were adopted by the end of the nineteenth century. These methods gave a fillip to trans-national trade. People started using cruise ships and luxury liners because electricity generation was possible aboard these seagoing vessels.

During those days, the Indians used to visit England and study in her universities, including Oxford XXXX called Microsoft Disk Operating System (MS DOS). In August, 1982 Tom McClean (Britain) became the first man to sail from North America to England in a boat whose length was less than 10 ft. McClean took 50 days, 18 hours and 28 minutes for this tour. In 1988, the first trans-Atlantic fibre optic cable was laid. In 1990, the world wide web (www) was developed. In 1995, Bell Laboratories (the USA) developed Wavelength Division Multiplexing

(WDM), which increases the data carrying capacity of a fibre optic cable. By the beginning of the present century, the technology of Global Positioning System (GPS) had been developed. Today, sea-going ships, liners and cruise ships use avant-garde satellite communication systems, PC-based navigation gadgets, wireless systems and other modern equipment to keep in touch with their base ports. Thus, in the new century, sea transport as well as electronic technologies related to communications during sea travel has come of age.

India has also developed her water-based facilities and ports after independence. Five Year Plans was used to develop infrastructure in the country. So, ports were also developed during these Plan periods. Further, inland waterways were also developed and modern boats and ferries were provided for travelling through such waterways. However, India can make use of her inland waterways in a much better manner to transport goods and tourists from one riverine destination to another. In Europe, for example, cruises are used to navigate through the rivers Thames and Seine. Further, Danube is also a popular river of Europe through which, tourists travel throughout the year. But the Indian rivers, though very majestic and mighty, have failed to attract the attention of foreign tourists. There are many reasons for this trend to continue. The vital ones are as follows :-

- In India, professional sailors and other navigation staff are available in small numbers.
- Our ships and sea-going vessels are not well-equipped.
- Luxury transport through the seas is not an acceptable idea in India. Every tourist considers air travel as the only mode of luxury travel in India.

Shipping companies

On April 1, 2002, there were 136 shipping companies in India. Out of these 98 were engaged in coastal trade, 18 in overseas trade and 20 in coastal as well as overseas trade. The Shipping Corporation of India (SCI) had a merchant fleet of 91 vessels, accounting for 2.58 million GRT (as on April, 1, 2002). It operates on all the maritime routes. Its tonnage accounts for nearly 40 per cent of the total Indian tonnage.

Other private firms are as follows (the figures in parentheses show their GRT values as on April 1, 2002):

- Great Eastern Shipping Company Ltd (8.82 lakh).
- Essar Shipping Company Ltd. (7.35 lakh),
- Chowgule Steamship Ltd. (2.25 lakh).
- Varun Shipping Company Ltd. (1.70 lakh).
- Sanmar Shipping (1.70 lakh).
- Surendra Overseas Ltd (1.54 lakh).
- Radiant Shipping (1.20 lakh).
- West Asia Maritime Ltd. (1.17 lakh).
- Tolani Shipping Company (1.16 lakh GT).
- South Indian Shipping Company Ltd. (1.06 lakh).

Important organisations

UAE. It has repaired 900 ships so far. In 1990-91, its ship repair turnover was Rs 22 crore; this figure jumped to Rs 172.69 crore in 2001-02. It is the only shipyard in the country with the ISO 9001 certificate for shipbuilding, ship repairs and marine engineering training.

Hindustan shipyard ltd

It was set up in 1941 at Visakhapatnam in the private section. It was taken over by the government in 1952. Its ship building capacity is 3.5 Pioneer class vessels of 21,500 DWT each. Its yard has shipways, one covered building dock, one wet basin and one outfit jetty. It is the first shipyard to get the ISO 9001 certificate. It has facilities like engineering, ships, cranes, dry dock, wet basin, repair shops and many more. It can repair ships and submarines up to a capacity of 70,000 DWT. It also has an offshore platform construction yard, which can build two platforms on a yearly basis. So far, it has built 716 vessels. It delivered two 100-passenger vessels to A&N Administration only recently.

Hoogly dock and port engineers ltd

It became a PSU in 1984. It has one unit at Howrah and another at Nazirganj, both located in West Bengal. Its installed capacity of shipbuilding is 1,100 tonnes per annum. Its ship repairing capacity is 125 ships per annum.

It has 6 ship ways, 1 dry dock and 1 jetty. It can build passenger ships, dredgers, tugs, floating dry docks, fishing trawlers, supply-cum-support vessels, multipurpose harbour vessels, lighthouse tender vessels, barges, mooring launches etc. It has orders for construction of 5 pontoons, 400 passenger cum-100-tonne-cargo vessels and 1 multipurpose tug.

National ship design and research centre

It is located at Visakhapatnam. It was set up in 1993 with Dutch assistance. It has completed a number of R&D projects and given consultancy to many firms in ship design.

- Marmugao (Western Coast; Goa): It handles most of the iron ore that is to be exported. A large part of this tonnage goes to Japan. This port stands second in terms of total traffic tonnage.
- Nhava Sheva (Western Coast; Maharashtra): It is also called Jawaharlal Nehru Port. It is the most modern seaport of India. It has state-of-the-art cargo handling equipment as well as large berthing facilities.
- Cochin (Western Coast; Kerala): It is a natural harbour. It handles general cargo, raw materials, petroleum products and fertilisers.
- Kandla (Western Coast; Gujarat): It is a tidal port and located in the free trade zone. It handles fertilisers, cement, cotton, petroleum products and food grains.
- Kolkata (Eastern Coast; West Bengal): It is a riverine port. It is also the largest terminal port of South Asia. The

Haldia dock system was commissioned in February, 1977 in this port. It has a fully equipped containerised berth facility. It handles coal, petroleum products and dry cargo.

- Visakhapatnam (Eastern Coast; Andhra Pradesh): It is the deepest landlocked and protected port. It has another harbour, which is being used to export iron ore to Japan. Further, it also handles crude oil, petroleum products, coal and dry cargo.
- Tuticorin (Eastern Coast; Tamil Nadu): It was declared a major port in 1974. It handles salt, coal, edible oil, fertilisers, food grains, petroleum products and dry cargo.
- Chennai (Eastern Coast; Tamil Nadu): It is an old port. It handles iron ore, dry cargo and petroleum products.

Evaluation of Water transport in India

In the planes, especially at Varanasi (Kashi), Allahabad, Patna and Kanpur, boats and large wooden rafts were used to transport people from one bank of the Ganges to another. There were no bridges during those times. The Yamuna was also used near Delhi, Agra and other cities to carry people in crude boats. Such boats used men to wade through the turbulent or deep waters of the river. This river was very wide, perhaps 3 or 4 km across during the ancient and medieval ages. The Beas was also in full flow during those times as there was no dam construction on it. The Satlej was used to carry people and goods from one place to another but boats used for such purpose were primitive.

In the south, Cauvery, Krishna and Periyar were major rivers, which were used to take people from one place to other along their lengths. These rivers were not navigable throughout the year. In Assam, the mighty Brahmaputra (Lohit) was used to transport men and materials in the valley. Narmada, Chambal, Betwa, Sone, Gandak, Kosi, Saryu, Chandra, Bhaga, Tapti and many other rivers existed during the medieval times too. These were used in local and regional navigation activities.

During the Mughal era, the Yamuna was a mighty river. Its flow was adjacent to the outermost periphery of Red Fort. But due to human interference, its size shrunk to the present one. The records of navigation during the medieval times are not available. But we can presume that boats and large rafts were used to send people, armed forces and materials across the banks of major rivers of India.

The coastal areas of India have a different history. India was known as the golden bird during the ancient periods. The ports of Cochin, Surat, Visakhapatnam, Kandla and Jamnagar were popular during those times, though these were not actually constructed. Later, Mumbai was identified as a major port and used by the British, Dutch, French and Portuguese to conduct trade activities. Goa was discovered by Vasco de Gama; it was a major port during the medieval times. India's ports were used to send silk, cotton (fibre), spices, dates, coconut, jewellery, diamonds, slaves, agricultural products and other native

products to Europe, the West Indies, middle-east Asia and the Orient. Historians have confirmed that India's ocean routes were well-defined and used throughout the year to transport people and goods. When the British arrived in India, they transported men and goods on a regular basis from India to Europe. They also sent finished cotton textiles, handloom machines, equipment for railway track construction, steel, electric motors and other items to India through large ships. Such ships were driven by muscle power and several ship workers (including muscle men and Khalasis) used to die en route their destinations.

The Dutch, Portuguese and French also arrived in India through the popular sea routes, just like the British. Sir Thomas Roe had presented himself before emperor Jahangir in 1600 AD. By 1612, the British had set up their textile factories and other business establishments at Surat and Ahmedabad. The Portuguese had known the ports of Cape Comorin, Cochin and Goa and were well entrenched in Goa, Pondicherry and areas of the eastern coast of India. But the British ultimately drove them out of India. Thus, the Portuguese were forced to conduct their business tours from the port of Goa. The French were also ousted by the British in the overt war, which was fought between the British and Hyder Ali (in 1780). They were defeated again, albeit overtly, in the war between the British and Tipu Sultan (in 1799). The British and French East India Companies ousted the Portuguese, Dutch and Spaniards from India. The British overtook the sea routes of India after defeating the French and ending the Indian dream of the latter.

The British developed major ports in India like Bombay, Madras, Cochin, Visakhapatnam, Mangalore and many others. They wanted to transport goods and people through the sea because of the low cost of this transport mode.

Ports of India

India has nearly 5,600 km of main coastline. She has major ports and 181 intermediate and minor working ports; these figures are of 2002-03. The major ports of India are managed by the union government. The intermediate and minor ports are a subject of the Concurrent List in the Constitution. Hence, these are managed by the state governments of their respective regions. In 1951, the capacity of the Indian ports was 50 million tonnes. On March 31, 2002, it had increased to 220 million tonnes.

In the beginning of the Ninth Five Year Plan, the major ports of India were Nhava Sheva, Visakhapatnam, Mangalore, Kandla, Chennai, Tuticorin, Paradip, Kolkata and Cochin. These ports had a total cargo handling capacity of about 174 million tonnes.

In the end of 2002, the following sea and riverine ports were fully operational in India:-

- Kandla (Western Coast; Gujarat): It is a tidal port having a free trade zone. It handles petroleum products and fertilisers. Besides, it also handles food grains, cotton, cement and edible oils.
- Mumbai (Western Coast; Maharashtra): It is the largest

port of India. It is a natural harbour and handles nearly one-fifth of the total traffic of Indian ports. It handles dry cargo and petroleum products.

- New Mangalore (Western Coast; Karnataka): It was declared a major port in 1974. It is used to export iron ore, which is extracted under the Kudremukh Iron Ore Project. Further, this port also handles fertilisers, dry cargo, granite slabs and petroleum products.
- Mangalore (Western Coast; Goa): It handles most of the iron ore that is to be exported. A large part of this tonnage goes to Japan. This port stands second in terms of total traffic tonnage.
- Nhava Sheva (Western Coast; Maharashtra): It is also called Jawaharlal Nehru Port. It is the most modern seaport of India. It has state-of-the-art cargo handling equipment as well as large berthing facilities.
- Cochin (Western Coast; Kerala): It is a natural harbour. It handles general cargo, raw materials, petroleum products and fertilisers.
- Kandla (Western Coast; Gujarat): It is a tidal port and located in the free trade zone. It handles fertilisers, cement, cotton, petroleum products and food grains.
- Kolkata (Eastern Coast; West Bengal): It is a riverine port. It is also the largest terminal port of South Asia. The Haldia dock system was commissioned in February, 1977 in this port. It has a fully equipped containerised berth facility. It handles coal, petroleum products and dry cargo.
- Visakhapatnam (Eastern Coast; Andhra Pradesh): It is the deepest landlocked and protected port. It has another harbour, which is being used to export iron ore to Japan. Further, it also handles crude oil, petroleum products, coal and dry cargo.
- Tuticorin (Eastern Coast; Tamil Nadu): It was declared a major port in 1974. It handles salt, coal, edible oil, fertilisers, food grains, petroleum products and dry cargo.
- Chennai (Eastern Coast; Tamil Nadu): It is an old port. It handles iron ore, dry cargo and petroleum products.
- Paradeep (Eastern Coast; Orissa): It handles iron ore, coal and cargo of general nature.

Waterways of India

The government has identified 10 important waterways that would be declared National Waterways. At present, the National Waterways (NWs) of India are as follows:

- The Ganges (Allahabad to Haldia) - 1,620 km: It was declared NW on October 27, 1986.
- Brahmaputra (Sadiya to Dhubri) - 891 km: It was declared NW on October 26, 1988.
- West Coast Canal (Kollam-Kottapuram) - 168 km: It also includes a stretch of 14 km (of Champakara canal). It was declared NW on February 1, 1983.

- Udyogmandal Canal (Verale) -22 km: It was declared NW on February 1, 1993. These are being developed by the Inland Waterways Authority of India. (IWAI).

Further, the IWAI has proposed that Godavari (Andhra Pradesh), Krishna (Andhra Pradesh), Barak (Assam), Buckingham Canal (Tamil Nadu) and Brahmani East Coast Canal (Orissa) be declared National Waterways. Techno-economic feasibility studies have been completed for many water courses. Further, there is also a proposal to link the rivers of northern India to those of southern India. This Herculean project, if implemented, could save the problems related to irrigation and navigation. In the next version of this volume, we shall apprise our valued readers about new developments in this context.

The IWAI was formed under the Indian Waterways Authority of India Act 1985 (82 of 1985). It came into existence on October 27, 1986 as a statutory body for development, management and regulation of national waterways of the country. Another objective of this Authority was to advise the state and central governments in the matters related to inland water transport. Its headquarters are located at NOIDA. It has regional offices at Patna, Kolkata, Guwahati and Cochin. Further, it has sub-offices at Allahabad, Ballia, Bahagalpur, Farakka and Kollam.

The government plans to collect funds from the market and form joint ventures in the field of inland water transport. Experimental cargo services are being operated from Haldia port to destinations in Bihar and UP. These activities are likely to send positive signals to the corporate sector, which may invest, in inland water transport projects in the future.

New waterways

Three new waterways are being constructed in India. These are as follows:

- Pandu - It is also called Waterway-II. It is located in Assam. The cost of permanent terminal to be constructed on this waterway is likely to be Rs 25 crore.
- Patna - It is also called Waterway-I. It is located in the state of Bihar. The cost of constructing the permanent terminal on this waterway is likely to be Rs 26 crore.
- Kerala - It is also called Waterway-III. The cost of constructing the permanent terminal on this waterway is likely to be Rs 27 crore.

Waterways for tourists

The following waterways are frequently used by tourists:

- Rivers Betul and Mandovi at Panaji in Goa.
- Triveni Sangam at Allahabad in UP.
- The Ganges at Haridwar in Uttaranchal; the Rishikesh segment is used for white-water rafting by adventure tourists.
- Brahmaputra near Guwahati in Assam.

- Cauvery near the KRS dam in Karnataka.
- Ganges near Patna in Bihar.
- Hooghly near Kolkata in West Bengal.
- Chambal near Jabalpur (Marble Rock) in Madhya Pradesh.
- Saryu near Faizabad in UP.
- The Ganges near Kanpur in UP.
- The Ganges at Varanasi (Kashi) in UP.
- Chenab near Srinagar in J & K.
- Jhelam at Srinagar in J & K.
- Inland waterways and backwaters spread across the length and breadth of Kerala, especially those that are close to Thriuvananthapuram, Alleppey and Kochuveli.
- Local waterways near the Farakka Barrage in West Bengal.
- The waterway of Zuari river in Goa.

Modes of transport

Inland waterways are used by local people and tourists to travel from one bank of the river to another. Man-driven boats are used in most of the rivers. But DG-set powered boats are also being used.

Plan for an inside stateroom

Attention by the staff of the cruise liner. Naturally, the cost of a Balcony Suite is much higher than those of ocean stateroom and inside stateroom. A trip for 3 nights and 4 days in a balcony suit can cost as high as Rs 82,000 per couple. The same trip for 3 nights and 4 days in an inside stateroom would cost Rs 57,000 per couple. The difference between the cheapest and costliest fare aboard a cruise liner varies from 40 to 50 per cent. Queen Elizabeth 2 cruise line (managed by Griffin Tours and Travels) offers an inside cabin for Rs 89,500 and an outside cabin for Rs 1,16,000. Both the fares include a 7-day package (for each option) It includes 6 meals per day, entertainment, cruise line's fare, return air ticket fare, India, visa fees and taxes.

Visa entry requirements

Such requirements for the Indian travellers are different for different types of cruise itineraries. In 2003, the following visa requirements were in vogue for Indians:

- For a six-day five-night cruise itinerary (Serial No. 1 in Table 5-X), the visa entry requirement for Singapore was Multiple. For Thailand, this visa entry requirement was Single.
- For a four-day three-night cruise itinerary (Serial No. 2 in Table 5-X), the visa entry requirement for Singapore was Double. For Thailand, it was Single.
- For a three-day two-night cruise itinerary (Serial No. 3 in Table 5-X), the visa entry requirement was Double. Similarly, visa entry requirements vary from one (destination) country to another.

Further, Indians may have to get single-entry, double-entry or multiple entry visas from the consulate/embassies/high commissions of the destination countries according to the entry protocols signed by these countries with India.

The travel agent always has an official or clerk in his firm who takes care of visa stamping formalities. The visitor has to pay Rs 100 per country to get his passport stamped for visa. Further, the consulates, embassy or high commission also charges a reasonable fee from the visitor. The multiple-entry visa is issued at a slightly higher fee by some countries. But in most of the cases, the single-entry, multiple-entry and double-entry visas are issued at almost comparable prices. These fees are not refundable. The traveller is also allotted a time limit (of 10 days, 30 days, months and so on) to use the visa issued to him. If he chooses to travel beyond that specified time limit, he is barred from entering that country. These details (related to the last date of using the visa issued to the traveller) are explicitly mentioned on the visa, which is stamped in the visa pages of the passport. If the traveller wants to travel and his visa has expired, he would be required to apply for the visa once again.

The visa rules for air travel, sea travel and surface travel are the same. No mode of transport is privileged one so far as the entry of a foreigner to a country is concerned. Thus, immigration offices are set up near the borders of countries, which are connected through roads (like Singapore and Malaysia, to quote an example). Sea ports also have immigration offices and sea passengers cannot enter a new country with getting their passports verified and scanned at these ports.

Ferries

A ferry is a large boat that can carry people, two-wheelers, four-wheelers, goods, food items, agricultural products, bicycles, drums and other items that are used in everyday life. These ferries are not used to carry tourists or entertain them. But many tourists use them to enjoy the thrill associated with the local life of which, a ferry is an essential part. A diesel engine drives a propeller in a ferry. This propeller is fixed at the bottom of the ferry on its rear end. AC motors are not used to drive the ferries, unlike the motors used in cruise ships. All ferries have gates, where can be lowered, with the help of chain-driven mechanisms, to align with the surface of the jetty (which the ferry touches at the port of call). A ferry is a crude form of local transport. It is used for river or canal navigation only. People cross over from one bank of a river to another by a ferry. Sea ferries also go from the ports to seas but these do not go to deep seas. These ferries transport men, machines, food, water and household items from the mainland to those islands that are within a distance of 10-20 knots from this mainland. Normally, two or three persons can successfully operate a ferry.

In Panaji (Goa), a ferry service takes people, motorcycles, scooters, goods of various types, ration etc from one bank of Mandovi river to another. These are also used to travel along the coast and transport people across Betul river and Zuari river. This service is provided free of cost to the natives of Goa and tourists of all types. Note that ferry service is the lifeline of Goa.

Ferries are also used in the Sangam at Allahabad. In Mumbai, ferries are used to transport people and goods from Marve Beach to Gorai Island. Note that Essel World and Water Kingdom are located at Gorai Island. Although this island is connected via land, yet it is very convenient for tourists (coming from Malad) to take ferries from Marve Beach and arrive at Gorai Island.

Ferries also take people around the ports of Chennai, Visakhapatnam, Cochin, Kandla, Kolkata and Tuticorin. These ferries supply goods, machines and necessary items of daily use to those who work on the jetties, ports, loading terminals, cargo terminals and other remote islands along the coastline of India. But these ferries are not much useful for tourists simply because their speeds are slow. Moreover, these are not well equipped and finely crafted. So, these are used mostly by sailors, ration suppliers, mechanics and local people who go to work on such ports and loading/unloading terminals. If tourists wish to go to such places, they use steamers, powerboats and other sophisticated sea-going vessels.

Motor boats

These are built especially for tourists. These are powered by diesel engines, which drive propellers at high speeds. Each motor boat can accommodate 40-70 persons in one trip. Motorboats are popular at the Gateway of India. Tourists can enjoy the cruise for thirty minutes from the jetty of Gateway of India (Mumbai). These boats take tourists into the Arabian Sea where they can enjoy the vast expanse of the ocean. These boat cannot go deeper into the ocean. Motorboats are also used in lakes, major waterways and ponds.

Examples: Motorboats are being used at Chilika lake, Ooty lake, Dal lake, Wular lake, lakes of Udaipur; Sukhna lake of Chandigarh, lake of Krishna Sagar lake, Kochu Veli beach Thriuvananthapuram waterways of Alleppey and Kovalam beach (Thriuvananthapuram). In fact, these boats are being used in all the water bodies of India for the purpose of expanding activities related to tourism. The major reason is that boats powered by men are not fast. Further, a boat powered by men cannot take more than 10-20 people at one time. Dependence upon motorboats is affecting the ecology of water bodies because of harmful gases generated by diesel engines installed in them.

Boats

Rivers and canals are navigated by these boats. These boats are powered by men. Normally, one large boat can take 10-20 persons. If the number of passengers is more than the requisite number, the boat can capsize. That is why, many tourists do not prefer them. Speeds of such boats are low. These boats are made horn wooden planks and hence, these are not very much sturdy. These are used in backwaters of Kerala, especially in boat races during the festival of Onam. Further, these are used by local travellers and passengers to cross the rivers in northern parts of India; boats of Rishikesh (Uttanchal) are a prominent example in this context. In Karnataka and Tamil Nadu, people use these boats to transport

people and material across lakes and rivers (like Cauvery, Krishna and Godawari). Foreign tourists have not been seen using these boats. However, some of them do take chances to enjoy the beauty of backwaters of Kerala. We have also witnessed tourists cruising on the Ooty lake with the help of pedal boats and boats driven by men. These are common sights at lakes of India as well as in her navigable rivers. Such boats can be hired by tourists at low prices. A tourist group can take a boat on hire for as low as Rs 250. Seven to ten persons can drive to with the help of chappus on the still waters of a lake. But they are not likely to brave the stormy currents at Juhu Beach or Fort Aguada Beach Resort. If they wish to do so, they must take the support of local boatmen. Note that these boats are not fit for moving in deep oceans and lakes. Although these are light, yet these are not safe from the viewpoint of deep ocean movement because strong currents of waves can destroy these boats in a few minutes.

Boats being used in canals are called Canal Boats. These are small in size and move at fast speeds. Boats being used in rivers are called River Boats. These boats accommodate more people than those accommodated by canal boats. Canals do not have large widths in India. They are deep and full of gushing waters. Hence, these are not used for transport of human beings in India. But in Kerala, Tamil Nadu and Karnataka, some small rivulets and canals are used to transport tourists. The canals of northern India are not used to transport tourists from one place to another. That is because the systems of surface and rail transport are quite developed in the states of Punjab, Haryana, Rajasthan, Uttar Pradesh and Madhya Pradesh. The canals of Punjab are used chiefly for irrigation. Incidentally, canals are not used in those states in which, these have the maximum densities. In the southern states of India, there is an acute shortage of canals and small waterways. But these are the states in

which, canals and small waterways are used to transport people and goods.

Hooghly (in West Bengal) is a popular waterway. Boats ply across its length and breadth. Fish are caught by the local people. Tourists also enjoy the ambience of the Howrah Bridge when they use boats to pass under its structure.

Near Jabalpur, Marble Rock is a fascinating tourists spot. Tourists use man-driven boats quite often to wade through the waters of the Chambal liner. This spot attracts a large number of tourists and most of them make it a point to use boats to savour the beauty of the large edifices of marble along the banks of the mighty Chambal.

In sum, man-driven boats are used extensively throughout India. Man has been using boats to travel through shallow waterways of India since 3000 BC. This practice has not stopped despite the advent of steamers, motor boats and cruise ships. It is a poor man's mode of (cheap) transport and a foreign, tourist's crude dream !

Hovercraft

A hovercraft is a high-power boat that just floats on the surface of water and moves at the speed of 50-70 km per hour. An advanced hovercraft can accommodate 10-15 persons in one trip. The body of the hovercraft remains suspended in air; it fact it rides a cushion of air above the surface of water. A hovercraft can also travel on land; for example it can travel on the chest of the ocean and move pretty smoothly from the ocean to the coast. From the coast, it can land on any solid surface because an air cushion always keeps it lifted above the ground.

Hovercrafts are being used in the backwaters of Kerala. We have witnessed their operations in the backwaters adjacent the Kochu Veli Beach near Thiruvananthapuram, Hovercrafts are not very popular in India. But with passage of time; their usage rates may spiral. Foreigners prefer hovercrafts whenever these are available in India.

Water ways

Objective: At the end of this lesson you shall be able to

- various water ways of india.

Water transport is one of the oldest means of transport in India. Prior to the advent of rail and road transport, goods and people were moved from one place to another through water transport. Since there is almost very small cost involved in the construction and maintenance of water ways this transport system is always cheaper.

According to one estimate the construction of each km of railway and needs an investment of Rs.1.0-1.5 crores and Rs/0.60-0.75 crore respectively whereas only Rs.0.10 crore is required to develop same length of waterways. Their development is faster and maintenance cost much lower. Waterways are of two types: (a) Inland waterways, and (b) Sea ways or ocean ways also called shipping.

Inland Waterways

Inland waterways order to using in Inland water bodies like canals, backwaters, crocks, etc for transporting goods and people from one place to another. India has a long historical tradition of using such waterways. Ganga, Brahmaputra, Indus, Yamuna, Mahanadhi, Godawari, Krishna, Kaveri, Narmada and Tapi etc. were the main arteries of the country's transport system giving birth to a number of inlandriver ports and jetties. The decline of river transport began with the construction of the railways during the middle of the 19th century.

Later on the development of roads adversely affected the prospects of such transport. The diversion of river water irrigation canals made many of these rivers unsuitable for navigation. So much so that today its share is only one percent in the country's transport system.

India is a land of many long and perennial rivers. But water transport is not very popular in the country. This is mainly due to seasonal concentration of rainfall. Fluctuating river regime, devastating floods during rainy season, shifting river courses (in the Northern Plains) making it difficult to construct permanent jetty or wharf diversion of large quantity of river water into irrigation canals so as to reduce the depth of water in the river and making it unsuitable for steamers and mechanized boats, heavy silting and formation of sandbars, undulating topography in hilly and plateau regions leading to the formation of a number of rapids, and formation of delta and diversion channels making the mouth narrower for the entry of ships and big boats.

The country has about 14,500km of navigable waterways which comprises rivers, canals, backwaters, crocks etc, of this length only a length of 3,700km of major rivers in navigable by mechanized crafts but the length actually utilized is only 2,000km. As regards canals, out of 4,300km of navigation canals, only 900km is suitable for navigation by mechanical crafts. About 160 lakh tones of cargo is annually moved by Indian water transport.

The most important waterways of the country are the Ganga, Brahmaputra, Hugli, the Brahmaputra river, the Barak river, the delta and lower courses of the Mahanadi, Godavari and Krishna rivers the lower courses of the Narmada and Tapi, the Zuari and Mandovi rivers in Goa, the Kali, Sharvati and Netravati in Karnataka.

The backwaters and lagoons in Kerala and the Buckingham Canal of Andhra Pradesh and Tamil Nadu. Uttar Pradesh has the highest length of navigable inland waterways (2,441km or 17.01 percent) of the country followed by West Bengal, Andhra Pradesh, Assam, Kerala, Bihar (table 25.1X).

The Ganga

The Ganga river provides an important inland waterway for the country. It is a perennial river fed by monsoon rains during rainy season and melting of a snow during dry summer days. On its 2510km length from snow to the sea it passes through most densely populated parts of the country and nurturing in a number of premier cities of north India like Allahabad, Mirzapur, Varanasi, Patna, Kolkata heavy diversion of water to canals its main channel still maintains a depth of more than 10 meters from Patna down stream.

Recently the river has been made navigable upto Allahabad and regular steamer service as started will be Haldia and Allahabad some of the tributaries of the Ganga like Yamuna, Gomathi may also be utilized for navigation.

The Hugli river is an important distributor of the Ganga in its Delta course and is intensively used for river navigation between Kolkata and Diamond Harbour. Silting and consequent decrease in this depth of water in the main navigation. The Farakka barrage project supplies 15,000-21,000 of water through a 42km long canal to improve flow and clear silt deposit.

The Brahmaputra

The Brahmaputra river is navigable by steamers through the year from its mouth and sometimes upto Dibrugarh (1280km) it carries Assam Oil tea, Tea & Jute. Kolkata, Patna, Jorhat are important river ports. Navigation difficult in the river barrier effects to Bangladesh presents of river is land. Silt banks and shoals and very strong current of the river during rainy season.

Peninsular Rivers

Peninsular Rivers mainly rain fed and go dry during the dry season hence this are not very suitable for navigation some transport is carried on the lower reaches where ground is flat and quantity of water is satisfactory. Narmada, Tapi, Kothavari, Krishna, Mahanadi and Kavery such river navigation in the lower courses.

The Zuari and Mandovi rivers of Goa transport iron ores manganese and tin to port the west coast river like Kali and Saraswathi, Netravati etc also provide navigation facilities.

Canals

The Buckingham canal (412.8km) is an important navigation canal in Andhra Pradesh and Tamil Nadu it runs parallel to the eastern coast joining all the coastal Districts from South Arcot it is 315km long North of Chennai and 100km South of it in Northern part connect to the canal of the Krishna Delta while the South and part terminates in Marakkanapudi backwaters the construction of the Vijayawada, Chennai rail line has diversely affect the canal traffic it known mainly used for the transport of the salt and fire wood to Chennai city.

Singularly Kurnool canal (116.8km) Son canal (326.4km) Orissa canal (272km) Madipur canal (459.2km) Damodar canal (136km) and west coast canal connecting major ports along the western coast) Are also used for inland navigation some of the irrigation canals of Uttar Pradesh and Punjab are also utilized for local transport

Inland Water Transport

India has about 14,500km of navigable water ways which comprise rivers canals, backwaters, cracks etc. about 50 million tonnes of Cargo corresponding to 2.82 million tonne km was transported in 2005-2006 by Inland Water Transport (IWT) it operates are currently restricted to a few in the Ganga, Godavari Rivers, Brahmaputra, The Barak rivers, The rivers in Goa, backwater in Kerala Inland waters in Mumbai and the Deltaic regions of the Kothavari Krishna rivers the organized operators by mechanised vessels country boats of various capacities also operate in various rivers and canals date of Cargo and Passenger movement in unorganized sector (by country boats etc.) has not been complied (for which effects of on but it is a fact that quantum of cargo and passengers are transported in the unorganized sector as well considering the inherent advantage these mode in terms of fuel efficiency environment friendly lines and cost effectiveness the Government of India is trying to develop this mode to make it an effective supplementary mode of transportation rail and road modes.

Inland waterways authority of India

Inland waterways authority of India (IWAI) came into existence on 27th October 1986 for development and regulation of Inland waterways for shipping and navigation the authority primarily undertakes project for development and maintenance of IWT infrastructure and National waterways through grant received from ministry of shipping road transport and highways the head office of the authority is located at Noida. The authority also has its regional office at Patna, Kolkata and Kochi and sub office at Allahabad, Varanasi, Farakka and Kollam

National water ways

The Ganga between Allahabad - Haldia (1620km) the Sandhya - Dhubri of river Brahmaputra (891km) and Kollam and Kottapuram of West coast canal along with Champakaram and canals (205km) in Kerala so far have been declared as National waterways and have been developed for navigation by IWAI bills for declaration of three more water ways. Talcher of canals Kakainada, Puducherry of canals etc., and Para rivers as National water ways have already been introduced in the parliament.

Centrally sponsored Scheme

For overall development of IWT sector in the country it is necessary that national water ways as well as other ways are developed side by side a large number of smaller rivers for tributary of national water ways rivers if developed with IWT infrastructure many of these smaller rivers can become suitable for navigation by smaller / medium size inland vessels and can act as routes to the main water ways while the development and regulation of National waterways and responsibility of Central Government / IWAI the respective state Government should develop other water ways. However due to fund constraint it has not been possible for the state to provide funds for IWT development therefore to encourage the state for IWT development there was a centrally sponsored scheme (CSS) for IWT sector under the CSS 100% grant has been provided for the project of North Eastern states including Sikkim and the 90% grant to other states. The planning commission has discontinued the scheme for areas other than north east region from the year 2007-2008. The scheme has been continued for the North eastern region and classified as a central sector scheme.

Inland vessel building subsidy scheme

In order to reduce a capital burden on the IWT operators and to enhance profitability and inland vessel building subsidy scheme has been introduced under which 30% cost of an inland vessel is subsidised by the central government this is applicable to both cargo and passenger inland vessels meant for operation in national waterways. Sundarban water ways and Indo Bangladesh protocol routes the scheme has ended 31st March 2007 however effects are being made to extend the scheme for another two years behind 31st March 2007

Protocol on Inland water transit and Trade

An Inland water transit and trade protocol exists between India and Bangladesh under which inland vessels of one country transit through the specified routes of the other country the existing protocol routes are :

- Kolkata - Pandu - Kolkata
- Kolkata - Karimganj
- Rajshahi - Dhulian - Rajshahi
- And Pandu - Karimganj - Pandu

For inter country trade four ports of call have been designated in each country namely Haldia, Pandu, Karimganj in India and Mongla in Bangladesh.

With a view to providing for development for Inland water transport mode the Government of India approved an Inland water transport policy which includes concessions and policy guidelines for repeat development of the mode encourage private sector participation in development of infrastructure and ownership and operation of Inland vessels.

For exploring possibility of joint ventures and BOT project in IWT sector in interactions were held with many interested firms and thereafter some priority project having potential of joint venture project were short listed for some of these projects were invited by IWAI this initiative of IWAI has succeeded in attracting some private players to IWT sector and four memorandums of understanding (MOU)'s have been signed between IWAI and respective successful bidders for setting up to and management of jetties at Bandel and Budge - Budge in West Bengal and for operation and management of pairs of Kolkata, Mongla, Kolkata - Dhubri and Kolkata - Pandu three joint venture companies have already been incorporated and the 4th is being incorporated to execute the aforesaid project.

National Inland Navigation Institute

An Institute of National importance national inland navigation Institute (NINI) Patna became functional from February 2004. This is the first Institute of its kind in the country above 300 trainers have successfully completed the vessels crew training course from this institute so far.

Central Inland Water Transport Corporation (CIWTC)

The Central Inland Water Transport Corporation (CIWTC) with its head quarters at Kolkata was set up as a public undertaking in May 1967 the CIWTC is mainly engaged in transportation of goods by inland water ways in the Ganga - Bhagirathi Hooghly Sunderban and Brahmaputra rivers they are operating regular cargo services between Kolkata and Pandu (Near Guwahati) between Kolkata and Karimganj (Assam), Kolkata - Bangladesh and between Haldia and Patna the Government has decided to disinvest the corporation and the process for disinvestment has been initiated.

Air transport system

Objective: At the end of this lesson you shall be able to

- **by the end of the lesson, the students will be able to understand & explain the dimensions of air transport systems.**

An increasing demand for air travel is the first challenge to the future of air transport. The instinct to explore new horizons must be written in the human genes. This is revealed in the nature of the hunter-gatherer or l'homme nomade. Over the ages, the average time spent travelling has not changed. Humankind simply travels farther with technological developments.

Demand for air transport is the driver for traffic growth. Demand is heavily influenced by the economy and demographic evolution. Air traffic demand for passenger and freight, even if this is undesirable from an ecological perspective, is likely to increase. 2007 was a record year in terms of aircraft sales, both for small business jets and large commercial jets. However, some experts believe that worldwide economic and social uncertainties, associated with the inconvenience of flying, imply that predictions for passenger growth are flawed.

The growth of air transport exhibits a strongly positive trend, even though this is inhibited to some extent by various factors, such as environmental concerns, infrastructure, perceived inconvenience, and so on. In the presence of these constraints, however, the evidence indicates that overall demand does not reduce, but instead adapts - and spreads. As constraints influence demand, then so, in turn, demand influences supply. If air traffic growth is constrained (e.g., by capacity limits or regulation and/or by price increases), then demand changes and supply adapts and restructures.

There is a need for more research into the scale and nature of air transport evolution to refine projections of future demand. The refined forecast models are necessary to better adapt ATM for changes in demand, which is shaped by the evolution of three economic sectors: leisure travel, professional mobility, and freight.

Leisure air travel

The development of competition between airlines, which followed air transport deregulation, coupled with more efficient and less costly aircraft technologies, has brought about the democratisation of air transport. Tourism is an important contributor to air transport growth. About 69% of air journeys made by Europeans are leisure trips. Demand for leisure-driven air transport will probably continue to grow.

Determining how leisure air travel demand will evolve in the future requires an understanding of how passengers make their decisions to travel and how their behaviour and needs are likely to evolve. Regarding the characteristics of air travel demand in 2025, a recent study has identified the following trends:

- increase in the level of air travel demand for the purpose of Visiting Friends and Relatives.
- increase in the level of air travel demand for retired people.

- increase in the demand for individualised travel.
- use of travel as a way to escape from the very fast rhythm imposed by society.
- increases in air fares or regulatory measures limit supply levels and reduce demand for air travel.

There has been an increase in the week-end trip concept launched by low-fare airlines. This has led to the adoption of such outings as the shopping week-end: from anywhere in Europe to New-York, for example.

In regard to the European demographic shift, the "baby boomer" generation is approaching retirement-age with a certain level of disposable income and leisure time. This will increase demand for travel, as the older traveller has the desire, capability and resources to travel for extended periods and often over greater distances.

But where is society heading in respect to the environment if more and more people are taking to the skies? People look for affordable, flexible air transport, which is clean (i.e., addresses their environmental concerns). Under "green" pressure, politicians have come to regard air transport as a luxury. Air transport must support society's demands, but without being detrimental to society as a whole. There are many who question the necessity for people to own two homes across Europe with cheap connections between them.

Air transport demand

Long-term demand analysis requires further exploration and monitoring of several societal indicators:

- total cost of travel, including the cost of living at destination.
- household consumption of leisure air travel.
- holiday departure rates according to socio-professional categories.
- number of retired and emigrated people impacting the number of trips for the purpose of Visiting Friends and Relatives (VRF).
- opposition between environmental issues and the emergence of "the right to travel".

There remains a lack of understanding of current demand features and of the expectations of potential travellers, information which is essential to long-term demand analysis (and improved forecasting models for planning purposes.)

Professional Mobility

Professional mobility, second to tourism and leading to migration flows, remains an important driver of air transport demand. Moreover, professional mobility is supported by the EU as a channel for developing the future European economic model.

Emerging economies attract business activities, which act as a catalyst for more transport and travel movements until levels of wealth begin to reach toward those in developed nations. In the future, there is likely to be very strong growth along these lines, comparable with the doubling of air traffic every 20 years as observed in the West. The areas with outstanding growth are Asia (especially China), Russia, and Latin America. These are emerging economies seeking access to the same travel modes and behaviours as the developed countries. This may lead to significant growth in demand, that is, unless environmental constraints impede this growth.

Although a view not shared by all, there is a significant body of opinion that business travel might decrease as an outcome of the development and accessibility of communications technology.

Video-conferencing technology is becoming more effective. Some managers are even prepared to pay (privately) for equipment such that colleagues can access the technology outside of working hours (for global conferencing, for instance). However, video-conferencing is not yet viewed as a serious alternative to travel. The technology is not yet sufficiently developed and people usually prefer to travel with the experience of human interaction.

As virtual communication continues to develop and gain popularity, this will likely reduce demand for business-oriented air travel (for meetings, etc.) in the long-term. Air travel might increasingly be used by senior management and high-level sales executives only, on a point-to-point basis, from less constrained airports, resulting in the development of the business model for Business Aviation in Europe. On the other hand, some people might opt for a remote residential location for enhanced living conditions, while travelling to various workplaces several times per week.

Freight

Over the long-term, maritime and air transport continue to experience growth markets for freight. Both raise environmental issues that must be addressed. Yet air transport allows for just-in-time delivery. The share of freight is therefore growing in air transport. Lufthansa has built a huge freight hub in Central Asia, linking South East Asia, South Asia and Europe. Freight has a huge potential for increased traffic, which will add stress to the system. Freight has not been looked at sufficiently, and represents a small share of European traffic compared with passenger transport.

Economy and air transport

Air transport is seen by many in the industrial and the political arena as being of special importance for the European and global economy. Economic growth and transport growth, and in particular air transport, are generally seen as inter-linked. Macro-economic factors affecting air transport evolution are global GDP, fuel price, and ticket price.

European aviation in the global economy

The main macro-economic trend is the exceptional growth over the past four years. Global GDP increased by 4% yearly. This represented an annual 8% growth in global air transport demand. From 2008 onward, following the “sub-prime” crisis, global GDP growth will slow slightly to stabilise at around 3% for the next five years (forecast made early 2008). This equates to a 6% growth in global air transport demand. This figure has actually been the standard for the last 60 years.

Air transport growth over the long-term, then, has exhibited a stable trend, even through economic stagnation and recession. Although economic forces have exerted a negative impact on demand in special circumstances (for instance, the 1970s oil crisis) traffic is seen, historically, to rebound after negative events.

Forecast air traffic growth is the highest for any mode of transport. This is confirmed by the number of aircraft sales and orders. In the past two years, Airbus sales were enormous. This trend is, of course, more visible in new Member States than in the core area, where high-speed trains are being developed.

One of the main challenges for European air transport is the global economy. Although there are short-term fluctuations, China and India will face the problem of major growth. These nations will become such big players in the global economy that Europe might fall behind in 10 to 15 years with regard to air transport. For instance, the 2008 Olympic Games triggered an interest in China for Central Flow Management (CFM). Africa is unlikely to face any difficulties associated with growth, but there are problems mostly related to safety.

Compared with Europe, emerging economies are less constrained, for example, with regard to airport expansion. The aviation of emerging economies is therefore in competition with EU aviation. This is a serious problem for Europe’s economic competitiveness in the world.

Some experts think that this situation is reinforced by the attitude of European governments, who do not act to promote air transport. Air transport in Europe is one mode of mass transport. There are good alternative modes. Air travel is perceived as a luxury, rather than a necessity. In some remote nations around the globe, aviation is vital to the economy. Roads and high-speed trains are absent from these places. Air transport therefore becomes the sole connectivity, and consequently governments invest heavily in facilitating aviation.

Air transport is one of the central arteries, through the transport of goods and citizens, of the global economy. Artificially constrained by political decisions, this would damage the EU’s economy, which could initiate a vicious cycle of recession.

Fuel Price

Over the long-term, the biggest concern for the air transport industry is the cost of fuel. Profitability, reduced costs and return on investment are the key factors that govern organisations like Airbus, Boeing, and the airlines.

For the financial well-being of a commercial air transport operator, fuel cost is the greatest issue, as this represents the main part of its operating costs. This depends on fuel price and fuel burn. Ever since its beginning, air transport has been fuelled by oil derivatives.

Unexpectedly, throughout 2007 and 2008, the oil price has gone over USD 140 per barrel and then down to USD 43. As an interesting point of reference, the Single European Sky ATM Research Programme (SESAR) Business Case made in 2006 was based on an oil price of USD 50 per barrel. Oil price volatility makes business planning extremely difficult.

Aviation technological improvements to reduce oil consumption bring less and less benefits. Furthermore, no major technology breakthrough is expected within the next 20 years. After 2050, other solutions will appear. Alternatives to fossil fuel European aviation in the global economy fuel price ticket price sustainability Economy and air transport were known and tested some 20 to 30 years ago. There have been hydrogen- and natural gas-fuelled aircraft. None of these innovations are remembered, despite being potentially more economical than the current aircraft operations. Nonetheless, the search for alternative fuel will probably affect other modes of transport before air transport.

Demand and availability of oil will be important factors for air transport evolution as these drive fuel prices. The oil price will increase as, in the long-term, oil demand is likely to increase faster than supply. Oil price is not yet driven by scarcity. Global oil reserves for the next 80 years are probably greater than the estimations, and oil availability does not mean actual physical limitations for air transport. After all, air transport accounts for 3% of global fuel consumption, and if doubled would still only represent 6%.

Generally, the price of oil is not going to be a “show-stopper”. Without political intervention, a higher fuel price will only reduce air traffic growth. Air transport is probably the only consumer of fuel that could afford fuel even at USD 500 per barrel. Then air transport would become a luxury product once again.

In this case, demand for air transport might be affected, particularly for low cost leisure travel. Already in spring 2008, London Heathrow saw a drop-off in demand, except for long-haul business where ground transport competition is low. In addition, in a strategic move during summer 2008, some major and low-fare airlines reduced capacity.

Ticket Price

Today, the cost of air travel may well be at its lowest ever. Competition between airlines is driving ticket prices down, which, in turn, sustains air transport growth. The ATM community is creating an increasingly efficient system. Airlines are becoming far more efficient in the way they operate their businesses; and they have reduced overhead costs significantly.

However, fuel price and tax increases may well drive prices up again. We are probably at the bottom of the curve of disposable air ticket prices, without knowing where air ticket prices will be 20 years from now. In Europe, the political signs are that air travel is considered too cheap; this could potentially have a strong negative impact on demand.

In the long term, a quick economic analysis using the elasticity of demand to GDP and ticket-price (which will increase because of oil) shows that even with very conservative assumptions, but taking into consideration the demography which

plays an important role in the growth of air transport, we can still expect a 2.5% growth per annum until 2025.

- elasticity of demand to ticket price is -0.5 (i.e., if the price reduces by 1% then demand increases by 0.5%). This is a
- reasonable assumption, since, in general, such elasticity is deemed to be -0.4 in the long term.
- elasticity of demand to GDP is 0.8. This is an appropriate value for developed economies. In China, however, the value would be nearer 2.0.

Let us consider a scenario where the oil price goes from USD 50 in 2005 to USD 200 in 2025 (USD in constant value). This is seen as a realistic hypothesis because the oil price will remain driven by demand rather than by scarcity.

We can then make a projection of how much ticket prices could increase by 2050.

- Take a ticket price of 100 in 2005, 25% of this covers fuel cost, i.e., 25.
- In 2025, fuel cost is multiplied by four. There is a slight decrease due to productivity gains (-0.5% per year). The ticket price is then 167.5.

Let us assume that global GDP increases annually by 4% between 2005 and 2015, the annual increase between 2015 and 2025 is 3%, and global GDP is then multiplied by two in 2025. In this hypothesis, the growth in demand by 2025 would represent a 34% increase, i.e., 1.5% per year. If demography is included, this would go up to 2.5% per year. This is far from the commonly accepted 4% per year. The hypotheses are therefore pessimistic, but still they indicate that demand will grow.

Sustainability

How can sustainability be achieved in the future? Some people argue that flying will be an exceptional mode of transport. As a comparison, however, in the past people believed that there would be a limit to car transport linked to the oil price. In 2008, the oil price reached record highs, and yet and people drove more and more. This is due to the fact that the general living standard of people has also increased - so they can afford to bear the extra costs for oil.

At the same time, concerns are voiced over the lack of consideration for sustainable growth, when capacity is seen as the major objective. Whatever the oil price, industry is still building more and more aircraft, which will remain in use for the next 20 to 30 years. Also, something seems to be wrong when considering how low travel prices are today.

The air transport industry is perceived as complacent: it seems to understand “sustainability” in terms of improving environmental performance of flights, while developing aviation both for short-haul - often in competition with other transport modes - and for long-haul, while counting on the ETS to compensate for its emissions. For many, this represents a failure to take appropriate transitory measures and assume social responsibility.

Environment

More and more people are becoming aware of the impact of human activities on the environment. The environment is probably the biggest challenge to air transport in the long term. There are many aspects to this challenge, but political attention is driven by societal concerns about climate change, which focuses therefore on emissions. At the level of airports, noise issues are also attracting close attention. Environmental impacts of aviation raise the question of social equity: those who benefit are not those who suffer. Finding an acceptable balance in this regard is one of the challenges of sustainable air transport. The environment shapes air transport, but does not block it. This is essentially a socio-political challenge.

In the future, environmental issues will probably bring stronger regulation of air transport, such as a cap on fossil fuel usage or limitations on the free use of airspace. This will add to the issue of capacity. Green aircraft will appear by 2040-50. However, green engines are still a challenge as today no other energy source (apart from nuclear) can replace fuel. Environmental issues will modify the supply industry. Certain business models will not be sustainable, and only the biggest carriers will survive. Almost no new airports will be built.

Reducing emissions

Air transport plays a distinct role in total emissions as aviation is a fast-growing transport sector with the highest emissions per passenger-km. Aviation is therefore the most polluting mode of transport (per passenger-km), even though the technology has undergone many developments. If air transport doubles in the next 30 years, then so emissions will double, too. There will be costs to other sectors. Can the economy really bear this?

Air transport is unlikely to significantly reduce its emissions by 2030 in absolute terms. The amount of emissions from air transport will grow if demand is to be satisfied. The rate of increase in emissions is the square of the increase in speed (and aircraft are fast). Therefore, emissions cannot be reduced by 30% of what they are today to accommodate three times the current traffic in the long term.

The US perception is that growth will come from point-to-

point flights with smaller aircraft, thereby increasing the overall quantity of emissions. However, this is a business model that the FAA has no control over. There won't be regulations in the US to cut emissions, where money is considered the best regulator. Legislation only comes in when money doesn't work. 80% of FAA funding comes from airline ticket taxes. They are obviously not paid by general aviation or business aviation as these do not produce tickets. This is very difficult to change because of the lobby power of general aviation.

In Europe, there will be a strong political drive, not only to stabilise, but to reduce overall emissions. Since 1995, the EU has stabilised its total CO₂ emissions (and even reduced them by 3%). But, at the same time, transport growth was 25% and air transport growth was 90%. Cars can still do much better. In air transport, engine technology has achieved a great deal. Aircraft weight can still be reduced, but there is a limit. Then the question is: what will politicians decide?

Some experts are of the opinion that CO₂ emissions must be limited as far as possible, otherwise growth cannot be accommodated. In addition to the technological improvements on the aircraft side (ACARE), which will not counterbalance the increased production of CO₂ (because of traffic growth), the Emissions Trading Scheme provides a good solution to compensate for the CO₂ produced. In any case, the contribution of aviation to global CO₂ emissions is relatively small.

Other experts consider that there is a need to get the priorities right. The most important issue is climate change and the reduction of emissions. A combined solution is needed between the best possible technology and reasonable taxes on emissions to achieve a general reduction of emissions.

- Societal evolution and political considerations

Environmental issues will shape future societies, far beyond small measures such as the Kyoto Protocol and the Rio conference. For some experts, the CO₂ problem is a “joke” that will be solved within 50 years. By 2030, the real problem for humankind will probably be the difficulty of feeding a global population of 9 billion human beings. There is a need to be more serious about the environment if we are to achieve the sustainability of our societies. Environmental issues will have a constraining impact on air transport if these issues are to be tackled to provide high mobility with increasing demand for travel. Some experts consider that there is no understanding of the impact air transport has on the environment, and how climate change may affect demand and traffic flows.

There is, of course, a political element in this “environment vs. aviation” question. Shaping the industry with respect of the balance between transport needs and environmental action is a challenge not only for air transport actors but for society as a whole. If society wants to have a dynamic air transport system with the capacity for growth, but without being able to reduce emissions, society will have to reduce emissions in other areas. Emissions-trading is a way of accomplishing this balance.

The environment is a growing public concern. The environment might dictate limits, but these depend on political, behavioural, and societal changes. The environment may become a significant constraint, which will manifest itself economically, and in terms of changes in values and consumer behaviour. The implications for both are not yet clear.

Society trade-off on reducing emissions

Industrial production in the economy is a major energy consumer, even more so than households. But everybody wants to maintain economic growth. There is the potential to build very environmentally friendly houses. But the number of existing houses constitutes an enormous legacy.

Governments confront a difficult trade-off between sustainability and economic development. In France, for instance, the Transport ministry seeks to promote air transport for its role in boosting the economy and employment. The Sustainability ministry seeks reductions in energy consumption, sometimes depicts air transport as an activity for the wealthy, and questions the need for speed, frequency and long-distance transport. Various interests are reconciled at local-level through sustainable development charters.

Faced with the saturation of capacity at the major airport platforms, the UK Government launched a wide-ranging study culminating in a White Paper (December 2003) on the future of air transport. Its stated objective was to provide an overall strategy: balancing the economic benefits, the social advantages, and the environmental impacts. The debates sparked by this White Paper were fuelled in the UK Houses of Parliament and, in the course of these discussions, the Government's plans were heavily criticised.

The British debate around the White Paper can be seen as an effort to overcome the fragmentation of interests regarding air transport, by promoting a national debate potentially carrying political risks for the governments in charge. Confronted with such political risks, governments sometimes prefer to wait for and follow European initiatives on the subject.

If European politicians decide to curb transport as a way to reduce emissions, the public reaction might be a trade-off in favour of cars against aircraft. This would be supported by the concept of quotas such as the "Individual Carbon Footprint". People would have to choose between several ways to use their emission entitlements. This idea of a quota per inhabitant is probably the biggest danger for air transport.

Changes in values and consumer behavior

There is no clear indication as yet if popular feelings about aviation and the environment will bring about regulation limiting capacity - or if society is yet ready for institutional restriction on growth. Economic interests still dominate any discussion of environmental impacts. There is much lip-service in the environmental debate. Only massive protests of the general population are likely to

change the situation. But people would have to change their habits - and travel less, for instance. This does not seem likely to happen. There is increased awareness of the environmental consequences of aviation, but there is not (yet) a noticeable change of behaviour in the population.

People are adaptable, but changing individual behaviour is difficult. If emissions are stabilised today, however, the effect will not be noticed for a long time. Consequently, people do not see the need for drastic measures.

A general change in traveller behaviour should not be expected. Airline ticket sales are increasing. There seems to be a discrepancy between what people say they will do (protect the environment, use more environmentally friendly means of transport) and the reality, where both modes of transport by car and by air are steadily increasing. There is a change in people's expectations - they expect to do more and more travelling as their living standards rise.

People are voting more in favour of "green" parties, but the same people pollute more with increased travelling. There is a big gap between what people say they want to do and what they actually do for the environment. So to really protect the environment, political decisions must be made, and measures to reduce pollution must be imposed on people via ticket prices, and so on. Politics will follow public opinion rather than take a visionary stand. For example, environmental legislation may not pre-empt, but rather follow, public opinion. Similarly, accident rates may lead to changes in the legislation.

The political objective of protecting the environment will lead to regulation limiting capacity. There is the example of cars in Singapore, where it is now almost too expensive to drive. Travellers will change their habits only if capacity is limited and prices increase. Regulation will stop investment in increasing capacity. The sole effect of the oil price increase will not be sufficient. More regulations will become necessary (taxes, load factor, capacity cap at airports, etc.). There are already curfews, since there is a limit to what can be done without destroying the quality of life for residents.

The image of Air Transport

Every transport sector will have to play its part in being environmentally responsible. But air transport is the fastest growing sector, and this raises concerns. There are diverse sources of information in circulation about the air transport industry. An informed debate in society (and within the industry) about the real impact of aviation on the environment and society is therefore very difficult.

If air transport continues to grow, even with the efficiency improvements planned, emissions will also increase (IPPC projections indicate a threefold increase between 1990 and 2050). Over the same period, the total EU CO₂ emissions allowance will be decreased (by 2050, EU emissions allowance is expected to be 20% of the 1990 level). In this scenario, at some point the future, all of the EU CO₂ emissions allowance would be used by aviation alone.

Such a view of the contribution of aviation to emissions is not shared across the industry. There is a perception that too often people go beyond the scientific ground into “beliefs”. For instance, the perception in European Institutions is strange indeed. One speaks about a 6% contribution of air transport to global CO₂ emissions, but in no way is this figure seen as accurate. According to the ASD, in terms of CO₂ emissions, aviation contributes 1.5% and, considering the growing demand forecast, 2% is estimated in the near future.

Air transport is an easy target for the media and politicians, who look for an environmental villain. Aviation suffers from a very bad image, being seen as luxury travel, and is plagued by doctrinaire attitudes. There is a comfort zone in being able to finger-point air transport as the main cause of excessive CO₂ emissions than to look into private car emissions. The Industry considers that there is much anecdotal and press exaggeration related to the image of aviation. A major communications effort is required, with the real meaning of statistics explained, to correct any misperceptions of the air transport industry.

- Noise versus emissions - a technological and political dilemma.

Airports, society and the environment

Environmental issues are of great concern to airports. About 15 years ago, the “green” parties were the only ones to care. Today, these issues are high on everyone’s agenda, with an even wider focus.

Historically, noise has been the main concern. Traffic movement caps were, and often still are, a part of noise reduction programmes. This raises the delicate question of whether any gains are marginal or significant. There is a continuous debate

about the possibility of pertinent annoyance indicators between the aviation industry and airport neighbours. Current initiatives are exploring the potential for co-formulation of such indicators. In the future, there is an expectation that ACNUSA- like bodies will spread throughout Europe. Societal resistance to pollution from air transport should become more constructive (working with, and not against, the air transport industry). Compensatory measures will probably become more widespread.

However, emissions are becoming more prevalent. In addition to the debate on global emissions, local emissions can prevent, restrict, or even stop infrastructure development. Much better air quality at airports will be a future requirement. Hence, long taxi routes and long waiting times for take-off or taxi clearance will become unacceptable. The “American model” where a great number of aircraft wait in line on the runway for take-off clearance for up to 45 minutes is unacceptable in Europe.

Airports have to do something, and be seen to be doing something, to counter the effects of pollution from air transport in the operational surroundings. Airports have been involved in environmental management for a long time with water and waste processes. Airports are now working to become carbon neutral. The definition of this

concept is not yet clear. Apart from the airport itself, this may come to include activities in commercial areas (shops, restaurants, etc.), landing and takeoff of aircraft, and the local traffic around the airport site.

However, the combination of all noise, local emissions and global emissions constraints will make it difficult for airports to optimise operations. For instance, Paris CDG was capped because of environmental issues. For 15% of European airports, environmental issues are limiting factors. As traffic increases, so do the environmental constraints. Although these are of a socio-political rather than physical nature, airports will not be able easily to overcome these constraints.

Industrial trade-offs

Environmental issues (emissions and noise) are always of concern when building aircraft. However, the two factors have different impacts. Gaseous emissions, such as CO₂, are both local and global. These are cumulative and must be reduced. Noise, on the contrary, is a local issue.

Fuel will always cost “too much” for airlines. The reduction of emissions is conducive to the reduction of fuel burn which, in turn, helps with the economic operation of the aircraft.

The public is becoming more and more aware of noise. Over the years, the noise signature of aircraft has been greatly reduced. The reduction of noise, on the other hand, can affect the economics of operating the aircraft. The problem for engine design is balancing the reduction of emissions and noise, as they can conflict with each other. For example, reducing noise can be done in two ways: by using noise absorption material; and by reducing engine fan rotation speed. When the fan rotation is reduced, fuel burn increases and, as a consequence, emissions increase.

Political trade-offs

The environment will come to dictate future limits, but political considerations should not be so short-sighted as to forsake long-term global issues for short-term local ones.

When it comes to the environmental issues, the political system makes broad policy decisions on CO₂ emissions to tackle climate change. Governments appoint ministers in this area. However, around airports, strong noise lobbyists alter airline operations to the detriment of policies aimed at reducing emissions. This is seen as short-sighted: local issues (noise) are given higher priority than emissions which have an effect on current and future generations. In due time, better trade-offs between noise and CO₂ emissions should be made, e.g.:

- noise abatement procedures (as they are used today) are based on an earlier generation of aircraft with significantly larger noise footprints (CARAVELLE, 707, 747-100). Flying along noise-sensitive routes often involves significant detours. Yet the noise footprints of newer generation aircraft are much smaller. With the same level of noise pollution, the noise-abatement routes could probably be re-negotiated to take a better account of emissions.

- redistribution of noise from influential to less influential groups of people (as has often happened in the past) will no longer be possible in the future if the result is increasing emissions.

In the trade-off between noise and emissions reduction, most experts agree that the preference should be given to emissions reduction.

II Air transport supply

• Airports

Competition between airports

There is a lot of competition between airports as a result of differing growth rates serving different kinds of customers. The airports compete for these different customers. Airports must be efficient in dealing with all their stakeholders, especially with the airlines and passengers.

Small airports usually depend on one carrier, whereas larger airports (hubs) serve many. However, this is usually one alliance. Airports are looking for the right mix of traffic, i.e., not necessarily based on one carrier. The large hubs are even looking into operating more than one alliance to make better use of their capacity. Although hubs have only a small percentage of local traffic as part of their traffic mix, this is comparable in absolute terms to local traffic at small airports.

As there is competition between airports, big airports are also trying to attract low-fare passengers. The airports, especially the large ones, are trying to achieve a good passenger mix, instead of the specific passengers of 10 to 15 years ago.

Financing airports

The airport sector is changing fast. Originally, airports supported one carrier and had public financing only. Now, they are very much diversified with a wide customer base and complex financing schemes. Financing of airports is not 100% public anymore, nor is it fully privatised. Airports are managed as companies rather than as public services.

All airports without physical problems (e.g., CDG) should be managed according to a private business approach: by reducing costs to increase performance, instead of a public administration approach as is the case with CDG. However, the opening of airport management companies' capital will bring about a change in mentality.

Airports have other revenue streams to finance their operations, such as:

- Airport operations are subsidised by commercial revenues to keep passenger costs low, Commercial revenues (e.g., shops) account for a substantial proportion of airport income (anywhere between 40% to 70%). Without this income, passenger charges would increase. Airlines prefer the subsidy method. This is seen in Spain where charges are 70% less than the EU average.
- In some countries, such as Scandinavia, Greece and Portugal, strong public networks (groups of airports owned by one organisation) have successful airports subsidising smaller ones.

- Airports could also fragment more with a change of ownership. Many UK airports are already owned by bus companies, for instance.
- Another form of revenue is real estate management with airport cities. These will have facilities such as hotels, conference centres, leisure facilities, but no permanent residence.

The reason why airports have to look for alternative revenues is that there are a lot of false traffic movement caps imposed on them, which restricts efficiency. The no-growth option already exists at some airports. This is a challenge in Europe as this limits investment for infrastructure development.

Today, airport charges can be used to finance future infrastructure. This is a mechanism which makes airport expansion easier. There is a debate around the EU directive on airport charges to remove this option. Private investors do not receive this as a positive message. The problem is that airport investments take a very long time to break even. That is why regional airports receive regional support.

Airport market evolution

Hubs are in demand. The CG04 reported that 85% of air traffic was passing through only 130 airports. Carriers want to be there (e.g., airlines prefer Heathrow to Gatwick). However, there will be a problem in the future because of hub congestion. The London airport system could be the portrait of what Europe will look like in 20 years.

Even if large airports become saturated, traffic will spread to non-saturated regional airports. If airlines want to expand, they will go wherever there is available room, unless economic and environmental regulations limit such development (e.g., when there are capacity limitations that are too strict from the beginning). The business model will change by using secondary airports and by establishing point-to-point connections. If demand keeps growing up to 2030, airports will become accustomed to the limitations and another solution will be found. This is not a real issue. People tend to find natural solutions around bottlenecks.

1 A Single European Air Transport Infrastructure

• The Single European Sky

The challenge is to create a single European infrastructure that is safe, interoperable, and environmentally friendly. Building the Single European Sky (SES) through ATM de-fragmentation is fundamental from an economic point of view. This is a huge undertaking vis-à-vis the organisation of ATM in Europe, but also the organisation of R&D and the development of systems.

Air transport infrastructure investment costs are high and investment decisions are fragmented. Creating a single European infrastructure that serves European interests needs an integrated "blank sheet" approach. However, Europe is full of vested interests and little entities looking for profit. The problem is not of a technical nature; it is political. Experts believe EUROCONTROL

has not mastered this political aspect (e.g., Europe has been working on ADS-B for 15 years whereas Canada implemented it within six months).

At Member State level, it is perceived that national concerns are blocking factors preventing States from unanimously agreeing to do the same thing at the same time. Local concerns take a higher priority than Europe-wide ones. There are no decisions taken on implementation. Only non-binding agreements are concluded. Nations agree in the EUROCONTROL Stakeholders Consultation Group, but do not deliver. Then, implementation rules add several years of delay. All in all, the lag between a promise to implement something and its actual implementation reaches about seven years.

On an international level (aircraft and ATM technologies have to be co-ordinated globally), the situation is the same. A Memorandum of Understanding may exist between EUROCONTROL and the FAA, but on R&D only. Action plans do not address implementation. Fixing an implementation date is the most important decision to be made. Manufacturers will not start working on anything without such a decision.

SESAR is the technical pillar of the SES. Europe is being built via technical developments. The aim of SESAR is to achieve clusters of interoperable European systems which will be developed by integrated R&D programmes. This uniform approach would provide for increased economic and technological efficiency.

Additional initiatives, external to the scope of the SESAR Programme but within the framework of the Single European Sky, are expected (and needed) to improve cost effectiveness. These initiatives will support the implementation of Functional Airspace Blocks (FABs), which aim to reduce air traffic service provision de-fragmentation.

- The challenge of de-fragmentation

Clarifying roles

One of the major challenges of de-fragmentation is to clarify roles between ANSPs, industry, institutions, and EUROCONTROL. In a European landscape, on the basis of common standards and system architecture, it is important to know who is in

charge of regulation, specification, system construction and certification, and who is in charge of operations and operators.

We will probably observe ANSPs specifying systems, because they are the clients, instead of creating and integrating systems (as is done today). This was seen in defence and in railways. It is a market modification. The manufacturing industry has also changed; it now offers complete systems and not only components. This is an unavoidable trend in European ATM.

De-fragmenting ANSP and FAB

Today, the European sky is controlled by some 27 ANSPs. Some experts think that five or six service providers would be sufficient. The trend is going towards mergers

through FAB. However, the institutional situation five years from now is unclear. Ultimately, there will be a reasonable number of FABs in Europe with a minimum critical size required. ATM cost reduction will be achieved through technical elements like systems harmonisation, maintenance, and supervision with economies of scale rather than through service unit and personnel cost reduction. In 2030 there will be the same number of ATCO and service units, even if based on a different organisation. ATM will need five to ten years to achieve its de-fragmentation objective. A third SES package will become necessary.

An analysis of the views expressed during the survey on the long-term challenges in air transport identified 16 principle challenges facing the European air transport infrastructure.

These are internal and external challenges.

Internal challenges involve planning actions for infrastructure development.

External challenges involve anticipation of, and preparation for, risks or opportunities.

These principal challenges are:

- fuel & ticket prices
- environmental awareness
- restrictions on fossil fuel for aviation
- security issues
- planning and understanding future travel needs
- sovereignty and civil-military cooperation
- liability issues
- the EC “market led” economic regulation model
- financing the air transport system infrastructure
- network de-fragmentation
- scarcity management
- changing role of the human operators in the ATM system
- safety of complex ATM systems (safety culture, legal risks, system of systems)
- lack of competent resources in the transition phase
- standardization issue
- innovation in ATM.

Long-term challenges in air transport 2030

Fuel & ticket prices

Fuel price increase is a long-term trend that will profoundly restructure the air transport market. Higher fuel prices reduce profit margins and can affect the economic sustainability of the industry. However, there is confidence across the expert views that oil prices will not be a show-stopper: air transport can probably afford expensive fuel and technological solutions will appear timely based on alternative fuels. Ticket price is probably at the bottom of

the curve. Long-term forecast shows a 2.5% growth per annum until 2025. However, the impressive growth of less constrained emerging economic regions is a challenge for the European air transport industry.

Environment

Politically, there is a shared awareness that climate change will dramatically modify our societies in the longer term. The image of Air transport in the public mind has been tarnished by its perceived impact on the environment. The main levy to reduce aviation emissions will be to reduce travel demand through taxes and/or individual emissions quotas. Aviation environmental impacts include gaseous emissions and noise issues. Hardly any technical solution is able to reduce both types of impact. Trade-off decisions have to be made by all industry actors. The potentially negative impact of any drastic “green” approach on the supply industry is a concern. There is a need for global agreements on such measures to maintain fair competition.

Restrictions using fossil fuel

There will probably be a political or financial restriction on the use of fossil fuels. Society will be in need of alternative fuels and engines to use them. In aeronautics, it takes five to ten years to develop a product. This lead time is often underestimated. The product has a 30 to 50 year lifespan. Therefore, developing new technology for 2020 is no longer the horizon to view. Industry is calling for a longer-term vision, i.e., in the next 50 years. IATA challenges the industry to build a zero emission aircraft in that horizon.

Security issues

On the one hand, dramatic events have a detrimental effect on the growth of air transport. On the other hand, security checks add an additional burden on travelling. Security issues for research and development include crisis management, filtering (with solutions such as “the trusted passenger”) and attack-prevention through airport and aircraft protection technologies.

Planning and understanding future travel needs

The air transport world makes forecasts and predictions but fails to understand the influencing factors. A in-depth understanding of these factors would help refine projections so as to improve orientation and arbitration of the whole development life cycle from research to implementation.

Sovereignty and civil-military cooperation

National borders are limiting seamless operations in European air transport. The Single European Sky initiative aims to modernize European ATM. However, the EC has no competency over military matters. The population is not ready to delegate sovereignty to Europe. There is no public outcry over the non-performance of ATC. There are no votes to be won by giving up the airspace. Politicians need a crisis before they can take difficult decisions about the sovereignty aspects raised in SES by FABs.

Liability issues

In 2020-2025, multiple bilateral State agreements to address sovereignty in FABs will probably be replaced by a General Agreement. Delegation of airspace involves human responsibility and legal liability issues. Today, procedures and liability are based on terrestrial navigation infrastructure, yet navigation will increasingly be based on satellite navigation. Operationally, the separation responsibility will increasingly rest with the pilot (e.g., ASAS). In the very long-term, States will have freed themselves from their safety liability. Article 28 of the Chicago Convention should be changed.

The EC “market led” economic regulation model

Aimed at improving performance, the EC’s model of regulation is “market-led standardization” and relies on the companies involved. This model is imposed on ATM, where safety is much more critical than in other sectors. Applying economic efficiency rules to safety does not work. Regulated economies need strong States, i.e., competent, with legal and technical powers, and able to resist powerful companies and lobbies. ATM requires a strong regulator with strong technical expertise, which defines the vision and guidelines and “creates” the market by standardization and certification (e.g., SESAR).

Financing the air transport system infrastructure

On the airspace users’ side, the costs of the infrastructure investment (including SESAR) needs to be shared between the users with equity (e.g., the payers should be the beneficiaries). The military will incur enormous costs to achieve compliance with SESAR. Airlines will have to equip their fleet to fly in the SESAR airspace. Even for ANSPs and States, the legacy systems will be very expensive to upgrade. The new small aircraft, with no legacy, might be the ‘vehicles’ to bring about new technology into the system.

Network de-fragmentation

Europe is full of vested interests. Therefore, fragmentation is difficult to overcome. For instance, ANSPs are small businesses that want to stay alive. They are supported by the drive for autonomy and sovereignty, which will exist as long as Europe does not have an integrated defence - and this will probably not emerge in the 2030-2040 timeframe. One of the major challenges of de-fragmentation is to clarify the roles between ANSPs, industry, institutions, and EUROCONTROL. In a European landscape, on the basis of common standards and system architecture, it is important to know who is in charge of regulation, specification, system construction, and certification, and, of course, who is in charge of operations and operators.

Scarcity management

Air transport is moving from unlimited resources (runway, airspace, fuel, emissions, time, etc.) to scarcity. The issues will no longer be to increase capacity to cope with demand, but more and more to manage scarce resources. Airports, runways, TMA, and the frequency spectrum will be scarce resources for air transport.

Tourist Guide - Time Management & Social Economic Impact

Practice on time management

Objectives: At the end of this lesson you shall be able to

- **assess yourself as a planner by filling up the questionnaire format**
- **practice on making paper boat in stipulated time**
- **set long term and short term goals for your carrier.**

Time Management: It refers to the way of organising and planning how to divide your time between specific activities. Due to this the benefits are enormous and greater the productivity and efficiency.

- Goal setting
- Multitasking
- Problem solving and strategic thinking

The most important time management skill repair for the tourist guide is as follows:

by planing effectively tour guide should organize the sight seeing places and return to their nearest destination for onward journey to their repective home town.

- Prioritising
- Communicating
- Decision making

Fill in the following questionnaire in table 1 to know whether you are a procrastinator. (Postponer)

Table 1

S.No	Statement	Not like me at all	Sometimes	Rarely	Occasionally	Very like me
		1	2	3	4	5
1	When planning something, I make the arrangements well in advance					
2	I often find myself performing tasks that I had intended to do days before					
3	I generally respond to my phone calls and e-mails immediately					
4	Once I have the information I need, I usually make decisions immediately					
5	When I want to join a new course, I ask everybody for opinion and take time to decide					
6	I have something difficult to do, I tell myself that it's better to do it until I'm feeling more inspired to do work.					
7	I usually have to rush to complete my tasks on time					
8	I usually complete all my tasks that I have to do in a day					
9	I usually start on a new task as soon as it given to me					
10	I usually submit my assignment within the given deadline.					
	Total Score					

Material Required: Old Newspapers

- Divide the class into teams of 5 and give each team, couple of newspapers. The teams have to select a leader among them. Then take the leaders separately and explain to them the activity. Give a demonstration on 'How to make a paper boat' the ones we learned in school. Add some extra item to make it little more complicated. Having demonstrated ask them whether they have understood how to make paper boats. Give them one small square piece of paper and ask them to make one so that you are assured that they have understood how to make paper boats. Now give the following instructions to the team leaders:
- You will be given 4 sheets of newspaper (rectangular in shape)
- Your team's job is to build 40 boats all of the same size and should not sink in water after the activity is over.
- The quality and quantity should be the same for all 40 boats.
- The time to complete this activity is 15 minutes from the time you go towards your team.

Give them 15 minutes to complete the task.

Follow up discussion with whole class after the Activity

- Did the Team Leader clarify the goal to the team members?
- Were the roles clarified in the team as to who will do what?
- Did the team members get overwhelmed by the activity or understood what is important?
- What was the focus on - quality or completion?
- What style of leadership did the team leader play?
- Did the team members ask for clarifications on role/ goal?
- Was there any planning for the use of Newspaper, People and the time available?

Set long term and short term goals for your career.

Prepare a to-do list that will help you in your physical fitness. Your to-do list will be based on the clock.

Inventory management & manpower management

Objective: At the end of this lesson you shall be able to
 • **manage the inventory & manpower of your concern.**

ASST. Tour Guide In Personnel Management

Legislation forms the core of personnel management activity in any organisation irrespective of its size or nature, although it stands to reason that the larger the work force employed, the greater will be the task of maintaining harmonious relations between people in an organisation. It has become imperative for managements to look

Time	Action

Resource management: It is a process by which any business can be managed in the available resources effectively. These resources can be tangible and intangible. It plans so that the right resources are derived from right tasks.

The resource management consist of planning, organising and identifying the right resources important to the business to arrive maximum efficiency. These are 11 types of resource managements identified which are,

- 1 Human resources
- 2 Natural resources
- 3 Project resources
- 4 Financial
- 5 Infrastructural
- 6 Facility management
- 7 Asset management
- 8 Public asset management
- 9 Inventory management
- 10 Digital asset management
- 11 Information technology.

Inventory management: Inventory management can be difficult for the hospitality industry because of the intangible in nature of the private tourism places cannot be stocked. However it can be managed better in hospitality.

- Hotel inventory
- Restaurant inventory
- Market segmentation etc.

The inventory management is useful for companies for ABC analysis carrying stock in safety, tracking goods and optimise your inventory turnover.

after staff welfare and provide the benefits considered necessary for maximising output.

In smaller establishments, the function of managing people rests with the manager or owner of the Travel agency, while with larger organisations separate managers or departments of personnel may exist. Every manager of a business must know the legal implications of hiring

staff, irrespective of his span of control over their work. He is a personnel manager to the extent that he has to manage people placed in his charge at work. The duties of a personnel manager are to formulate personnel policies for the total organisation which are expected to cover recruitment and selection of staff for various jobs; induction; planning for vacancies; maintaining records; negotiating with trade unions; formulating incentive schemes, grievance procedures, award Fig 1 and bonus schemes; and any other matter dealing with staff of the organisation. These policies are laid down to be followed by all managers in their respective departments, while coordination is the function of the personnel manager and his department.

Personnel policies

Personnel policies are general guidelines formulated

within the framework of the broader objectives of the establishment set by top management. These are passed on to managers at all levels for implementation when dealing with their staff. There are three main objectives of personnel policies:

- Effective utilisation of human resources;
- Establishment of healthy working relationships, and
- Encouragement of maximum development of individuals.

In order to achieve these objectives, it is important to set individual interests (goals) of staff against those of the employers (management) and see how well the two can be integrated. Table 1 highlights these interests for comparison.

Table 1

Employee expects from work	Employer expects from employee
1 Good pay.	1 Low unit staff cost.
2 Permanence of job.	2 Maximum productivity.
3 Safe and healthy working environment.	3 Stable workforce- low turnover.
4 Sociable working hours.	

Comparison of employee and employer interests, in travel

The interests indicated in above table 2 are not completely incompatible and can be satisfied, to a large extent, by the proper interaction of all the resources of the establishment as indicated in the below table 2,

Table 2

Conditions necessary	Employee expectations fulfilled	Employers expectations fulfilled
1 Good pay and permanent employment.	Basic needs satisfied. Economic security.	Stable workforce- low turnover.
2 Safe and healthy working (conditions) environment.	Job satisfaction. Contentment.	High productivity. High morale and low unit staff cost.
3 Sociable working hours.	Interest in work showing creativity, Initiative, attachment to job.	Cooperation.
4 Recognition and opportunity	Emotional security	Loyalty for development.
5 Justice	Confidence	Loyalty.

Basic conditions necessary to bring about interaction of staff and employers, in a travel profession

It is clear to be able to work to their highest potential, people need the physical conditions necessary for safety and comfort at work, in addition to emotional and economic security.

The successful integration of physical, financial and human resources is made possible by drawing up a functional programme which can be systematically put into practice. Such a programme should cover.

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four aspects concerned with people at work: (i) Organisational planning; (ii) Staffing; (iii) Terms

and conditions of employment, and (iv) Personnel administration.

i Organisational Planning

This includes planning for the future organization in terms of the number of people and types of skills required to man jobs. This is normally referred to as "manpower planning". These are a number of factors which would seriously affect the number of people required and the nature of their skills. These are:

- plans to expand the services to cater to a large number of people, assuming that the menu and other factors remain unchanged. In such cases the services staff will need to be increased to a greater extent than kitchen staff.

- Any future plans to install labour saving devices may require the existing staff skills to be changed or modified by training.
- A change in the style of service envisaged to meet the increasing demand of customers for quicker services would necessarily affect staff numbers and skills.
- Plans to introduce mobile catering services in addition to the existing operation would also affect staffing.

ii Staffing

Staffing means hiring people for work in a manner such that their skills are matched to job requirements of particular positions. Staffing is a very specialized field concerned of people. All these factors are dealt with later in this Unit.

iii Terms and conditions of Employment

To be able to staff any organization adequately, it is important to draw up certain terms and conditions of employment which are mutual acceptable to the prospective employee and employer. It is customary to present the terms suitable to the organization, and for the prospective employee to agree to them in writing through the signing of a contract. While this would be the ideal way of staffing an organization with full agreement from both sides, it does not always happen this way in practice. Particularly in catering establishments situated in areas of dire poverty and unemployment, people including

children are willing to take up jobs of errand boys, or servers, and dishwashers. Especially in underdeveloped and developing countries this is common in wayside cafeterias and other small food service outlets. This also suits the employer who can reduce his labour costs by paying a pittance for unskilled jobs. In such cases, the employee knows no terms and conditions and is happy to receive his meal and whatever else in terms of pocket money he gets to carry home.

In the above example although formal terms and conditions are not exchanged, they are set by the employer and communicated verbally. In most small establishments, the terms are simple such as Rs.2 per hour with free meals and tea. There is generally no involvement because of poverty and illiteracy among the employees.

As the size of the establishments increase and the staff employed are more qualified, they know their rights and insist on a written contract. This contract generally takes the form of an appointment offer indicating the terms and conditions of employment. The law requires every employer to include in the contract, names of the parties, date of start of the employment, date for continuous services, pay, working hours, paid holidays, pension scheme, notice periods, job title, disciplinary rules and grievance procedures. If these are accepted by the applicant in writing or through a signature, the contract is concluded.

Management cost - Benefit analysing

Objectives: At the end of this lesson you shall be able to

- **tour costing**
 - **ingredients of tour cost**
 - **advantages of a tour cost sheet.**
-

Tour Costing

Every travel business (irrespective of nature, size and type) operations necessarily involve risks; In many cases these risks are transferred to an insurer., However in others, though not transferred, they are measured and allowed for an element of cost, In some cases they cannot be foreseen and if foreseen they are so vague that the estimation is impractical. The value releases which occasioned by the transfer of risk to an insurer, or by uninsured risk which lend themselves to measurement are called costs where as the value releases. occasioned by unforeseen, or highly uncertain risks are not called costs but should be considered in evaluating the risk of the operation. If incurred, they are of course, considered as losses in determining the net profit.

The concept of 'cost' has been defined as "cost is a measurement, in monetary terms, of the amount of resources used for some purposes", (Anthony and Welsch). It is clear that 'cost' is the monetary value of resources used for business purpose. On the other hand 'cost' has been defined as "the foregoing, in monetary terms, incurred or potentially to be incurred in the realisation of the objectives of management which may be manufacturing a product or rendering a service." (AAA).

The above definitions indicate, that there is a common denominator in business i.e. 'money' and it follows that 'cost', is best represented in financial terms and is incurred to realise the objective of a business undertaking;

The management of a tour company needs to know the cost of his products or services in tour packages. If the management is not sure of the cost, how can the management be sure that the organisation's price structure is right. Further, travel agency management needs to understand 'what is the cost' for control purpose and for decision making.

Tour costing is often considered as a difficult subject to understand, but it is really an exercise in clear thinking. Generally, the costing -system begins with defining what is 'tour cost' and how to classify the costs?

Tour Cost

Tour cost means the total cost incurred of attributed to a tour product service or tour cost is the sum. total of costs incurred to create or formulate a tour package. Since a tour company does not manufacture a complete tourism product itself, hence it is a process of assembling or purchasing the various elements of tourism products in bulk from the areal owner. Therefore, the cost of tour packages, are determined according to the client

requirement or company strategy. As the quality of the product/ service and this price of that product go side by side hence in travel trade the cost unit is a package tour because a company sells a number of packages. The identification of cost unit will help the costing manager to separate the cost into smaller subdivisions attributable to tourism products/services in a package, tour. It must be clearly defined and selected before the process of cost finding can be started.

The methods to be used for the ascertainment of cost of a package to be Sold are different from one tour company to another. This is because the components, which are the part of package tour, are different from organization to organization. Generally a package tour includes two components-travel and ground services. Thus, the cost components of a package tour are:

- Research and development Cost (First Time)
- Travel Cost-Air, Road, Rail or Sea
- Accommodation Costs
- Transfer Costs .
- Food and Beverage Costs
- Sightseeing and Activity Costs
- Marketing Costs
- Administrative Costs
- Miscellaneous Costs.

The sum total of cost components of a package tour is known, as the cost of package sold. However, the process of ascertaining a package cost becomes complicated, if it not done while a budget is established. Hence, it is wise to prepare the tour budget before the costing and pricing of a tour. It will help the tour planner in reviewing the cost structure of the competitors and it will also provide us a framework and guidelines for ascertainment, determination and Cost control. The tour budget should be customer oriented and, the total tour cost must be perceived by the clients to be reasonable Suppose one is, offering a tour that is unique and no, other competitor offers a similar tour. In this, the budget should be based on the market research;!! to determine the exact and accurate cost The projected cost of a tour will help the tour planners; to determine and adopt effective pricing strategies.;

Ingredients of Tour Cost

The following are the main ingredients of cost that are included in a standard package tour..

1 Accommodation Cost: Accommodation cost means the price paid to acquire room in a hotel or resort. Generally, in a tour package, tour companies offer twin-sharing room. It means double occupancy. However, one can wish for a single room at the time of preparing & an itinerary or a package. A tour company makes contract with hotel management for rooms and other amenities provided with in that particular property. The accommodation: costs depend on the negotiation between the ' hotel management and the tour manager planner, and other elements of hotel products -like food, beverage and amenities etc;

2 Transfer Costs: Transfer cost is incurred for transferring the client from the airport to the hotel or vice-versa. The cost is according to the contract with transport operators or if the travel company has its-own transport buses, the cost will be charged on mileage, or duration basis. The costs will also be different, when a tourist wishes to be transferred through an AC or ordinary Car or a Coach.

3 Administrative Costs: It is an indirect expenditure incurred by the tour company in formulating the policy and strategy for directing the organization and controlling the operations. Administrative expenses / costs are thus incurred in the general and financial management of a travel business such as office expenses, salary to staff, insurances, audits, financial or legal expenses and so forth. These expenses are of fixed nature, so these should be treated as period costs instead of product costs.

4 Research and Development Cost : It is also known as personal and research cost and is often estimated by tour / travel companies. It includes the cost of tour planner, manager and staff of the company who are involved in tour planning. It also includes the cost of 'Fam Tour' and any other costs incurred to develop a new or bid package tour.

5 Tourist Guide Assistant Travel Cost: This cost includes the cost of air-travel or travel through other modes from the original point to the destination point, and the destinations to be covered during the tour. In other words, it is the total cost of travel ranging from departure of arrival at the original point.

6 Tourist Guide Assistant Marketing Costs: The sole aim of a travel company is to maximize profits but this is possible only by reducing the cost of package sold/cost of sale or by increasing the sales in the existing markets or through the entry in new travel markets. Marketing cost includes advertising expenses, market research, reservation of hotels, resorts, air and railway tickets, commission to travel agents and ground operators and distribution expenses etc.

7 Sightseeing and Activity Costs: This cost constitutes a major part of total cost and it is a high cost area which makes the clients satisfactory or unsatisfactory. The tour planner must select the activities of sightseeing or - excursion that could be offered to the clients. This cost is calculated by taking the per person cost for all activities and adding them up. The destination vendors usually offer these activities less-expensively to a group. This can and should be negotiated with the ground operators. The confidential cost sheet is prepared which helps in the preparation of a tour cost sheet.

8 Tourist Guide Assistant Miscellaneous Costs: The miscellaneous costs vary from organization to organization. These costs include portage at airports, tips at airports, and hotels, entrance fees, insurance premiums, literature and other materials and gifts given to a tour member at the beginning and the end of a tour. These costs are determined, by adding up the per person cost of each item.

Thus, total tour cost = research and development cost + travel cost + accommodation cost + transfer Cost + sightseeing cost + administrative cost + marketing cost + miscellaneous cost.

However, this cannot satisfy the requirements of a tour management for control and decision making purposes. For proper-control and managerial decisions, the travel agency management should be provided with necessary data to analyse and classify the cost. The costing process cannot proceed until every tour cost has been categorized in an appropriate form. The tour cost can be classified into two main categories:

- 1 Tourist Guide Assistant Direct and Indirect Costs
- 2 Tourist Guide Assistant Fixed and Variable Costs

1 Tourist Guide Assistant Direct and Indirect Tour Costs: Direct tour costs are those which are incurred and conveniently identified with a particular package tour such as accommodation costs, travel costs, food and beverage costs, sightseeing costs and so forth. Indirect tour costs are those costs which are incurred for the benefit of a number of tours that are offered by a travel company during a year but cannot be conveniently identified with particular tour costs such as marketing costs, tour planner's costs, financial and legal costs, administrative expenses, 'Fam' 'tour' costs, medical expenses, 'insurances and so forth.

2 Tourist Guide Assistant Fixed and Variable Costs: Fixed costs are those which are incurred even when one is selling or not selling any tour package. Or when a tourist/ client or a group of people go on a tour, one has to incur some expenses such as 'Fam Tour', cost of a tour bus, research and development expenditures, marketing expenses, tour manager's and tour planner's salary etc. These are all included in Fixed Costs. These fixed tour costs are constant in total amount but fluctuate per person/per package as the level changes. Fixed cost is also known as period cost because it is dependent on time rather than on output. These, costs can be controlled by the management.

The tour variable costs are those which vary with the number of tourists participating in the tour for example food and beverage costs, the cost of the packets, material, literature or brochures provided to the tour participants, insurance premiums, travel costs, tourist taxes, lodging taxes, room costs' etc. The variable cost is also known as product cost because it is based on product rather than on time.

Factors Affecting The Tour Cost

Before costing a tour; the tour costing manager considers the following factors, which have a profound impact on company's profitability position:

- Seasonality.
- Exchange Rate movements.
- Competitor's price strategy
- Increase in other costs.

- Impact of liberalisation and globalisation.
- Promotional pricing.
- Market segmentation pricing.
- Quality value ratio.

Costing A Tour Package

It is true that the cost management of a travel company when wielded wisely, acts as a crucial bridge between strategy and operational efficiency that can* channel the working of the entire organisation towards the unified aim of achieving competitive advantage/ Every strategic choice that a travel company makes viz costing a tour package, introduction of new product(s)/service(s) to new markets and so on, must be validated by. Its cost implications. Thus, while- costing a product, the tour company should concentrate on the four pivots namely cost consciousness, cost measurement, cost I responsibility and cost improvement.

Let's discuss, how to prepare a cost sheet of FIT, GIT and other tours.

Cost sheet ofxy travel company New Delhi for the Year

Tour cost sheet is a statement designed to show total costs along with the break up of tour costs, je information incorporated in cost sheets are collected / derived from the confidential tariff. The confidential tariff is prepared after negotiating the quoted by the. suppliers like Hotels, Airlines, Railways and others. A confidential traffic is also if spared by the handling agency / destination company.

There is no fixed form for the preparation- of a initial tariff and tour cost sheet But in order to make the cost sheet more useful, it is usually prepared in columns form i.e. transfer sightseeing, hotels etc.

Advantage of A Tour Cost Sheet

- It discloses the total tour costs and the cost per Pax.
- It enables the tour company to keep a close watch, and control over costs.
- It helps in fixing up the selling price more accurately.
- It helps .the tour company to submit quotations.

Tour Pricing

Tour pricing is generally based on various factors which are internal as well as external such as nature of product, life, cycle of product, types of tourist markets, destinations, nature of markets, competition, seasonality, national tourism policy, political conditions, and world events etc. There are several methods of pricing a package tour which are widely used by the tour companies (individually and collectively). The main are as:

A Cost Oriented Pricing Strategies

- Cost-plus pricing
 - Marginal Cost

- Total Cost
- Mark Up Cost
- Rate of Return pricing

B Market Oriented Pricing Strategies

- Discriminatory pricing
- Backward pricing
- Market penetration pricing
- Slamming pricing
- Bundle pricing
- Yield management
- Going rate pricing
- Loss-leader pricing

C Product Line Pricing Strategies

D Industry/Competition Oriented Pricing Strategies

- Tender pricing
- Differentiated pricing

Whatever pricing policy is adopted, a tour company has to take into consideration, the: o: Market segmentation”

- Potential tourist’s perceptual assessment
- Analysis of competitor’s pricing strategy
- Assessment of the composition of the product
- Analysis of external factors like political instability, events and other problems
- Image of the destinations

New Delhi for the Year _____

Name of Tour _____ GIT/FIT		No. of Pax _____								
Tour Code _____		Period _____								
Rate of Exchange _____										
Day/ Date	Sector	Transportation				Hotels				
		Transfer		Sightseeing		Single	Double	Meal Plan	Extra	Or. Services
		Car		Coach						
		AC	Non AC	AC	Non AC	AC	Non AC	AC	Non AC	
Total tour cost										

A Specimen of Tour Cost Sheet

Economic impact of tourism

Objective: At the end of this lesson you shall be able to

- explain economic impact of tourism.

Impact of Tourism

The impacts of tourism can be sorted into seven general categories:

- 1 Economic
- 2 Environmental
- 3 Social and cultural
- 4 Crowding and congestion
- 5 Services
- 6 Taxes
- 7 Community attitude

Economic Impacts of tourism Positive

- Contributes to income and standard of living
- Improves local economy

- Increases employment opportunities
- Improves investment development and infrastructure spending
- Increases tax revenues
- Improves public utilities infrastructure
- Improves transport infrastructure
- Increases opportunities for shopping
- Economic impact (direct, indirect, induced spending) is widespread in the community
- Creates new business opportunity.

Economic Impacts of tourism Negative

- Increases price of goods and services
- Increases price of land and housing
- Increases cost of living

- Increases potential for imported labor
- Cost for additional infrastructure (water, sewer, power, fuel medical, etc.)
- Increases road maintenance and transportation systems costs
- Seasonal tourism creates high-risk, under- or unemployment issues
- Competition for land with other (higher value) economic uses
- Profits may be exported by non-local owners
- Jobs may pay low wages.

Income and employment: Tourism industry holds a tremendous potential for the Indian economy. For many developing countries tourism has become one of the major contributions to social and economic development. The tourism industry is a prime source of Foreign Exchange revenue. For example, it contributes 70% of GDP in Maldives. A recent report of ASSOCHAM shows that an investment of Rs. 10 lakh in tourism in India can generate 89 jobs, as against 45 jobs in agriculture and 13 in manufacturing industry (BSE 2003). Hence the tourism industry can generate good revenue apart from making employment for the society.

Tourism multiplier effect: Tourism not only provides job opportunities in the hospitality section but also encourages tourism in the primary and secondary sections of industry. This is known as the multiplier effect of tourism, which is based on how many times money spent by a tourist circulates through the country's economy.

Money spent in a hotel & travel helps to create jobs directly in the hotel and for the travel agents, but it also creates jobs indirectly elsewhere in the economy. The hotel has to buy raw materials from shops, which in turn buy for the farmer for production. The demand for local economy increases as tourists often buy, which increases secondary employment.

The multiplier effect continues until the money eventually goes out from the economy through imports - the purchase of goods from other countries.

Balance of Payment (BOP) is a statement which records all the monetary transactions made between residents of a

country and the rest of the world during any given period. This statement includes all the transactions made by/to individuals, corporations and the government and helps in monitoring the flow of funds to develop the economy. When all the elements are correctly included in the BOP, it should sum up to zero in a perfect scenario. This means the inflows and outflows of funds should balance out.

A country's BOP is vital for the following reasons:

- BOP of a country reveals its financial and economic status.
- BOP statement is an indicator to determine whether the country's currency value is appreciating or depreciating.
- BOP statement helps the Government to decide on fiscal and trade policies.
- It provides important information to analyze and understand the economic dealings of a country with other countries.

By studying its BOP statement and its components closely, one would be able to identify trends that may be beneficial or harmful to the economy of the country and thus, then take appropriate measures.

Foreign exchange

Foreign exchange (or) forex is the conversion of domestic country currency into another according to necessity. In India, the currency is valued according to the supply and demand chain.

It works according to the market which determines the value (exchange rate) of the majority of the currencies. The main source of foreign exchange is derived from

- Export goods and services from domestic country to foreign country
- Direct investment for foreign
- Payment loans and interest to International trade organisation.

It is very important because of the exchange rate, the price of one currency in terms of another, helps to determine a nation's healthy economy and also the well-being of the people necessary in it.

Impact on ecology & environment in tourism

Objectives: At the end of this lesson you shall be able to

- narrate the socio - economic impacts of tourism
- describe the socio - cultural impacts of tourism
- explain the socio - cultural impact of tourism
- describe the temple town Sri Kalahasti
- define the environmental impact analysis
- explain environmental impact assessment
- understand the importance of environmental audit
- describe the ecological restoration and rehabilitation.

Socio- economic implications of developments in the field of transport

The following effects and implications have been observed by experts:

- Developed transport networks have led to mass movements from rural areas to urban areas. This migration pattern had become more prominent during the eighties and nineties of the last century. The

major metropolises of the country are the coveted destinations of most of the rural youth. Further, rural people prefer to move to cities that are in the immediate vicinity of their respective villages.

- Economic development has been facilitated by the road networks in rural areas. Farmers are able to market their agricultural and farm products with ease. Pucca roads are available in many a village of India.
- Vast road and rail networks have also led to the development of eco tourism, farm tourism and heritage tourism. But the government and private entrepreneurs must not be complacent over this trend. There is a lot of potential in the field of tourism after the development of road and rail networks.
- Logistics management is easier and better today than it was nearly forty years ago. That is because efficient rail, road and air networks have facilitated the movement of cargo, perishable goods and other materials that are used by various components of the tourism industry.
- Inland water transport system has not been fully developed in India. There is a great scope of its development and contribution towards the travel and tourism industry. The responsibility for developing this network lies with the State. That is because a private firm cannot develop waterways. There is a proposal to link the Indian rivers to help such states as are drought-affected most of the times. If this system is developed by keeping the need of the travel and tourism industry, domestic and international tourists would certainly use these facilities. Thus, water management would be coupled with water transport.
- Private airlines are making air transport competitive and efficient. These trends are healthy and ought to continue.
- Private bus operators and coach services for tourists are available only in major cities. Small cities that have tourism potential must also have such services. Private firms can take the initiative in this context.
- Vast road and rail networks have increased employment levels in cities. Airlines also employ staff to facilitate their businesses.
- Intra-city transport networks have been strengthened. But this feature is prominent only in 4 metropolitan cities and 400 other cities of India. Rural areas of India must have facilities related to tourism and travel. These facilities are available but these are not of high quality.
- Inter-modal transport systems in the context of tourism administration have boosted the economies of all the major transport industries, namely, air, road, water and rail transport.
- People, especially tourists, are now more keen to comfortably and luxury even if they are on religious tours. They want their family members to travel comfortably. Thus, they do not mind paying extra for

such services as were hitherto deemed out of reach, flamboyant and costly by them. Air travel is an example in this context.

- Tourists demand full value for the money spent by them in transport systems. They expect railway stations to be clean, coaches to be spick and span, aircraft to be the role models of efficiency and luxury and cruise liners to be synonymous with floating paradise. As many of them do not undertake long tours (for 15 - 20 days) quite often due to their busy schedules, they try to extract the maximum out of their currently planned travel and tour itineraries.
- Many businessmen couple business with family trips and tours to famous cities or historic spots. This trend has been catching up at a fast pace in India. We have discussed it elsewhere in this volume.

Cultural implications of developments in the field of transport

The following cultural implications have been observed in the context of development of transport networks in India:

- People travel to far off places with ease. They mingle with people of different regions and tribes. These interactions have developed a national spirit that binds the nation as a unique cultural entity (despite the differences in individual cultures and value systems). Example : North Indians visit Chennai and enjoy south Indian festivals.
- Cultural programmes and festivals also involve people of different races. Even foreigners take pride in witnessing the cultural performances of India. This was made possible because of the provision of facilities related to travel and transport. Example : Indian and foreign tourists visit Goa and attend the famous Goa Carnival during December each year. The parade on December 25 brings several thousand people on the streets of Goa.
- Transport networks have increased interest of tourists (domestic and foreign) in various cultural festivals and competitions. They either witness such competitions or are proud to participate in the same.
- Many festivals and cultural programmes have become so famous that these have acquired international recognition. This was made possible because of the developments in transport networks. People were able to visit the sites of these festivals and fairs and publicise them through word-of-mouth campaigns. Example: Snake boat races of South India, Kullu Dussehra, Mysore Dussehra, Baisakhi of Punjab, Pongal, Onam, Holi, Lohri and Deepavali are some of the festivals that have been acknowledged as mirrors of Indian culture and art forms. The famous Sun Temple of Konark is the venue of dance festival in December every year. Goa's Carnival is also world famous. Dandiya of Gujarat is attended by millions; so is Ganesh Puja in Maharashtra. The Durga Puja festival (in West Bengal) attracts visitors from India and

abroad. The holy shrine of Vaishno Devi (near Jammu) can be approached (from Katra) by a helicopter. Indian Airlines is organising flights to Leh, which is the roof of the world. Many other examples can be quoted in this context.

Impact of tourism on ecology and environment

Environmental

Areas with high-value natural resources, like oceans, lakes, waterfalls, mountains, unique flora and fauna and great scenic beauty attract tourists and new residents (immigrants) who seek emotional and spiritual connections with nature.

Environmental Impacts of tourism

Negative

- Pollution (air, water, noise, solid waste, and visual).
- Loss of natural landscape and agricultural lands to tourism development.
- Loss of open space.
- Destruction of flora and fauna (including collection of plants, animals, rocks, coral, or artifacts by or for tourists).
- Degradation of landscape, historic sites and monuments.
- Water shortages.
- Introduction of exotic species.
- Disruption of wildlife breeding cycles and behaviors.

Positive

- Protection of selected natural environments or prevention of further ecological decline.
- Preservation of historic buildings and monuments.
- Improvement of the area's appearance (visual and aesthetic).
- A "clean" industry (no smokestacks).

Social and Cultural

Social and Cultural Impacts of tourism.

Negative

- Excessive drinking, alcoholism and gambling.
- Increased underage drinking.
- Crime, drugs and prostitution.
- Increased smuggling.
- Language and cultural effects.
- Unwanted lifestyle changes.
- Displacement of residents for tourism development.
- Negative changes in values and customs.
- Family disruption.
- Exclusion of locals from natural resources.

- New cliques modify social structure.
- Natural, political and public relations.

Positive

- Improves quality of life.
- Facilitates meeting visitors (educational experience).
- Positive changes in values and customs.
- Promotes cultural exchange.
- Improves understanding of different communities.
- Preserves cultural identity of host population.
- Increases demand for historical and cultural exhibits.
- Greater tolerance of social differences 9 Satisfaction of psychological needs.

Environmental impact analysis

In this step, we need to understand the general transport environment, which is unique as compared to other activity centres of logistics. Transportation is affected by 5 factors as follows :-

- **Consignor:** He is the firm or firm that, sends goods to his clients or consignee. In the parlance of tourism administration, he could be a producer of raw materials, foodstuff, clothes, garments, machinery, beverage, liquor etc. The consignor could also be a tourist who may be trying to send his goods from one country to another. He must be aware of such factors as nature of goods produced by him, perishable nature of goods etc. The organisation must also have a loading system and godown to facilitate efficient transportation of the products being produced by it.
- **Consignee:** He is the person or firm that would actually receive goods and consume these. Normally, it is a hotel, tourist resort, restaurant, disco club, bar, Highway motel theme park etc. Goods received by it are used in various activities that, in turn, increase the influx of tourists. The organisation must also have an unloading system and godown to store the products being received by it.
- **State:** In India, the government influences the policies and activities related to logistics. It decides the rates of fuels, prices of automobiles (through various tax regimes), parts of automobiles, octroi duties and other taxes. The transporter passes these costs on to the client. Thus, the client is directly affected by the changes in transport policies of the State, which may be changed from budget to budget. Many transport carriers like the TCI are controlled by the government. Further, the government is also responsible for developing rail, road, water and air networks. Transporters cannot execute these Herculean tasks. Thus, the government builds the infrastructure that supports the activities related to logistics.
- **Masses:** The masses demand products at various locations. The firms that supply these goods to the

masses must deliver the right quantities at the right places and at the right time. Moreover, the masses need the products at right prices. The natural corollary of this fact is that transport costs must not be very high, lest the ultimate customers should avoid buying these goods. If a marketer tries to reduce the delivery time, the cost of transportation increases and vice versa. Further, safety norms must also be adhered to during the course of actual physical transportation of goods. Finally, the government also regulates such activities of transport systems as generate pollution or other hazards. Note that provision of a healthy pollution-free environment to the citizens of a country is the responsibility of the State. That is why, Delhi has become the only city in the world to have a local public transport system with CNG as its basic fuel. In the context, of logistics, the government can take steps to protect the ecology and environment of the country. It is quite natural that the transporter as well as the client would have to conform to such norms. Environmental Impact Analysis (technical facts) has been discussed in Chapter 9.

- **Transporter:** The carrier or transporter of goods is a private business firm in most of the cases.. Its objective is to maximise profits and minimise costs. He has to pick the goods from a common collection point (at the origin) and deliver the same to a common delivery point (destination). Nowadays, door-to-door cargo services are being provided by many a transporter. These services are efficient, fast and costly. Goods are picked up from the godown or office of the client and delivered to the godown or office of the client at the destination city/town.

Environmental impact assessment

Environmental impact assessment is, in its simplest form, a planning tool that is now generally regarded as an integral component of sound decision making. As a planning tool, it has information gathering and decision making components, which provide the decision maker with an objective basis for granting or denying approval for a proposed development.

Some definitions of the EIA are as follows:

- It is a process, which attempts to identify, predict and assess the likely consequences of proposed development activities.
- It is a planning aid that is concerned with identifying, predicting and assessing impacts arising from the proposed activities such as policies, programmes, plans and development projects, which may affect the environment.

The purpose of the environmental: assessment process is to:

- support the goals of environmental protection and sustainable development;
- integrate environmental protection and economic decisions at the earliest stages of planning an activity;

- predict environmental, social, economic, and cultural consequences of a proposed activity and also, to assess plans to mitigate any adverse impacts resulting from the proposed activity; and
- provide for the involvement of the public, and government agencies during the reviews of such proposed activities.

Balanced assessment of effects on the environment should encompass a number of considerations. Depending on the nature, scope and significance of the project or proposal, the assessment may include considerations of ecological, economic, cultural, aesthetic, health and safety, social and amenity impacts in relation to the decisions on the sustainable management of natural and physical resources.

Environmental Impact Assessment is a planning tool. Its main purpose is to give the environment its due place in the decision making process by clearly evaluating the environmental consequences of a proposed activity before an action is taken. The concept has ramifications in the long run for almost all the development activities because sustainable development depends upon protecting the natural resources that are the foundations for further development.

The requirement of a State to conduct Environmental Impact Assessment in respect, of activities that are likely to significantly affect the environment has been reflected in Principle 17 of the Rio Declaration on Environment and Development.

The directive of environmental management should be to achieve the greatest benefit presently possible for the use of natural resources without reducing their potential to meet the future needs and carrying capacity of the environment. Taking environmental considerations into account in development planning does not imply that the pace of socio-economic progress would be slowed down. Further, taking environmental considerations into account in various phases of the project cycle must not be seen as placing undue constraints on a country's development options. If a project is to be suspended on environmental grounds, alternative opinions that are environmentally sound must be provided to meet the country's needs in the context of her development. Moreover, implications of environmental impacts assessed from the global point of view cannot be translated into specific actions in the developing countries.

For most of the projects, especially those involving large public investments in areas such as infrastructure, an Environmental Impact Assessment (EIA) exercise should be carried out and linked to the cost-benefit analysis being carried out with respect to such projects.

The objective of the EIA is to ensure that environmental aspects are addressed and potential problems are foreseen at the appropriate stage of project design. The EIA should be enlarge as an integral part of the planning process and initiated at the project level from the very beginning.

Various guideline on the EIA are as follows :-

- Preliminary activities include the selection of a coordinator for the EIA and collection of background information. This should be undertaken as soon as a project has been identified.
- Impact identification involves a broad analysis of the impacts of project activities with a view to identifying those, which require a detailed study.
- Baseline study entails the collection of detailed information and data on the conditions and status of the project site prior to the implementation of the project.
- Impact evaluation should be done, wherever possible, in quantitative terms and should include working out of potential mitigation measures. Impact evaluation cannot proceed until the project alternatives have been defined; however, it should be completed early enough to permit decisions to be made in a timely fashion.
- Assessment involves combining environmental losses and gains with economic costs and benefits to create a complete account of each project alternative. Cost-benefit analysis should include environmental impacts where these can be evaluated in monetary terms.
- Documentation is done to describe the work done under the EIA. A working document is prepared to provide clearly stated and argued recommendations for facilitating immediate actions. The working document should contain a list of project alternatives, with comments on the environmental and economic impacts of each one of those alternatives.
- Decision making begins when the working document reaches the decision maker. He would either accept one of the project alternatives, request further study or reject the proposed actions altogether.
- Audits are done to determine how close to reality the EIA predictions were.
- On the contents of the EIA, the law asks for submission of a written document to a designated agency or decision making body, describing the environmental impact of a proposed project and/or alternatives and mitigating measures (and their assessments). This document should contain:
 - a description of the proposed activity;
 - a description of the potentially affected environment, including specific information necessary for identifying and assessing the environmental effects of the proposed activity;
 - a description of practical alternatives as appropriate;
 - assessment of the likely or potential environmental impacts of the proposed activity and alternatives, including the direct, indirect, cumulative, short-term and long-term effects;

- identification and description of measures available to mitigate adverse environmental impacts of the proposed activity and alternatives and an assessment of those measures;
- an indication of gaps in the knowledge and uncertainty, which may be encountered in compiling the required information;
- an indication of whether the environment of any other State beyond national jurisdiction are likely to be affected by the proposed activity and possible alternatives; and
- a brief non-technical summary of the information provided under the above headings.

Environmental audit

Environmental audit is the assessment of the compliance of environmental administration and performance of an operating business with environmental protection requirements, with sound environmental practice in general and in tune with the principles of sustainable development. Environmental auditing is mandatory only in the cases stipulated by law.

Environmental audits are being used as a tool to test the effectiveness of environmental effects at local levels.

An environmental audit is a systematic, independent and internal review to check whether the results of environmental work tally with the stipulated targets or not. An environmental audit also focuses on whether the methods used to achieve goals are effective. The work of an environmental audit is a study of documents and responses to see whether there are any deviations between targets and results. This is done by interviewing key people in the organisation. An environmental audit would confirm whether or not the environmental targets have been attained.

The concept of environmental auditing is closely related to monitoring, norms and standards, which are as follows:

- **Environmental Monitoring:** It is a systematic observation of the state of the environment and of the factors influencing it. Its main purposes are to forecast changes to the state of the environment and provide initial data for planning documents, programmes and projects. The procedure of environmental monitoring shall be established by law.
- **Environmental Norms:** These are the reference figures or usage rates of natural resources per production unit established for the quality of the environment or volume of wastage.
- **Environmental Standards:** These are the documents that set up rules, guidelines and numeric values defined by the involved parties and regulating activities or results of activities, which either have or are likely to have impact on the state of the environment. During a typical environmental audit, a team of qualified inspectors, either employees of the organisation being audited or experts from some other organisation, conducts a comprehensive examination of a plant or facility to

determine whether it is complying with environmental laws or not. Using checklists and audit protocols and relying on professional judgment and evaluations of site-specific conditions, the team systematically verifies compliance with stipulated requirements. The team may also evaluate the effectiveness of systems in place to manage compliance and assess the environmental risks associated with the facility's operations.

Ecological restoration and rehabilitation

Rehabilitating degraded land areas

Rehabilitation of degraded land areas and restoration of eco systems have become increasingly important elements of resource conservation throughout the world. Rehabilitation, which aims to revive important ecological elements on a degraded land, is becoming particularly important in mountainous regions, arid lands and irrigated crop lands. In mountainous areas, loss of forest and vegetation covers has often increased soil erosion. Arid die terrain has suffered due to declining soil fertility and increased erosion, which is a result of agriculture and overgrazing. Resource productivity has declined in crop lands, mountainous regions and arid zones of developing countries. Irrigated croplands have also been degraded by salinization, waterlogging and alkalinization.

Restoring degraded land areas

Attempts for restoration are being done to bring lands (modified by human use) back to their natural stages. As the determination of the pre-disturbance state of most of the eco systems is difficult and eco systems continually change, complete restoration is rarely a realistic goal. But an "approximate creation" of natural communities is becoming central to efforts to maintain biodiversity and restore important ecological reserves of mother earth.

Physical and biological interventions

Both restoration and rehabilitation make use of physical and biological interventions. Physical interventions include drainage systems in water-logged lands, check dams or contour plowing to slow down erosion rates, covering barren land with fertile soil brought from outside. Biological interventions include growing grass to slow down the erosion process, nitrogen-fixing trees to increase the nutrient content of soils, planting trees in draught-affected

areas and hillside afforestation. Rehabilitation often makes use of species since the primary goal is to restore critical ecological services. In contrast, restoration attempts to restore the natural complements of such species.

Eco system restoration does not always requires interventions, however. Like natural processes, many eco systems would return to a state that would be similar to their pre-disturbance condition, if the populations of the original species still exist nearby. How long this natural recovery takes depends upon the type of the eco system and the type of disturbance. Natural recovery of slash-and-burn agricultural sites requires more than a century but sites cleared by bulldozer may take 1,000 or more years to recover. Similarly, sites in tropical lowlands and Wet and dry forests require nearly 1,000 and 150 years, respectively, to recover from timber harvest. Lands degraded by unplanned mining may also take hundreds of years to come back to previous state.

If an eco system has been physically transformed, or if pre-disturbance species cannot disperse to the site, natural processes alone would not be able to restore it. Numerous lakes throughout the world and the prairies of central North America have been fundamentally changed by introduced species and cannot return to their natural states unless the exotic species are removed. Elsewhere, soil erosion, salinization or the loss of mycorrhizal mutualists has changed ecological systems so radically that native species cannot be established without such interventions as seeding, planting, inoculation of soils with mycorrhizal fungi and weed, fire, or predator control.

Ecomark logo

An Earthen Pot has been chosen as the logo for the Ecomark Scheme in India. The familiar earthen pot uses a renewable resource like earth, does not produce hazardous waste and consumes little energy while cooking food. Its solid and graceful form represents both strength and fragility, which also characterises our sensitive eco system.

It also shows its environmental message. Its image has the ability to reach people and can help to promote greater awareness of the need to be kind to the environment. The logo for the Ecomark Scheme signifies that the product, which it carries, does the least damage to the environment.

Travel agencies & tour operation

Objective: At the end of this lesson you shall be to

- **travel agencies, tour operation - role & growth**
-

Travel Agencies Meaning, Role**Origin of travel agency : thomas cook's adventures**

The origin of professional travel started in 1841. Thomas Cook was the first man who worked on the idea of organizing and selling travel and services related to it. A Baptist preacher of Derbyshire wanted to hire a train to take his friends of the Temperance Society from Leicester to Loughborough and bring them back. Thomas Cook accepted the challenge. A few weeks later, 570 passengers were transported by the Midland Counties Railway. The propaganda caused a sensation and a second trip had to be arranged.

In 1843, Cook took 3000 children from Leicester to Derby. The Liverpool-Canterbury trip of 1845 was a grand success. Cook thought of all the possibilities regarding fixed accommodation and basic amenities that could be provided to passengers during their journey. He made a preliminary survey of accommodation and facilities and published a handbook of the trip to Liverpool. From 1848 to 1863, Cook conducted circular tours of Scotland with 5,000 tourists a season. By the mid-nineteenth century, it became customary for a larger social group to spend holidays away from home. In 1851, he was offered a great opportunity of conducting excursion trains to the Great Exhibition of 1851. Cook transported 16,500 people to and from the Crystal Palace. In 1856, he organised a great "ground circular tour of the continent." The tour was so successful that he had to repeat it after six weeks.

In 1862, Paris Excursions were the first package tour of Cook in which, transport and accommodation were arranged before hand. In 1863, Cook visited Switzerland where his ideas were welcomed by hotels and railway authorities. After that, he visited Italy and surveyed the tourist attractions and facilities available there. In 1860, Cook introduced a coupon system to acquire railway and hotel facilities. By the 1890s, 1,200 hotels throughout the world accepted his coupons. In 1865, he established his first office by the name of Thomas Cook and Son in London. Later, his son took the charge the London office.

In the year 1880, John Mason Cook came to India and established his office in Bombay (now Mumbai) and then, in Calcutta (now Kolkata). Taking advantage of nineteenth century advances in transport technology and hotel business, Thomas Cook and Sons brought about a revolution in the arena of travel and tourism. It was now an industry. Equipped with Cook's hotel and rail coupons, the tourist could enjoy uniform prices and standards of food and accommodation. The tourist was made comfortable for the first time through a professionally managed organisation. This was new trend !. Earlier,

travellers used to decide their tour programmes and suffer. But Cook had taken the burden of planning their trips and executed these plans with an amazing finesse.

In 1898, the management of the company passed on to three sons of John Mason Cook. Three aspects of travel were involved in the business of the Cooks at the time of John Mason Cook's death. These were—selling tours, travel and shifting. After the Second World War, the British government took over the company. In 1972, the company was sold to Midland Bank Consortium by the British government. The company has 700 offices around the world at present.

Thus, we can conclude that Thomas Cook was the father of modern travel agency.

Modern travel agency

The scope of the activities of the modern travel agency involves the following:

- To give advice to the potential tourist on the merits of alternative destination.
- To make necessary arrangements for a chosen package, which involves the booking of accommodation, transport modes, transfers to and from airports, sight seeing and half-day or full-day excursions in the cities visited by the tourist.

A travel agent can be considered to be a useful intermediary (retailer) as he has accumulated knowledge, expertise and contacts with providers of services (wholesalers).

The functions of travel agency depend upon the scope of activities it is involved in and also, its size and location.

Departmental & Organisational Setup of Travel Agents**Travel agency function**

Travel agency's main function is to act as an agent, selling travel products and services on behalf of a supplier. Consequently, unlike other retail businesses, they do not keep a stock in hand. A package holiday or a ticket is not purchased from a supplier unless a customer requests that purchase. The holiday or ticket is supplied to the agency at a discount. The profit is therefore the difference between the advertised price which the customer pays and the discounted price at which it is supplied to the agent. This is known as the commission. In many countries, all individuals or companies that sell tickets are required to be licensed as a travel agent

Other commercial operations are undertaken, especially by the larger chains. These can include the sale of in-

houseinsurance, travel guide books, and public transport timetables, car rentals, and the services of an on-site bureau de change, dealing in the most popular holiday currencies.

A travel agent is supposed to offer impartial travel advice to the customer. However, this function almost disappeared with the mass market package holiday, and some agency chains seemed to develop a “holiday supermarket” concept, in which customers choose their holiday from brochures on racks and then book it from a counter. Again, a variety of social and economic changes have now contrived to bring this aspect to the fore once more, particularly with the advent of multiple, no-frills, low-cost airlines.

Types of travel agent

There are three different types of agencies LIKE multiples, miniples, and independent agencies. Multiples comprises a number of national chains, often owned by international conglomerates It is now common for the large mass market tour companies to purchase a controlling interest in a chain of travel agencies, in order to control the distribution of their product.

Independent agencies usually cater to a special or such as the needs of residents in an upmarket commuter town or suburb, or a particular group interested in a similar activity, such as sporting events, like football, golf, or tennis.

Procedure for approval of Travel Agents, Tour operators by Department of Tourism Government

Start a travel agency

- 1 Follow the procedure explained below.

Registration of the company

- 2 Select a name for your company, example “News & Kings Tours and Travels”.
- 3 Register the name of the company in the register office.
- 4 Prepare a Logo for the company and register it.
- 5 Register the partnership deal in the register office if the company owned by two or more persons.

Organization of the office

- 6 Locate the office in the market place.
- 7 Fix the board and banner in front of it.
- 8 Arrange a computer with internet connection, scanner and printer.
- 9 Prepare seal with the address of the company.
- 10 Print Letter pad, Receipt and Voucher book with the serial number.
- 11 Print Visiting card.
- 12 Prepare a register for the accounts.
- 13 Appoint a receptionist and office assistant, both with the knowledge of computer.

Opening a current account

- 14 Apply to current account opening in a nationalized bank.
- 15 Prepare the company office for the bank official visit
- 16 Ensure that officials satisfied with the company arrangements.
- 17 Start to operate the account after the positive intimation of bank.

Develop the company

- 18 Follow the criteria given in the box and develop the company into a Private Limited for example “News & Kings Tours and Travels Private Limited”.

Criteria for a Private Limited company

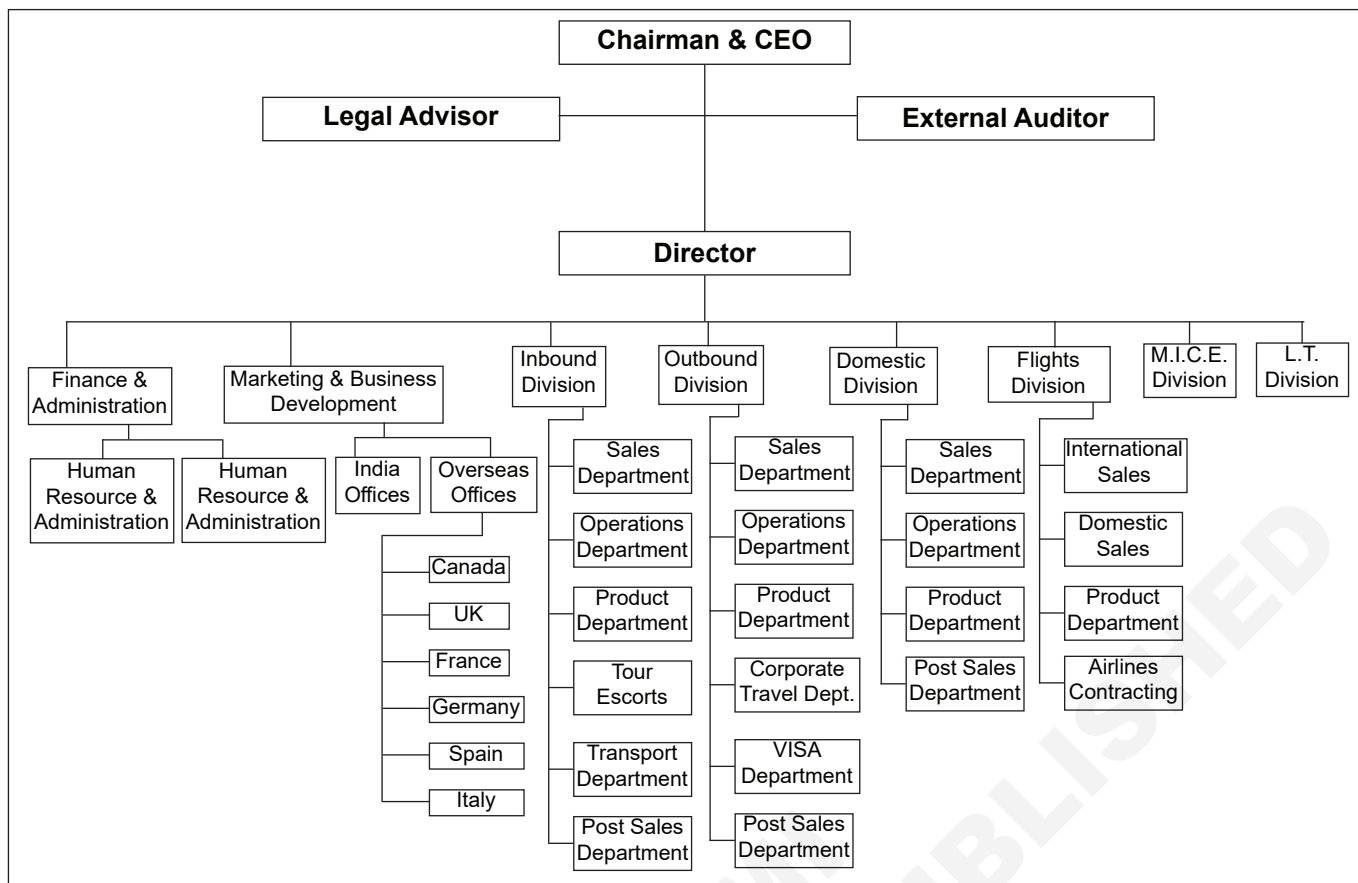
Minimum 20 employs with salary account in the bank
Minimum 20 computer systems with LAN connection
Internet Scanner and printer
Minimum annual transaction 50 lakh Rupees
Applicability of service tax 12.5%

Provision of travel information

When the client or prospective client arrives in the office of the travel agency, he seeks information that would help him undertake the tour. Travel agencies provide necessary information about travel to their clients. This job is performed at a convenient location like an office where the tourist could get information. The travel agent has knowledge of various travel plans. He must be in a position to give up-to-date and accurate information about travel and tour programmes. The travel agent can also employ a marketing executive for this purpose who knows all the details about the travel trade. The travel agent must aware of the needs and interests of the tourist and travellers. The knowledge of foreign languages is a must but a marketing executive or sales executive should communicate with the customer in the language of the latter. In order to achieve good results, the communication must be accurate, effective and forceful.

Coordination with providers of services

Travel agents promise to provide services to customers and also, sell these to customers by taking money in lieu of the services provided. They do so on the behalf of service providers because they are not involved in the process of delivering such services. So, the process requires efficient coordination between the travel agent who promises and the service provider who actually provides the promised services. There must be legal contracts between them so that a travel agency may be able to sell the services without any confusion and chaos during the execution stage. Such service providers include transport companies, hotel proprietors, providers of surface transport like taxis or coaches for transfers to and from hotels and firms involved in sightseeing. In a large travel agency with a worldwide presence, the liaison work involves a great deal of coordination with the service providers.



Future prospects of travel agents: The projected increase is very minimal. but travellers ability to use, Internet to book vocations and plan their own trips, there by the travel agents are suppressed. An increasing number of travel is also expected the booked on mobile services. The transparent functioning of services makes the tourist to choose and fix the travel of their choice.

Every industry trends for innovations and the tourism industry is no exceptional. There are 7 major changes are expected in the hospitality trade. There are;

- 1 Solo travel
- 2 Eco travel
- 3 Bleisure travel
- 4 Robots
- 5 Chatbots and automation
- 6 Artificial intelligence
- 7 Health & organise etc.

Travel agent operations

Objectives: At the end of this lesson you shall be able to

- origin of travel agency
- operations of travel agency
- types of agencies.

Introduction

Tour operator is a far from easy process because their role, activities and form have changed dramatically from the early days when Thomas Cook first organized a package trip by rail in the 1840s. One useful approach is to identify what a tour operator does as a means of establishing their characteristics and form. In simple terms a tour operator will organize, package together different elements of the tourism experience (as shown in Figure 8.1) and offer them for sale to the public either through the medium of a brochure, leaflet or advertisement, or using ICT. If a tour operator is to offer a package, also known as an inclusive tour, it will normally have to include

at least two elements that are offered for sale at the inclusive sale price, and will involve a stay of more than 24 hours in overnight accommodation. These elements normally include transport, accommodation and other tourist services

1 Agent

An agent is a person acting for, or employed by, the principal. If a company appoints another person to act for it in the course of business, that person becomes the agent, whether the appointment is full-time or part-time and whether or not the agent receives a fixed salary or a fee from the company. In a travel agent, any individual

director or employee or a selfemployed person acting for the travel agent is an agent of the company.

A travel agency is a private retailer or public service that provides tourism related services to the public on behalf of suppliers such as airlines, car rentals, cruise lines, hotels, railways, and package tours. In addition to dealing with ordinary tourists most travel agencies have a separate department devoted to making travel arrangements for business travelers and some travel agencies specialize in commercial and business travel only. There are also travel have offices in countries other than where their headquarters are located.

2 Origins of Travel Agency

The British company Cox & Kings is sometimes said to be the oldest travel agency in the world, but this rests upon the services that the original bank, established in 1758, supplied to its wealthy clients. The modern travel agency first appeared in the second half of the 19th century. Thomas Cook, in addition to developing the package tour, established a chain of agencies in the last quarter of the 19th century, in association with the Midland Railway. They not only sold their own tours to the public, but in addition, represented other tour companies. Other British pioneer travel agencies were Dean & Dawson.!!' the Polytechnic Touring Association and the Co-operative Wholesale Society. The oldest travel agency in North America is Brownell Travel; on July 4, 1887, Walter T. Brownell led ten travelers on a European tour, setting sail from New York on the SS Devonian. Travel agencies became more commonplace with the development of commercial aviation, starting in the 1920s. Originally, travel agencies largely catered to middle and upper class customers, but the post-war boom in mass-market package holidays resulted in travel agencies on the main streets of most British towns, catering to a working-class clientele, looking for a convenient way to book overseas beach holidays.

3 Operations of travel agency

A travel agency's main function is to act as an agent, selling travel products and services on behalf of a supplier. Consequently, unlike other retail businesses, they do not keep a stock in hand. A package holiday or a ticket is not purchased from a supplier unless a customer requests that purchase. The holiday or ticket is supplied to them at a discount. The profit is therefore the difference between the advertised price which the customer pays and the discounted price at which it is supplied to the agent. This is known as the commission. In many countries, all individuals or companies that sell tickets are required to be licensed as a travel agent. In some countries, airlines have stopped giving commission to travel agencies. Therefore, travel agencies are now forced to charge a percentage premium or a standard flat fee, per sale. However, some companies still give them a set percentage for selling their product. Major tour companies can afford to do this, because if they were to sell a thousand trips at a cheaper rate, they still come out better than if they sell a hundred trips at a

higher rate. This process benefits both parties. It is also cheaper to offer commissions to travel agents rather than engage in advertising and distribution campaigns without using agents. Other commercial operations are undertaken, especially by the larger chains. These can include the sale of in-house insurance, travel guide books and timetables, car rentals, and the services of an on-site Bureau de change, dealing in the most popular holiday currencies.

The majority of travel agents have felt the need to protect themselves and their clients against the possibilities of commercial failure, either their own or a supplier's. They will advertise the fact that they are surety bonded, meaning in the case of a failure, the customers are guaranteed either an equivalent holiday to that which they have lost or if they prefer, a refund. Many British and American agencies and tour operators are bonded with the International Air Transport Association (IATA), for those who issue air tickets, Air Travel Organisers' Licensing (ATOL) for those who order tickets in, the Association of British Travel Agents (ABTA) or the American Society of Travel Agents (ASTA), for those who sell package holidays on behalf of a tour company. A travel agent is supposed to offer impartial travel advice to the customer. However, this function almost disappeared with the mass-market package holiday and some agency chains seemed to develop a 'holiday supermarket' concept, in which customers choose their holiday from brochures on racks and then book it from a counter. Again, a variety of social and economic changes have now contrived to bring this aspect to the fore once more, particularly with the advent of multiple, no-frills, low-cost airlines.

4 Organization of travel agents

Whilst the businesses in this sector can be broadly split into the independent travel agencies and the multiples who are owned and operated by tour operators and other tourism concerns, two basic principles characterize success in each: good quality customer service and management. In terms of management, controlling costs, ensuring highly motivated staff are employed and building upon a customer base through word of mouth are all critical. The independent agencies, which are manager-owned and typically employ fewer than five staff, contrast with the larger chain agencies, located in prominent high street or shopping mall locations, which have high passer-by traffic. Travel agents typically deal with a diverse range of tasks including:

- making reservations.
- planning itineraries (including complex round-the-world travel).
- calculating fares and charges.
- producing tickets advising clients on destinations, resorts, airline companies and a wide range of travel products.
- communicating with clients verbally and in writing.
- maintaining accurate records on reservations.

- ensuring racks are stocked well or supplies are kept in-house.
- acting as intermediaries where customer complaints occur.

Not only do travel agency staff need technical skills in reading timetables, calculating fares and an ability to write tickets, they also need good interpersonal skills in closing a sale and in being able to use technology (e.g. CRS). Agents also need to be able to explain the growing complexity of air fares and the conditions attached to them in simple, plain English. An agency manager will have to be able to manage a group of staff and will also be engaged in the financial management of accounts and cash flow, the invoicing of clients and the controlling of expenditure in running the business. Above all, it is critical to ensure all staff provide a high level of customer service so as to make sales and build the client base. To do this:

- Customers must be greeted warmly, typically with a smile.
- Staff must ensure high standards of dress, appearance and personal grooming as
- Customers are influenced by first impressions; their personal posture, manner and
- Body language are also important as being alert, attentive and willing to empathize and match client needs with available products is key
- All staff must be polite and able to express themselves clearly, while always maintaining eye contact
- Telephones must be answered promptly and courteously.

In selling a product, a set sequence is usually adhered. This illustrates the consumer psychology of a holiday purchase, where an agent will need to gradually understand what the consumer wants, how to fulfil that demand and the type of interaction that is sought. In particular, a process of search, evaluation and re-evaluation goes on in the agency or on a return visit if the client takes away brochures to assess product offerings. The agent has a critical role to play, not necessarily in providing definitive answers, but in guiding the consumer, presenting options (and in managing their dismissal) until a suitable product is located. It is clear that this is a time-intensive undertaking and, therefore, it is apparent why many consumers will go through this process using technology such as the worldwide web as well as using a travel agency.

5 Commissions

Several areas of a travel agency's focus pay commissions to the agency which becomes its principal income. These are mainly car rentals, cruise lines, hotels, railways, sightseeing tours, tour operators, etc. A fixed percentage of the main element of the price is paid to the agent as a commission. Commissions are not paid on the Tax component of the price. However regarding air travel, commissions are becoming a thing of the past. In the United States, most airlines pay no commission at all to travel agencies. In this case, an agency usually adds a

service fee to the net price. Reduced commissions have taken place since 1995, when first commission reductions hit North America: a cap of \$50 on return trips and \$25 on one way. In 1999 European airlines began eliminating or reducing commissions, while Singapore Airlines did so in parts of Asia. In 2002 Delta Air Lines announced a zero commission base for USA and Canada; after a few months United Airlines, American Airlines, Continental Airlines, Northwest Airlines, US Airways and American Trans Air joined Delta.

Types of agencies

There are three different types of agencies in the UK: multiples, miniples and independent agencies. The former comprises a number of national chains, often owned by international conglomerates, like Thomson Holidays, now a subsidiary of TUI AG, the German multinational. It is now quite common for the large mass-market tour companies to purchase a controlling interest in a chain of travel agencies, in order to control the distribution of their product. (This is an example of vertical integration.) The smaller chains are often based in particular regions or districts. In the United States, there are four different types of agencies: mega, regional, consortium and independent agencies. American Express and the American Automobile Association (AAA) are examples of mega travel agencies. Independent agencies usually cater to a special or niche market, such as the needs of residents in an upmarket commuter town or suburb or a particular group interested in a similar activity, such as sporting events, like football, golf or tennis. There are two approaches of travel agencies. One is the traditional, multi-destination, outbound travel agency, based in the originating location of the traveler and the other is the destination focused, in-bound travel agency, that is based in the destination and delivers an expertise on that location. At present, the former is usually a larger operator like Thomas Cook, while the latter is often a smaller, independent operator.

6 Travel agencies in the 21st century

With general public access to the Internet, many airlines and other travel companies began to sell directly to passengers. As a consequence, airlines no longer needed to pay the commissions to travel agents on each ticket sold. Since 1997, travel agencies have gradually been disintermediated, by the reduction in costs caused by removing layers from the package holiday distribution network. However, travel agents remain dominant in some areas such as cruise vacations where they represent 77% of bookings and 73% of packaged travel. In 2009, the market size for travel agencies experienced a sharp decline, dropping from \$17 billion the previous year to \$14.5 billion. In response, travel agencies have developed an internet presence of their own by creating travel websites, with detailed information and online booking capabilities. Major online travel agencies include: Expedia, Voyages-sncf.com, Travelocity, Orbitz, CheapTickets, Priceline, CheapOair, Webjet, and Hotwire.com. Travel agencies also use the services of the major computer reservations systems companies, also known as Global

Distribution Systems (GDS), including: SABRE, Amadeus CRS, Galileo CRS and Worldspan, which is a subsidiary of Travelport, allowing them to book and sell airline tickets, hotels, car rentals and other travel related services. Some online travel web sites allow visitors to compare hotel and flight rates with multiple companies for free. They often allow visitors to sort the travel packages by amenities, price, and proximity to a city or landmark. Travel agents have applied dynamic packaging tools to provide fully bonded (full financial protection) travel at prices equal to or lower than a member of the public can book online. As such, the agencies' financial assets are protected in addition to professional travel agency advice. All travel

sites that sell hotels online work together with GDS, suppliers and hotels directly to search for room inventory. Once the travel site sells a hotel, the site will try to get a confirmation for this hotel. Once confirmed or not, the customer is contacted with the result.

This means that booking a hotel on a travel website will not necessarily result in an instant answer. Only some hotels on a travel website can be confirmed instantly (which is normally marked as such on each site). As different travel web sites work with different suppliers together, each site has different hotels that it can confirm instantly. Some examples of such online travel websites that sell hotel rooms are Expedia, Orbitz and World Hotel-Link.

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Travel terminology

Objective: At the end of this lesson you shall be to

- **practice travel terminology.**

Travel Trade Abbreviations

A4A	Airlines for America	ATB	Air Transport Association of America
AACO	Arab Air Carriers Organisation	ATC	Air Traffic Control
AAPA	Association of Asia Pacific Airlines	ATK	Available Tonne Kilometre
AASA	Airline Association of Southern Africa	ATM	Air Traffic Management
ABTA	Association of British Travel Agents	ATN	Aeronautical Telecommunication Network
ACAC	Arab Civil Aviation Commission	ATNS	Air Traffic and Navigation Services
ACAS	Airborne Collision-Avoidance System (ICAO)	ATS	Air Traffic Services
ACC	Airport Consultative Committee (IATA)	ATS/DS	Air Traffic Services Direct Speech
ACI	Airports Council International	ATSP	Air Traffic Service Providers
AEA	Association of European Airlines	AUC	Air Transport Users Council
AECMA	European Association of Aerospace Industries	AWB	Air Waybill
AFCAC	African Civil Aviation Commission	BAR	Board of Airline Representatives
AFRAA	African Airlines Association	BCBP	Bar Coded Boarding Passes
AFTN	Aeronautical Fixed Telecommunications Network	BG	Board of Governors (IATA)
AGM	Annual General Meeting (IATA)	BITA	Bilateral Interline Traffic Agreement
ALPA	Air Line Pilots Association	C of A	Certificate of Airworthiness
ALTA	Association of Latin American Air Transport	C of R	Certificate of Registration
AIMS	Air Navigation Services	C/I	Counterindemnity Agreement (BSP)
AOC	Air Operator's Certificate	CAA	Civil Aviation Authority
API	Advance Passenger Information	CAAC	Civil Aviation Administration of China
APIS	Advance Passenger Information Systems	CACConf	Cargo Conference
APU	Auxiliary Power Unit	CANSO	Civil Air Navigation Services Organisation
ARINC	Aeronautical Radio Inc (US)	CAPPS II	Computer Assisted Passenger Pre-screening System
ASA	Air Services Agreement	Cargo-IMP	Cargo Interchange Message Procedures
ASEAN	Association of South East Asian Nations	CASE	Computer Aided Software Engineering
ASECNA	Agence pour la Securite de la Navigation Aerie en Afrique et a Madag	CAT	Clear Air Turbulence
ASO	Agency Services Office	CAT 1,2,3	Categories defined by ICAO for bad weather Landings
ASPA	Association of South Pacific Airlines	CATB	Cargo Agency Training Board
ASTA	American Society of Travel Agents	CBP	Customs and Border Protection
ATAC	Air Transport Association of Canada	CBPP	Cargo Business Processes Panel
ATAG	Air Transport Action Group	CBT	Computer Based Training
		CDA	Continuous Descent Approach
		CFIT	Controlled Flight Into Terrain
		CFMU	Central Flow Management Unit

CITES	Convention on International Trade in Endangered Species of Wild Fauna and Flora	GDS	Global Distribution System
CNSC	Cargo Network Services Corporation (wholly owned subsidiary of IATA)	GNSS	Global Navigation Satellite Systems
CNS	Communications	GPS	Global Positioning System (US)
CRS	Computer Reservations System	GPWS	Ground Proximity Warning System
CUSS	Common Use Self-Service	GSA	General Sales Agent
CUTE	Common User Terminal Equipment	GSP	Ground Service Provider
CVR	Cockpit Voice Recorder	GTAA	Greater Toronto Airport Authority
DFDR	Digital Flight Data Recorder	HF	High Frequency
DGCA	Directorate General of Civil Aviation (various countries)	IACA	International Air Carrier Association
DGR	Dangerous Goods Regulations	IAPA	International Airline Passengers Association
DOT	US Department of Transportation (also refers to Dept of Transport in many countries)	IATA	International Air Transport Association
EAG	European Action Group	IATAN	International Airlines Travel Agent Network (wholly owned subsidiary of IATA)
EASO	European Aviation Suppliers Organisation	IATF	International Airline Training Fund
EATCHIP	European ATC Harmonisation and Integration Programme	ICAO	International Civil Aviation Organisation
EBAA	European Business Aviation Association	ICCS	IATA Currency Clearance Service
ECAC	European Civil Aviation Conference	ICH	IATA Clearing House
ECTAA	Group of National Travel Agents' and Tour Operators' Associations within the EU	IFALPA	International Federation of Airline Pilots Associations
EDI	Electronic Data Interchange	IFATCA	International Federation of Air Traffic Controllers' Associations
ERA	European Regions Airlines Association	IFSP	In-flight security personnel
ET	Electronic Ticketing	ILS	Instrument Landing System
ETS	Emissions Trading Scheme	IOSA	IATA Operational Safety Audit
EU	European Union	ISO	International Standards Organisation
EUROCONTROL	European Organisation for the Safety of Air Navigation	ITF	International Transport Workers Federation
FAA	Federal Aviation Administration	ITU	International Telecommunication Union
FAL	Facilitation	JAA	Joint Aviation Authorities (European)
FDA	Flight Data Analysis	JAG	Japan Action Group
FDR	Flight Data Recorder	JAR	Joint Aviation Requirements
FIATA	International Federation of Freight Forwarders Association	LACAC	Latin American Civil Aviation Commission
FIR	Flight Information Region	MANPADS	Man Portable Air Defense Systems
FMS	Flight Management System	MITA	Multilateral Interline Traffic Agreements
FOQA	Flight Operations Quality Assurance	MLS	Microwave Landing System
FUAAV	Federation Universelle des Associations d'Agences de Voyages	MOT	Ministry of Transport (various countries)
GASAG	Global Aviation Security Action Group	MOU	Memorandum of Understanding
GATS	General Agreement on Trade in Services (under WTO)	OECD	Organisation for Economic Co-operation and Development
		PAAST	Pan-American Aviation Safety Team
		PACConf	Passenger Agency Conference
		PATA	Pacific Asia Travel Association
		PNR	Passenger Name Record

PRM	Persons with Reduced Mobility	STB	Simplifying the Business
RFID	Radio Frequency Identification	TCAA	Transatlantic Common Aviation Area
RNAV	Area Navigation	TCAS	Traffic Collision Avoidance System (US-FAA)
RNP	Required Navigation Performance	TSA	Transportation Security Administration
RPK	Revenue Passenger Kilometers	TWIC	Transport Worker ID Card
RSVM	Reduced Vertical Separation Minima	TWOV	Transit Without Visa
RTKM	Revenue Tonne Kilometre	UATP	Universal Air Travel Plan
SATCOM	Satellite Communications System	UFTAA	Universal Federation of Travel Agents' Associations
SMS	Safety Management Systems	VAT	Value-added Tax
SeMS	Security Management Systems	VHF	Very High Frequency
SES	Single European Sky	VSAT	Vectoral Satellite
StB	Simplifying the Business	WHO	World Health Organisation
SITA	Societe Internationale de Telecommunications Aeronautiques	WTO	World Tourism Organisation
SPT	Simplifying Passenger Travel	WTO-OMC	World Trade Organisation (formerly GATT)
SST	Super Sonic Transport	WTTC	World Travel and Tourism Council
STEADES	Safety Trend Evaluation, Analysis & Data Exchange System		

Procedure for approval for travel government department

Objective: At the end of this lesson you shall be to
 • **travel agency approval by government department.**

Procedure of approval

The travel agency should have the following details to apply for approval,

- The should be min 3/4 qualified perms / two in travel & tourism got staff for primary, the owner should be qualified.
- Documents like General service operation.
 - Proof of experience in business operation.
 - Proof of qualification.
 - Company experience in the field for atleast three years.
 - Proof of financial statement.
 - Shop act licence & GST certificate and should work at least 20 hrs/week.
 - Approval from Department of Tourism.
 - Certificate of national association.
 - Trade approval website in the necessary details.

IATA g----- approval

IATA of-- various train comes in air travel & tourism. The candidate should have good knowledge of english reading, writing & spealing -----

The main su----- ----- IATA approval is autho----- the agency to sell international & domestic tickets on behalf of the airlines.

The IATA gives travel agents a travel industry in the desinated code which then all---- agents to book tourism ---- and other business com-----

IATA Rules, regulations & procedure for getting IATA Certificate

Get International Air Transport Association Certificate to the Travel office

- Start a Travel agency.
- Develop the following facilities in your company.
- Apply through the proper form in the Area Head Quarter IATA (Air India Office in Chennai).
- Give the following detailed information about the company.
- Prepare your office for the inspection of IATA officials after the panel screening of application. Make sure that IATA officials satisfied with your company otherwise get the reason and rectify it.
- Apply again and satisfy them during inspection.
- Get the IATA certificate for your company.

Criteria for getting IATA certificate
Should be full fledged company for minimum of 9 to 12 months. Office should be located in the main city area with air conditioner. Minimum 2 employee should possess the IATA certificate. Fully computerized documentation. All computer systems connected with LAN. Internet, Scanner and printer.

Detailed information
1 Background of partners or directors or proprietor and their staff 2 Financial standing/ (capital, investments etc.) 3 Location and area 4 Security measures 5 Present turnover 6 Balance sheet, profit and loss account, names of bankers - 7 Sales figures



APPLICATION FORM FOR APPROVAL AS AN IATA PASSENGER SALES AGENT

The information requested below is required by IATA to assist in determining the eligibility of the applicant for inclusion on the IATA Agency List. Type or print clearly the answers to all questions on this form. Where additional space is required, or where you wish to supplement your answer and there is insufficient space, attach to this form additional sheets containing the data. Retain a copy of this application for your permanent records at the agency location.

NOTE: A separate form is required for each agency location for which approval is sought.

SECTION 1 - IDENTIFICATION OF AGENCY LOCATION FOR WHICH APPROVAL REQUESTED

1.1 Legal name:

1.2 Trade name, if different from 1.1 above:

1.3 Full address of the office for which application for approval is made:

..... Telephone No:

..... Telefax No:

..... E-Mail:

..... Website:

1.4 If registration and/or license is required by law in your country, give:

1. the trade registration or license number of the agency:

2. the date this was granted:

3. please attach a copy of the official certificate of registration and/or license

1.5 Date on which the office for which approval is sought opened as a travel agency.

SECTION 2 - GENERAL INFORMATION

2.1 Is approval sought as:

2.1.1. A head office location YES NO

2.1.2. A branch office location of an IATA Approved Agent YES NO

If Yes:

2.1.2.1 Give name, address, telephone number, e-mail address and IATA Numeric Code of IATA Approved Head Office

..... Telephone No:

..... Telefax No:

..... E-Mail:

..... Website:

IATA Numeric Code: -



- 2 .1.2.2 Is the branch office
- (i) wholly owned by this Head Office? YES NO
- (ii) Wholly managed by this Head Office? YES NO
- 2 .1.2.3 Is this application for an On-line Agency (issuing only Electronic Tickets)? YES NO

2.2 Specify legal status:

- Sole proprietorship partnership limited liability company
- Other (describe).....

2.3 If your travel agency is owned by an organization other than the head office mentioned above, answer the following with respect to the parent organization:

- 1 . What is its legally registered name and address?
-
- 2 . What is the principal business of this organization?
-

SECTION 3 – FINANCIAL INFORMATION OF BUSINESS ENTITY

Specify as applicable:

- 3.1 Registered capital:
- 3.2 Paid-up capital:
- 3.3 Minimum paid-up capital required by the law of your country:
- 3.4 VAT No.
- 3.5 Attach a copy of your current financial statements including balance sheet and profit and loss account certified by a chartered, certified public or certified general accountant.

SECTION 4 - BUSINESS ENTITY OF AGENCY

4.1 If SOLE OWNER:

Name	Address, Telephone, Fax and Email	% of time devoted to the agency business

4.2 If PARTNERSHIP:

Names and Titles of Partners	Address, Telephone, Fax and Email	% of time devoted to the agency business	Financial Interest %



4.3 If CORPORATION:

1. When and where incorporated:

2. Names of shareholders*	Address, Telephone, Fax and Email	% of time devoted to the agency business	Financial Interest % (i.e. share-holding)

* except where your organization is a legal entity whose shares are listed on a security exchange or are regularly traded in an 'over-the-counter' market.

3 . Name and Titles of Directors and Officers

.....

.....

.....

4.4 IF NONE OF ABOVE APPLIES, fully describe the type of business entity, when and where organized and the names and titles of persons holding a financial or managerial interest in the business, the nature and extent of their interest, their address, telephone number, fax number, email address and percentages of their time devoted to the agency business:

.....

.....

.....

SECTION 5 - DETAILS OF OWNERS, MANAGERS AND STAFF OF AGENCY

5.1 Attach a list setting forth the names and experience in the travel industry of managerial personnel and other full-time travel staff members qualified and competent to sell international air transportation and issue travel documents, giving details as follows:

- 1 . Name of manager or staff:
- 2 . Position or title:
- 3 . Date joined agency location for which approval is sought:
- 4 . Name of previous employer(s) and address(es). If previous employer(s) were travel agents, indicate if IATA approved or not:
.....
.....
.....
- 5 . Date(s) of previous employment (month/year):
- 6 Position held during previous employment:

NOTE: List relevant qualifications (Diploma/Certificate certifying the successful completion of an airline or IATA/UFTAA training course or equivalent).



5.2 If any of the questions below are answered in the affirmative, give the name(s) of the agency or agencies and location(s) involved, the relationship of the individual(s) with the agency or agencies, the date of the bankruptcy or default and all pertinent details:

1 . If a sole proprietor, have you:

- | | | | |
|-----|---|------------------------------|-----------------------------|
| (a) | been involved in bankruptcy proceedings? | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| | if so, are you now legally and fully discharged of their obligations by the court involved? | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| (b) | at any time been a director or had a financial interest or a position of management in an IATA Agent which has been removed from the IATA Agency List or which was under notice of default and still has outstanding debts to IATA Members or in an IATA Agent whose debts to IATA Members were met by recourse to a financial bond or guarantee? | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| (c) | been found guilty of willful violations of fiduciary obligations in the course of business? | YES <input type="checkbox"/> | NO <input type="checkbox"/> |

2 . If an unincorporated firm, partnership or association, have any partners or any individual having authorization to act and sign on behalf of such firm, partnership, or association:

- | | | | |
|-----|---|------------------------------|-----------------------------|
| (a) | been involved in bankruptcy proceedings? | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| | If so, are they now legally and fully discharged of their obligations by the court involved? | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| (b) | been a director or had a financial interest or a position of management in an IATA Agent which has been removed from the IATA Agency List or which was under notice of default and still has outstanding debts to IATA Members or in an IATA Agent whose debts to IATA Members were met by recourse to a financial bond or guarantee? | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| (c) | been found guilty of willful violations of fiduciary obligations in the course of business? | YES <input type="checkbox"/> | NO <input type="checkbox"/> |

3 . If a corporation, have any officers, directors or managers:

- | | | | |
|-----|---|------------------------------|-----------------------------|
| (a) | been involved in bankruptcy proceedings? | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| | If so, are they now legally and fully discharged of their obligations by the court involved? | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| (b) | been a director or had a financial interest or a position of management in an IATA Agent which has been removed from the IATA Agency List or which was under notice of default and still has outstanding debts to IATA Members or in an IATA Agent whose debts to IATA Members were met by recourse to a financial bond or guarantee? | YES <input type="checkbox"/> | NO <input type="checkbox"/> |
| (c) | been found guilty of willful violations of fiduciary obligations in the course of business? | YES <input type="checkbox"/> | NO <input type="checkbox"/> |



SECTION 6 – PREMISES OF AGENCY LOCATION FOR WHICH APPROVAL REQUESTED

6.1 What are the normal business hours and days of the week that the office is open:
.....
.....
.....

6.2 Are the premises located at an airport? YES NO

6.3 Describe the means by which the premises are identified as a travel agency:
.....

6.4 Attach a photograph of the exterior and of the interior of the location.

6.5 If an On-line Agency specify URL address

SECTION 7 - SECURITY OF TRAFFIC DOCUMENTS AND AIRLINE IDENTIFICATION PLATES

Applicants will be required to provide evidence at the time of inspection that they meet the requisites for Traffic Document security, as advised by the Agency Services Office.

7.1 Describe the type of facility you have in the agency for the storage of your on-premises working supply of Traffic Documents or other accountable documents:
.....
.....
.....

SECTION 8 - OTHER INFORMATION

8.1 Is the agency a General Sales Agent for any IATA or non-IATA airline? Y ES NO

If yes, specify:
1 . Name of airline(s):
2 . Scope of operation:
3 . GSA territory:

8.2 Provide the names of individuals authorized to sign, on behalf of the applicant, documents which relate to the day-to-day operation of the travel agency:
.....
.....
.....

8.3 Submit in accordance with the attached format, a statement of your current international air passenger transportation sales.



8.4 If approved as an IATA Agent, what do you estimate will be the gross amount of international air transportation sales of IATA carriers at the location for which approval is requested:

(a) In your first year?

(b) In your second year?

8.5 Is your agency an IATA Registered **Cargo Agent**? YES NO

If so, name under which it is registered:

.....
.....
.....

IATA Numeric Code: -

8.6 Attach a sample of your agency's letterhead.

I hereby certify that the foregoing statements (including statements made in any attachment hereto) are true and correct to the best of my knowledge and belief, and that I am authorized by the organization identified in the answer to A. of Part I above to make these statements and file this document.

It is hereby agreed that this application shall become a part of every Sales Agency Agreement signed with Members of IATA for the sale of international air passenger transportation, and as such, all information contained herein will be treated as confidential (excluding the information contained in Section 1). Notwithstanding the foregoing, the applicant authorizes IATA to use and process the information contained in Sections 2.1.2.2, 2.2, 4, 5.1.1 and 5.1.2, in order to produce and distribute databases among the airline industry participants.

The applicant hereby expressly waives any and all claims, causes of action or rights to recovery and agrees to indemnify and hold harmless IATA or any of its Members, their officers, employees, agents or servants, for any loss, injury or damage based upon libel, slander or defamation of character by reason of any action taken in good faith pursuant to this application, including but not limited to a notice of disapproval.

The applicant understands and agrees that if the application for accreditation as an IATA Agent is disapproved, he will not claim any commission, remuneration or compensation for the sale of air transportation over the services of any IATA Member during the period the application was under consideration.

The applicant understands and agrees to pay the application entry and annual fees, in the amounts determined by the Conference in consultation with the Director General and as advised by the Agency Administrator, for inclusion and retention on the Agency List. If the application is rejected, the entry and initial annual agency fees shall be returned to the applicant.

Signature of Applicant

Country

Print/Type Name of Applicant

Date

Title/Position

Note. The application should be submitted to the IATA Agency Services Office and must be complete in all respects before processing can begin.



International Air Transport Association

APPENDIX TO THE APPLICATION FORM IATA PASSENGER SALES AGENT

Guidelines to correctly fill in the application form

- 1.1 – Registered company name. Indicate also the company legal status: LTD, SA, etc.
- 1.2 – In case of an On-Line travel agency please indicate the web address.
- 1.3 – Include all details of the address.
- 2.2 – Specify the travel agency's legal entity: Corporation, Association, Limited Partnership, etc.
- 3.1 – The Registered Capital is the total of the share capital which a limited company is allowed (authorized) to issue. It presents the upper boundary for the actually issued share capital. Shares authorized = Shares issued + Shares unissued.
- 3.2 – The Paid-Up Capital is the amount of share capital paid by the shareholders. This may be less than the called up capital as payments may be in instalments ("calls-in-arrears")
- 3.3 – Indicate the minimum paid-up capital (3.2) required by the law in your country
- 3.4 – Insert VAT number according to the local country format.
- 4.3 – Complete this field except when your organization is a legal entity whose shares are listed on a security exchange or are regularly traded in an 'over-the-counter' market.
- 5.1 - List relevant qualifications (Diploma/Certificate certifying the successful completion of an airline or IATA/UFTAA training course or equivalent).
- 6.1 – Indicate if your travel agency located at any airport.
- 6.2 – The Company must be identified as a place of business for a travel agency.
- 7 – Safe Box is not required.
- 8.1 – According to the resolution 818g Paragraph 2.1.10, a GSA cannot be an accredited IATA travel agency.
- GSA – General sales agent.
 - Airline Representative office or Sales Agent
- 8.4 – Indicate the estimated gross amount of sales of IATA carriers of sales.
- 8.3 & Page 6 – Statement of international sales, only applicable for Res. 800. List of countries below

Afghanistan	Algeria	Angola
Brunei Darussalam	Gambia	Sudan
Burundi	Guinea	Tajikistan
Cape Verde	Islamic	Timor Leste
Christmas Island	Republic of Iran	Turkmenistan
Cocos (Keeling) Islands	Iraq	Uzbekistan.
Comoros	Israel	Equatorial Guinea
Democratic People's Republic of Korea (DPRK)	Laos (Peoples' Democratic Republic)	Guinea-Bissau
Democratic Republic of Congo	Liberia	Libya
Djibouti	Myanmar	Sao Tome and Principe
Eritrea	Sierra Leone	Somalia
Indian Ocean Islands	Armenia	Belarus
Madagascar	Bhutan	Maldives
Seychelles		



Fiscal & Non Fiscal Incentives available to Branch Agencies & Tour Operators

Source of Income of Travel Agency & Tour operator:

To facilities the tour of travel is the objective a.travel agency/ tour operator. For the purpose, they co-ordinate the travel related enterprises and customers. They develop the concept of pleasure of tour. They want to reward for the pleasure they provide.

A travel agent's sources of income are as follows:

Commission on Sale: As a commission agent collects commission by selling the principal's services such as hotel, airlines, transport.

Commission on Services provided/Service charges: The travel agents collect commission from the customers on the facilities, services provided or by coordinating the customers and principals.

Commission from Auxiliary: The travel agency also earn auxiliary services provided as depends as insurance,

travelers cheque, etc.

Income Earned from Short: Term Investment- Travel agents may invest money received from his customers as deposits and earn profit.

Profit from the sale of his Own Tours: Many travel agencies operate their own tours such as sightseeing tour, excursions, hike, etc. and make profits.

Commissions form various service providers

Several areas of a travel agency's focus pay commissions to the agency which becomes its principal income. These are mainly car rentals, cruise lines, hotels, railways, sightseeing tours, tour operators, etc. A fixed percentage of the main element of the price is paid to the agent as a commission. Commissions are not paid on the Tax component of the price.

However regarding air travel, commissions are becoming a thing of the past. Most airlines in the United States pay no commission at all to travel agencies. In this case, an agency usually adds a service fee to the net price.

Tourism marketing

Objective: At the end of this lesson you shall be to

- practice on tourism marketing.

Assessing locality capital investment risk & market potential for opening a travel agency Marketing tourism

There are a number of definitions of tourism marketing. Tourism marketing could be defined as the “Systematic and coordinated efforts exerted by the NTOs and/or the tourist enterprises’ on international, national and local, levels to optimise the satisfaction of tourists, groups and individuals, in view of a sustained tourism growth.”

Krippendorf has defined marketing, in- tourism as follows:

“Marketing in tourism is to be understood as the systematic and coordinated execution of business policy’ by tourist undertakings whether private or state owned at local, regional, national or international level to achieve the optimal satisfaction of the needs of identifiable consumer groups, and in doing so to achieve an appropriate, return.”

According to Poynter (1993), “tour marketing is a systematic process consisting of marketing objective, strategies, schedules, marketing medias, focused on specific market segment and based on a f substantial return on investment.”

World Tourism Organisation (WTO) at Ottawa; Seminar, has defined tourism marketing as a management philosophy which, in the .light of tourist demand, makes it possible through research forecasting and selection of tourism products/services from suppliers. On the line with -organisation’s purpose and tourist satisfaction.”

The following aspects can be identified from the above definitions:

- Tourism, marketing is a thought provoking process.

- Identification and selection of target market.
- Positioning and product life cycle- are important.
- Future tourism marketing strategies.
- Innovative / proactive, marketing.

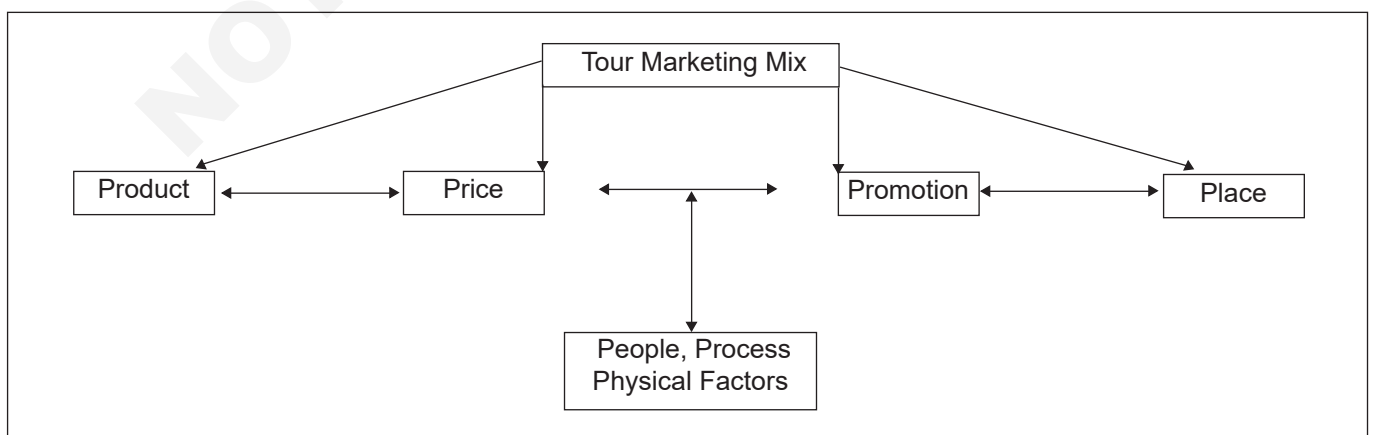
Importance of Marketing in Tourism

Marketing helps to create new customers by way of first identifying their needs and then trying to satisfy these. Customer satisfaction becomes a crucial part of travel sales. The first task of the travel marketer ..becomes identification of the customer needs in order to guide the development of the suitable products and services, and the second task is to motivate all the potential customers, through .various means; to purchase those products and services; The objective of marketing in tourism can, therefore, be stated to be as attracting and motivating all the potential customers or users of tourist services to a particular, destination and not to another.’

Tourism marketing, therefore, begins by a detailed assessment of the actual and potential demand and, on this assessment, development of facilities and services for use by customers.

‘Tourist demand’ can be- divided into ‘actual’ and ‘potential; ‘actual’ demand represents those who actually travel to a certain tourist destination while ‘potential’ demand is the number- of persons who fulfil the basic elements of travel and- .are, therefore, in a position to travel.

Marketing of tourist product has certain-peculiar characteristics. Although general principles of marketing which have proved quite effective in the marketing of tourist, product,’ there are certain differences in approach.- These differences- are because ,6^ the peculiar character of the tourist product:



Product	Price	Promotion
* Service	* Market Oriented	* Advertising
* Quality	* List reductions	* Sales Promotion
* Range	* Cost	* Personal selling
* Brand Name	* Backward	* Public relations
* Benefit	* Penetration	* Direct marketing
* Guarantee	* Skimming	* Sponsorship
	* Credit terms	
Place	People, Process and Physical Evidence	
* Location	Roles People play	
* Accessibility	* Customer satisfaction	
* Convenience	* Creativity	
* Transport	* Customer involvement	
* Vendors	* Peripheral	
* Channels	* Simplicity	

Product

Product is one of the five basic elements in the marketing mix. The effectiveness of planning the marketing mix, depends as much as on the ability to select the right target market as on devising a product which will generate high levels of the satisfaction. The tourist has to believe, that the product offers added value in order for it to be successful. Decisions, regarding the formulation of product involve the following factors:

- Services
- Competitiveness of Competitors
- Quality
- Brand Name
- Features and benefits
- Govt. rules and regulations
- Carrying capacity of the tourist destination
- Attitude of host population
- Competitions
- Socio - Economic development

Price

The pricing policy selected for tour package is often directly related to the performance of its future demand. Setting the right price is also crucial to the profitability of the tour enterprises. Thus, of all the decisions in marketing mix, pricing decisions are the hardest to make. The reasoning behind this is that the seasonality of demand and perishability of the product. The price of a tour package determines its life in the market. Thus, a tour planner should add value while determining the price of a package tour.

Moreover, the tour costing and pricing manager must consider the following factors that influence price policies of a tour operator:

- Extent of the competition
- Psychological considerations
- Special promotional price
- Product Quality
- Product distinctiveness
- Methods of distributions

Taking into consideration above factors, a tour operator applies the following:

- Penetration pricing
- Skimming pricing
- Rate of return pricing
- Cost plus pricing
- Market - oriented pricing
- Backward pricing

Promotion

The aim of promotional activities is to create demand for a product or service. Promotion is a broad term that includes advertising, personal selling, public relations, publicity and sales promotion, activities. To sell the tour package it is necessary to:

- attract attention
- create interest
- create market
- create desire

Role of travel agency & its functions

Objective: At the end of this lesson you shall be to
 • **practice on travel agency - role - function.**

Travel Agencies Meaning, Role

Origin of travel agency: Thomas cook’s adventures the origin of professional travel started in 1841. Thomas Cook was the first man who worked on the idea of organizing and selling travel and services related to it. A Baptist preacher of Derbyshire wanted to hire a train to take his friends of the Temperance Society from Leicester to Loughborough and bring them back. Thomas Cook accepted the challenge. A few weeks later, 570 passengers were transported by the Midland Countries Railway. The propaganda caused a sensation and a second trip had to be arranged.

In 1843, Cook took 3000 children from Leicester to Derby. The Liverpool-Canterbury trip of 1845 was a grand success. Cook thought of all the possibilities regarding fixed accommodation and basic amenities that could be provided to passengers during their journey. He made a preliminary survey of accommodation and facilities and published a handbook of the trip to Liverpool. From 1848 to 1863, Cook conducted circular tours of Scotland with 5,000 tourists a season. By the mid-nineteenth century, it became customary for a larger social group to spend holidays away from home. In 1851, he was offered a great opportunity of conducting excursion trains to the Great Exhibition of 1851. Cook transported 16,500 people to and from the Crystal Palace. In 1856, he organised a great “ground circular tour of the continent.” The tour was so successful that he had to repeat it after six weeks.

In 1862, Paris Excursions were the first package tour of Cook in which, transport and accommodation were arranged before hand. In 1863, Cook visited Switzerland where his ideas were welcomed by hotels and railway authorities. After that, he visited Italy and surveyed the tourist attractions and facilities available there. In 1860, Cook introduced a coupon system to acquire railway and hotel facilities. By the 1890s, 1,200 hotels throughout the world accepted his coupons. In 1865, he established his first office by the name of Thomas Cook and Son in London., Later, his son took the charge the London office.

In the year 1880, John Mason Cook came to India and established his office in Bombay (now Mumbai) and then, in Calcutta(now Kolkata). Taking advantage of nineteenth century advances in transport technology and hotel business, Thomas Cook and Sons brought about a revolution in the arena of travel and tourism. It was now an industry. Equipped with Cook’s hotel and rail coupons, the tourist could enjoy uniform prices and standards of food and accommodation. The tourist was made comfortable for the first time though a professionally

managed organisation. This was new trend!. Earlier, travellers used to decide their tour programmes and suffer. But Cook had taken the burden of planning their trips and executed these plans with an amazing finesse.

In 1898, the management of the company passed on to three sons of John Mason Cook. Three aspects of travel were involved in the business of the Cooks at the time of John Mason Cook’s death. These were—selling tours, travel and shifting. After the Second World War, the British government took over the company. In 1972, the company was sold to Midland Bank Consortium by the British government. The company has 700 offices around the world at present.

Thus, we can conclude that Thomas Cook was the father of modern travel agency.

Growth of travel agency : American Express company Two largest travel agencies, Thomas Cook and Son and the American Express Company started in the same year, 1841. Thomas Cook first persuaded a railway company to carry a train load of passengers while Henry Wells started his freight business in the USA at the same time. Initially, Henry Wells started his business as a shifter; later on, he established the well-known company of America known as Wells Fargo.

Besides selling tours, the company dealt in banking. It deals in traveller’s cheques and international currency transactions. It also purchases and sells foreign currencies. The company is also dealing in credit cards (popularly called AMEX). These cards are used all over the world and the CC holder can buy international air tickets, pay hotel bills and buy other things that are of interest to him. The company also gives life insurance and general insurance facilities to its clients.

The functions of travel agency depend upon the scope of activities it is involved in and also, its size and location.

Functions of a travel agency

Some of the major functions of a travel agency are as follows.

Marketing and promotion of tour packages

In order to succeed in the highly competitive markets of today, travel agencies promote themselves through the following methods:

- Advertisements in local and regional newspapers, which are read by the prospective clients.
- Advertisements in magazines related to the travel trade, namely, Trav talk, Go Now, Where, Travel & Tourism etc.

- Supply of printed material like leaflets and small brochures through newspapers to clients.
- Despatch of E-mail messages to the E-mail accounts of clients.
- Despatch of SMS and MMS messages to the cellular phones and palm-top notebooks of clients through the Net.
- Letters (with specific offers) to those clients who have already availed the services of the travel agency in the past.
- Telephonic marketing activities; for such activities, a nice looking well-dressed lady is told to call prospective clients from the office of the agency. If the client is interested, he is called to the office of the travel agency and the tour package is sold to him by a senior marketing executive.
- Personal selling efforts; these are undertaken by large travel agencies of the metropolises to sell tour packages to corporate clients, rich businessmen and MNCs.
- Participation in fairs related to the travel and tourism industry.

PoP material that is on-display in the racks placed at the reception of the office of the travel agency. Prospective clients (and even the existing ones) come to the office, pick the leaflets (which describe various tour packages) and decide after they discuss the modalities with the marketing executive of the travel agency.

Sub voce : The travel agency coordinates with the producer of basic travel and tourism services. In fact, it keeps in touch with such producers on a regular basis. The policies and various packages (services and products) of these producers are also promoted by the travel agency from time to time in its own promotional campaigns. Thus, the travel agency represents the commercial interests of the producers whose products and/or services it intends to sell in the targeted market niches.

Provision of travel information

When the client or prospective client arrives in the office of the travel agency, he seeks information that would help him undertake the tour. Travel agencies provide necessary information about travel to their clients. This job is performed at a convenient location like an office where the tourist could get information. The travel agent has knowledge of various travel plans. He must be in a position to give up-to-date and accurate information about travel and tour programmes. The travel agent can also employ a marketing executive for this purpose who knows all the details about the travel trade. The travel agent must be aware of the needs and interests of the tourist and travellers. The knowledge of foreign languages is a must but a marketing executive or sales executive should communicate with the customer in the language of the

latter. In order to achieve good results, the communication must be accurate, effective and forceful.

Coordination with providers of services

Travel agents promise to provide services to customers and also, sell these to customers by taking money in lieu of the services provided. They do so on the behalf of service providers because they are not involved in the process of delivering such services. So, the process requires efficient coordination between the travel agent who promises and the service provider who actually provides the promised services. There must be legal contracts between them so that a travel agency may be able to sell the services without any confusion and chaos during the execution stage. Such service providers include transport companies, hotel proprietors, providers of surface transport like taxis or coaches for transfers to and from hotels and firms involved in sightseeing. In a large travel agency with a worldwide presence, the liaison work involves a great deal of coordination with the service providers.

Planning and costing of tours

Before planning a tour for his prospective customer, a travel agent must answer the following questions:

- Who are the potential buyers and where do they live?
- What are their likes and dislikes ?
- What are their travel purposes and interests ?
- Where do they prefer to buy ? .
- what are their transport preferences ?
- What are their entertainment preferences ?
- Whether they would mix business with excursion ?
- What are their budgets ?
- What are their special preferences if they are travelling along with their families, elders, children with disabilities etc ?
- Would they be regular clients of the agency ?
- When would they like to start their itineraries ?
- When they would like to end such itineraries ?

The present-day buyer is whimsical and fussy. A travel agency plans his tour after understanding his needs and budget. According to his needs, a travel agent or executive of the travel agency coordinates with tour operators, transporters, airlines, hotel owners etc. Then, he makes a plan and performs the costing exercise for the tour. He tries to provide him best facilities at least costs. If the tour to be planned is a foreign tour, the duties of a travel agent are tough. He arranges airline tickets, gets passport stamped for visas, purchases foreign currency on the behalf of his customer and prepares the comprehensive (and an exact) tour itinerary. Therefore, the tour arranged by the travel.

Mode of transportation in different locations

Objective: At the end of this lesson you shall be able to

- **practice on mode of transportation in different locations.**
-

Role of transportation in tourism

Abstract: Transportation and travel can be discussed without taking tourism into consideration, but tourism cannot thrive without travel. Transportation is an integral part of the tourism industry. It is largely due to the improvement of transportation that tourism has expanded. The impacts on the ecology, degradation of destination sites, tourist experience, and economy has called for a better management of resources. In biodiversity-rich areas, opening of sensitive and fragile areas through improved infrastructure and service may prove detrimental to the ecology of the place. In the light of such issues, it is important to re-think the role of transportation in areas such as these. Though careful planning of the components of the destination is done to ensure sustainability, transportation is seldom considered in the process and due to this a number of biodiversity-rich areas have been destroyed due to the easy access.

1 Introduction

The state of natural attractions and tourism management has been the focus of much research over the years. Tourism affects all aspects of the natural environment. There is a need to study the “environmental inter-relationships ... especially in ecologically sensitive areas such as small islands, reefs, desert oases, and tropical habitats” as these areas most often offer the “greatest tourism potential” (Inskeep, 1987, P 120). Degrees of impact vary according to the number of tourists, the resilience of the ecosystem to the pressure wrought by tourism, time, the changing fashions in tourism, and the transformational nature of tourism itself (Bums and Associates, 1989).

Transportation links the various destinations and ferries people, goods, and services. Tourism is all about travel; and the role of transportation in its operation is vital. It is largely due to the improvement of transportation that tourism has expanded. The advent of flight has shrunk the world, and the motor vehicle has made travel to anywhere possible. This reality coupled with changing work patterns and innovative marketing has driven international mass tourism through the years.

Culpan (1987, p 546) identified transportation modes and management as the “important ingredients of the international tourism system,” acknowledging that linkage by air, sea and land modes is essential for the operations as well as the availability of support services such as fuel stations, auto repair, motels and rest facilities for land travel.

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Advances in transportation have widely eased travel. It is attributed to the ease and accessibility of modern transport that has spurred the widespread growth of nature tourism within the United States and overseas (Honey, 1999). The increase in the number of visitors to what were once remote areas has resulted in degradation and damage of the resources prompting the need to re-evaluate the role of transportation in the exercise. Impacts of tourism development include soil erosion or compaction, clearance of vegetation to give way to roads and tourism facilities, recreation use of off-road vehicles, trail bikes, snowmobiles, horses, and even the trampling of pedestrians (Buckley, 1996). The careful planning of sensitive areas which includes the utilization of zoning to determine areas for facilities and tourist activities and to protect natural areas and discourage development, and the planning of roads, hiking and riding trails should be integrated into the natural environment (Inskeep, 1987).

2 Transportation in tourism

Croall (1995, p 1) was exhaustive in his criticism of what he called “the spectre of tourism” which he sees as slowly ruining erstwhile pristine landscapes, quaint communities, as well as polluting the air and water, trivializing cultures, and degrading life on this planet. He puts the blame on poor or lack of visitor management and the level of accessibility of the destination area. Accessibility and tourism activities have broken barriers and opened formerly off-the-beaten-track areas to visitors through aggressive marketing of some far-off paradise with the availability of transport.

Transportation in tourism is most often seen as just part of the tourism system which is in charge of bringing the tourists to the destinations, a means of getting around the place and leaving it once the duration of the trip is over. Page and Lumsdon (2004) contend that the transportation system of a tourist destination has an impact on the tourism experience which explains how people travel and why they choose different forms of holiday, destination, and transport. The improvement in transportation modes plus low fares has increased the accessibility of areas once considered off-the-beaten-path. Access to tourism sites vary according to the nature of the site, the state of infrastructure, and the efficiency of the public transport system.

The OECD (1988 as cited in Button, 1993) came out with a table outlining the major impacts of transportation on the environment. For land transportation, the rail and roads impact wildlife and habitat when these pass through natural areas, creating divisions in an otherwise contiguous plain. Emissions from road and air transport are the common

sources of greenhouse gases and industrialization has not helped much in curtailing the sources. "The transport sector is responsible for over a quarter of the world's primary energy use, and for about 54 percent of all world oil consumption" (Peters, 2000, p 110). Air and noise pollution accounts for the engine noise from planes, motor vehicles, construction, overhead cable cars, as well as human voices and footfalls (Buckley, 1996).

2.1 Access and Modes

Tourism and accessibility may be linked to the level of degradation of the destination. Issues arising from this include the concept of carrying capacity, impacts per capita, and visitor 1768 Proceedings of the Eastern Asia Society for Transportation Studies, Vol. 5, pp. 1767 - 1777,2005 management. How these issues are managed is reflective of the type of tourism being advocated by the operator, the community as well as the government.

Accessibility can make or break a destination. There are two streams of argument here: one involves the number of visitors and the other involves number of visitors per capita. The first contend that too much access brings in a bigger number of people that can increase the level of degradation, decrease the experience, and impact the natural state of the resources. The second argument takes into consideration the ratio of visitors to the host population and the level and type of impacts created.

On the issue of carrying capacity, Inskeep (1987) acknowledges the fact that areas such as small islands, arid and coastal lands, reefs, mountains and lakes are vulnerable to tourist overuse and overdevelopment and proposes that carrying capacity should be a part of the comprehensive regional and site-specific analysis and planning process. And "it is important to distinguish between capacity based on tourist acceptability and that predicated on environmental deterioration because the two may not be the same" (Inskeep, 1987, p 121).

Fennell (2003) and Honey (1999) cited the experience of the Galapagos Islands in Ecuador wherein the increase in access started a chain of problems: in the 1970s access to the islands was through cargo ships from Ecuador's main port in Guayaquil which plied the islands every three months or so but the growing popularity of the islands as a nature enclave spurred the boating business to expand from just five small boats in the early 70s to forty-two by 1980; and when the United States military base on Baltra accommodated regular commercial airlines, visitor number quickly grew to unsustainable proportions as crowding on trails and the monitoring of visitor movement became inefficient with the lack of qualified guides. Immigration escalated as higher paying jobs were on hand which led to the introduction of new species such as goats and rats which in turn endangered the species endemic to the island (Honey, 1999).

Ratio of visitor to host population should be kept at a level wherein the community is comfortable with the level of influx of visitors and there is no conflict regarding resources. Many researches have covered the problems of areas wherein the local community has been alienated

by the tourism development in their area. Worse, aside from being banned from using the beaches as these are for the exclusive use of hotel guests, oftentimes locals suffer power and water shortages just so that hotels have air conditioning and running water at all times.

An increase in visitor number means a lot of things: congestion on the roads and trails, increase in pollution level (both noise and air), more trash to contend with, insufficient infrastructure to support the increase, as well as the impacts on the environment and wildlife. The telling disappearance of the golden toad in the Monteverde Cloud Forest Reserve in Costa Rica is one case where numbers fell from 1,500 in 1987 to virtually zero within two years has been attributed to the increase in tourism of the area (Honey, 1999).

Independent Digital (UK) Ltd. (2004) ran an article regarding how "cheap flights and a fascination with the environment" has contributed to the degradation of natural areas. It is so easy now to hop on a plane and reach one's destination within the day, factor in the cheap prices and a destination area is immediately swamped with visitors. 171)9

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The modes we choose and how we travel are indicators of our level of awareness. Some tour operators give options to their clients while others just group them together to get the best out of a deal. As argued earlier, access to places would rather be organically developed or planned with the conservation of nature in mind. And the impacts of transportation on the environment have been an issue through the years. The Kyoto Protocol is seen as the instrument to force industrialized countries to reduce emissions, yet still has to prove its worth.

As with the arguments regarding economics, Ozbay, K. et al. (2003) theorized that having a reliable and efficient transport infrastructure is a key factor in a region'S economic welfare. They utilized several accessibility indexes such as Hansen's (1959), Ingram's (1971), and those of Black and Conroy's (1977) to check the performance of a transport network and came up with a conclusion that a region with good access ensures the efficient operations of manufacturing, retail, labour, and housing markets. The relation between being an economic success and accessibility is logical in the sense that the flow of goods and services are unhampered. This logic can be abused by governments willing to sacrifice the environment for steady cash flow. The question of sustainability and economic issues again enter the picture.

2.2 Day Trips and the Automobile

The impact of automobiles in tourism can be observed in the increasing number of daytrips and leisure travel. Most trips to the countryside are common and most utilize automobiles, which can take their toll on the resources. Nelson and Wall (1986) investigated the relationships of the changing transport network of Vancouver Island and confirmed the observations of Rajotte (1972) and

Lundgren (1982) that established tourist destinations decline in importance once a more accessible destination is opened elsewhere. It was the extensive use of the automobile that initiated the changes on Vancouver Island, even the coastal liners and passenger trains gave in to the competition it posed.

In a study done by Capineri and Spinelli on the impacts of day tourism on the environment, they were able to identify three types of buffers that correspond to how tourist populations converge into a resort, with patterns influenced by “existing networks and by connections with the inland” (Capineri and Spinelli, 2002, p 196). It follows that the more connected a resort is, the more extensive its area of attraction; while smaller buffers have a limited catchment area due to the lack of transport networks. The resulting patterns were then used to identify the areas where traffic management systems should be employed.

2.3 Transport Strategies

Transport strategies reflect the values of those in the business. In Farrell and Runyan (1991, p 31), different transport-tourism management approaches are suggested: one is “to ‘harden’ the resource by paving, fencing, restricting, or directing traffic or by other means to facilitate more intensive use”; others include regulation using land use, limiting/prohibiting access dependent on the nature of the site, pricing is also a much debated alternative, and the use of visitor traffic management schemes such as private-public transport linkages, speed limits, group size and characteristics, and marketing. Since transportation is a derived demand then 1770

Proceedings of the Eastern Asia Society for Transportation Studies, Vol. 5, pp. 1767 - 1777, 2005 knowing the target population would greatly help in determining the most suitable modes of transport for certain areas.

Another strategy utilized in transportation management includes the creation of land use policies, by regulating location, scale, density and design of activities, which have an impact on traffic flows. It can also be utilized to adjust urban development around the needs of the public transport system to create a balanced passenger demand. The promotion of nonmotorized and public transport is emphasized and the involvement of users is encouraged in decision-making and in mitigating the negative effects of transport. Though land-use planning alone cannot resolve unsustainable transport patterns, it can help reduce the number of unnecessary trips, prevent activity fragmentation and provide opportunities for other more environment-friendly modes of transport (Herala, 2003).

Finally, the issue on tourism sustainability and transport can be noted when access to attractions that give destinations their tourism appeal are either off-limits or limited (Ayala, 1996). Reasons vary from the need to rehabilitate due to too much stress because of heavy visitation to non-accommodation of tourists to preserve a site. Mowforth and Munt (1998) point out that motorized vehicles are now being restricted in nature areas. The

fact that the automobile is one of the most unsustainable modes of transport, this move is indeed good news. For countries with a high level of car ownership and use, this could be an issue regarding freedom and rights. Though this issue may not be of much concern in Third World Countries (TWCs), special cases such as the “highway ... built through the Metropolitan National Park in Panama City, [which is] the largest area of tropical rainforest within the boundaries of a city” and the use of wildlife safari vehicles in East Africa is worth investigating (Mowforth and Munt, 1998, p 118). In the final analysis, it is how people travel, how the destinations are being packaged, and the stand of the governments on ecotourism as reflected by the regulations, which are crucial in determining the level of sustainability.

3 Planning issues

The role that transportation plays in the planning of natural areas as destination sites involves various players and the consideration of the needs of the community it will serve. Transportation sometimes does not stimulate the desired tourism development and therefore it is important to understand the central position of transport in destination development if the destination’s growth process is to be understood.

3.1 The Tourists

The reality that there has been an increasing demand for natural areas as destination sites, whereas there has been a marked decline in the quality and quantity of natural areas due to the increase in tourism. Analyses of tourism movement shows that it is based on the concept of seasonality: preferred climates, location, and schedules of activities such as festivals and the like (Bums and Associates, 1989). An association can also be drawn between the type of tourist being catered for and the impacts their activities have on the environment.

Holden (2000) identified psychocentrics composed of self-inhabited, nervous and nonadventurous individuals who prefer a high level of tourism development; and the allocentrics composed of confident, experimental and adventurous individuals who prefer 1771 Proceedings of the Eastern Asia Society for Transportation Studies, Vol. 5, pp. 1767 - 1777, 2005 non-institutionalized tourism. In Dufus and Dearden’s study (1990, as cited in Hvenegaard, 1994) wildlife tourists were classified based partially on the physical rigor and interest level; they came up with the specialists who required little infrastructure, interpretative or management facilities and whose presence is absorbed by existing support systems; while generalists were less ambitious and usually came in large numbers, were not particularly interested in the site’s attraction and therefore relied heavily on infrastructure. Areas visited by generalists should have a good management plan in place to offset the impacts of the added pressure of their presence.

The concern for the welfare of tourists has always been the priority for an economically driven business. Most travel and tourism researches have focused on how to improve the system of catering to their needs such as easing transfers, the right accommodation, food, and the

types of activities offered. It would seem that the world revolved around the tourists and everyone in the industry bowed to follow and cater to their whims. Through the years, a change of focus has been encouraged from an anthropocentric to an ecocentric perspective. The new environmental paradigm was spurred by sustainability issues and the reality that present development is deemed “inconsistent with the world’s environmental carrying capacity” (Weaver and Lawton, 2002, p 343).

3.2 The Stakeholders

The sustainability issue between tourism and transportation is perceived differently by the local government, the operators, and the various organizations. It is important and essential to the success of a plan that a tourism strategy takes into consideration the various roles of the stakeholders in making the practice more sustainable. Brohman (1996) believes that the state and the market should establish the parameters wherein tourism development will serve both the interests of the state and the public. The importance of the role of non-government organizations (NGOs), community groups, and the local government in the planning of the destination areas is stressed.

In a survey done of two hundred and twenty-one ecotour operators showed that their concern regarding overdevelopment, loss of pristine environments, and traditional cultures are not as keen as those of the academics; but they recognize the increase in environmental awareness and the need to introduce more sustainable development values in the products and practices of the industry (Lew, 1998).

Doolan (1994) acknowledges that tour operators are keen on the travelling aspect of ecotourism, it is important that travel is undertaken. As for operators, this group is concerned with bringing tourists to the destinations: issues on accessibility, modes, accommodation, and group size to spectacular but remote areas are taken into consideration. National park rangers, on the other hand, would be looking at the viable number of people that the site can accommodate at anyone time. The number that the resources can support and the influence of the visitors on the habits of the animals are weighed. Tourists are more concerned with the value for their money, the quality of the attractions, and the depth of the experience.

Ceballos-Lascurain (2001) sees NGOs as the link between tourism and biodiversity conservation. He cites the role of international NGOs such as WWF, IUCN, Conservation International (CI), and The Nature Conservancy, in furthering the goals of biodiversity conservation through research, outreach, and community empowerment. NGOs can also police how the government has been acting on its policies regarding tourism and development.

Tourism’s sustainability is linked to factors such as a country’s tourism policies, the operators’ attitudes and vision, and the vigilance of NGOs and advocacy groups. McKercher (1993a as cited in Fennell, 2003) cited four reasons which can lead to the downfall of sustainable tourism and wherein three are relevant to the argument. This includes the nonrecognition of tourism as a “natural

resource-dependent industry,” the reality that tourism is “electorally weak” and so support from the government is not sufficient, and the “lack of leadership” to drive the industry. The third point may be linked to the fact that tourism is an international industry and that each country tries to get a piece of the returns so that it is run haphazardly with profits determining its course.

Travis (1985, p 98) acknowledged the fact that “tourism is an internationally ‘traded’ commodity.” Tourism is indeed a global industry which encourages national governments to make the most of their natural attractions in exchange for the foreign revenue brought in by international tourists. Government tourism agencies have created their own marketing mechanisms to promote the natural attractions in their area, most popular of which would be the packaged trips to natural areas for a number of days doing the sights and preferred activities.

It is important that decision-making involves all sectors taking into consideration the national planning objectives especially when a tourism development entails infrastructure such as roads, airports, power and water supply as these will benefit and have an impact not just the development itself but on the local community as well (Brohman, 1996).

3.3 Visitor Management

The deterioration of trails due to the onslaught of visitor numbers has led to different strategies to limit, reduce or prohibit the opening of areas to tourism. The role of transportation in managing visitors and resources is analysed in the light of reducing impacts to the destination area.

The effective management of resources requires a good measuring tool to quantify the resources of a site. Inskeep (1987) suggests that to come up with a basis for tourism planning a “thorough and systematic environmental analysis” should be done which includes a site’s carrying capacity. This way visitor access to environmentally critical areas may be controlled, appropriate sites for tourist facilities may be mapped out, and vulnerable areas will be safeguarded. Another thing pointed out is the importance in defining carrying capacity based on tourist acceptability and one that is anchored on the environment (Inskeep, 1987). Buckley (1996) relates that the number of visitors and their behavior is considered a “major management issue for many conservation reserves worldwide.”

A strong public transport system, the application of appropriate traffic management schemes, and good linkage with the programs of ecotour operators may alleviate impacts. Coleman’s (1997) study of visitor traffic in North York Moors National Park was aimed in getting the views of both visitors’ and residents’ on the traffic, the environmental and visitor management system employed at the park. It also wanted to formulate a most suitable visitor traffic management scheme that would discourage the reliance on private vehicles and 1773 Proceedings of the Eastern Asia Society for Transportation Studies, Vol. 5, pp. 1767 - 1777, 2005 encourage use of public transport. From the results of the study, to encourage modal shift, information on the current usage of public

transport and the reasons why tourists/visitors do not utilize it is essential (Coleman, 1997).

Several regulatory instruments have been formulated to control the environmental impacts of transportation. A review of the economic policy instruments and transport indicators was done by Acutt and Dodgson (1997). Economic instruments included fuel taxes, emissions taxes, variable car excise tax, scrappage bounties, road congestion pricing, parking charges and public transport subsidies. Regulatory instruments, on the other hand, included vehicle use restrictions, parking controls, land use planning, vehicle noise, emission level, road construction, safety, and traffic calming. Their study provided a wide range of policy options for governments when dealing with the impacts of transport to the environment. The difficulty of enforcing the economic techniques is acknowledged and they advocate that “the economic approach can be an effective complement to the regulatory one” (Acutt and Dodgson, 1997, p 33).

4 Rethinking the role of transportation

Tourism as a client-pleaser industry is in danger of destroying the very environment it promotes. Tourism whose emphasis is on fragile and sensitive areas needs to undergo thorough evaluation to allow for the appropriate level of development, type of activities, and access. Economics play a big role in the whole process. For the biodiversity-rich areas of the Third World, economic issues revolve around their dependence on these resources. The growth of tourism and the search for alternative destinations have created a new market for nature reserves.

Nature tourism is considered by governments as an economic and conservation strategy rolled into one. This strategy is both worthwhile and at the same time dangerous since sometimes it is the same government who sign the development plans that exploit the environment. The need for regulation to ensure proper care and development is advocated to protect the very environment people are coming to see.

Tourism as an economically driven industry that draws much of its income from the state of the environment will benefit much when it is run in a sustainable manner. The role governments, NGOs and operators play in the industry is crucial for the appropriate utilization of resources. The importance of including tourism in formulating the national

development plan is that resources can be managed in consonance with the policies of the rest of the government agencies. It is hoped that a balanced plan may be created given the knowledge and background of a destination. Trade-offs between economics and the environment will remain an issue as it will be dependent on variables such as the vision of the community involved, the existing policies, and the common practice.

Environmental issues look different to various peoples. What may be exploitation for one is merely the process of survival for the other. There is a need to look at the problem in context and the role governments play. The stand of the government on the environment as cited is reflective of their values. The problem of striking a balance between ecology and economics would be the central issue. With the increasing popularity of nature tourism fears of it falling into the same mould as mass tourism is worthy of consideration, as the advancement in transportation and the availability of modes may well be one of the main reasons for its 1774.

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Eventual downfall. As of the present, a link can be drawn between the accessibility of a destination and the state of the environment. Heritage sites, national parks, and the countryside have fallen into disrepair due to the onslaught of tourists and vehicles. Alternative visitor management schemes are being considered to help reduce impacts and save the very environment people are coming from all over to see. What is a pity is the fact that transportation options open to tourists are not necessarily the most sustainable ones. What makes it more challenging is that these destinations are fragile and sensitive and careful planning has to be done to achieve its goal of conservation.

Transport system of India: The radio cars/taxi is a public transport vehicle that operates the Radio signals. When ever the customer calls up the helpline number of Radio Taxi, the operator communicates with chatleur (Driver) via, radio signals to locate the nearest taxi. The taxi reaches the specified place on time. It uses modern technology and dispatch ontime. The driver need to have badges and complete background verification by police dept. part to get employment. This is a pre request for taxi drivers by the tourism dept. All the taxi are well connected by GPS equipment for better tracking and ensure of the guest.

Reservation (Air transport & hotel accommodation)

Objective: At the end of this lesson you shall be able to

- **practice on reservation for air transport & hotel accommodation.**
-

Airline Booking

With the explosion of the Internet, calling the airline reservation desk to book a flight is no longer necessary- in fact, it may cost you. Many airlines are now charging fees to book through a phone representative, encouraging customers to go online, either directly to the airline's website, or to the many airline ticket comparison and booking sites on the web. No matter how you decide to reserve your ticket, browsing the Internet for tickets before you book can save you money.

Instructions

- Identify the specific flight you want. No matter which method you choose to reserve or book your tickets, the process will go faster (and be cheaper) if you know the exact flight information. By using the Internet to find your ticket, you can save a considerable amount of money. Start on a site such as SideStep.com, FareCompare.com or Priceline.com. With these sites you can compare all airlines that fly to your destination simply by entering your desired departure and arrival information.
- Once you've found a ticket at the time and price you want, don't reserve it just yet. Visit Farecast.live.com, a site that not only compares ticket prices, but also makes predictions about whether ticket prices will fall or rise before your departure. Enter your departure and arrival information to get Forecast's advice on whether to purchase/reserve your ticket now or wait.
- Visit the airline's website directly. Here you will find specific information about reserving the ticket you want. If you choose to reserve your ticket over the phone, you can visit the airline's website to find out if there is an extra charge to do so.
- Check the terms and conditions of your ticket reservation. This is also something that can be done on the website of the airline from which you decide to purchase your ticket. This information will tell you if you can change or cancel your ticket, and if penalties or charges will apply in this situation.
- When ready to book your flight, use the airline's website or reservation desk (by phone) to do so, rather than using a third-party site or agent. Booking on the airline's website will typically save you money over using price comparison sites or travel agents, as both typically charge additional booking fees.

Hotel booking

Decide on a hotel. Does it fit the travel budget? Is there any extra cost to having kids share a room? What type

of room is needed? All are questions that should be answered when renting a hotel room.

Search for hotel deals on major travel sites like Travelocity, Priceline, Kayak.com, etc. You can even compare hotels within each site by checking the box next to hotels you like and then clicking on 'Compare' button. This way, you will have page view of three hotels side-by-side that you can also print for later review. Some hotels do not include free Internet, breakfast etc. That can be seen using the 'Compare' feature.

Check the hotel web site, if available, or check travel web sites for hotel reviews. Check with your travel agent about the accommodations.

Call the hotel directly. While you may get a better deal on discount travel web sites, they probably won't tell you about exclusive special deals. Make sure you politely ask if they have discounts, and they will tell you if they have or not.

Ask the clerk any questions you might have when making the hotel reservation. If you get it done now, you won't get frustrated later. You may need to ask about parking, pets, smoking, if it is on a steep hill, etc.

Request an information packet or brochure about the hotel, to ensure that you know exactly what to expect.

Confirm the reservation and write down the reservation number.

Confirm the hotel's cancellation policy.

Procedure for ticketing: Now a days the ticket booking can be enabled through widget template and book the ticket either for train/bus/air via online by using various application.

The ticketing system is a service tool for customers that helps the companies to manage their services. The app creates a ticket which documents customer requests and making it easier for customers.

Documentation, passport, visa & Handling business & corporate clients handling conference & connections, incentive tours Business Clients

Stimulated by economic recovery, the number of business travelers will likely rise over the next year. As a result, hotel room rates will also increase, by up to 3% in North American and 4% in Asia-Pacific, according to figures from American Express. At many hotels, the business traveler books weekdays while weekends are more popular with leisure travelers. This means a ratio of 5-to-2 nights room productivity generated by business travelers.

Business travel has been a great market for the hotel industry: not only in terms of rates, but also productivity/ repetitive demand. Moreover, corporate clients tend to generate revenue for hotels not only through room sales but also in other departments, such as the Business Center, Function / Meeting rooms, F&B and telephone usage. In other words, to gain corporate client loyalty becomes a guarantee of continuous revenue

For such reasons, a hotel should focus on the numerous ways it can build corporate clients' loyalty. One is to make booking reservations at your hotel a quick-and-easy matter, particularly considering how many corporate travelers are last-minute bookings. How easily can your reservation system provide instant confirmation, or proffer special corporate rates, through your hotel web site? If you don't have the kind of reservation system that provides instant confirmation through your website, this could give rise to difficulties, especially with your overseas corporate clients, due to the high cost of making reservations through international direct dialing from their country - not to mention the inconvenient time difference.

A hotel's own website could function as a gateway to provide detailed hotel information: pictures, facilities, directions, rates, etc. Incomplete or incorrect information displayed in a hotel website can on the other hand discourage a corporate traveler from choosing this particular hotel. For example, unclear information about the distance to a particular convention hall or airport, as a hotel's location is one of the key factors for corporate travelers when selecting their accommodation.

Another way to secure and maintain loyalty of corporate clients is through creation of appealing programs or packages that suit their particular needs. Learning what corporate clients want and require during their stay will help pinpoint what is the best program or package that suits them. Offering packages or programs is not effective unless they are constantly updated or their target users informed about them. Email can be one of the fastest and most economical ways to transmit news about your hotel programs or promotions to corporate guests so, be sure you have complete and accurate email information on all your guests.

Guest history reports are critical intelligence in your effort to understand your corporate client. These would include factors such as:

- favorite room type
- average spending profile
- room preference
- average length of stay
- particular dietary or other requests
- entertainment tastes
- audio-visual requirements
- personal computer requirements (modem hookup, business centre access, etc.)

Through such a database you can be ready to prepare unique products and services for corporate clients even before they arrive.

To be able to build and sustain corporate loyalty, you need one system which can handle numerous aspects of reservation systems, corporate contract management systems, comprehensive reporting and the Web promotion engine. Pelican Reservation Management System offers just such features, working together with client hotels to build corporate / agent loyalty. Some of the features offered include:

- Instant confirmation - corporate clients can make reservations and receive instant confirmation directly from the hotel website.
- Corporate contract management system - hotels can set corporate rates and room allotments according to seasonal periods, thus providing secure access for corporate clients. Hotels can retrieve confidential trade rates and share allotments among a number of different corporate clients on a "first-come-first-served" basis.
- Web promotion engine - harnessing its email distribution program to enable a hotel to send news about packages or promotions to all corporate clients / agents with a single click.
- Detailed customer report - Complete reports are provided, including details such as average length of stay, room preference, average spending, etc.

Incentive tour

Incentive tours are a recognition of your positive effort in contributing to the success of your firm. India Tour and Travel offers exclusive incentive for rewarding and inspiring deserving individuals who have made exceptional contributions and helped their organization achieve success.

India is a wonderful destination for incentive tours. Some of the Incentive tours in India that you can experience are:

- Enjoy an unforgettable beach vacation on the beaches of Goa or Kerala in India. Holiday in a beach paradise with soft sand, golden sun and blue sea.
- Indulge yourself at a luxurious palace hotel in Rajasthan, and be treated like a Maharaja as on your tour to India.
- Visit the amazing Taj Mahal, in Agra India. Built by the Mughal Emperor Shah Jahan for his queen, Mumtaz Mahal, the Taj Mahal is recognized worldwide as a monument to everlasting love.
- Have a rejuvenating holiday at an Ayurveda spa and feel the relaxing effects of the therapies of Yoga and Ayurveda on your Incentive Tours in India.
- Enjoy a camel ride across the rolling sand dunes in Rajasthan or ride an elephant up to Amer Fort and imagine you're a royal ruler from yesteryears.

- Take a trip on a luxury train in India and journey in regal splendor on the Palace on Wheels on your Incentive Tours in India.
- Explore a forest in India and observe tigers, elephants and rhinos in the wilderness, on Incentive Tours to India.

An incentive tour to India is a lifetime experience. India is an ideal destination for an incentive tour whether it is North India or South India.

India is one of the most amusing tourist destinations on each and endless room for travelers coming from worldwide. It's each part is different; from Forts and Palaces of the North India, temples of the West, evergreen hills of the North East and backwaters and beaches of the South - there is much to offer to the traveler to make their trip most memorable. The Indian Bazaars offer you a variety of arts & crafts, silks, brocades, carpets, carvings in wood, stone & ivory, dazzling Jewellery & much much more.

Whereas in South India one can experience the Fisherman Theme evening at Cochin or Marari, Kerala Theme evening at Cochin etc.

Suggested Cities

To make your visit to India very special, following special activities at the dream destinations apart from the normal city tours.

Delhi

The capital of India and its third-largest city, Delhi blends an historic past and a vibrant present. It is the second most widely used entry point into the country, the hub of the north Indian travel network, and a stop on the overland route across Asia.

- Rikshaw Ride at Chandni Chowk.
- Visit to Akshardham Temple with evening Tea & Snacks.
- Silver Thali Dinner (Theme) where you will be welcomed warmly, in true Indian Style. You can then head for the "Dastarkhwan". Relish the bounty at low dining table laden with food from various Indian provinces, served in Silver Platters.

Jaipur

The vibrant capital of Rajasthan, is popularly known as 'the pink city' for the colour of the buildings in its wonderful old city. Notable attractions include the much-visited Hawa Mahal, Jantar Mantar, the famous observatory, City Palace Museum and the Amber Fort.

- Elephant Ride to reach on the top of Amber Fort.
- Camel Ride near Jal Mahal palace.
- Royal Welcome at City palace (Maharajas Palace)
- Evening Gala dinner with Royal family (subject to availability or schedule of His Highness)

Agra

Agra, home to the Taj Mahal, undoubtedly the most extravagant monument of love ever built. Long, the capital of the mughal empire Agra is studded with outstanding monuments of that era, notable among them are the Agra Fort and the city of Fatehpur Sikiri.

- Visit of Taj by Camel / Horse cart ride
- Magic Show during dinner.
- Mughal Theme dinner: Slip back into the grandeur and flitter of the Mughal era. Where you can sit down to Flamboyant dances and row upon row of sumptuous Moghlai delicacies served in a manner befitting royalty.

Udaipur

Possibly no city in Rajasthan is Quite as romantic as Udaipur. The French Impressionist painters, let alone the Brothers Grimm, would have loved this place. It's not without justification that Udaipur has been called the Venice of the East: the old city is a jumble of tangled streets.

- The Gangaur Boat Cruise: Take a tranquil ride in the antique royal barge of the House of Mewar. Under a canopy of stars relish Mewari specialties favoured by the Maharanas of Udaipur as you circle the mystical Lake Palace hotel.
- High Tea at Crystal Gallery.
- Visit of Vintage Car museum.
- Dinner at Jagmandir Island Palace or Dinner with Musical Performance at Manek Chock at City Palace.

Samode

The history of Samode goes back four hundred and fifty years to the time of the illustrious Prithviraj Singhji of Amber, the seventeenth prince of the Kacchawaha Rajputs. One of his twelve sons, Gopal Singhji, was awarded Samode, a noble feudatory of the Jaipur principality.

- Cocktail Welcome.
- Village Camel Cart Safari followed with lunch at the poolside with traditional music, song, dance and food allow you to taste a little of the local cultures as well as the days of Royal India. 3.Gala dinner with Palace Lit up & fire works which makes your evening very special.

Jodhpur

Built 541 years ago, the city of Jodhpur stands victoriously on the edges of the Thar Desert, having withstood the ravages of time. Rich in history, culture and tradition, this city has an old-world charm which gracefully co-exists with its emergence as a major commercial centre.

- Guided tour of Mehrangarh Fort & other places of interest.
- Evening ready for the Sand dunes Experience: History

whispers in Jodhpur's Forts, Havelies and temples. But there are stories lurking in the stretches of the Thar Desert. So take a camel cart ride to sand dunes lit gold by 'mashaals' (lighted torches) and bonfires. Then in the shelter of tents and an even bigger canopy of stars sip a welcome drink while 'Langas' and 'Kalbeliyas' serenade you with Rajasthani dance and music. End an idyllic evening with a barbeque dinner and fireworks.

Important Note: There are many other wonderful destinations with lot of special activities which can be planned according to your interest.

Procedure for Ticketing: Now a days the ticket booking can be enabled through widget template and book the ticket either for train / bus / air, via. online by using various applications (Apps).

The ticketing system is a service tool for customers that helps the companies to manage their services. The App creates a ticket which documents customer requests and making it easier for customers.

Online Reservation of Train Ticket through online the following facilities can be done

- 1 www.indianrail.gov.in
- 2
 - a Reservation / Confirmation
 - b PNR Enquiry
 - c Seat availability
 - d Alternate train process through the station
 - e Exchange of Name
 - f Get SMS message

- 3 enquiry.indrail.gov.in
 - a Spot your train
 - i By giving Train no. / Name
 - ii Journey station
 - iii Journey date
 - iv How cancellation information
- 4 IRCTC e-Ticket name change: (irctc.co.in)
- 5 To change the Date/Time of your ticket log into My account. Click "change date/time" next to journey you want to change. Follow by step by step for the new time and date.
- 5 m.etrain.info
 - a Check PNR status
 - b Get train schedule
 - c Train running status
 - d Current booking availability
- 6 You can cancel your ticket by the following steps
 - a Go to "My order"
 - b Choose the Train ticket to be cancelled
 - c Click on "Cancel order" button & its done.

Refer procedure

It gives us that refund it will automatically credited to the user A/C made at the time of booking you can also track your refund.

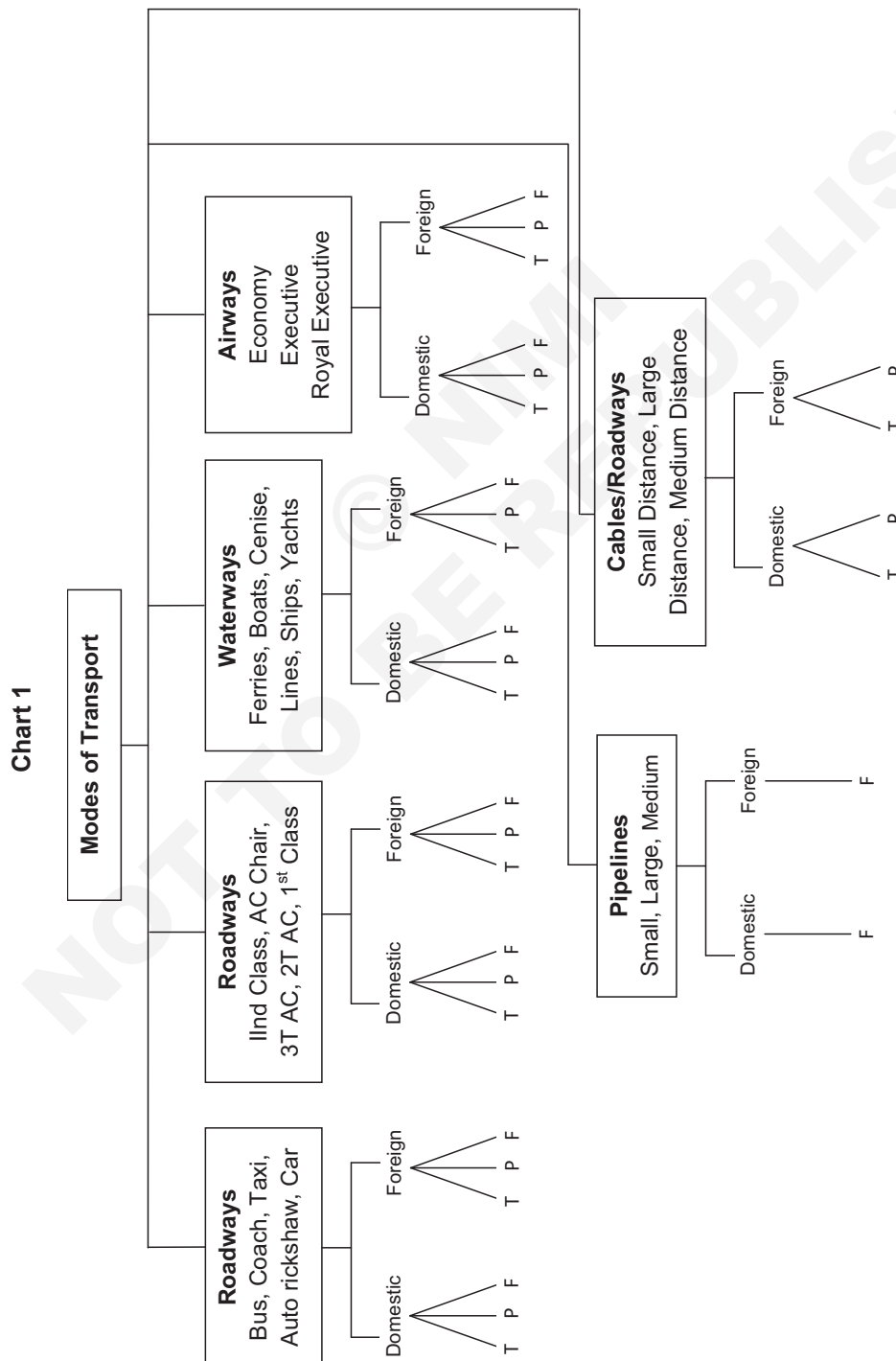
Tourism - Transportation

Objective: At the end of this lesson you shall be able to
 • practice on idea of map for transportation.

Online bus booking & cancellation: The online bus ticket reservation system is a web based application that allows visitors check bus ticket availability, selecting seats and also pricing for booking.

Now, a drop various apps are available for booking of bus tickets through online. Leading firms like red bus, make my trip, Gobibo etc.

Online system reduces workload of the staff and optimize customer satisfaction. The guest can verify the cheapest fare, guarantee, experience the real value for the price, discounts if any for the day, refunds, re-booking and also reviews. This all can be done at the guest convenience by visiting the website and clicking the ticket booking.



Tourists do not want to use such modes of transport as are not reliable, or have been dubbed as notorious. Example: Tourists would not use a cruise ship that has met with many accidents during the past. They would also not use such airline as have been grounded time and again due to reasons associated with civil aviation safety. They prefer to board only those trains that are invariably regular. If some trains are generally late by 4 to 5 hours, they prefer not to use them.

They do not prefer passenger trains that stop at every Tom Dick and Harry station.

Sub voce: Physically and mentally handicapped passengers get concession in bus, air and rail fares. Their attendants also get such concessions.

Selection of mode of transport

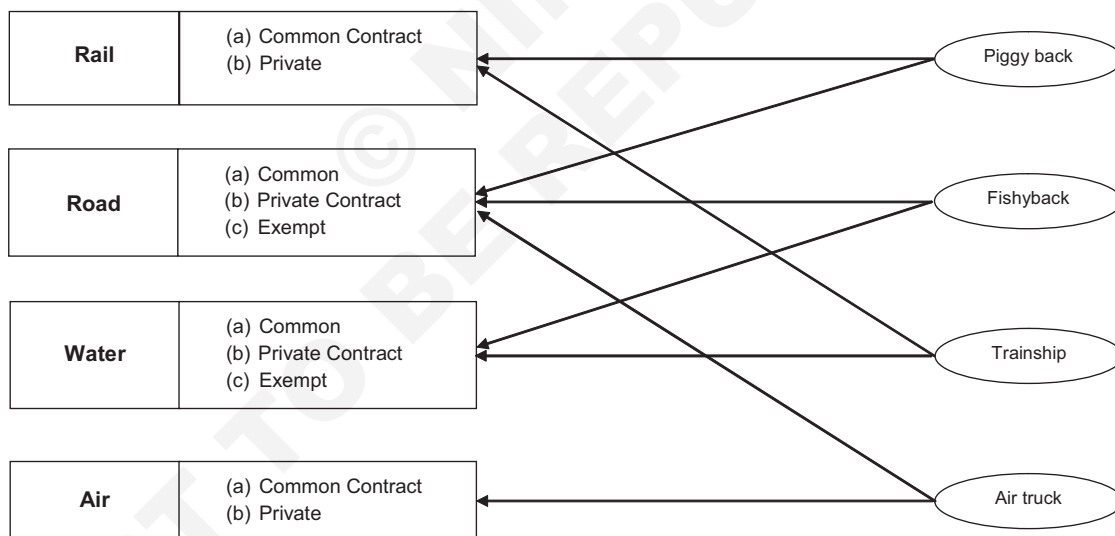
Various modes of transport are considered in this step. The logistics manager has to take a decision with respect to one of the modes available. There are two modes of transport-single mode and inter modal. In single-mode transportation systems, the transport executive chooses only one of the 7 modes of transport, as shown in Chart 1. In inter-modal transport systems, the transport executive combines two or more modes of transport to achieve the objectives of transport. Chart 2 shows the inter-modal system of transport in a nutshell. It is self-explanatory.

Select the type of transport within a mode

The firm now decides if it wants to outsource the activity or insource it. The main types of modes of transport service are contract carriers, exempt carriers, freight forwarders, parcel post service, shippers' associations, brokers etc. The firm has to carefully select the right mode, keeping in view spot. This procedure is being followed in Bangkok and Lumpur. Thus, when the tourist arrives at the airport, he pays to the travel agent at the airport itself after showing him the voucher. Then, he is eligible to avail the services of the travel agent of the destination and move into the hotel, as mentioned in the itinerary. The schedules are followed in strict sense of the word. It is obvious that all the concerned travel agents to their executives are the tour programme. They are also responsible for taking the tourists from one place to another, if this has been mentioned in the schedule. However, they are not liable to transport him from one place to another, if the schedule does not mention such activities. Airport-to-travel transfers and vice-versa, morning breakfast, welcome drinks, courtesy luncheons etc are a part of the schedule. The tourist is eligible to avail these facilities and/or services because he has already paid for these well in advance.

If the tour gives satisfaction and pleasure to the tourist, he comes back with a happy mind. He informs the travel agency of his country that he was pleased to undertake the

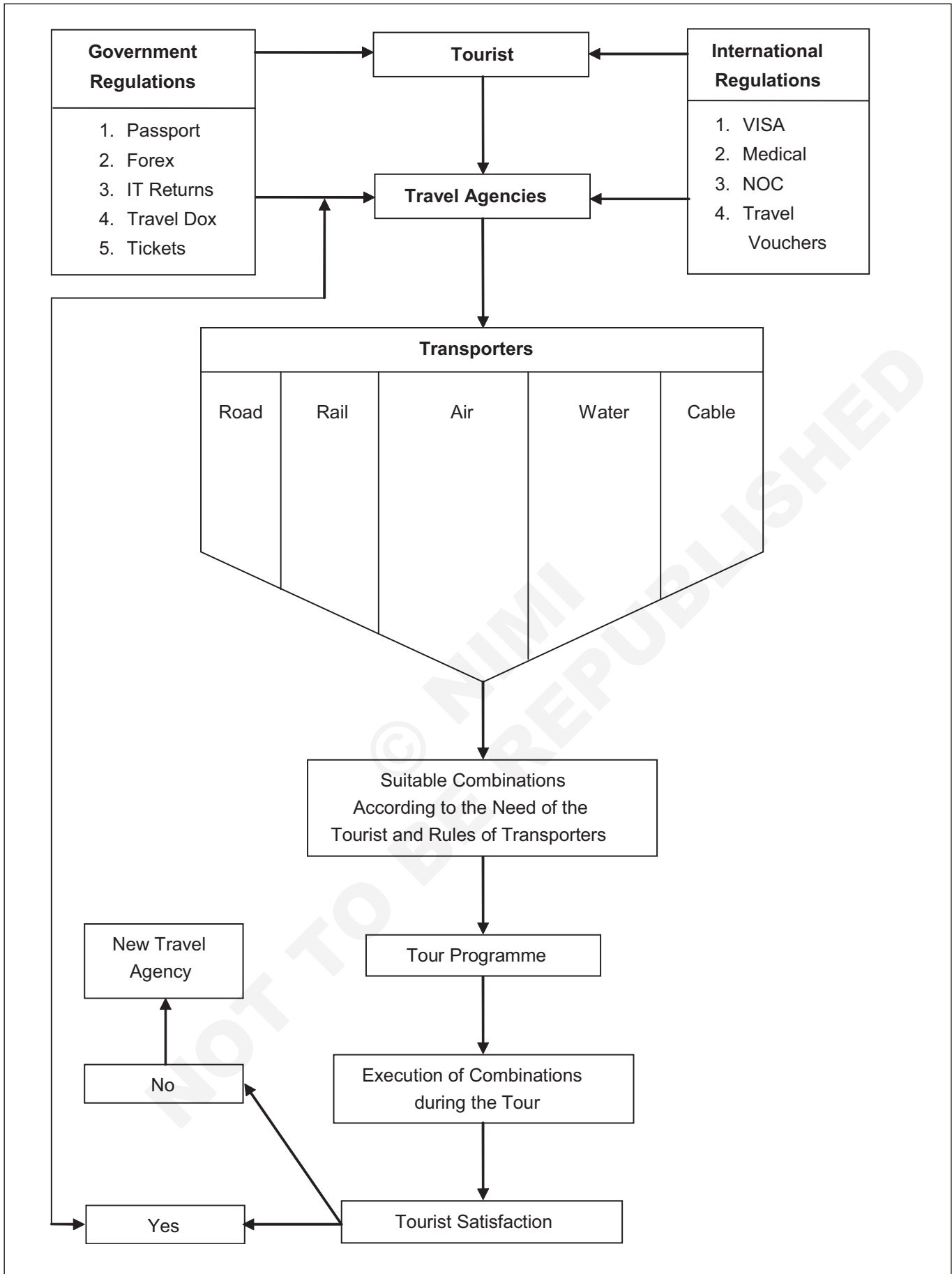
Chart 2



trip. He gives good word-of-mouth publicity for the travel agency. He goes through it to other tourist spots. But if he is not satisfied by the services of hotels, transporters, spot managers, waiters, restaurant attendants etc, he does not choose that travel agency again. He contacts another travel agency whom he deems fit for planning another successful tour.

In sum, tourism involves hotel accommodation, transport, fun activities of the tourist, transfers from one place to another and complementary gifts or meals. However, the tourist must be clear about what he is going to get. The travel agency in the destination city or spot must be clear about such details.

Transport systems are involved in all stages of the tour. These can be inter-modal systems as well, as is usually the case in international tourism. In the activities related to domestic tourism, a single mode transport normally suffices, through tourist use different modes of transport within cities or townships. Example: Tourists may arrive at the Sun Temple at Konark by bus. But they may use taxis and coaches to move around and enjoy the environs of the beach. In international tourism, at least three modes are added to one itinerary, according to our experience. The cable car, air conditioned coach and air travel can be combined to make the tour cost efficient and rational on the ground of time scale, to quote an example.



WTO & world tourism

Objective: At the end of this lesson you shall be able to
• **learn about WTO & world tourism.**

World Tourism Organisation

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the United Nations Millennium Development Goals (MDGs), geared towards reducing poverty and fostering sustainable development.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO's membership includes 156 countries, 6 Associate Members and over 400 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

Famous Tourism Destinations in the world

France

France is the most visited country by tourists as the country is rich in culture and has some of the finest places

to see. Villas in France, the French wine and weather make a fantastic reason to see the country.

USA

USA is a top destination for tourists. Holidays in USA are an experience in diversity as the country is diverse in its weather conditions, the composition of the population and the topography. This diversity has led to people defining USA in their own terms and one can see the states of USA having a distinct identity of their own.

China

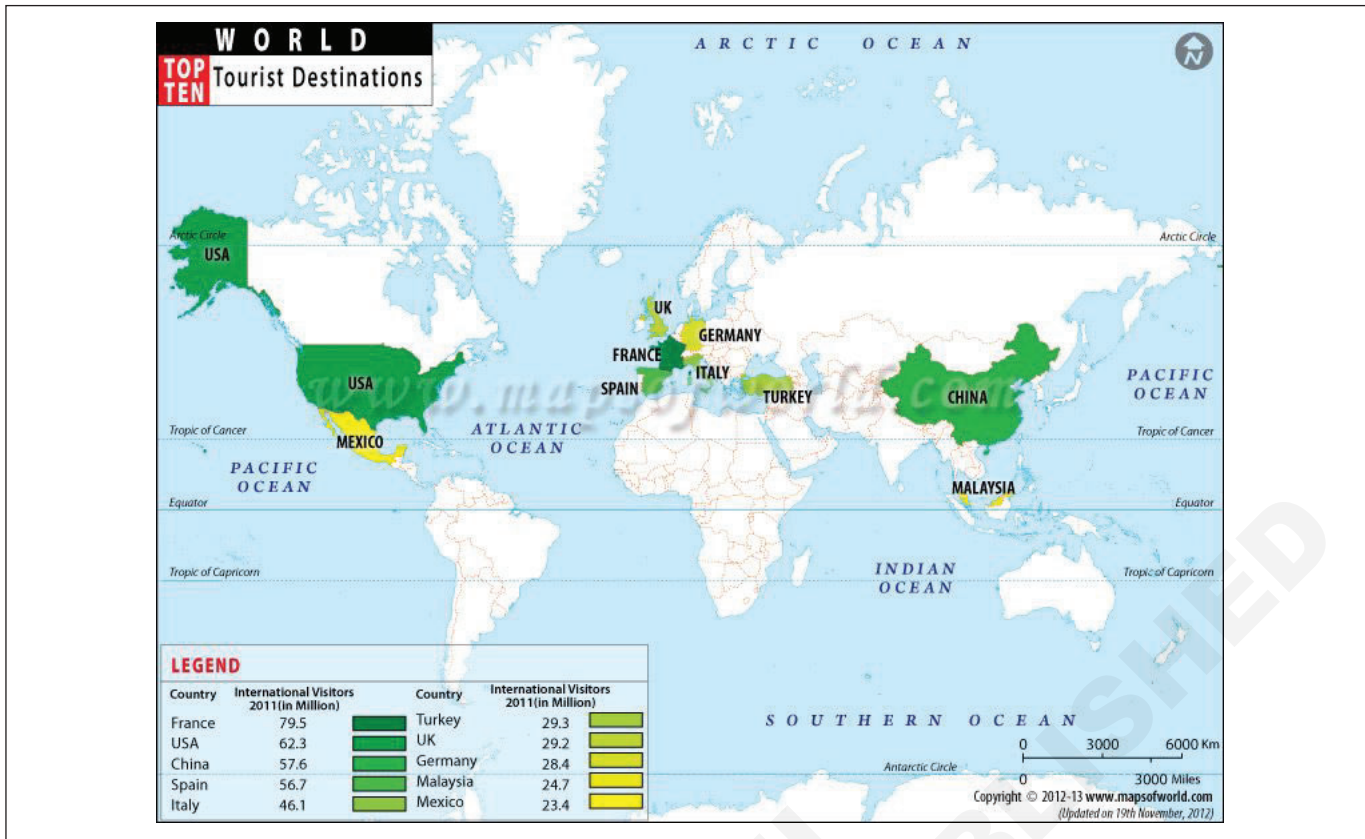
China has grown as a top tourist spot as the people of the country and their unique culture attract people from far and wide. The impressive Great Wall of China and the tasty food of the country make every China holiday well worth the time.

Spain

Spain is the second most visited country in the world with more than 50 million tourists visiting it annually. A tour of Spain would include a visit to its famous cities Barcelona and Madrid. Apart from sampling some ethnic Spanish food and wine one can see some of the most beautiful architectural designs on the buildings of Spain.

Italy

Italy an important tourist destination in Europe is a favorite with honeymooners and all romantic souls. Vacations to Italy are an invitation to spend ones time indulging in the senses be it eating delicious Italian pasta or drinking some of the best Italian wine, seeing Italian art or simply breathing in the scented air of the country.



Top Tourism Destinations of the world

Destination	International visitors 2012	Famous Tourist Spots	Location
France	83	Eiffel Tower St. Tropez Palace of Versailles Mont Saint-Michel Palais des Papes Dune of Pyla Chartres Cathedral	Paris French Riviera Versailles Normandy Avignon La Teste-de-Buc Chartres
USA	67	Grand Canvon Manhattan Yellowstone Golden Gate Bridge Niaaara Falls White House	northern Arizona New York Wyoming Between San Francisco and Marin Between New York and Ontario Washington DC
China	57.7	The Great Wall of China Terracotta Army The Bund Victoria Harbor The Yellow Mountains Real Palacio La Concha	Across North China Xi'an Shanghai Hong Kong Huangshan Madrid San Sebastian

Destination	International visitors 2012	Famous Tourist Spots	Location
Spain	57.7	Aqueduct Of Segovia Saarada Familia Alhambra Palace Roman Colosseum Leaning Tower of Pisa	Segovia / Iberian Peninsula Barcelona Granada Rome Pisa
Italy	46.4	St. Peter's Basilica Grand Venice Canals Capri Island Cappadocia Hierapolis (Sacred City)	Vatican City Venice Italy Central Anatolia Southwest Anatolia
Turkey	35.7	Istanbul Ephesus Sumela Monastery The Berlin Wall Hamburg City Hall Giant Old Church	Turkey Selcuk, Izmir Macka, Trabzon Berlin Hamburg Cologne
Germany	30.4	Check Point Charlie Dresden Munchen / Munich Neuschwanstein Palace The Eden Project Shakespeare's Globe	Berlin Germany Germany Fussen Cornwall London
UK	30.4	Holkham Bay The Backs Edinburgh Torquay Mother Motherland Saint Basil's Cathedral	Norfolk Cambridge UK UK Kiev Moscow
Russia	25.7	Hermitage Museum Moscow Kremlin Lake Baikal Kizhi Island	St Petersburg Moscow Siberia Karelia
Malaysia	25	Petronas Twin Towers Eye on Malaysia / Ferris Kota Kinabalu Melaka Langkawi Sunway Lagoon Batu Caves	Kuala Lumpur Kuala Lumpur wheel Sabah Malacca Kedah Petaling Jaya Kuala Lumpur

International Air Transport Association (IATA)

Objectives: At the end of this lesson you shall be able to

- find information about IATA
- learn about procedures to become agent of national & international airlines.

IATA - International Air Transport Association

The International Air Transport Association (IATA) is the trade association for the world's airlines, representing some 250 airlines or 84% of total air traffic. We support many areas of aviation activity and help formulate industry policy on critical aviation issues.

Mission

- To represent, lead, and serve the airline industry

Vision

- To be the force for value creation and innovation driving a safe, secure and profitable air transport industry that sustainably connects and enriches our world

Membership

- IATA membership: some 250 airlines in 117 countries.
- Flights by IATA members represent 84% of total traffic (Available Seat Kilometers).
- IATA members total freight - 44 million tonnes in 2013, of which 29 million tonnes were international.

- IATA members total freight tonne-kilometers (scheduled) - 180 billion tonne-kilometers in 2013, of which 157 billion tonne-kilometers were international.
- IATA members' total passengers 2013 (scheduled) - 2.1 billion, of which 912 million were international.
- Global total passenger tonne-kilometers 2013 (scheduled) -4.6 trillion tonne-kilometers, of which 3.1 trillion tonne-kilometers were international.

History

- IATA was founded in Havana, Cuba, in April 1945. More on IATA's history IATA Offices
- IATA will have 54 offices in 53 countries
- **Head Office: Montreal, Canada**
- **Executive Office: Geneva, Switzerland**
- **Regional Offices in Amman, Beijing, Madrid, Miami and Singapore**
- **Also significant presence in Brussels, Moscow, Johannesburg and Washington D.C.**



Pacific Asia Travel Association (PATA)

Objective: At the end of this lesson you shall be able to

- find information about PATA
- explain the significance of PATA.

PATA

The Pacific Asia Travel Association (PATA) is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry.

In partnership with PATA's private and public sector members, we enhance the sustainable growth, value and quality of travel and tourism to, from and within the region.

Since 1951 PATA has led from the front as the leading voice and authority on travel and tourism in the Asia Pacific region

- In partnership with private and public sector members, PATA enhances the sustainable growth, value and quality of travel and tourism to-from-and-within, the region.
- The Association provides leadership and counsel on an individual and collective basis to its member

organisations, comprising 90 government, state and city tourism bodies, nearly 30 international airlines, airports and cruise lines, 57 educational institutions, and hundreds of travel industry companies in Asia Pacific and beyond.

- PATA's Strategic Intelligence Centre (SIC) offers unrivalled data and insights including Asia Pacific inbound and outbound statistics, analyses and forecasts as well as in-depth reports on strategic tourism markets
- PATA's events create millions of dollars of new business each year for its members
- Thousands of travel professionals belong to 43 active PATA chapters worldwide and participate in a wide range of PATA and industry events.
- The PATA Foundation contributes to the sustainable and responsible development of travel and tourism in Asia Pacific through the protection of the environment, the conservation of heritage and support for education.

Catalyst

responsible development of the Asia Pacific
travel and tourism industry



PATA[®]
Pacific Asia Travel Association



Engaging since 1951

Integrating the Tourism Value Chain

Public + Private

43 local chapters, 12 student chapters worldwide

The Pacific Asia Travel Association (PATA) is a not-for profit membership association that acts as a catalyst for the

responsible development of travel and tourism within the Asia Pacific region. This year, PATA is proud to celebrate 60 dynamic years of developing responsible tourism.

In partnership with private and public sector members, PATA enhances the sustainable growth, value and quality of travel and tourism to-form-and-within, the region. The association provides leadership and counsel on an individual and collective bases to over 80 government, state and city tourism bodies ; nearly 50 international airlines, airports and cruise lines and many hundreds of travel industry companies across the Asia Pacific region and beyond. Thousands of travel professional belong to 39 active PATA chapters worldwide and participate in a wide range of PATA and industry events. PATA's Strategic Intelligence Centre (SIC) offers unrivalled data and insights including Asia Pacific inbound and outbound statistics, analyses and forecasts as well as indepth reports on strategic tourism markets.

Founded in 1951, the Pacific Asia Travel Association is the recognised authority on Pacific Asia travel and tourism. By dedicating itself to the promotion of this last remaining tourism frontier, PATA's uniquely structured organisation and its far-reaching efforts have helped unite the many facets of tourism in the region. PATA provides leadership to the collective efforts of 41 national government members, 48 state and local tourism bodies, 66 airlines and cruise lines - all in all, nearly 2,000 travel industry companies. Our members also include companies that provide a wide range of services to the travel industry. PATA's chapter membership includes 17,000 travel professionals in 80+ PATA chapters located throughout the world.

Even with the clarity of vision that hindsight provides, it would be difficult to imagine a better time to have started the Pacific Interim Travel Association than that chosen

by the organisers and 91 delegates to the First Pacific Area Travel Conference in 1952. They had displayed an uncanny sense of timing in addressing an issue whose time had come, which, in the largest sense, was developing travel to the pacific region.

By the early 1950s those who had an interest in the region were facing a tremendous range of opportunities. In 1952, commercial use of the jet airplane was still several years away and so was the explosion in pacific travel that would occur in the 1960s. However, the Pacific Area Conference of 1952 began to lay the essential foundation for the boom years to follow.

Pacific Asia Travel Association (PATA)'s advantage is that it continues to influence the direction the industry takes through its unique membership structure of public-sector tourism organisations ; air, land and sea carries ; and organisations engaged in the production, distribution, financing, consulting, educating and other technical aspects of the travel industry.

The theme "Proud Past, Promising Future" was dopted for the 50th PATA annual conference in 2001, during which members reflected on their association's achievements. PATA has unquestionably contributed to the development and success of travel and tourism in both the pacific and asia ; has become the leader of Asia Pacific and tourism. The story of PATA is the story of the association's dedicated people its members officers, board and staff.

IATO

The Indian Association of Tour Operators (IATO) is the National body of the tourism industry. It has over 4000 members covering all segments of Tourism Industry. Established in 1982, IATO today has international acceptance, and linkages. It has close connections and constant interaction with other Tourism Associations in US, Nepal and Indonesia, where USTOA, NATO and ASITA are its member bodies; and is increasing its international networking with professional bodies for better facilitation to the International traveler visiting not only India but the entire Region.

IATO interacts closely with the Government on all critical issues affecting the Tourism Industry in India with the highest priority to Tourism facilitation. It interacts closely with all Government Ministries / Departments, Chambers of Commerce and Industry, Diplomatic Missions etc. It acts as the common medium between the Decisions Makers and the industry, and presents the complete perspective to both sides, synergising their common agenda of Tourism facilitation. All IATO members observe the highest standards of professional ethics and offer personalized service to their clients.

Being the National Apex Body of the Tourism industry, IATO is always actively responsive to its social responsibility. All IATO members actively participate in meeting their Social obligations not only during national emergencies and natural calamities, but also as an ongoing venture. During the recent years IATO members contributed generously for the National Defense Fund and also organized Blood Donation camps during the Kargil conflict, carried out relief work in the Cyclone affected areas in Orissa, set up emergency relief supplies for the victims of Gujarat Earthquake, besides adopting a village and providing them the necessary relief and rehabilitation infrastructure. IATO has contributed whole heartedly to the Prime Minister's Relief fund, also to help the Government in their efforts during the national Crisis.

IATO has five categories of membership: Active, Allied, Associate, International and Honorary. All its active members are recognized and approved by the Indian government's Department of Tourism and have at least three years experience of handling International Tourists of India, before being admitted to the IATO fraternity.

IATO's affairs are managed by an Executive Committee, elected by the Active Members every two years. The Executive Committee is headed by The President with a team of six Office Bearers and 9 Executive Members. The Executive Committee meets every month to discuss current Tourism Industry and Membership Issues. IATO networks through its State Level Chapters at the local level where all local issues are handled at the appropriate level.

IATO has 12 Action Committees, each focused on a specialized area headed by a Convenor assisted by his committee members. There are:

- Adventure Tourism Development Committee
- Civil Aviation, Press & PR Committee

- Domestic Tourism Development Committee
- Grievances Committee
- Guides Coordination Committee
- Host Committee
- Hotel Relations Development Committee
- IATO News Committee
- Legal Affairs, Insurance & Consumer Committee
- Privilege Card Development Committee
- Railways Co-ordination & Dev. Committee
- Surface Transportation Development Committee
- Website Development Committee

IATO is the association of expert inbound tour - operators whose members are recognized / approved by Ministry of Tourism, Government of India. Membership of IATO symbolises trust, quality and transparency in service.

Members Benefits

- Member of the Apex Body
- Scopes for better networking
- Overseas business opportunities
- Better business exposures

Membership Benefits

While working relentlessly for the development of tourism in the country, IATO safeguards the interests of its members. When the association took shape, it set out with the following aims and objectives :

- To promote national integration, welfare and goodwill.
- To promote, encourage and assist in the development of tourism and to secure the welfare of the travel trade in all respects.
- To encourage and promote friendly feelings among the industry.
- To try to amicably settle the disputes of the members.
- To protect the interest of the members from the malpractices of foreign tour operators.
- To set up and maintain high ethical standards in the industry.
- To undertake such welfare activities which the members cannot undertake individually.
- To get affiliation with similar organisations in other countries.
- To promote equal opportunities for all visitors to enjoy the tourism and travel facilities without distinction of race, colour, creed or nationality.
- To organize overseas promotional tours jointly with various airlines and Government of India tourism offices abroad and other similar organisations.

- To conduct, aid, assist and discuss courses of studies and cultural meetings.
- To institute awards for excellence in tourism related activities.
- To assist students by offering scholarship to pursue higher education, study and research particularly in the field of development of tourism.

IATO Recognition of Tour Operators

Guidelines For Recognition / Renewal as an Approval Inbound Tour Operator

(Revised with effect from 4th December 2009)

Guidelines for Recognition / Renewal as an Approved Inbound Tour Operator

- 1 The aims and objectives of the scheme for recognition in inbound Tour Operator are to encourage quality standard and service in this category so as to promote tourism in India and abroad. This is a voluntary scheme open to all bonafide tour operators to bring them in organized sector
- 2 Definition: An Inbound tour operator is one who makes arrangements for transport, accommodation, sight seeing, entertainment and other tourism related services for foreign tourists.
- 3 The application for recognition shall be addressed to the Additional Director General, Ministry of Tourism, Transport Bhawan, 1. Parliament Street, New Delhi - 110 001.
- 4 The recognition as an approved inbound Tour Operator shall be granted by the Ministry of Tourism, Government of India, New Delhi initially, for five years, based on the Inspection Report / Recommendations of Committee comprising of concerned Regional Director and a member of IATO
- 5 The application for renewal / extension shall be addressed to the Regional Director of the concerned region as per the following addresses.
 - The Regional Director (East), India Tourism, "Embassy", 4 Shakespeare Sarani, Kolkata - 700 071, West Bengal, Phone NO.(033) 2282 5813 / 2282 1475, Fax:(033)2282 3521, Email: indtour@cal2.vsnl.net. In
 - The Regional Director (West), India Tourism, 123, M.Karve Road, Opp. Church Gate, Mumbai - 400 020, Maharashtra, Phone No. (022) 2208 3263 / 2207 43333 / 2207 4334, Fax : (022) 2201 4496, Email : indiatourism@hathway.com, indiatourism@vsnl.com
 - The Regional Director (North), India Tourism, 88 - Janpath, New Delhi 110 001. Phone No.(011) 2332 0342 / 2332 0005 / 2332 0008, Fax : (011) 2332 0109, Email goitodelhi@nic.in

- The Regional Director (South), India Tourism, 154, Anna Salai, Chennai - 600 002, Tamil Nadu, Phone No. (044) 2846 0285 / 2846 1459, Fax : (044) 2846 0193, Email: indtour@vsnal.com, goitoch@tn.nic.in
 - The Regional Director (North - East), India Tourism, AsomParyatanBhawan, 3rd Floor, Near Nepali Mandir, A.K. Azad Road, Paltan Bazar, Guwahati - 781 008, Assam, Phone No. (0361) 273 7554, Fax No. (0361) 273 7553, Email : indtourguwahati@nic.in.
- 6 The renewal / extension, thereafter, shall be granted for five years after inspection conducted by a Committee comprising of concerned Regional Director and a member of IATO, on an application made by the Tour Operator along with the requisite fee / documents.
 - 7 The documents received from applicants after scrutiny in all respects will be acknowledged by the Travel Trade Division in respect of first approval and by the concerned Regional Director for renewal. The inspection for first approval / renewal shall be conducted by the Inspection Team within a period of sixty working days from the receipt of complete application.
 - 8 The following conditions must be fulfilled by the Inbound Tour Operator for grant of recognition / renewal by

Ministry of Tourism

- i The application for grant of recognition / renewal shall be in the prescribed form and submitted in duplicate along with the required documents.
- ii The Inbound Tour operators located in rest of India should have a minimum Paid up Capital (or Capital employed) of Rs.3.00 lakh and Rs. 50,000/- in the case of North - Eastern region, remote and rural areas, duly supported by the latest Audited Balance Sheet / Chartered Accountant's certificate.
- iii The turn - over in terms of foreign earnings by the firm from inbound tour operations only during the preceding financial year or calendar year should be a minimum of Rs.25.00 lakh for rest of India and Rs.5.00 lakh for the North - Eastern region, remote and rural areas duly supported by Chartered Accountant's certificate. However, for the North - Eastern Region, the Chartered Accountant's Certificate regarding turn - over of the firm in Rupee earnings would be treated as Foreign Exchange earnings, provided there is documentary evidence that such earnings are from inbound tour operations only.
- iv The inbound Tour operator should have an office under the charge of the owner or a full time member of their staff, who is adequately trained / experienced in matters regarding transport, accommodation, currency, customs regulations and general information about tourism and travel related service. However, greater emphasis may be given to effective communication skills and knowledge of foreign language other than English.

There should be a minimum of four qualified staff out of which at least one should have Diploma / Degree in Tourism & Travel Management from a recognized University, IITTM or an institution approved by AICTE. The owner of the firm would be included as one of the qualified employees.

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

- v The inbound Tour operator should have been in operation for a minimum period of one year before the date of application.
- vi The minimum office space should be at least 150 sq.ft for rest of India and 100 sq.ft for hilly areas which are above 1000 meters from sea level. Besides, the office may be located in neat and clean surroundings and equipped with telephone, fax and computer reservation system etc. There should be sufficient space for reception and easy access to toilets
- vii The inbound Tour operator should be an income tax assessee and should have filed Income Tax Returns for the last or current assessment year.
- viii Disclaimer : The Inbound Tour Operator should employ only Regional Level Guides trained and licensed by Ministry of Tourism, Government of India and State Level Guides approved by the State Governments.

The implementation of this clause would be subject to the decision of Hon'ble High Court of Rajasthan in Writ Petition No. 5607 / 2004 and other Hon'ble Courts.

- ix The inbound Tour operator shall contract / use approved specialized agencies in the field of adventure options and related services for the tourists.
- 9 The inbound tour operator will be required to pay a non - refundable fee of Rs. 3, 00/- while applying for the recognition and renewal of Head Office as well as each Branch Office. The fee will be made payable to the Pay & Accounts Officer, Ministry of Tourism in the form of a Bank Daft.
- 10 The recognition / renewal will be granted to the Head Office of the Domestic Tour Operator. Branch offices will be approved along with the Head Office or subsequently, provided the particulars of the Branch offices are submitted to Ministry of Tourism for recognition and for renewal to the concerned Regional Director and accepted by it.

- 11 The inbound Tour Operator so granted recognition / renewal shall be entitled to such incentives and concessions as may be granted by The Government from time to time and shall abide by the terms and conditions of recognition as prescribed from time to time by the Ministry of Tourism , Government of India.
- 12 Even though the scheme of granting approval of recognition to service providers of Travel Trade is voluntary, in nature, there is a need to have a pro-active role of Ministry of Tourism and Travel Trade to ensure that more and more service providers seek approval and then service the tourists. There is also a need to educate the stakeholders as well as consumers against the potential risk of availing services through the unapproved service providers.
- 13 It shall be mandatory for an approved service provider to Travel Trade to prominently display the Certificate of approval of recognition given by Ministry of Tourism in the office by pasting it on a board or in a picture frame so that it is visible to a potential tourist.
- 14 The decision of the Ministry of Tourism, Government of India in the matter of recognition / renewal shall be final. However, MOT may in their discretion refuse to recognize / renew and firm or withdraw / withhold at any time recognition / renewal already granted with the approval of the Competent Authority. Before such a decision is taken, necessary Show Case Notice would invariably be issued and the reply considered on merit. This will be done after careful consideration and generally as a last resort. Circumstances in which withdrawal is effected would also be indicated.
- 15 The guidelines including application form may be download from website www.tourism.gov.in

Travel Agents Association of India (TAAI)

Objective: At the end of this lesson you shall be able to

- find information about TAAI.

Travel Agents Association of India (TAAI)

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

The Travel Agents Association of India (TAAI) was formed towards the end of the year 1951 by a group of twelve leading travel agents, who felt the time had come to create an Association to regulate the travel industry in India along organized lines and in accordance with sound business principles.

The primary purpose was to protect the interests of those engaged in the industry, to promote its orderly growth and development and to safeguard the travelling public from exploitation by unscrupulous and unreliable operators.

In the following years, the Association's membership has swelled steadily from the original 12 to approximately 2500 members consisting of Active, Associate, Allied, Government and Non-Resident.

Aims and Objectives

- TAAI is conscious of the interest of the travelling public and maintains high ethical standards within the travel trade.
- TAAI aims at the development of the travel and tourism industry in India by constantly improving the standard of service and professionalism in the industry so as to cater to the needs of the travelers and tourists from within India and overseas.

- TAAI is engaged in promoting mutual co-operation among the different segments of the travel and tourism industry, among TAAI members, by contributing to the sound progress and growth of the industry as a whole.

Activities of TAAI

- TAAI functions as a powerful platform for interaction of thoughts and experiences.
- TAAI helps promote, maintain and stimulate the growth of travel and tourism in the industry.
- TAAI educates and equips the members to meet the challenges of tomorrow through conventions and seminars.
- TAAI draws the attention of the controlling and regulatory authorities in the country and discusses with them the problems of the industry and works for the survival and betterment of its members.
- TAAI maintains close contact with world bodies and represents matters affecting the travel and tourism industry of the country.
- TAAI gathers useful information on travel and tourism and disseminates the same to its members for their guidance.
- TAAI helps develop better understanding among the different segments of the travel industry and brings them into its fold by offering membership under different categories.
- TAAI fosters fraternity among its members,

TAAI has signed several MOU's with various Travel Agents Associations in neighboring countries and around the globe.

Starting a new travel agency

Objective: At the end of this lesson you shall be able to

- procedure for beginning a travel agency.

Guidelines for recognition / renewal or extension as an approved travel agent / agency (TA)

[Revised with effect from 18th July 2011]

The aims and objectives of the scheme for recognition of Travel Agent /Agency (TA) are to encourage quality standard and service in this category so as to promote tourism in India. This is a voluntary scheme open to all bonafide travel agencies to bring them in organized sector.

Definition: A Travel Agent / Agency (TA) is the one who makes arrangements of tickets for travel by air, rail, ship, passport, visa, etc. It may also arrange accommodation, tours, entertainment and other tourism related services.

The application for approval shall be addressed to the Assistant Director General, Travel Trade Division, Ministry of Tourism, Government of India, Room No. 23, C - 1 Hutments, Dalhousie Road, New Delhi - 110 011, Tel No. 0112301 2805, Fax No. 011 2301 9476, Email ID: sanjay.singh1@nic.in.

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

- The Regional Director (East), India Tourism, "Embassy", 4, Shakespeare Sarani, Kolkata - 700 071, West Bengal. Phone No. (033) 2282 5813 / 2282 1475, Fax: (033) 2282 3521, Email: indtour6100@dataone.in.
- The Regional Director (West), India Tourism, 123, M. Karve Road, Opp. Church Gate, Mumbai - 400 020, Maharashtra. Phone No. (022) 2208 3263 / 2207 4333 / 2207 4334, Fax: (022) 2201 4496, Email: indiatourism@vsnl.com, regdir.indtour@gmail.com.
- The Regional Director (North), India Tourism, 88 - Janpath, New Delhi 110 001. Phone No. (011) 2332 0342 / 2332 0005 / 2332 0008, Fax: (011) 2332 0109, Email: goitodelhi@nic.in.
- The Regional Director (South), India Tourism, 154, Anna Salai.
- Chennai - 600 002, Tamil Nadu. Phone No. (044) 28460285 / 28461459, Fax: (044) 2846 0193, Email: indtour@dataone.in.
- The Regional Director (North - East), India Tourism, Asom Paryatan Bhawan, 3rd Floor, Near Nepali Mandir, A. K. Azad Road, Paltan Bazar, Guwahati - 781 008, Assam. Phone No. (0361) 273 7554, Fax No. (0361) 273 7553, Email: indtourguwahati@nic.in.

The recognition as an approved DTO shall be granted by the Ministry of Tourism (MOT), Government of India (GOI), New Delhi initially, for five years, based on the Inspection Report / Recommendations of a Committee comprising the concerned Regional Director (RD) and a member of Indian Tourist Transporters Association (ITTA).

The renewal / extension, thereafter, shall be granted for five years after Inspection conducted by a Committee comprising the concerned RD and a member of TAAI, on an application made by TA along with the requisite fee / documents.

The documents received from the applicant after scrutiny in all respects would be acknowledged by the Travel Trade Division (TT Division) in the MOT in respect of first approval and by the concerned RD for renewal or extension. The inspection for first approval / renewal or extension shall be conducted by the Inspection Team within a period of sixty working days from the receipt of complete application.

The following conditions must be fulfilled by the TA for grant of recognition / renewal or extension by MOT:

- The application for grant of recognition / renewal or extension shall be in the prescribed form and submitted in duplicate along with the required documents.
- The applicant should have been in the tourist transport operation business for a minimum period of one year at the time of application.
- TTO has operated in the above period a minimum number of six tourist vehicles with proper tourist permits issued by the concerned State Transport Authority (STA) / Road Transport Authority (RTA) for commercial tourist vehicles. Out of these six tourist vehicles, at least four must be cars. The tourist vehicles and the related documents should be in the name of the company except where the owner is a proprietor. A list of vehicles in the prescribed proforma as at Annexure - 1 should be attached with the application.
- The applicant should have adequate knowledge of handling the tourist transport vehicles for transferring tourist from the Airport, Railway Station, Bus Stations etc., and for sight-seeing of tourist, both foreign and domestic. The drivers should have working knowledge of English and Hindi / local languages.
- The drivers of the tourist vehicles should wear proper uniform and must possess adequate knowledge of taking the tourist for sight seeing.
- The applicant should have proper parking space for the vehicles.

- TTO is registered with the appropriate authority for carrying on the business of operating tourist transport vehicles.
- For the monuments protected under the Ancient Monuments and Archaeological sites & remains act 1958 (24 of 1958), the TTOs should deploy / engage the services of Regional Level Tourist Guides trained and licensed by Ministry of Tourism. Government of India or toehr guides authorized by the Government of India or under orders of the Hon'ble court(s). For the monuments and destinations, the guides authorized under the orders of the appropriate authority, if any of the concerned monument / destination should be deployed / engaged by TTOs.
- The minimum office space should be at least 150 sq. ft for rest of India and 100 sq. ft for hilly areas which are above 1000 meters from sea level. Besides, the office may be located in the commercial area and equipped with telephone, fax and computer etc. Its surrounding should be sufficient space for reception and easy access to toilet facilities.
- The turn-over of the firm from Tourist Transport operations only should be a minimum of Rs. 25.00 lakh for rest of India and Rs. 10.00 lakh for the North - Eastern region, remote & rural areas duly supported by a Certificate issued by Statutory Auditor of the firm. In this regard, the turn over through foreign exchange and INR must be mentioned separately, by the Statutory Auditor of the firm.
- The applicant should be income tax assessee and should submit copy of acknowledgement certificate as a proof of having filed income tax return for current assessment year.

For Ex-Defence personnel, the condition of being in the business of tourist transport vehicles for one year is relaxable to six months and having six vehicles is relaxable to four tourist vehicles provide the candidate is sponsored by the Director General of Resettlement, Ministry of Defence, New Delhi However the Ex-Defence personnel who apply under this scheme must themselves operate the tourist transport business and should not be hire men of other financiers.

TTO is required to pay a non-refundable fee of Rs.3,000/ - while applying for the recognition / renewal for Head Office and each Branch Office. The fee would be made payable to the Pay & Accounts Officer, Ministry of Tourism in the form of a Bank Draft.

The TTO should adhere to the tenets of the Code of Conduct for "Safe & Honourable Tourism" for which the following action would have to be taken.

- A signed copy of the pledge of commitment towards "Safe & Honourable Tourism" should be attached with the application either in Hindi or English languages. The pledge is attached in English & Hindi as Annexure II & III respectively.
- On the day a staff member joins the TTO, he / she would be required to take / sign the pledge. The pledge

would be incorporated in the appointment letter / joining report of the staff.

- Two focal points would be nominated (i.e from HRD security side etc) at the time of applying for approval by the TTO in the case of organizations which have more than 25 personnel. In the case of TTO with less than 25 personnel one focal point would have to be nominated.
- The training would be provided to the staff of the approved TTO by MOT under its Capacity Building of Service Providers (CBSP) scheme in connection with "Safe & Honourable Tourism". The focal points of the TTO would be trained first within first six months of MOT approval. Subsequently the trained focal points in turn would impart further in - house training to the staff which would be arranged within next six months.
- The pledge of Commitment towards "Safe & Honourable Tourism" would have to be displayed by the TTO prominently in the front office area / lobby of the TTO.
- The signatories of the Code of Conduct would be required to maintain a record of action taken by them in compliance of the provisions of this para, which shall be kept in their office & shown to the committee(s) at the time of renewal.

The recognition / renewal or extension would be granted to the Head Office of the TTO. The Branch offices of TTO would be approved along with the Head Office or subsequently provides the particulars of the Branch offices are submitted to MOT for recognition and for renewal or extension to the concerned RD and accepted by it.

TTO so granted recognition / renewal or extension shall be entitled to such incentives and concessions as may be granted by the Government from time to time and shall abide by the terms and conditions of recognition as prescribed form time to time by MOT, GOI.

TTO would have to report action taken by them in their Annual Report which shall be kept with them & shown to the Committee(s) at the time of renewal.

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

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

The decision of MOT, GOI in the matter of recognition / renewal or extension shall be final. However, MOT may in their discretion refuse to recognize / renew or extend any firm or withdraw / withhold at any time

recognition/ renewal already granted with the approval of the Competent Show Cause Notice would invariably be issued and the reply considered on merit. This would be done after careful consideration and generally as a last resort. Circumstances in which withdrawal is effected would also be indicated.

Incredible India

Annexure - II

Pledge for commitment towards safe & honourable tourism and sustainable tourism

I/We solemnly pledge and reiterate our commitment to conduct our business in a manner that benefits the culture and ethos of our rich and ancient civilization and the tolerant and accommodating nature of our multicultural society and protects all individuals, especially women and children from all derogatory acts which are contrary to the spirit of our country. We hereby commit to abide by the Code of Conduct for Safe and Honourable Tourism.

Recognizing that every earth resource is finite and fragile I / We further pledge to fully implement sustainable tourism practices, consistent with the best environment and heritage protection standards, such that my/our present tourism resource requirements optimize both local community benefit and future sustainable uses.

Signature:

Name :

On behalf of :

In the presence of :

ANNEXURE - 1

Particulars of vehicle of TTO (Minimum 06 vehicles out of which 04 must be cars (all in the name of the company) Copies of RC/TC should be attested. More columns may be added for extra vehicles in table 1.

Table 1

S.No	Type of vehicle	Registered in the name of	Registration No.	RC dated	Tourist Permit	TP dated	Others Remarks
1							
2							
3							
4							
5							
6							
7							
8							

The motor vehicles (All India permit for tourist transport operator) rules,1993

- Short title, extent, commencement and exemption - (1) These rules may be called the Motor Vehicles (All India Permit for Tourist Transport Operators) Rules 1993.
- They shall extend to the whole of India
- They shall come into force with effect from the date of publication.
- The conditions prescribed in Rules 82 to 85A of the Central Motor Vehicles Rules 1989 shall not apply to the permits granted under this scheme.

_____ Vide G.S.R. 541(E), dated 10th October, 1993 published in the Gazettee of India Extra, Pt-II Sec 3(i), datd 10th August 1993.

Definitions - In these Rules unless the context otherwise requires.

- Act means the Motor Vehicles Act 1988 (59 of 1988).
- Authorisation Certificate means a certificate issued by an appropriate authority to a recognized Tourist

Operator authorizing him to operate throughout the territory of India or in such continuous States, not being less than three in number including the State in which the permit is issued, on recognized tourist circuits, as are specified in the All India Permit for a tourist vehicle granted to him.

- Appropriate Authority means the authority which is authorized under the Act to grant a permit in respect of a tourist vehicle.
- Rule means the rule of the Central Motor Vehicles Rules 1989.
- Section means section of the Act.
- Schedule means a Schedule appended to these rules.
- Tourist Transport Operator means.
- A company or an individual engaged in a business of promotion of tourism by providing tourist transport vehicles on tourist circuits or.
- Any travel agency (who possesses his own vehicle or have taken a vehicle on lease for this purpose for a period of at least one year) run by a company or an individual provides all tickets for travel by air, rail,

ship, passport, visa and also arrange accommodation, tours, entertainment and other tourism related services; or.

- The tour operator (Company or individual who provides for transport, accommodation, sight-seeing, entertainment and other tourist related, services for tourist, and who possesses his own vehicle or has taken a vehicle on lease for this purpose for a period of atleast one year and is recognized by the Department of Tourist of the Government of India.
- Tourist Circuit means all places of tourist interest situated in a state for which package tours are prepared and sold by the recognized tourist transport operator.

Explanation: For the purpose of removal of doubts, it is clarified that the permit covering such tourist circuits shall be valid throughout the state:

Subs. By G.S.R. 286(E), dated 22nd March 1995 (w.e.f 22-3-1995)

Ins. By G.S.R. 286(E), dated 22nd March 1995 (w.e.f 22-3-1995)

Authorisation Certificate shall be issued only to a Tourist Transport Operator recognized by the Department of Tourism of the Central Government.

Form Contents and Duration etc, of the Authorisation Certificate

- Every application for the issue of an Authorisation Certificate shall be made to the concerned State Transport Authority in the Form as set forth in the First Schedule.
- Every Authorisation Certificate shall be in the Form as set forth in the Second Schedule.
- The period of validity of an Authorisation Certificate shall not exceed one year at a time.
- The Authorisation Certificate may be renewed on an application made not less than fifteen days before the date of its expiry.

Procedure of applying for issue of Authorisation Certificate:

- An application for an Authorization Certificate may be made on any working day to the State Transport Authority concerned.
- A State Transport Authority shall not ordinarily refuse to issue an Authorisation Certificate applied for under these rules.
- Transport Authority may reject the application made under sub-rule (1) for good and sufficient reasons to be recorded in writing, or where the Authority is of the opinion that this would have the effect of increasing the number of Authorisation Certificates limited in terms of section 74(3).

Provided that the Authorisation Certificate applied for shall be issued or refused within a period of thirty days from the date of receipt of application by the State Transport Authority.

Transfer of Permit

- Save as otherwise provided in sub-rule (2) an Authorisation Certificate shall not be transferable from one person to another except with the permission of the State Transport Authority which issued the Authorisation Certificate and shall not, without such permission, confer on any person to whom a vehicle covered by the Authorisation Certificate is transferred, any right to use that vehicle in the manner authorized by the Authorisation Certificate.
- Where the holder of an Authorisation Certificate dies, the person succeeding to the possession of the vehicles covered by the Authorisation Certificate may, for a period of three months use the Authorisation Certificate from the date of death of the holder and on his own intention to use the Authorisation Certificate.

Provided further that no Authorisation Certificate shall be so used, except after its renewal, after the date on which it would have ceased to be effective in the hands of the deceased holder.

- The State Transport Authority may, on an application made to it within three months of the death of the holder of the Authorisation Certificate, transfer that said certificate to the person succeeding to the possession of the vehicle covered by the Authorisation Certificate.

Provide that the State Transport Authority may entertain an application made after the expiry of the said period of three months if it is satisfied that the applicant was prevented from making an application within the specified time.

Replacement of vehicle: The holder of an Authorisation Certificate may, with the permission of the State Transport Authority by which the Authorisation Certificate was issued, replace any vehicle covered by the Authorisation Certificate by any other vehicle of the same nature.

Explanation: The vehicle of same nature would mean having the same seating capacity for which permit has been granted and composite fee paid and such a replacement vehicle could be of any other make or model.

Appeals - Any Person aggrieved by

- The refusal of the State Transport Authority to issue Authorisation Certificate or by condition attached to an Authorisation Certificate issued by him or
- The order of revocation or suspension of the Authorisation Certificate or by any variation of the condition there of or
- The order of refusal to transfer the Authorisation Certificate under rule 6 of these rules or section 12, or
- the order of refusal to renew an Authorisation Certificate or

- any other order which may be made may within a period of thirty days from the date on which the said order is communicated to the applicant, appeal to the State Transport Appellate Tribunal constituted under sub-section (2) of section 89 of the Motor Vehicles Act, 1988 who shall after giving such person and the State Transport Authority an opportunity of being give a decision thereon which shall be final.

Authorisation Fee: The fee for the issue of an Authorisation Certificate shall be Rs. 500/- per annum and every application for the issue or renewal of the same shall be accompanied by a bank draft for the said amount in favour of the appropriate authority.

Seating capacity: An all India Permit for Tourist Transport Operators shall be issued only in respect of vehicles with a seating capacity of not more than (39) seats, excluding the driver and the conductor. Besides, provision of rule 128 of the Central Motor Vehicle Rules 1989 except for subrule (11) of the said rules, shall also apply to the tourist vehicles.

Subs by G.S.R. 286(E), dated 22nd March 1995 for 35 (w.e.f 22.3.1995)

Age of the Tourist Coaches: An all India Permit for Tourist Transport Operators shall be deemed to be invalid from the date on which the vehicle covered by the said permit completes nine years, in the case of a motor cab and eight years in the case of a vehicle other than a motor cab.

Explanation: For the purpose of this rule, the period of nine or eight years shall be computed from the date of initial registration of the tourist vehicle concerned.

Every motor vehicle or motor under the Authorisation Certificate issued under these rules shall exhibit the words All India Tourist Permit on the back of the motor vehicle in contrasting colours, so as to be clearly visible.

Subs by G.S.R. 444(E) dated 26th June 2007 for rule 12 (w.e.f. 26.6.2007) Rule 12, before substitution, stood as under.

Distinguishing Particulars to be exhibited on Motor Vehicle: A motor vehicle or motor cab covered under the Authorisation Certificate issued under these rules shall be painted in white colour with a blue ribbon of 10 centimetres width at the centre of the exterior of the body on both sides of the vehicle, and the word "Tourist" shall be painted inside a circle of 60 centimetres diameter. The permit holder shall also display on the front top of the tourist vehicle, other than a motor cab a board in yellow colour with letters in black colours with the inscription "Approved Tourist Transport Operator No..." in English and Hindi and also if the permit holder so prefers, in the regional language of the Home State, with the logo Peacock, as specified in Annexure No.1.

List of Tourists: A tourist vehicle other than motor cab, plying under an All India Permit for a Tourist Transport

Operator shall at all times carry a list of tourist - passengers in respect of each trip and the list shall be produced on demand by the officers authorized to demand production of documents by or under the Act or the rules made thereunder.

Quarterly Returns to be filed by an All India Tourist

Permit Holder: An all India Tourist Permit holder shall file a quarterly return, in respect of the motor vehicle covered by these rules, in the form set forth in the Third Schedule to the appropriate authority of the State by which the All India permit is granted and the said authority in turn shall forward copies thereof to the appropriate authorities of other States concerned.

Certificate of Recognition

- The eligibility conditions for a certificate of Recognition shall be as set forth in Fourth schedule.
- Every application for a Certificate of Recognition by the Department of Tourism, Government of India, shall be submitted in the Form prescribed in the Fifth Schedule to the Director General of Tourism, Department of Tourism, Government of India, New Delhi - 110 001.
- The Certificate of Recognition shall be granted in the Form prescribed in the Sixth Schedule.

Air line Ticketing

Introduction

International tourists prefer to use airlines to travel to foreign countries. In Europe, they prefer to "move by Euro Rail; they can get Shengen Visas to move to several countries of Europe. If they are in south-east Asia, they use trains or coaches to move from one country to another country. But most of the times, they use airlines to move from one country to another that is located far away from the former. Tourists give importance to air travel because they assume that it is synonymous "with comfort and luxury. They also presume that air travel saves their time. The efforts and agonies that they might have faced during their travel by road or rail routes are also eliminated altogether. Air travel was synonymous with luxury during the days of its introduction. However, it has become a necessity for most of international travellers. It is not easy to cover distances of thousands of miles by road or rail. Hence, air travel is a natural choice of international tourists.

In India, this trend is catching up slowly. Indian tourists are also indulging in air travel as it offers them speed convenience and luxury. Super Apex and Apex airfares have made it possible for the Indian Diaspora to travel by air and complete their tours within days. However, India has a long way to go before she catches up with the West in the field of air Travel.

Sea travel is undertaken by many tourists but their purpose is different. Tourists undertake travel by cruise lines and luxury yachts to enjoy the environs of the oceans. In fact, sea travel is considered than air travel, at least in the parlance of international tourism operations. In the West, domestic tourists also prefer air travel to

road or sea travel. They are supposed to complete their tours and business trip in short time periods. Business travellers also find it easy and convenient to travel by air. Thus, air travel has not only become a status symbol, but also it has assumed significance as a modus operandi for luxurious and convenient travel to all corners of the world. Rates of air tickets are falling and private air taxis are also working hard to woo customers.

In this chapter, we shall discuss the procedures of airline ticketing, CRS and airport handling procedures. We have discussed some of these issues at various stages in this volume. This chapter would sum up all the vital details related to airline ticketing, QRS, airport handling procedures and baggage rules.

What is airline ticketing

Airlines provide services of transport, food and hospitality to their clients. Travelling by air can be fun for many. But frequent fliers may not find anything special in the gargantuan gamut of air travel. Passengers travelling by air for the first time may find the experience to be very exciting, though.

Airline ticketing is the process of booking airline tickets for a customer according to his preplanned tour itinerary. A travel agent normally performs this job on "behalf of his client (traveler). This travel agent may be a PSA, GSA or subagent of a PSA or GSA. The airlines of the world operate their flights to and from airports. Their departure and destination airports are clearly defined and there cannot be any drastic change in their flight schedules unless they encounter some serious problems. On the other hand, the customer also has some tour plans and requirements. The process of travel must be in tune with the entire itinerary of the customer. The job of a travel agent is to book the air tickets for the customer so that the objectives of the airline as well as those of the customer could be met. In this process, the travel agent earns a commission from the airline. If the travel agent is also planning the tour itinerary for his customer, he is entitled to get commission from the hotel or another travel agency that executes the tour of the customer at the tourist spot. But his commission on the airline ticket is paid by the airline. If he is a subagent, his commission is paid by the agent (PSA. or GSA).

The passenger gets the air ticket; in fact, he has to procure it before getting his passport stamped for visas. In the case of domestic travel, he does not have to get his passport stamped for visas. Foreigners moving in a country must have their passports ready at all times; they may have to show these to the airport authorities during transit within a country that they are visiting. The travel agent arranges the ticket for the customer and delivers the same at his office or residence.

Players involved in airline ticketing

Travel agencies are responsible for the task of purchasing air tickets, cruise line tickets and coach tickets for their clients. They plan the tour itineraries of their clients in advance, get their approvals" and then, proceed to procure tickets from-the airlines. The clients can also

directly procure tickets from airlines. But that is the case when the passenger does not buy any tour package and is on his own during the course of his journey. We have observed that business travellers normally buy rickets only. They are well versed about those places that they are going to visit. Hence, hotel stay, food and transport are not the problems for them. Leisure travellers, on the other buy tour packages, which include tickets of all types; they are not well versed with the tourist spots that they plan-to visit and hence, depend upon the travel agency for preparing smooth and efficient tour-itineraries.

Agents in air ticketing

Travel agencies become the representatives of airlines. They are called Agents of those airlines. But there are fine divisions within the term Agent. In this section, we shall describe such divisions, as follows.

GSA

The full form of the term GSA is General Sales Agent. He is approved by the LATA. There can be only one GSA of an airline in one city . The GSA takes air, tickets in bulk from the airline. He is required to acheive the targets of sales (of such tickets) in in bulk from the airline. He is a bulk Purchaser of tickets. He can sell tickets to PSAs and sub-agents. He holds maximum stocks of air tickets. He gives a guarantee to the airline that he would sell a minimum number of tickets within a given time frame.

Commission Payable of the GSA

There are 2 schemes of payment of commission to the GSA, as follows:-

- a **Commission Based on Basic Ticket Price:** The GSA gets a commission of 7 per cent on the basic ticket rice for every ticket sold by him. If he sells ticket to the subagent or the PSA, then he gets a commission of 1 per cent on the basic ticket price while the subagent or PSA gets 6 per cent on the basic ticket price. In such cases, the PSA or subagent does the selling to the ultimate customer who is supposed to buy the ticket. These percentages are approved by the IATA. These are changed only rarely.
- b **Commission Based on Quantity of Tickets Sold:** If the GSA sells 10 tickets, he gets the eleventh ticket free of cost. If he is able to sell the eleventh ticket, he keeps the entire amount (of its basic price) with himself. If is not able to sell that ticket, the airline reimburses the basic price of that (eleventh) ticket to him. The rule of 10 sold + 1 free has been replaced by 15 sold + 1 free. The latter implies that if the GSA sells 15 tickets, he gets the sixteenth ticket free of cost. He can sell it and keep its basic ticket price with him. If he is unable to sell it, then, he is reimbursed the basic ticket price for that (sixteenth) ticket by the airline. Note that different airlines may use different schemes in this context. But the generally accepted rule nowadays is 15 sold + 1 free.
- c **Other Incentives:** The airline gives turnover incentives and free tickets or packages to the staff of a GSA from time to time. But these sops depend upon how the GSA

performs in the market. Different airlines give different types of incentives. Normally, free air packages or tour packages are given to the director of the GSA or his employees. These are over and above the commission that the GSA gets, as explained earlier.

Examples: Nijhawan Travel is the GSA of British Airways. There is no other GSA of British Airways in Delhi except Nijhawan Travels. Further, the GSAs of Lufthansa and Air Lanka are having their offices in Connaught Place (New Delhi). Stic Travels is the GSA of all the airlines except British Airways.

PSA

The full form of the term PSA is Passenger Sales Agent. He is also approved by the IATA. There can be many PSAs of one airline within the same city. They can buy tickets from GSAs. They normally sell ticket stocks to ultimate customers. The PSA takes air tickets in small quantities from the airline. He is not a bulk purchaser of tickets. He can sell tickets to sub-agents. He can get 10-12 stocks of air tickets per flight.

Commission Payable to the PSA

There are 2 schemes of payment of commission to the PSA, as follows:-

- a Commission Based on Basic Ticket Price:** The PSA gets a commission of 7 per cent on the basic ticket price for every ticket sold by him. If he sells the ticket to the sub-agent, he gets a commission of 1 per cent on the basic ticket price while the sub-agent gets 6 per cent on the basic ticket price. In such cases, the sub-agent does the selling to the ultimate customer who is supposed to buy the ticket.
- b Commission Based on Quantity of Tickets Sold:** The rule of 10 sold + 1 free or 15 sold + 1 free is also applicable in the case of a PSA. Read Section 7.2.1.1 in this context.
- c Other Incentives:** The incentives given to the GSA can also be given to the PSA. Read Section 7.2.1.1.1 in this context.

Examples: Aeroflot has PSAs but no GSA. Thai Airways has PSAs but no GSA. Air India also has PSAs. Malaysian Airlines System (MAS) has PSAs; so has Austrian Airlines. Finally, Indian Airlines also has PSAs.

Sub voce: Travel agents can be PSAs and/or GSAs of various airlines.

DSA

Its full form is Direct Selling Agent. These agents also sell air tickets directly to passengers. They can also sell tickets to sub-agents. ADSA must also be approved by the IATA. The airline gives air ticket stocks to him directly.

Subagent

These are the small travel agencies that operate in various cities and depend upon PSAs or GSAs for their ticket requirements. They need not be approved by the IATA. They can deal with both the PSAs and GSAs. They get a commission of 6 per cent of the basic ticket price. The

balance 1 per cent is retained by those PSAs or GSAs from whom, they procure such tickets. They are not eligible for getting incentives based on ticket sales (like 10 sold + 1 free or 15 sold + 1 free scheme). They get only commission on airline seats sold by them. However, in group bookings, PSAs may offer them extra seats (ie, under 10 sold + 1 free or 15 sold + 1 free scheme). Normally, they work under PSAs. Their credit term is 14 days.

Sub voce: Validation Stamp

Every PSA or GSA has a validation stamp that is granted to him by the IATA, the chief approving authority. This validation stamp is printed on the air ticket that is issued by the airline through him. Let us examine a validation stamp. Refer chart below.

Chart

Sitiglobal Passages 115 Antriksh Agtd 22 KG Marg In 14351433

A validation stamp of a PSA or GSA

From above chart, We can get the following information:

- The name of the PSA or GSA is Sitiglobal Passages.
- Its Office is located at 115, Antariksh Building, Kasturba Gandhi Marg, New Delhi - 110 001 (India).
- Its registration number is 14351433. This number is given by the IATA to the PSA or GSA. It is unique number; no other PSA or GSA can use it.

This validation stamp is printed, along with other sets of information, on the top right part of every air ticket that is issued by this PSA or GSA. This validation stamp is not issued to any sub-agent. It is privilege only by the IATA-approved PSAs GSAs. The validation stamp may be printed on some other part of the ticket. The format of the ticket would decide its exact position. Finally, both the PSA and GSA must have validation stamps so that they could issue tickets.

Basic terminology related to air travel

Before we study airline ticketing procedures, it is important for us to know some basic terms related to the jargon of air travel. These terms, if carefully imbibed, would help our valued readers understand the intricacies of airline ticketing with ease. We have also discussed terms related to hotel operations. Terms related to sea travel have been purposely mentioned in Chapter 5. Let us study terms related to air travel and hotel bookings in this chapter (readers are required to understand each one of these thoroughly before studying the ticketing procedures).

AAR: Against All Risks.

Affinity Group : A group travelling together that has been formed for a purpose other than travel.

AGT: A travel agent.

APP: Also called Apex Fare. Its full form is Advance Passenger Excursion Fare. It is offered only by scheduled carriers. Passengers must pay the full prices of tickets 14 to 20 days in advance. The current trend is to get ticket bookings done at least 30 days in advance. Around-the-world Trip : This is a circle trip and applies to continuous eastbound or westbound travel commencing from and returning to the same point via both the Atlantic Ocean and Pacific Ocean. The fare for an around-the-world trip is constructed in the same manner that is used to construct the fare of a circle trip.

ARR: Arrival

ARUNK: Arrival Unknown. Also read Surface in this context.

Baggage Allowance: It means the volume or weight of baggage that may be carried by a passenger without any additional charge.

BHM Check: Done for one-way journey only. Only stopover points from the origin would participate for fare calculation in all types of transactions, if the fare from the station of origin to one of the stopover points is higher than the fare from origin to destination.

Board: Refers to going aboard a ship.

Boarding Pass: It means printed pass issued at the check-in or boarding counter when the ticket coupon is taken, giving the flight and seat numbers. Some airlines may call it Boarding Card.

Booking: Making reservations for a flight. When reservations of a passenger are confirmed, he is deemed 'booked' on the flight.

Bump: Displacing a passenger by virtue of holding a reservation with a higher priority (a regular-fare passenger would bump a standby passenger).

Carrier: An airline or firm that operates its aircraft from one station to another to carry passengers. The carrier can be of two types official or private. An official carrier is the one that represents a country. It also depicts the culture, cuisine, hospitality of that country through its services that are unique (and based on the traditions of its country). A private carrier is any private firm in the business of air transport operations. Such a firm carries passengers from one airport to another. It can be a domestic carrier or an international

Domestic ticketing procedures

In India, private airlines have been allowed to operate so that domestic to tourists and passengers could be served. The aircraft operated by these private airlines are called Air Taxis. Besides, the State-owned organization, Indian Airlines, also operates its flights within India. We have given these details in Chapter 5 of this volume. Note that Indian Airlines is also operating flights to and from some international airports.

A domestic passenger need not submit his passport to collect his air ticket. A foreign must submit his passport (for the purpose of his identification) even if he flies

within the boundaries of India. This rule applicable to all the foreigners when they travel to other countries and take domestic flights to move within such countries. They cannot buy tickets in INR Values. They must pay in terms of US Dollars to do so. A citizen of India need not submit any proof of identity to buy a domestic ticket. He has to buy domestic tickets in INR values. A ticket for undertaking domestic travel has been shown in Fig 1.

Classes of travel in domestic flights

There are 2 classes in domestic flights, as follows:

J Class

It is also called Executive Class. It is a costly class. It has better seats, air conditioning, cushions of

Class (INR Fare)

Indian customers can buy tickets for this class in Indian National Rupees (INR).

Class (dollar fare)

The customer can buy tickets for this class in United States Dollars. Foreigners, who visit India, normally carry an international currency the US Dollar. So, they find it convenient to pay the prices of domestic tickets in terms of this currency. They can buy only by paying the airfare in US dollars; they are not allowed to buy J Class tickets with INR.

Y class

It is also called Economy Class. It is a cheap class. The amenities provided to the passengers travelling by this class are not as good as those provided to the passengers of J Class. There are two sub-classes in Y Class, as follows.

Y Class (INR fare)

The Indian customers can buy tickets for this class in Indian National Rupees (INR).

Y Class (dollar fare)

The customer can buy tickets for this class in United States Dollars. Foreigners, who visit India, normally carry international currency like the US Dollar. So, they find it convenient to pay the prices of domestic tickets in terms of this currency. They can buy only by paying the airfare in US Dollars; they are not allowed to buy Y Class tickets with INR

Sub voce:

- 1 Normally, J Class and Y Class are available in domestic flights.
- 2 Fares in INR and US Dollars are different; these also vary from airline to airline. . (3) There is not much difference between INR and US Dollar fares.

Rules and regulations for domestic flights

The government has defined elaborate sets of rules to ensure that passengers get air services of the best quality while they are airborne. These rules are applicable to all the domestic airlines.

Airline Ticket Template

_____ [Name] AIRLINES	
BOARDING PASS	
Name of the class: _____ [Mention initially in bold letters which class has been assigned out of Economy, Premium, Club and First class]	
Carrier number: _____ [Mention the correct Flight code]	
Date: _____ [Mention the date on which the flight will be boarded]	
Passenger's Information:	
Name: _____ [Provide name of the concerned passenger]	
Gender : _____ [Mention gender]	Age: _____ [Mention age]
Gate number: _____ [Specify the gate at which the plane will board]	Seat: _____ [Point out the seat number of the plane along with class code]
Boarding time: _____ [Mention at what time the plane should be boarded]	
From: _____ [State the terminal name from where flight takes off]	To: _____ [State the terminal name where the flight will land]
Remarks: _____ [Include space for certain remarks about the service of the airline company]	
Observations: _____ [Include certain space for mentioning observations of the services]	

Table 2 Super Apex Scheme of Jet Airways**Super Apex fares**

From Delhi to	Super Apex Fair (Rs)	From Delhi to	Super Apex Fare (Rs)
Ahmedabad	2,335	Jammu	1,800
Bagdora	3,360	Kolkata	3,205
Bangalore	4,700	Lucknow	2,500
Bhopal	2,000	Mumbai	3,400
Chennai	3,600	Pune	3,305
Cochin	5,275	Trivandrum	5,610
Guwahati	4,200	Udaipur	1,500
Hyderabad	4,000	Vadodara	2,285
Indore	1,880	Varanasi	2,300

Other airlines like the AI also follow suit and customers are the real beneficiaries of these price wars. But when the real cause of this reduction disappears, airlines increase their fares once again. In the case of prices given in Fig 4 (of Jet Airways), the reason for reduction in prices was the holiday season. When the season is over, the airline reverts to its normal (high) fare structure. Other airlines also follow suit. There can be many more reasons for reduction of airfares, namely, attacks on countries (eg, Iraq), epidemic (eg; SARS), poor economic growth rates (eg, sluggish US economy), force majeure (eg, deluge) and many more. Because of these problems, passengers do not travel by air. Hence, airlines reduce the prices of their tickets so as to motivate them to use their services during lean or bad seasons. Almost all the airlines adopt these promotional strategies and try to sell as many air tickets as may be possible. Our research has concluded that most of the airlines do not slash their fares even during the periods of crises. Example : Singapore Airlines has reduced its airfares as other airlines of the world have cut down their fares by almost 15 to 20 per cent. Note that Singapore Airlines normally does not reduce its airfares but it has done so in the wake of reduced passenger traffic. This reduction was effected due to the identification of a number of SARS cases in that island-State. Singapore was declared SARS-free by the WHO later.

Use of credit cards

Many domestic passengers buy tickets through Credit Card (CC) transactions. Foreigners, who have globally valid CCs, can also buy domestic tickets through such CCs. They have to pay in US Dollars to do so. The Indians can use CCs that are valid in India. They can also use globally valid CCs to do so.

Types, of passengers

Four types of classes can be defined in this context- adults, children, infants and foreigners in the age group of 12 to 30 years. Adults are the persons above the age of 12 years. Children are the persons in the age group 2-12 years.. Infants are the persons in the age group of 2-12 years, Foreigners in the age group of 12-30 years

are eligible for special fares; fare calculations have been discussed for this group in this chapter . In general, there are only 3 major categories of passengers, if their age group is the criterion for classification. These are- adults, children and infants.

IATT rates and concessions

The term IATT stands for Indian Airport Travel Tax. This tax is charged from all the domestic passengers. Foreigners are exempted from some of the IATTA levies, as would be discussed in the calculations that follow. In some domestic sectors, the IA1T is not charged from foreigners (for US Dollar tickets). In some others, the IATT is not charged from the Indian nationals (for INR tickets). Rules may change from time to time in the context of levying the IATT. The government takes a final decision in this context. This decision is binding on all the domestic carriers.

There are two parts of the IATT, as follows :

- 1 IATT TAX.
- 2 IATT insurance

We have discussed these concepts in the examples that have been given this chapter.

PSF

Its full form is Passenger Service Fare, It is charged from all the passengers, domestic or international. The example of fare calculations would help our readers understand this concept.

This is the, insurance charge that is charged from every passenger.

Domestic tickets and the itinerary criterion

A domestic passenger can choose his day of departure and day of return. He can also choose to fly by an aircraft but may not return. He may use a surface route to return to his station of origin, to quote an example. Thus, we have 3 types of (domestic) tickets, if the itinerary is the chief criterion, as follows :

- **One Way Ticket:** Its code is OW. The passenger can buy a ticket to any domestic station. He can use that ticket and fly by the designated carrier. But he may not return at all.
- **Open Ticket:** This means a ticket in which, the date of arrival or departure, is not printed. Naturally, it can be a one-way ticket or two-way ticket. If it is a one-way open ticket, the passenger specifies the date of his arrival or departure and it is printed on his ticket. If it is a two-way open ticket, the passenger is free to decide when he would start his journey and also and his journey (return). But he can do so only within a specified period of time, starting from the date of issue of the ticket. This time period is called Validity Period of Ticket. Many airline issue tickets that may be valid for 1 year from the date of their issue. Some others may be valid for only 4 months from the date of their issue. Different airlines have different rules in this context. In the parlance of domestic travel, there is no problem of return to the station of origin. Example:

The passenger may go from New Delhi to Kolkaka with a one-way open ticket. He may stay there for 3 months. One fine morning, he may decide to come back to New Delhi. All he has to do is to inform the airline or travel agent that he wants to go back to New Delhi. He would get the first available flight to New Delhi. The same procedure is applied if it is a two-way open ticket; in this case, he can decide the day of his departure as well but within the validity period of the ticket.

- **Return Ticket:** In this type of ticket, the departure and return dates are decided in advance and mentioned on the ticket.

Manual reservation charts

A travel agent can also book tickets for his clients through manual booking procedures. This concept is being replaced by the CRS and online booking systems through satellites. But many airlines are still using the manual system of air ticket booking. It is important for us to know how the manual system works. The executive of the travel agency processes the requests of his client either over telephone or through across-the-table discussions. He books seats for passengers according to their specific travel needs. He also confirms with airlines from time to time and finds out whether seats are available for particular sectors and on given dates or not. Then, he fills up the chart as shown in Chart 2. It has been provided by Jagson Airlines Ltd.

Chart 2

Rerservation chart					
Flt.NO. Ja.....			Date		
Departure time		From		To	
No.	Name of Passenger	status	ticket no.	destination	phone no. & Pnr. Contactaddress
1					
2					
3					
4					

The PNR is important in this context; it stands for Passenger Name Record. The passenger is identified by the PNR and his name. Note that manual reservation systems are being phased out, albeit gradually.

Provision of foreign currencies

It is also an important activity carried out by the travel agency. It arranges foreign currencies for travellers. Some agencies deal exclusively in the provision of foreign currencies, traveller's cheques etc. This is an important facility to its customers as it saves a lot of time and energy of the customer. Once the traveller has taken foreign currency from one travel agency, it cannot take foreign currency from another agency for the same. tour. The guidelines of the Reserve bank of India are strict in this context. Further, a travel agency can issue foreign currency equivalent to US \$ 10,000 to a traveller who intends to undertake a foreign tour. If he spends only a part of this amount during the tour, he can return it to the travel agency and get back its Rupee equivalent from it. He should preferably go to the same travel agency (for this conversion) from which, he had taken this foreign exchange.

The authorised money exchanger comes to the office or residence of the client and gives him the exchange in lieu of Indian currency. Alternatively, the client can go to the office of the money exchanger and get the foreign exchange according to his travel needs.

Identification marks and flight numbers of airlines

Every domestic airline has a code awarded to it. It also has an identifiable symbol or insignia that differentiates it from other carriers. This rule is in tune with the norms and guidelines of the ICAO. Hence, these rules are also applicable in domestic air travel operations as well. These identification marks are provided so that passengers, air crew and aircraft maintenance staff are not confused while identifying the aircraft at the airport.

Further, each flight is given a number. This number (or flight code) is typical in the sense that it cannot be used in any other airline or sector. Example: Jagson Airlines Limited has allocated code JA-212 to the flight from Dharamshala (HP) to Delhi. This flight originates from Dharamshala at 9:55 hours and arrives at Delhi at 11:50 hours (on the same day). The days of this flight have been earmarked as every Monday, Wednesday and Friday of the week. This data normally does not change and the agents of the airline continue to book seats according to the departure and arrival schedules specified by the airline. These schedules are. in printed formats and also include the price break-ups for each and every ticket that the airline offers. The airline can make changes in departure and arrival schedules only after it has consulted the relevant government authority and made a formal request to effect such changes.

Normally, these schedules are not changed. But the prices of tickets vary according to seasons, Example: Jet Airways had released an advertisement in the print media on May 14, 2003 and declared Super Apex fares for its selected flights. Fig 4 shows these fares. Tickets can be booked 30 days in advance to get heavy discounts under the Super Apex Fares Scheme.

Insurance

The travel agency also makes arrangement for the insurance of the traveller. Insurance companies make insurance for both personal accident risks and theft/damage of baggage. It is also the duty of a travel agent to provide proper guidance regarding insurance. In any case, it would have to sign tie-ups with the leading travel insurance firms to provide such services. The travel agency itself cannot provide insurance.

Costing based on inr values for adult passengers

In domestic air ticketing, therefore 4 major components as follows.

Basic ticket price

This is the basic price the ticket that the domestic carrier charges from the passenger in lieu of the air service provided by it. The airline has to pay commission to its PSAs and GSAs out of this basic price. It has also to bear the costs of staff, fuel, airport landing charges, navigation charges, maintenance crew, pilots, airhostesses and other support staff. It has also to earn profits out of this Basic price after deducting all the cost.

Example: Jaipur - Udaipur one-way fare of an airline can be calculated as follows:

Basic Fare = Rs 2,400

IATT

It is a tax component that is levied by the on the government on the basic fare. It has two sub-components IATT tax and IATT insurance.

IATT TAX

It is normally a percentage of the basic fare. This percentage may vary; the government takes a final decision in this context.

Example: Jaipur -Udaipur one-way fare of an airline (continued):

Basic Fare = Rs 2,400

IATT = Rs 360

IATT insurance

It is charged along with the IATT tax. Its rates vary from sector to sector. The government defines these insurance charges.

Example: Jaipur - Udaipur one-way fare of an airline (continued):

Basic Fare = Rs 2,400

IATT = Rs 360

IATT Insurance = Rs 40

PSF

Its full form is Passenger Service Fare. Its value is also fixed by the government.

Example: Jaipur-Udaipur one-way fare of an airline (continued):

Basic Fare = Rs 2,400

Basic Fare = Rs 2,400

IATT = Rs 360

IATT Insurance = Rs 40

Passenger Service Fare = US 200

Insurance charge is also defined by the government. It is also called YQ Charge. It remains fixed.

Costing based on inr values for children

Passengers up to the age of 2-12 years are deemed children. Generally, the basic fare of a child's ticket is 50 per cent of the basic price of an adult's ticket. The components of the ticket cost are 4, Just like they are in the case of an adult's ticket. But the government may or may not charge some of these from the children. An example would clear the concept.

Example: Udaipur-Rajkot one-way fare:

Basic Fare = Rs 2,739

IATT (50 per cent of the IATT for an adult) = Rs 411

IATT Insurance = Rs 40

Passenger Service Fare = Rs 200

YQ Charge (Insurance) = Rs 250

Total Fare (Child) = 2400 + (411 + 40) + (200) + (250)
= Rs 3,640

Costing based on inr values for infants

Passengers up to the age of 0-2 years are deemed infants. The basic fare of an infant's ticket is 10 per cent of the basic price of an adult's basic ticket price. The components of the ticket cost are 4, just like they are in the case of an adult's ticket. The IATT tax is normally not charged from infants. An example would clear the concept.

Example : Delhi-Kullu one-way fare :

Basic Fare = US\$ 80

IATT = US\$ 0

IATT Insurance = US\$ 0

Passenger Service Fare = US\$ 5 YQ (Insurance) = US\$ 5

Xntal Fare f AHnlt = 80 + ((= 80 + (0 + 0) + (5) + (5))
= US\$ 90

Costing based on dollar values for adult passengers

Basic ticket price

This is the basic price of the ticket that the airline takes from the passenger in lieu of the air service provided by it.

Example: Jaipur-Udaipur one-way fare of an airline can be calculated as follows :

Basic Fare: US\$80

IATT

This is the tax component that is levied by the government on the basic fare. This tax has two components-IATT tax and insurance. It may or may not be levied in some sectors.

IATT TAX

Normally, foreigners are exempted from this charge. But the government may change the rules. **Example:** Jaipur-Udaipur one-way fare of an airline (continued):

Basic Fare = US\$ 80

IATT = US\$ 0

IATT insurance

It is charged along with the IATT tax. Its rates vary from sector to sector. The government defines these insurance charges.

Example: Jaipur-Udaipur one-way fare of an airline (continued):

Basic Fare = US\$ 80

IATT = US\$ 0

IATT Insurance = US\$ 0

PSF

Its full form is Passenger Service Fare. Its value is also fixed by the government. **Example:** Jaipur-Udaipur one-way fare of an airline (continued):

Basic Fare = US\$ 80

IATT = US\$ 0

IATT Insurance = US\$ 0

Passenger Service Fare = US\$ 5

Insurance

This charge is also defined by the government. It is also called YQ Charge. In the parlance of airline ticketing, the letter Q stands for Surcharge. It is decided by the government and remains fixed.

Example: Jaipur-Udaipur one-way fare of an airline (continued):

Basic Fare = US\$ 80

IATT = US\$ 0

IATT Insurance = US\$ 0

Passenger Service Fare = US\$ 5 YQ (Insurance)
= US\$ 5

Xntal Fare f AHnlt = 80 + ((= 80 + (0 + 0) + (5) + (5)
= US\$ 90

Costing based on dollar values for children

Passengers up to the age of 2-12 years are deemed children. The basic fare of the child's ticket is 50 per cent of the basic price of an adult's ticket. The components of the ticket cost are 4, just like they are in the case of an adult's ticket. But the government may or may not charge some of these from children. An example would clear the concept. **Example:** Udaipur-Rajkot one-way fare :

Basic Fare = US\$ 80

Basic Fare = US\$ 45

IATT = US\$ 0

IATT Insurance = US\$ 0

Passenger Service Fare = US\$ 5

YQ Charge (Insurance) = US\$ 5

Total Fare (Child) = 45 + (0 + 0) + (5) + (5)
= US\$ 55

Costing based on dollar values for infants

Passengers up to the age of 0-2 years are deemed infants. The basic fare of the infant's ticket is 10 per cent of the basic price of an adult's ticket. The components of the ticket cost are 4, just like they are in the case of an adult's ticket. The IATT tax is normally not charged from infants. The government may or may not charge some of these from infants. The insurance charge (YQ) is not taken from infants in almost all the cases. An example would clear the concept.

Example: Kullu-Gaggal one-way fare:

Basic Fare = US\$ 10

IATT Tax = US\$ 0

IATT Insurance = US\$ 0

Passenger Service Fare = US\$ 5

YQ Charge (Insurance) = Rs 0

Total Fare (Infant) = 10 + (0 + 0) + (5) + (0)
= US\$ 15

Special fares for foreigners

This is a special category of passengers. We have already mentioned it in this chapter. Airlines release special fare lists for foreigners from time to time. Holiday seasons or peak seasons may be the reasons for declaring such special fares. These fares are applicable only to those passengers who are:

- foreigners;
- touring through the length and breadth of India; and
- in the age group of 12 to 30 years.

The government may change rules with respect to special fares at any point of time. The airline would have to conform to the new regime of rules. Let us study an example.

Example: Delhi-Dehradun one-way fare!

Basic Fare	= US\$ 86
IATT Tax	= US\$0
IATT Insurance	= US\$ 0
Passenger Service Fare	= US\$ 5
YQ Charge (Insurance)	= US\$ 5
Total Fare (Youth)	= 86 + (0 + 0) + (5) + (5)
	= US\$ 96

Sub voce: Our valued readers must get a clear idea about the fare structure of domestic airlines. Then, they can move on to the gargantuan field of international air ticketing. Please also note the following:

- Different (domestic) carriers may charge different fares. Our readers would find that their fare break-up values are also different.
- Airlines can charge different basic fares; it is up to them to create market niches on their own and hence, they can sell tickets at the prices that they deem reasonable. But taxes and insurance charges (as discussed earlier) would have to be charged from the passengers and then, paid to the government.
- Apex Fares and Super Apex Fares are rare offers by airlines; we have discussed one such scheme that has been offered by one carrier. Airlines always give comprehensive rates of Super Apex Fares. Taxes are normally included in these fares. Changes in flights or dates are allowed in Super Apex Fares but at nominal costs to passengers; this cost can vary from Rs 200 to 250. The passenger should get the schedule changed at least 30 days prior to the flight date (along with the payment of fee of Rs 200 or 250 per ticket, as the case may be). No open-date tickets are allowed in Super Apex Fare excursions. Super Apex and Apex schemes do not qualify passengers for JP Mile Schemes. Rules may be changed when the airline declares the Super Apex or Apex Scheme in the next season. It is not bound to offer the same set of airfares to its passengers next time.

Cancellation and refund rules

Cancellation rules for inr tickets

These rules are as follows (this list has been provided by Jagson Airlines, New Delhi):

- Passengers can buy tickets by paying the Indian monetary currency, called INR. Foreigners cannot pay in terms of INR to buy domestic air tickets. However, some domestic airlines permit them to do so. Example: Jagson Airlines. The IA and AI do not allow foreign nationals to buy domestic tickets in INR values.
- No cancellation charges are levied on an open ticket or an unconfirmed ticket.

- A cancellation charge of Rs 100 is levied on a ticket with “confirmed status” if it is cancelled 48 hours or later before the scheduled time of departure of the aircraft.
- A cancellation charge equivalent to 10 per cent of the ticket price is levied on a ticket if it is cancelled 48 to 24 hours prior to the scheduled time of departure of the aircraft.
- A cancellation charge equivalent to 25 per cent of the ticket price is levied on a ticket if it is cancelled 24 to 4 hours prior to the scheduled time of departure of the aircraft.
- A cancellation charge equivalent to 100 per cent of the ticket price is levied on a ticket if it is cancelled within 4 hours prior to the scheduled time of departure of the aircraft. If the passenger does not turn up to board the aircraft, even then 100 per cent value of the ticket price is deducted; the inability of the passenger to turn up at the departure lounge is called No Show.
- Cancellation fees are not applicable on the tickets of infants.
- Cancellation fees are not applicable if the aircraft is unable to fly due to a technical snag, or if the flight is cancelled due to bad weather.

Cancellation rules for dollar fare tickets

These rules are as follows:

- International tourists and passengers can buy tickets by paying the ticket amounts in United States Dollars.
- No cancellation charges are levied on an open ticket or an unconfirmed ticket.
- A cancellation charge equivalent to 10 per cent of the ticket price is levied on a ticket if it is cancelled more than 48 hours prior to the scheduled time of departure of the flight.
- A cancellation charge equivalent to 25 per cent of the ticket price is levied on a ticket if it is cancelled 48 to 24 hours prior to the scheduled time of departure of the aircraft.
- A cancellation charge equivalent to 50 per cent of the ticket price is levied on a ticket if it is cancelled less than 24 hours and more than 4 hours prior to the scheduled time of departure of the aircraft.
- A cancellation charge equivalent to 100 per cent of the ticket price is levied on a ticket if it is cancelled within 4 hours prior to the scheduled time of departure of the aircraft. If the passenger does not turn up to board the aircraft, even then 100 per cent value of the ticket price is deducted; the inability of the passenger to turn up at the departure lounge is called No Show.
- Cancellation fees are not applicable if the aircraft is unable to fly due to a technical snag, or if the flight is cancelled due to bad weather.

Sub voce: These rules can vary from airline to airline. We have discussed the cancellation rules of one particular airline in this section.

Refunds in domestic ticketing

Refunds are made to the passenger or approved travel agent who purchased the ticket. Tickets purchased in cash from the office of Indian Airlines can be cancelled at the same or any other office of Indian Airlines. Tickets purchased through a recognised travel agent can be refunded only to that agent. In domestic flights, refund administration charges for the ticket of an adult or a child are Rs 100. If the passenger is an infant, refund charges are nil. If the flight is delayed or cancelled, refund charges are nil. No refund is admissible if the ticket is lost. An international passenger gets refund in terms of US Dollars.

Codes of airlines in domestic operations

Please note the following:

- Airline codes are as follows (in domestic sectors)- AI: Air India; BG: Bangladesh Biman; CD: Alliance Air; DC: Alliance Air (a subsidiary of Indian Airlines); F5: Archana Airways; G8: Gujarat Airways; IC: Indian Airlines; JA: Jagson Airlines; KB: Druk Air; RA: Royal Nepal; S2: Sahara Airlines; UL: Srilankan Airlines; 9W: Jet Airways.
- The codes of the types of aircraft used in domestic operations are as follows- 747 : Boeing 747- AB3 : Airbus 300: 737 : Boeing 737- D10 : DC 10; F27 : Fokker Friendship; D28 : Dornier 228; BC9 : Beach Craft 1900D; L41 : L410; ATR : ATR 72-500; 320 : Airbus 320.

Landing charges

The following landing charges are levied on aircraft by various airport authorities (all figures are in Rs) :-

- India: A 300 B4 : 42,700; A300 B2 : 35,600; A 320 : 16,900; and B 737-200 : 11,800.
- Dubai: A 300 B4 : 30,300; A300 B2 : 26,400; A 320 : 15,000; and B 737-200 : 11,300.
- Sharjah: A 300 B4 : 26,100; A300 B2 : 22,500; A 320 : 11,700; and B 737-200 : 8,200.
- Thailand: A 300 B4 : 22,700; A300 B2 : 19,500; A 320 : 11,000; and B 737-200 : 9,200.
- Sri Lanka: A 300 B4 : 32,000; A300 B2 : 27,500; A 320 : 14,300; and B 737-200 10,100.

Navigation charges

The following navigation charges are imposed on the aircraft for meeting the expenses related to navigation:

- India: A 300 B4 : 21,500; A300 B2 : 21,500; A 320 : 17,400; and B 737-200 : 8,800.
- Dubai: A 300 B4 : 2,300; A300 B2 : 2,300; A 320 : 1,400; and B 737-200 : 1,400.
- Sharjah: A 300 B4 : 2,300; A300 B2 : 2,300; A 320 : 1,400; and B 737-200 : 1,400.
- Thailand: A 300 B4 : 10,900; A300 B2 : 10,900; A 320 : 10,200; and B 737-200 : 10,200.

- Sri Lanka: A 300 B4 : Nil; A300 B2 : Nil; A 320 : Nil; and B 737-200 : Nil.

International ticketing procedures

Classes of travel in international flights

There are 2 major classes in international flights, as follows:

1 International class (inr fares)

Passengers pay in INR for buying tickets in this major class. There are 3 major classes in this class. In fact, these are the main classes in all the international flights. These are-Y Class, C Class and F Class.

2 Y class (economy)

It is the cheapest class. Some airlines or travel agents may also call it Excursion Fare Class. It has reasonably good seats, air conditioning, cushions of seats, music systems etc. Services provided to passengers travelling by this class are of an average standard. Young people, poor businessmen, students and frequent fliers use this class. There are 4 sub-classes in Y Class, as follows:

i Y class (M)

The letter M refers to Mike or Victory. It is the cheapest class available in any airline. Obviously, it is a cheap class.

ii Y class (L)

The letter 'L' stands for Lima. It is a type of economy class.

iii Y class (H)

The letter 'H' stands for Harry. It is also a type of economy class.

iv Y class (T)

The letter 'T' stands for Tango. It is another variation of the economy class.

Sub voce:

- Rates of these classes vary according to the facilities and luxury levels provided in each one of these.
- Airlines may or may not provide all these classes in these classes in their aircraft. They may also name them in a different manner to differentiate their services from those of others. But the governing norms with respect to each and every class have to be the same for every international carrier.

C class (Business)

This class is the next higher class, ahead of the Economy Class in terms of facilities, legroom, drinks, food and services. The passengers of this class are served well. It is slightly costlier than the economy class. It is a favourite class of business travellers.

F class (Luxury)

This is the costliest class in an airline. It offers the best menu, liquor, cold drinks, beverages, music and service to its customers. Legroom is also more in this class.

Rich businessmen, industry tycoons, politicians, VVIPs, diplomats and the elite people travel by this class. It may be called by different names by different airlines. Example: Thai Airways has given the name Royal Executive Class to its F Class.

International class (dollar fare or pta)

In fact, it is not a separate class. It is a special fare class for which passengers pay in US Dollars. It is also called PTA. The term PTA stands for Prepaid Travel Allowance. If a person has to send a ticket for his friend or relative from New Delhi to London (so that the latter could come from London to New Delhi), the former would have to buy a ticket in India in terms of Dollar fare. The person, who is sending the ticket from New Delhi to London, would buy this ticket from a travel agency or an airline based in London. He can involve a local travel agent to do so. He can pay in terms of US Dollars or their equivalent INRs. He may get a cheaper or costlier ticket than he can get in India. The travel agency located in London would get the ticket price in terms of US Dollars, however. But the rates prevalent in London would be used to make this ticket. When he procures this ticket, he can send it to his relative or friend living or staying in London. That relative or friend would use that ticket on the fixed day and come to New Delhi. The Indians frequently resort to such type of ticket purchase and that is why, we have made a separate category of this class. Finally, note that the classes of travel are the same in this category as well, namely, Y Class, C Class and F Class.

Sub voce: For the purpose of fare calculation, there are only three classes-Y Class, C Class and F Class.

Extra milage percentage: These miles are obtained by flying frequently on a particular airline (or) purchased associated privents. Based on this the airlines company offers certain concession / facilities on travel.

Baggage rules & bonding: This is known as baggage allowance restriction per passengers to carry luggages with specified duty on flight. Each airline sets their own baggage allowance is the restriction on size, weight and amount of pieces for both check in luggages and hand luggages.

Time differentials: Time differentials is a state of being between various points in a single time line contacting each other. The difference in clock time between two (or) more different zones.

GMT: Green witch meridian (Mean) time it is also called universal time.

Central reservation system in tourism

Objective: At the end of this lesson you shall be able to

- **by the end of this lesson the trainers will be able to explain the role of central his system in travel Industry.**

The Role of Global Computer Reservation Systems in the Travel Industry Today and in the Future

One of the few examples for the global realization of electronic market coordination are the Computer

Out bound package tour: It is a big hit in the travellers who want to experience natural beauty of other countries and refresh themselves. Out bound packages to many countries like Egypt, Israel, China, Thai and Rumia and Australia and vietnam are available. Government agency like IRCTC can be contacted for the tour & travels substance.

Travel related documents: 1 Visa: It is a conditional authorisation permit granted by a country to a foreigner allowing them to enter, remain and leave the country within the stipulated time.

ITC: It is called input tax credit is a mechanism against the adjustment of tax liability on output.

Health certificate: It is a document used in export/import transactions issued by the Government organisation at the origin countries to certify that the food shipment is fit for human consumption by abiding the safety norms/standard for exporting.

It also refers to individuals medical history, communication records, eye glass prescription, drug prescriptions and a written records of any medication an individual uses on a regular basis.

RBI regulations: Residents of India can travel with INR 25,000/- to abroad. There is no limit to foreign currency that he can carry subject to certain conditions.

Customs: It is a Government agency that monitors and collects taxes on imports and exports that is the stuff comes in and out of a country. These restriction vary according to the country.

Travel insurance: Foreign exchange (or) forex is the conversion of domestic country currency into another according to necessity. India country the currency is valued according to the supply and demand chain.

It works according to the market which determines the value (exchange rate) of the majority of the currencies. The main source of foreign exchange is derived for

- Export goods and services from domestic country to foreign country
- Direct investment for foreign
- Payment loans and interest to International trade organisation.

It is very important because of the exchange rate, the price of the one currency in term of another, helps to determine a nations healthy economism and also the well being of the people necessity in it.

1 Travel insurance covers expenses if you need to cancel your trip for a covered reason

Trip Cancellation Coverage reimburses you for pre-paid, non-refundable expenses if you need to cancel your trip before you depart.

Covered reasons to cancel your trip:

- Sickness, injury, or death of you, a family member, or a traveling companion.
- Hurricane damages your destination or cancels your flight.
- Laid off from work or required to work.
- Terrorist incident in your destination city.
- Bankruptcy of your travel supplier.
- Called for jury duty.

If something happens and you are required to return home, insurance will reimburse you for the lost portion of your trip...as well as any additional expenses for the last-minute flight home.

2 Travel insurance covers emergency medical expenses

Medical Expense Coverage will cover you for accidents and emergency medical and dental care when you travel abroad.

Even if you are covered for basic emergency care overseas (again, a big IF), your current health insurance provider will almost certainly NOT pay to evacuate you and repatriate you back to the U.S.

3 Emergency evacuations

Medical emergencies can be scary, and the travel medical coverage explained above helps you get care.

But how do you get home?

Travel insurance covers emergency evacuations

Emergency Evacuation Coverage will pay for emergency evacuation expenses such as airlifts and medically equipped flights back home, and oftentimes will transport you to the hospital of your choice for care.

Evacuation expenses can be devastating.

An ambulance to the hospital, an airlift to a more adequate hospital, getting you back home on board a medically-staffed flight afterwards...evacuation expenses can easily cost \$50,000.

4 Lost bags, delayed bags, delayed flights

These coverage are for the “smaller things” that are nice to have. Again, the list is not complete but it will give you an idea of some additional coverages.

Travel insurance covers baggage and delays

Baggage Coverage can reimburse you for your personal belongings if your luggage is lost, stolen or damaged.

Baggage Delay Coverage provides money to buy essential items until your delayed bags arrive, such as a toiletry kit, a swimsuit, or another change of clothes.

Travel Delay Coverage provides reimbursement for additional expenses if your flight is delayed, such as an extra night in a hotel or a meal at a restaurant.

5 Phone assistance 24/7 worldwide

This is about having a ‘lifeline’ to call when something happens.

Medical emergencies, stolen baggage, lost passports, cancelled flights. Every travel insurance company provides 24/7 support for all of these needs.

This service is most important when you have a medical issue.

24/7 Travel Assistance Services can help you:

- Locate the nearest adequate hospital if needed.
- Organize medical transportation.
- Arrange for treatment and overcome any language barriers.
- Organize transportation home.
- Replace prescriptions in an emergency.

In addition, non-medical assistance may include:

- Lost baggage search; stolen luggage replacement assistance.
- Lost passport/travel documents assistance.
- Travel information including visa/passport requirements.
- Emergency telephone interpretation assistance.

Before going into detail about current criticism and the systems’ future role, we will briefly describe what CRSs are all about:

Ideally, CRSs are systems for purely (information transfer) logistical functions. They store current information about all available service providers and have the necessary infrastructure to transfer such data. This means that the systems also perform additional tasks related to service distribution, which in the area of goods are typically carried out by freight forwarders. They support the transport of goods (or the right to a service) by eliminating the physical distance between the producer and the sales mediator or the consumer respectively. Therefore, CRSs can be characterized as supporting distribution process since the current systems do in no way support negotiations between the producer and the consumer. CRSs are a combination of infrastructure measures offered to interested providers in the tourist industry. Similar to an empty supermarket, the system provides a sales area in the form of memory and communications media. The providers can then fill the empty shelves by providing their data to the CRS.

Today’s Competing CRSs

The development of such systems was already started at the beginning of the sixties, the objective being at the time to automate seat reservations procedures of airlines. Today, the largest civil data centers and the most powerful

communications networks are being used exclusively for this purpose. After several changes in the marketplace, the best known global CRSs are AMADEUS, GALILEO, SABRE, and WORLDSPAN with AMADEUS being the only one which is largely owned by European airlines. Together with GALILEO, it is the leading system in the European market. GALILEO, however, also has a strong position in the US market after it merged with an American system. SABRE and WORLDSPAN have been developed in the US. So far, SABRE is the only CRS which is wholly owned by one single airline.

Functionality of Global CRSs

Using the global CRSs, travel agencies can make reservations directly from their terminal with any airline and on all continents without having to go through a coordination process or contract negotiations. All global CRSs provide the basic functions for the reservation process such as product presentation, reservation, fare quote & ticketing and additional services.

	Amadeus	Galileo	Sabre	Worldspan
USA/Mexico	Canada U:7.839 T : 29.313	U : 13.347 T : 59.980	U :17.496 T : 82.441	U : 9.200 T : 41.106
Europe / Russia	U : 21.729 T : 59.804	U : 12.561 T : 39.487	U : 4.028 T : 11.477	U : 5.474 T : 10. 208
Latin America /Caribbean	U : 4.631 T : 8.247	U : 1.100 T : 1.918	U : 1.985 T : 6.328	U : 53 T : 268
Far East/Australia	U : 920 T : 2.034	U : 3.686 T : 12.871	U : 4.113 T : 14.246	U : 0 T : 0
Africa Middle East	U : 374 T : 768	U : 1.632 T : 5.144	U : 490 T : 1.452	U : 600 T : 1.368
Total	U : 35.493 T : 100.166	U : 32.326 T : 119.400	U : 28.112 T : 117.914	U : 15.327 T : 47.950

Product Presentation

For a CRS, the most important source of information is the presentation of the products and services offered by providers in all areas related to the travel industry. Each group of service providers has individual screen categories the contents of which particularly represent the complexity of their offerings and specific features of their services. The product "flight" for example does not require complex descriptions since it is sufficient for a neutral product presentation to state the departure and arrival times, the route, availability of particular reservation categories and possibly the fare. It may, however, be difficult to describe the products of other service providers appropriately with only a limited amount of information. Hotels, for example, have so far only been able to provide information about the price, the size of the bed and its approximate location which alone is not a meaningful description for potential customers. For this reason, it is intended to link the particular offers to visual multimedia technology to be able to provide more detailed information to the customer.

Reservation

The core function of reservation systems and the main reason for developing them is the reservation of offered services in the travel industry. To this end, a so called Passenger Name Record (PNR) or Guest Name Record (GNR) is created for each passenger or each group of

passengers. These records contain all services-related customer information. At the same time, this information is transferred to the internal inventory system of all service providers who thus have the latest information about availability at any point in time and can use it as a basis for a new offer. In addition, the system can also store customer related information such as e.g. all services provided to a certain customer, type of payment, service information etc.

Fare Quote & Ticketing

Just like the product presentation, the fare quote, ticketing and voucher generating process depend on the type and the complexity of the services offered. For flights, multiple fares are being offered which differ according to the reservation category, the date of the journey, the day when the reservation was made, the route and the length of the stay. That means that practically each fare needs to be calculated individually. In addition, fare quotes can change daily. The prices of other service providers, however, are relatively fixed so that in most cases, they stay an unchanged part of the offer. For the ticketing, travel agencies receive a fixed number of ticket forms which may only be used after confirmation has been received from the respective service provider. Typically, the print-out of any additional information material is not supported by most systems as it is not always necessary, like for example a print-out of a hotel or rental car reservation.

Additional Services

Because of the increasing competition in the market, system operators were forced to offer not only the three essential components of an information and booking system but also additional services. Today, the user has direct access to essential travel information and can find further information in all CRSs about trade shows, visa regulations, particular events etc. Furthermore, programs and interfaces have been developed which facilitate the internal administration for each travel agent. Also invoicing, accounting, customer and quota management increasingly depend on the respective CRS. User prompting has significantly improved so that even inexperienced users can easily learn how to work with the reservation procedure. Since more and more PCs are being used in this area modern user interfaces have been introduced.

The Information Infrastructure

Apart from the four core functionalities, a high speed network is the second basis of a CRS. It connects the system with the service providers on the one hand and the travel agents on the other. In Europe, travel agents are mainly linked via interfaces to the cooperating national systems in which case the local network infrastructure is being used. Travel agents using the CRS AMADEUS are linked via various networks. In most cases, they are integrated in the national START network. In other countries, they are linked either via the SITA network or via Datex-PX.25. The city and airport offices of airlines are mostly integrated in their respective internal network.

The network of the global CRS AMADEUS has additional 14 network nodes distributed throughout the whole world. They are connected to each other by 13 lines with 1.92 Mbyte/s and 11 lines with a lower transmission rate. These lines are utilized 60% at most. By automatically establishing alternative links, an availability of 99.7% is achieved since, in case of necessity, any message can be transferred via other nodes.

Criticism About CRSs

Recently, there have been controversial discussions about CRSs. They have been called inflexible dinosaurs not being able to fulfill current or future market needs. Criticism mainly relates to the insufficient scope of services offered and the high distribution costs.

With most airlines it is possible today to book a flight easily and without problems merely by pressing the respective keys on the computer keyboard. However, there are still numerous needs for services which the current CRSs cannot yet fulfill sufficiently. With regard to product presentation, the offers are almost exclusively limited to the category of airlines. Other service providers (such as hotels, rental cars, tour operators, charter airlines etc.) only have a very limited reservation rate or are not displayed at all. In Europe, such tasks are mainly performed by national distribution systems. However, even today it is still easier to book a flight to a far off holiday resort than simply reserve a room in a small hotel nearby.

While the functionality "reservation" is working without problems on the basis of modern access technology "fare quoting" is still a complicated, incomprehensible, and confusing process. Price transparency or even price negotiations are not supported by the systems. Therefore, it always requires a lot of time to find the best fare. One of the reasons for these shortcomings is that the CRSs are owned by airlines who are not interested in making their products comparable. Most recently however, travel agents have increasingly demanded "Best Buy"-functionalities and information about negotiated fares. Another weak point in the CRSs have always been additional functions since such functions would not increase the number of sold flight tickets. Only now modern graphical user interfaces are being developed in the various systems for the front office. Sufficient back office functions have been offered only very rarely.

Apart from the criticism about the internal capacities of the systems, one further point of discontent have been high distribution costs. Airlines have an enormous need for streamlining their organization in order to stay competitive.

In many subareas, some optimization and efficiency measures have already been taken. Now the only costs which can still be changed and reduced are personnel and fuel costs as well as costs for sales. Generally, sales

costs within this industry amount to 20 - 25% of the total revenue which is perceived as far too high. So it is the commission for travel agents and reservation fees paid to the CRSs which are now being checked and reviewed very closely.

Reducing Distribution Costs

There are two approaches which can help to reduce distribution costs. On the one hand, the on-line services provide additional possibilities of cost-effective direct distribution to the end customer. Many airlines now offer access to their internal service provider systems via online services and in particular via Internet. This also helps reducing costs incurred by travel agents and fees to the CRSs. One of the industry leaders in this area is Lufthansa:

Its interesting concept "Info Flyway" will provide statistical information on CD-Rom and will make it possible to make direct reservations via an on-line interface. Moreover, some airlines now offer last minute tickets at particularly good prices in auctions via Internet.

By using on-line services it will be possible to reduce costs for travel agent commissions and CRS fees and increase the load factor at the same time. However, this will only attract a small part of the overall clientele since in Europe for example only 3% of the population at most have access to on-line services.

The so called "no frill carriers", one of them being Southwest Airlines, have taken this one step further. In all areas, they avoid unnecessary costs (service, change of bookings, meals, etc.) and merely offer basic services, i.e. to transport a passenger from A to B at the best possible

price. They also do not use or offer via the CRSs any of the normal distribution channels but process all incoming bookings with the help of powerful internal Client/Server systems. As in the past, customers now go back to calling the airline directly and pay there and then with their credit card. This aggressive procedure has forced many other airlines to also make direct reservations and by-pass the CRSs. Some carriers, such as Swissair, have come to an agreement with major travel agent chains which then can make their reservations directly in the system of the respective airline. Some of the major travel agents like American Express offer the possibility to various airlines and hotels to display their services directly in the travel agents' internal systems. This could sufficiently substitute the scope of services provided by CRSs and the cost of communication between the service provider and the travel agent can be reduced. However, this would increasingly counteract the idea of creating a global electronic market.

Conclusion

In short, it can be stated that on the one hand the global computer reservation systems have reached a significantly high economic and technological level and travel agents would hardly be able to do their work without these tools. On the other hand, however, because of the high costs incurred many providers avoid using this consistent concept with its complicated functional requirements and worldwide networks. Therefore, the CRSs are now at a turning point. Either the systems adapt to the new market conditions or they will become an early example for the destruction of the worldwide electronic markets.

Fact File

The Four Global Distribution Systems in the Travel and Tourism Industry

by Karsten Kärcher - University of Strathclyde, Glasgow
Background information on key electronic market systems (EMSs) in the global travel and tourism industry is presented in this fact file. The major travel and tourism EMSs portrayed are the four global distribution systems

(GDSs) Amadeus, Galileo International, SABRE and Worldspan. The historical (or evolutionary) development of the technologies of the four GDSs is shown in Figure 1, indicating how the technology of one GDS was based on another. The Société Internationale de Télécommunications Aéronautiques (SITA) is also outlined, which supplied telecommunication services to several of the GDSs and other travel and tourism organisations.

Amadeus Global Travel Distribution S.A.

Madrid, Spain

Amadeus

(Amadeus Central System and Amanet)

Amadeus Global Travel Distribution was formed in 1987, with each of the four European airlines Air France, Iberia, Lufthansa and SAS Scandinavian Airlines System owning equal shares. In 1991, however, SAS sold its share to the other three due to financial difficulties following the Gulf War, leaving Amadeus equally owned by the other three airlines. The Amadeus Central System was based on the software of the reservation system One and located in Erding near München in Germany. The system became operational in 1991, integrating the four national reservation systems Esterel in France, Savia in Spain, Smart in Sweden and START in Germany, which were predominantly controlled and (partly) owned by the original four partner airlines, respectively, as well as integrating a number of other national systems of further airlines. Amadeus operated on its own network Amanet, on various national networks and on the global SITA network, and, in 1994, claimed to have Europe's largest civilian database. Since Amadeus' foundation, the operation and marketing of the national Amadeus sub-systems have been conducted mainly by > 30 national marketing companies (NMCs) such as START Amadeus Vertrieb GmbH in Germany, and Amadeus Austria Marketing Ges.m.bH in Austria, with SAS having also remained a national partner.

Concept & types of package tour

Objective: At the end of this lesson you shall be able to
• learn about the concept & types of package tour

Planning and costing of tours

Before planning a tour for his prospective customer, a travel agent must answer the following questions:

- 1 Who are the potential buyers and where do they live?
- 2 What are their likes and dislikes ?
- 3 What are their travel purposes and interests ?
- 4 Where do they prefer to buy ? .
- 5 What are their transport preferences ?
- 6 What are their entertainment preferences ?
- 7 Whether they would mix business with excursion ?
- 8 What are their budgets ?
- 9 What are their special preferences if they are travelling along with their families, elders, children with disabilities etc ?
- 10 Would they be regular clients of the agency ?
- 11 When would they like to start their itineraries ?
- 12 When they would like to end such itineraries ?

The present-day buyer is whimsical and fussy. A travel agency plans his tour after understanding his needs and budget. According to his needs, a travel agent or executive of the travel agency coordinates with tour operators, transporters, airlines, hotel owners etc. Then, he makes a plan and performs the costing exercise for the tour. He tries to provide him best facilities at least costs. If the tour to be planned is a foreign tour, the duties of a travel agent are tough. He arranges airline tickets, gets passport stamped for visas, purchases foreign currency on the behalf of his customer and prepares the comprehensive (and an exact) tour itinerary. Therefore, the tour arranged by the travel agency must be well-planned and cost-effective. Plans must be made in such a manner as to deliver the best possible levels of comfort and economy to the traveller.

The executive of the travel agency notes the details of tour on an order booking form. The format of this form has been shown in Chart 1. It lists all the details of the tour programme.

Finally, the itinerary is defined and the costs of each part of the tour are calculated. A reasonable service charge is added for each one of the services provided. Travel agencies are entitled to a commission of 8 per cent on the air ticket; this percentage may vary from airline to airline. They also get commission from tourist resorts and hotels. These are predefined terms and the prices of tour

packages are inclusive of their commissions. In addition, the tourist may ask the travel agency to get his passport stamped for visas. The travel agency charges Rs 100 to 200 for getting each visa from the embassy or high commission. The final tour cost does not include these sundry costs. The tourist can himself go to the embassy or high commission and get his passport stamped for visa. But that is a tedious process; and he may also be too busy to carry out this task.

Finalisation of tour programme

This is the most important part of the operations of the travel agency. It may have to send an executive to the office of the client. It may invite him to come to its office and finalise the tour programme. The client would naturally alter or modify the tentative tour programme made by the agency (and discussed quite often over the telephone). But when the travel agency's executive and the client sit across the table, all the clarifications are obtained from the client in respect of his tour programme. The experienced executive of the travel agency also modifies the tour programme according to the practical problems that the tourist is likely to face during the course of his tour. Some tourists may oppose these suggestions but they should know that the executives of travel agencies are more experienced. So, it is better to accept the pragmatic suggestions given by the executive.

The final package is decided and the client pays some advance amount. Some clarifications may have to be made at a later date. The client is also required to submit his passport so that the same could be got stamped for visas. The dates of departure from the station of origin , stay at destination spots/hotels and return from the tour are decided. The number of days of stay in hotels of various cities is decided according to the special needs (and financial resources) of the client. Once this is done, the client gives a green signal to the executive of the travel agency to take necessary actions.

Ticketing

The first action to be taken to execute the tour programme is the purchase of tickets. these could be air tickets, railway tickets, sea cruise tickets or tickets of coaches, note that the passport of the client cannot be stamped for the grant of visas until and unless he has purchased tickets for travel. foreign travel usually involves travel by air. thus, it is important to purchase air tickets from an iata-approved travel agent or airline, the travel agency performs this function, alternatively, if the tourist is experienced, he can purchase air tickets from the airline or travel agency of his choice.

Charter operations: A charter flight is a flight that is not part of an airlines published schedule. It is not ported on the website. There flights are typically operated for specific unscheduled itineraries. The entire air craft is rented and the arrival departure, location and times a determined. There are several types of charter flights in operation.

Documents for surface transport: The mandatory documents include the registration certificate of the vehicle, tax certificate, Insurance certificate, pollution certificate & fitness certificate and permit for the commercial vehicle and the driving licence for the driving person.

Itinerary preparation & techniques: It is a travel schedule made by the tour operator/ travel agent relating to planned travel. It includes destination to be visted, at specific times and mean of transporatation, stay etc. While planning for holidays the package tour are briefed to the guest with itineraries. These itineraries should be clear and speific to he handled in professional way.

Handling tour file: The tour file is primarily associated is the toolkit it display the virtual tours by linking photos

to floor plan diagrams, maps (a) aerial photos. This software enabled file, can do advanced . Customisation capabilities. Though this software the guest can get first hand information about the tour.

Contract carriage permit: This is a common. Type of permit used for hiring and permit to operate with in a destination. Under executing an agreement. It is also called chartered vehicles.

State carriage: State transport grant permission to operate the vehicle from time to time. Depending on the need. The permit holder can operate the vehicle with the particular allotted routes only.

All India permit: It is a permit given to luxury coaches/ vehicles by the state transport authority for transporting tourists.

Taxe, registration Licence & Fitness certificate } All these can be done through online www.tnsta.gov.in can be visited for further details.

Indian and world geographers

Objectives: At the end of this lesson you shall be able to

- meaning & concept of resources, attractive destinations & resorts
- types of resources - natural, manmade, socio-cultural, religious & heritage
- basic knowledge of indian & world geography
- gather knowledge about different region of india.

Meaning of tourism and international tourist Tourism in its modern form is not the same as travels of the early of human history. In the language of Jews, the Word 'Torah' means study or search and 'tour' seems to have been derived from it. In 'Latin' the original word 'Tornos' stands close to it. 'Tornos' was a kind of round wheel-like tool hinting at the idea of a travel circuit or a package tour. In Sanskrit, 'Paryatan' means leaving one's residence to travel for the sake of rest and for seeking knowledge. 'Deshatan' is another word which means travelling for economic benefits. 'Tirthatan' is the third equivalent which means travelling for religious purposes. All the three words convey the meaning and concept of tourism much more appropriately.

Tourism resources

Tourism resources could be defined as those factors that make it possible to produce a tourism experience and include:

- Tangible resources (facilities, attractions, infrastructure, etc.).
- Intangible resources (image, reputation, culture, etc.).
- Human resources (skills, motivations, service levels, etc.).
- Financial resources.

Tourism is dependent upon the attractive power of the destination's primary resources:

- Natural resources (climate, landscape, ecosystems);
- Cultural resources (urban heritage, arts, archaeological values, traditions, sciences values, folk crafts and subcultural formation);
- Social resources (potential tourism developers with socio-demographic characteristics, abilities, financial capital, Knowledge, health-environment-property security system, local community interests etc.).

Moreover tourist destinations provide secondary resources:

- Accommodation sector (hotel, motel, camping, guest house etc.);
- Catering sector (cafe, restaurants, bistro etc.);
- Travel organization sector (agencies, tour operators etc.);

- Transportation sector (air, boat, train, bus, etc.); Entertainment sector (gambling, disco etc.);
- Information sector (tourism information network);
- Supplementary services, facilities and service infrastructure.

Attraction

A tourist attraction is a place of interest where tourists visit, typically for its inherent or exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure, adventure and amusement. Resort is a place used for relaxation or recreation, attracting visitors for vacations and/or tourism. Resorts are places, towns or sometimes commercial establishments operated by a single company.

Different region of india

North East

Northeast India refers to the easternmost region of India consisting of the contiguous Seven Sister states, Sikkim, and parts of North Bengal (districts of Darjeeling, Jalpaiguri, and Koch Bihar). In the far northeast, the Chin Hills and Kachin Hills, deeply forested mountainous regions, separate India from Myanmar. The Bangladesh-India border is defined by the Khasi Hills and Mizo Hills, and the watershed region of the Indo-Gangetic plain. The Patkai, or Purvanchal, are situated near India's eastern border with Myanmar, made up of the Patkai-Bum, the Garo-Khasi Jaintia and the Lushai hills. The Garo-Khasi range lies in Meghalaya. Mawsynram, a village near Cherrapunji, located on the windward side of these hills, has the distinction of being the wettest place in the world.

Central

Vindhya mountain range defines central India, located as they are almost in the middle part of India subcontinent. The mountain range of Vindhya extends from the state of Gujarat to Bihar, passing through the central India states of Madhya Pradesh and Chhattisgarh. Sonabhadra and Narmada rivers originate from the Vindhya, the mountain range divides India or Bharat into two distinct halves: northern India and peninsular India.

South

India reaches its peninsular tip with South India, which begins with the Deccan in the north and ends with Kanyakumari. The states in South India are Karnataka, Andhra Pradesh, Tamil Nadu, and Kerala. The southeast

coast, mirroring the west, also rests snugly beneath a mountains range of the Eastern Ghats, sloping down to the India Ocean.

West

The states of Gujarat, Maharashtra, Goa, and part of the massive, central state of Madhya Pradesh constitute Western India. Extending from the Gujarat peninsula down to Goa, the west coast is lined with some of India's best beaches. The land along the coast is typically lush with rainforests. The Western Ghats separate the verdant coast from the Vindhya Mountains and the dry Deccan plateau further inland. Apart from the Arabian sea, its western border is defined exclusively by Pakistan.

North

Himalayas, the world's highest mountain chain and Nepal as its neighbouring country, dominate India's northern border. Following the sweeping mountains to the northeast, its borders narrow to a small channel that passes between Nepal, Tibet, Bangladesh, and Bhutan, then spreads out again to meet Burma in the "eastern triangle". North India is the country's largest region begins with Jammu and Kashmir, with terrain varying from arid mountains in the far north to the lush country and forests near Srinagar and Jammu. Moving south along the Indus river, the North becomes flatter and more hospitable, widening into the fertile plains of Punjab to the west and the Himalayan foothills of Uttar Pradesh and the Ganges river valley to the East. Located between these two states is the capital city, Delhi.

East

India is the home of the sacred River Ganges and the majority of Himalayan foothills, East India begins with the states of Bihar, Orissa and West Bengal, which comprise the westernmost part of the region. East India also contains an area known as the eastern triangle, which is entirely distinct. This is the last area of land that extends beyond Bangladesh, culminating in the Naga Hills along the Burmese border.

Seasonality of India tourism places

Summer (March to May)

India starts heating up from around February, first in the northern plains and then the rest of the country. By April, many places experience daily temperatures exceeding 40 degrees Celsius (105 degrees Fahrenheit). It stays cooler in the southern parts of the country, with temperatures reaching around 35 degrees Celsius (95 degrees Fahrenheit), although it's a lot more humid.

In late May, signs of the approaching monsoon start appearing. Humidity levels build, and there are thunderstorms and dust storms.

The most tiring thing about summer in India is that the heat is so relentless. Day after day the weather doesn't change it's always extremely hot, sunny, and dry.

- Place to Visit in India During the Summer Season: While the summer, it's the perfect time for visiting the

mountains and hill stations. The air there is fresh and soothing. If you're into seeing wildlife and spotting tigers in their natural environment, the summer is also the best time to visit India's National Park as the animals all come out of the thickets in search for water in the heat.

Monsoon (June to October)

India actually has two monsoons—the southwest monsoon and the northeast monsoon. The southwest monsoon, which is the main monsoon, comes in from the sea and starts making its way up India's west coast in early June. By mid July, most of the country is covered in rain. This gradually starts clearing from most places in northwest India by October.

The northeast monsoon affects India's east coast during November and December. It's a short but intense monsoon. The states of Tamil Nadu, Karnataka, and Kerala receive most of their rainfall from the northeast monsoon, while the rest of the country receives most of its rainfall from the southwest monsoon.

- Place to Visit in India during the Monsoon Season: It's difficult to travel throughout most of India during monsoon time as the rain often disrupts transport service. However, it's the best time to visit popular but isolated Ladakh in the far north, as the roads leading there don't clear of snow and open up until June. This is just one of many great destinations for monsoon travel in India.

Winter (November to February)

This disappearance of the monsoon marks the start of clear sunny skies, as well as the start of the tourist season, for most of India. Daytime winter temperatures are comfortable, although often quite chilly at night.

In the south, it never gets cold. This is in complete contrast to the freezing temperatures experienced in India's far north, around the Himalaya region.

- Places to Visit in India During the Winter Season is the time to visit the beaches in India, and many people flock to relax and party on the long strip of beaches in Goa. India's far south is also best enjoyed in winter, with December to February being the only really good months to travel there. Travelling to the desert state of Rajasthan during the winter, to avoid the searing summer temperatures is a better idea. The Himalaya mountains in winter will be covered with snow.

World Geography

Continents

Continents make up the largest landmasses on the planet earth. A continent is larger than an island and is usually made up of multiple countries. There are seven continents in the world although some people do combine Europe and Asia into the single continent Eurasia and others combine North and South America into the American continent.

While Africa is first alphabetically, it is second as far as population and size among the Earth's continents. About 1 billion people live in the 54 countries in Africa. This is about 15 percent of the world's population living on 20 percent of the total land area. The equator passes through the center of the continent with largely tropical climates. The northern and southern portion of Africa have more temperate conditions. Africa is also noted as the birthplace of mankind. The oldest fossil evidence of Homo sapiens was found in the eastern part of the continent. Learn more about the continent of Africa.

Antarctica

Antarctica holds a number of firsts among the continents of Earth. The continent is the most southern of the seven continents and includes the South Pole. It is also the least populated with less than 5,000 residents. Antarctica is known as the coldest landmass and has few native plants or animals. Much of the landmass is covered with permanent glaciers. Learn more about the continent of Antarctica.

Asia

Asia covers nearly 9 percent of the earth's surface making it the largest of the continents. It is also the home to the people with an estimated population of 4.3 billion. Asia is defined as the eastern portion of the Eurasia continent with the Ural river and mountains serving line with Europe. Asia contains some of the oldest civilization in the world including the Chinese and Japanese nation. The continent's large population makes it an important part of the world economy. Asia includes the manufacturing centers of India and Japan and Hong Kong, which is a leading banking and corporate headquarter center. Learn more about the continent of Asia.

Australia

The continent of Australia includes the mainland of the country Australia and the island nations of New Guinea, Tasmania and Seram. During ice ages, when much of the world's water was frozen in glaciers, the Australian mainland was connected by land bridges to these islands. Australia has a wide variety of animals and plants many of which are unique in the world. The continent first was inhabited by man nearly 45,000 years ago. European inhabitants came onto the Australian landmass in the 1700s. Australia is the most isolated and remote of the continents and been least influenced by migrations of people, plants and animals. Learn more about the continent of Australia.

Europe

The western portion of the Eurasian continents is known as Europe. It is noted as one of the smallest of the continents, with 7 percent of the world's landmass. However, Europe is home to about 11% of Earth's population, and it is second most densely populated, with 134 people per square mile, behind Asia's 203 people per square mile. Europe by definition, includes the continental mainland ending in the east at the Ural Mountains in Russia. Europe

also includes islands such as Iceland and Sicily, and the islands of the British Isles consist of the large island that is home to England, Scotland, and Wales, and is called Great Britain; the British island also include the small island that contains Northern Ireland and the Republic of Ireland, and several much smaller surrounding islands. People have been living in Europe for about 100,000 years. Around 2000 B.C, Indo-European settlers came and brought the language that most modern European languages are descended from. The ancient Greek and Roman civilizations flourished there, from which we get much of our learning and culture. In the 5th and 6th centuries, the Germanic tribes swept over most of Europe, and their descendants shaped the modern countries of Scandinavia, and west and central Europe. By this time the Roman Empire had become Christian, and eventually all of Europe become Christian, for reasons of both faith and economics. Many diverse and interesting elements went into shaping the Europe that we know today. Learn more about the continent of Europe.

North America

The North American continent includes the Latin American regions that serve as a connection between North and South America. North America makes up about 17 percent of the world's landmass and is home to about 8 percent of the people. This population of about 529 million people live in about 23 independent countries. The earliest human inhabitants in North America were from Asia and crossed into Alaska over the Bering land Bridge during an ice age. The arrival of Europeans occurred in the mid 1600s. This population is now dominant in North America. Learn more about the continent of North America.

South America

The South American continent is the southern portion of the larger American continent. The equator passes through the continent yielding a tropical climate to much of the landmass with temperate conditions possible in the south. The indigenous people of South America may have migrated south from North America although the majority of its current 371 million residents are of European descent. The population bases are largely along Pacific coasts with large portion of the inland regions hosting small and widely spread populations. South America includes the Andes Mountains which comprise the longest range of peaks in the world. The continent is home to llamas and alpacas that originally were wild but become domesticated nearly 5,000 years ago. Colonization efforts by Spanish and Portuguese explorers ultimately lead to the prevalence of those language on the South American continent. Learn more the continent of South America.

Tourism attraction

An 'attraction' in tourism context is something which appeals to a particular tourist or to a prospective tourist. It is something which creates and arouses interest and a desire to see or to participate in; it is really an appeal to the sense or to the motivations for embarking on travel.

The possible range of attractions at destinations is very large and varied, and that range is continually being widened. Nevertheless, it is possible to categorise attractions as falling into:-

Site attractions which might be countries or areas of countries or groups of countries, or geographical regions, or cities or resorts. In effect, it is the destination itself which appeals to tourists.

Event attractions which might be exhibitions, sporting fixtures (e.g the Olympics and the World Cup Football Final), international conferences, carnivals, festivals, religious ceremonies, and so on. Tourists opt to visit the destination because of what is taking place there at the time they propose to visit.

Combined site/event attractions many events are likely to have greater and added appeal to tourists if they are held in locations with inherent site attractions.

Natural attractions such as mountains (individual or range), volcanoes, waterfalls, lakes, rolling countryside, beaches, game reserves, fjords, and so on; as well as

climatic conditions, such as sun, blue skies, clean/fresh air, and so on.

Man - made attractions, such as holiday resorts and complexes, theme parks, zoos, wildlife parks and marine centres, historic or religious sites and buildings and other constructions (for example the Pyramids in Egypt, the Great Wall of China and the Panama Canal), or those of architectural interest, and so on.

Resource: It is a source of supply, support, or aid which can be readily drawn upon when needed. Examples are property, stocks, bonds, bank accounts, law etc, which can be turned to cash. Conceptually, natural resources are materials created in nature that are used and usable by humans. They include natural products like soil, water and energy supplies like coal & gas.

Wild life: wild life plays a very important role in balancing the environment. There are domesticated animal species and all organisms that grow, live in an area without being introduced by human. These species are largely associated with human for emotional and social reasons.

Exhibitions, fairs & festivals

Objectives: At the end of this lesson you shall be able to

- learn about popular fairs & festivals musical concerts, trade exhibitions & art
- galleries in india & worldwide.

Festival & Festivals of India

India is worldly known as a land vibrant celebration; one can see the culture and life of India during the celebrations of various fair and festival, celebrated with high spirit in each and every town in India. By and large the flow of festivals continues through out the year in India. There are noble cause and meaningful identity behind each fair and festival, based upon rituals, traditions, legends, monsoon, history, while many express devotion to the deities of different religions. There are religious fair, historical fair, long life marriage based festivals, animal worship fairs, monsoon fair, changing season fair, all festivals denote vivacity, colour, high spirit, dedications, ebullience, peace, power, humanity messages, appetizing food, sports activities, artistic performance, prayers and coincide the trip to witness amazing festivals of India.

The major Celebration in India include Holi Id, Christmas, Diwali, Ganapati, Navaratri, KumbhMela, Republic day, Pongal, Onam, SurajkundMela, Goa Carnival, Snake Boat Race, Desert Festival many more, and these fair and festivals, each of them reflects the life style and vigour of the people. Most of the celebrations are based on rituals of prayers, exchanging goodwill, decorating houses, wearing new clothes, Jewellery, music, singing, and dance and feasting.

All India fair and festivals have lots of diversity according to the culture, life style, language, religion of each states and rejoin, like Durga Puja (Navarathri) Is major festivals of West Bangal, Ganapathi in Maharashtra, also in the western and estern and eastern parts of India, Pongal in Tamilnadu, Onam in Kerala, Goa Carnival, Christmas and New Year in Goa, car Festival of Puri, Pushkar fair in Rajasthan, Snake boat fair in Kerala, Holi in North India, KumbhaMela in Haridwar and Varanasi, Republic day in Delhi, Diwli is the festivals which is celebrated with almost same sprit all over India.

If someone wants to see the deep roots of the culture, belief, life style, living, food, art, traditions of India, the fair and festivals are the window to view the true colour of India.

Pongal (Fig 1)

Pongal is one of the most wonderful and harvest festival of Tamilnadu. India bening an agriculture Country, where 70% of population of India live in villages and depends on agriculture. Therefore most the big events of fair and festivals are related to cultivation. The festival alike Pongal are celebrated in all over India with different name, identity and rituals. More..



Makar Sankranti (Fig 2)

MajkarSankranti is a Hindu festival. It is celebrated throughout India as a harvest festival when farmers bring home their harvest. It makes the beginning of the sun's journey from Dakshinayana to northern hemisphere (the Uttarayan) when it everters the sign of Makar (the Copricorn). The Festival introduces kite enthusiasts world-wide to More.



Diwali (Fig 3)

Diwali is one of most pulsating and greatest festival among the all the festivals of India, Diwali is celebrated with great enthusiasm all over India, this festival comes after 20 days of Dusshera festival on Amavasya (15th day of dark fortnight). India is known as melting pot of races and religions. Diwali is also mark as the beginning of Hindu New More.

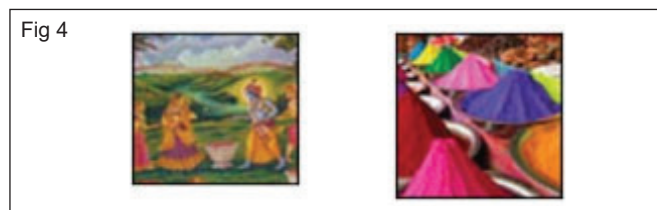


Holi (Fig 4)

Also, known as Festival of Colors, Holi is the most anticipated festivals on the Hindu calendar. 'Holi' falls on the full moon, in the month of Phalgun, which spans the end of February and the beginning of Marc. Holi celebration begins with lighting up of bonfire on the Holi eve. Holi is a spring celebration and the exuberant ritual of putting color More..

Holi is one of the most exuberant Hindu festival that brings the message of the onset of spring. It is the festival of colors and is celebrated by throwing colored water and

power on each other. Huge bonfires are lit on the eve of Holi as its symbolic representation. The festival of Holi is being celebration since centuries with the same zeal and zest.



Dussehra (Fig 5)

Dussehra also known as VijayaDasami is celebrated as a victory of Ram over Ravana. On this day in SatyaYug, Ram(the eighth incarnation of Lord Vishnu), Killed the ten headed king of Lanka, Ravana who had abducted Rama's wife, site. Dussehra is the last day of Navaratri; it falls on the 10th day of the waxing moon during the Hindu month More..



Tyagaraja Festival

The Tyagaraja festival is celebrated in the memory of Tyagaraja, a South Indian composer and saint was born in 1767. He has composed a number of Telugu songs in praise of Lord Rama. Many young poets and musicians are inspired by this man's amazing work. Every year, South Indian musicians assemble at Thiruvaiyaru-13 kms from Tanjore, to sing in his praise. People, young and old, sing in perfect harmony. The melody is such that one cannot remain untouched by its sheer devotion and divine resonance.

Ganga SagarMela

GangasagarMela is the largest and the most important fair celebrated in West Bengal. This fair is held where a nexus is formed by Ganga and Bay of Bengal Hence the name GangasagarMela. This festival is a major attraction for millions of pilgrims from all over India. It is said that a dip in the Ganga purifies their 'self' and thus 'puny' can be. A special 'puja' is performed which is offered to the Sun God as a thanksgiving for good harvest. It is also believed that the girls who take the holy dip get handsome grooms and the boys get beautiful brides. Vasanth Panchmi The ceremonial welcomes spring when people, colorfully attired, especially in bright shades of yellow, dance, sing make merry. In West Bengal, 'Saraswati'-the goddess of learning is worshipped. The festival is celebrated with great fervor in the university town of Santiniketan

Shivarathri

All over the country, Shivarathri. Is observed as the night, when Lord Shiva danced the 'Tandav'-his cosmic dance. Fasts and prayers mark the devotees through the temple. The major Shaivite temples at Varanasi, Kalahasti(Andhra

Pradesh)and Chidambaram(Tamil Nadu)are noted for their special celebrations.

Gangaur (Fig 6)

The most important local festival in Rajasthan, Gangaur celebration last for eighteen days. It is dedicated to Gauri, a manifestation of goddess Parvati. The festival is celebrated by girls and married women throughout Rajasthan. The image of Gauri are ornamented and offerings are made. This is also an auspicious day for young people to select their life partners. Colorful processions with the town band playing, horses and elaborate palanquins makes it a fascinating spectacle.



Teppam

Teppam is widely celebration every year in Tamil Nadu from mid- February the full moon month which in Tamil is known as Thai. Fantastically dressed and bejeweled image of the goddess Meenakshi and her consort undaresvara are floated on rafts. All along the shore, the devotees chant hymns as a bevy of bands beat drums in tempo with their chants.

Desert

The desert festival celebrated in the golden city of Jaisalmer has an aura of its own. The festival becomes lively with legions of puppeteers, of Jaisalmer has an aura of its own. The festival becomes lively with legions of puppeteers, acrobats, and folk dancers add splashes of color. Camel races are of great significance and camel polo is a big attraction. The turban-tying competitions and the best-dressed Rajput contests add to this three day long festival.

Nagaur Fair

Nagaur bustles with life during its annual cattle fair which is one of the largest in the country. Exciting games and camel races are part of the festivities. Owners of cattles from all over Rajasthan come and camp around the outskirts of Nagaur while they buy and sell animation. This fair is also famous for the various sports events that are organized in it, Tug-of-war, camel races and camel races and cockfights. At nightfall, folk music and song bring out a magnificent musical touch to the quiet ambience of the desert.

World Geography

Continents

Continents make up the largest landmasses on the planet earth. A continent is larger than an island and is usually made up of multiple countries. There are seven continents in the world although some people do combine Europe and Asia into the single continent Eurasia and others combine North and South America into the American continent.

While Africa is first alphabetically, it is second as far as population and size among the Earth's continents. About 1 billion people live in the 54 countries in Africa. This is about 15 percent of the world's population living on 20 percent of the total land area. The equator passes through the center of the continent with largely tropical climates. The northern and southern portion of Africa have more temperate conditions. Africa is also noted as the birthplace of mankind. The oldest fossil evidence of Homo sapiens was found in the eastern part of the continent. Learn more about the continent of Africa.

Antarctica

Antarctica holds a number of firsts among the continents of Earth. The continent is the most southern of the seven continents and includes the South Pole. It is also the least populated with less than 5,000 residents. Antarctica is known as the coldest landmass and has few native plants or animals. Much of the landmass is covered with permanent glaciers. Learn more about the continent of Antarctica.

Asia

Asia covers nearly 9 percent of the earth's surface making it the largest of the continents. It is also the home to the people with an estimated population of 4.3 billion. Asia is defined as the eastern portion of the Eurasia continent with the Ural river and mountains serving line with Europe.

Asia contains some of the oldest civilization in the world including the Chinese and Japanese nation. The continent's large population makes it an important part of the world economy. Asia includes the manufacturing centers of India and Japan and Hong Kong, which is a leading banking and corporate headquarter center. Learn more about the continent of Asia.

Australia

The continent of Australia includes the mainland of the country Australia and the island nations of New Guinea, Tasmania and Seram. During ice ages, when much of the world's water was frozen in glaciers, the Australian mainland was connected by land bridges to these islands.

Australia has a wide variety of animals and plants many of which are unique in the world. The continent first was inhabited by man nearly 45,000 years ago. European inhabitants came onto the Australian landmass in the 1700s. Australia is the most isolated and remote of the continents and been least influenced by migrations of people, plants and animals. Learn more about the continent of Australia.

Europe

The western portion of the Eurasian continent is known as Europe. It is noted as one of the smallest of the continents, with 7 percent of the world's landmass. However, Europe is home to about 11% of Earth's population, and it is second most densely populated, with 134 people per square mile, behind Asia's 203 people per square mile. Europe by definition, includes the continental mainland

ending in the east at the Ural Mountains in Russia. Europe also includes islands such as Iceland and Sicily, and the islands of the British Isles consist of the large island that is home to England, Scotland, and Wales, and is called Great Britain; the British island also include the small island that contains Northern Ireland and the Republic of Ireland, and several much smaller surrounding islands. People have been living in Europe for about 100,000 years. Around 2000 B.C, Indo-European settlers came and brought the language that most modern European languages are descended from. The ancient Greek and Roman civilizations flourished there, from which we get much of our learning and culture. In the 5th and 6th centuries, the Germanic tribes swept over most of Europe, and their descendants shaped the modern countries of Scandinavia, and west and central Europe. By this time the Roman Empire had become Christian, and eventually all of Europe become Christian, for reasons of both faith and economics. Many diverse and interesting elements went into shaping the Europe that we know today. Learn more about the continent of Europe.

North America

The North American continent includes the Latin American regions that serve as a connection between North and South America. North America makes up about 17 percent of the world's landmass and is home to about 8 percent of the people. This population of about 529 million people live in about 23 independent countries. The earliest human inhabitants in North America were from Asia and crossed into Alaska over the Bering land Bridge during an ice age. The arrival of Europeans occurred in the mid 1600s. This population is now dominant in North America. Learn more about the continent of North America.

South America

The South American continent is the southern portion of the larger American continent. The equator passes through the continent yielding a tropical climate to much of the landmass with temperate conditions possible in the south. The indigenous people of South America may have migrated south from North America although the majority of its current 371 million residents are of European descent. The population bases are largely along Pacific coasts with large portion of the inland regions hosting small and widely spread populations. South America includes the Andes Mountains which comprise the longest range of peaks in the world. The continent is home to llamas and alpacas that originally were wild but become domesticated nearly 5,000 years ago. Colonization efforts by Spanish and Portuguese explorers ultimately lead to the prevalence of those language on the South American continent. Learn more the continent of South America.

Countries Listed By Continent

AFRICA

- Algeria
- Angola
- Benin

- Botswana
- Burkina
- Burundi
- Cameroon
- Cape Verde
- Central African Republic
- Chard
- Comoros
- Congo
- Democratic Republic of Congo
- Djibouti
- Egypt
- Equatorial Guinea
- Eritrea
- Ethiopia
- Gabon
- Gambia
- Ghana
- Guine



- Guinea-Bissau
- Ivory Coast
- Kenya
- Lesotho
- Liberia
- Libya
- Madagascar
- Malawi
- Mali
- Mauritania
- Mauritius
- Morocco
- Mozambique
- Niger
- Nigeria
- Rwanda
- Sao Tome and Principe
- Senegal
- Seychelles
- Sierra Leone

- Somalia
- South Africa
- South Sudan
- Sudan
- Swaziland
- Tanzania
- Togog
- Tunisia
- Uganda
- Zambia
- Zimbabw

ASIA

- Afghanistan
- Bahrain
- Bangladesh
- Brunei
- Burma (Myanmar)
- Cambodia
- China
- East Timor
- India
- Indonesia
- Iran
- Iraq
- Israel
- Japan
- Jordan
- Kazakhstan
- Korea, North
- Korea, South
- Kuwait
- Kyrgyzstan
- Laos
- Lebanon
- Malaysia
- Maldives
- Mongolia
- Nepal
- Oman
- Pakistan
- Philippines
- Qatar

- Russian Federation
- Saudi Arabia
- Singapore
- Sri Lanka
- Syria
- Tajikistan
- Thailand
- Turkey
- Turkmenistan
- United Arab Emirates
- Uzbekistan
- Vietnam
- Yemen

EUROPE

- Albania
- Andorra
- Armenia
- Austria
- Azerbaijan
- Belarus
- Belgium
- Bosnia and Herzegovina
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Georgia
- Germany
- Greece
- Hungary
- Iceland
- Ireland
- Italy
- Latvia
- Liechtenstein
- Lithuania
- Luxembourg
- Macedonia

- Malta
- Moldova
- Monaco
- Montenegro
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- San Marino
- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Ukraine
- United Kingdom
- Vatican City

N. AMERICA(23)

- Antigua and Barbuda
- Bahamas
- Barbados
- Belize
- Canada
- Costa Rica
- Cuba
- Dominica
- Dominican Republic
- El Salvador
- Grenada
- Guatemala
- Haiti
- Honduras
- Jamaica
- Mexico

- Nicaragua
- Panama
- Saint Kitts and Nevis
- Saint Lucia
- Saint Vincent and the Grenadines
- Trinidad and Tobago
- United State

OCEANIA (14)

- Australia
- Fiji
- Kiribati
- Marshall Island
- Micronesia
- Nauru
- New Zealand
- Palau
- Palau New Guinea
- Samoa
- Solomon Island
- Tonga
- Tuvalu
- Vanuatu

S.AMERICA(12)

- Argentina
- Bolivia
- Brazil
- Chile
- Colombia
- Ecuador
- Guyana
- Paraguay
- Peru
- Suriname
- Uruguay
- Venezuela

Heritage tourism in india

Objectives: At the end of this lesson you shall be able to

- learn about heritage tourism in india
- learn about sites of heritage importance, museums, places of historical importance in india & worldwide.

Heritage Tourism

Heritage tourism (or diaspora tourism) is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. The National Trust for Historic Preservation in the United States defines heritage tourism as “travelling to experience the places and activities that authentically represent the places and activities that authentically represent the stories and people of the past,” and cultural heritage tourism is defined as “travelling to experience the places and activities that authentically represent the stories and people of the past and present.”

Heritage Tourism in India

Heritage tourism in India has registered an immense growth in the last few years, ever since additional initiatives were taken by the government of India to boost India's image as a destination for heritage tourism.

India has always been famous for its rich heritage and ancient culture. So the onset of heritage tourism in India was long anticipated. India's glorious past and cultural diversity make a portion blend which attracts millions of tourists each year to its heritage tourist attractions. The government of India and the Ministry of Tourism and Culture encourage heritage tourism in India by offering several benefits to the Indian states that are particularly famous for attracting tourists.

India's rich heritage is amply reflected in the various temples, palaces, monuments, and forts that can be found everywhere in the country. This has led to the increase in India's heritage tourism.

The most popular heritage tourism destinations in India are: Taj Mahal in Agra, Mandawa castle in Rajasthan, Mahabalipuram in Tamil Nadu, Madurai in Tamil Nadu, Lucknow in Uttar Pradesh, Delhi, the Indian capital. The maximum number of tourists who come to India visit the Taj Mahal for it is one of the 7 wonders of the world. It is made of marble which has intricate inlay work done in an exquisite and meticulous style. The Mandawa castle in Rajasthan, built in 1775, reflects India's rich heritage and attracts thousands of tourists each year to Rajasthan which seems especially popular for its antique paintings, jade jewelry, places, and costumes.

Mahabalipuram has sculptural and architectural sites which are considered the greatest in India. Mahabalipuram has a cave temple that has been carved from granite blocks and belongs to the 7th century. This is the primary reason why many heritage tourists in India visit this place. The tourism of heritage in India has also increased due to the interest of many foreigners in the temples of India. Madurai is known as the 'temple city' due to the presence of a large number of temples in the city. And for this

reason, many tourists go and visit the place each year. The most important temple in Madurai is the Meenakshi temple. Heritage tourism in India has also been popularized because a lot of tourists go to Delhi which is not only the capital of India but also many heritage sites. The most famous heritage sites in Delhi are the Red Fort, Jama Masjid, Humayun's tomb, and Tughlaqabad Fort. Heritage tourism in India has grown in recent years but there is scope for further development which can be attained only through combined efforts of the government of India and the tourism boards.

Historic monuments & Temple

- The Taj Mahal is one of India's best-known sites and one of the best architectural achievements in India, located in Agra, Uttar Pradesh.
- Fatehpur Sikri was the first planned city of the Mughal Empire and also the first one designed in Mughal architecture, an amalgamation of Indian architecture, Persian and Islamic architecture, and was declared a UNESCO World Heritage Site in 1986.
- Varanasi! The ghats of one of the oldest cities of the world.
- The Mahabodhi Temple is a 2000-year-old temple dedicated to Gautam Buddha in Bodhi Gaya, Bihar. It is a UNESCO World Heritage Site.
- The Nalanda is located in the Indian State of Bihar, was a Buddhist centre of learning from 427 C.E to 1197 C.E partly under the Pala Empire.
- According to historical studies the University of Nalanda was established 450 C.E under the patronage of the Gupta emperors, notably Kumaragupta.
- The Bihadishwara Temple in Thanjavur, Tamil Nadu, built by the Cholas. The temple is one of India's most prized architectural sites.
- The Airavateswara temple is located in the town of Darasuram, near Mahabalipuram, Tamil Nadu. The Shore Temple, along with the collection of other monuments in Mahabalipuram, Tamil Nadu, have been declared as UNESCO World Heritage Sites.
- The Harmandir Sahib is one of the respected gurudwaras in India and the most sacred place for Sikhs. The gurudwara is located in Amritsar, Punjab, India.
- The Baha'i Temple in Delhi, completed in 1986 and serves as the Mother Temple of the Indian Subcontinent. It has won numerous architectural awards and been featured in hundreds of newspapers and magazine articles. (It is also known as the Lotus Temple.)

- The HawaMahal in Jaipur also known as place of Winds.
- The TajMahal Place is amn icon of Mumbai.
- The Victoria Memorial in Kolkata, built during the British Raj.
- The ChhatrapatiShivaraj Terminus in Mumbai, built for Queen Victoria.

Nagaur Fair

Nagaur bustles with life during its annual cattle fair which is one of the largest in the country .Exciting games and camel races are part of the festivities. Owners of cattles from all over Rajasthan come and camp around the outskirts of Nagaur while they buy and sell animation. This fair is also fomous for the various sports events that are organized in it, Tug-of-war, camel races and camel races and cockfights. At nightfall, folk music and song bring out a magnificent musical touch to the quiet ambience of the desert.

Mahavir Jayanti

Mahasivratri makes the festival of Mahavira, the founder of Jainism. It commemorates the birth of Mahavira. It is mainly celebrated by Jains with great zeal and enthusiasm. They visit sacred sites and worship Teerthankaras on this day. The festival is celebrated on a large scale in Gujarat and Rajasthan.

RamNavami

Ramnavmi celebrates the birth of Rama, a human incarnation of Lord Vishnu. Ayodhya and Pondicherry, the place which are said to have witnessed the events of Ramayana, are the main centers for this festival. Temple are decorated and prayers are offered. Chariot processions of Ram, Seeta and Lakshman are taken out from the temples with great zest.

Good

This Christian festival marks the memory of the crucifixion of Jesus Christ. Just as it is celebrated around the world, Good Friday is observed in India, too, in April every year. All Christians attend Mass held in the churches on this day. Following Good Friday comes Easter Sunday, which is also celebrated with great enthusiasm and joy.

Easter

Easter commemorates the resurrection of Jesus Christ. It represents the victory of life over death. Easter is a celebration of Christ's resurrection from the dead.

Vishu

Vishu is the New Year's Day for the Keralites. The New Year is supposed to bring better knowledge and understanding between all humans. The festival is celebrated with much joyous and happy minds and forgetting all the differences.

Nau

Nau Roz is Kashmir's New Year's Day. On this day, there is a general festival and rejoicing throughout the state.

GoruBihu

The GoruBihu, the cattle festival is celebrated on the Hindu New Year's Day that is April or May. On this day, the cattle are washed and decorated. They are saeared with turmeric and are treated to Gur (Jaggery)and Brinjals.

NabaBarsha

This festival is the New Year's Day of the Bengalis. It welcomes the New year with early morning processions, songs and dance. Beautiful designs called Alpana are made on the floor by the housewife.

GudiPadva

GudiPadva is widely celebrated in Maharashtra. The day is very auspicious for the people of Maharashtra. It is generally believed that any venture started on this day gives nothing but success.

Ugadi

Ugadi makes the beginning of a new Hindu lunar calendar with a change in the moon's orbit. It is belived that Lord Brahma started creation on this day. Ugadi is the Telugu New Year's Day. On this day mantras are chanted and predictions made for the New Year.

Puthandu

It is celebrated as the Tamil New Year's Day. At Thiruvadamarudur near Kumbakonam a big car festival is held.

ChetiChand

This festival reflects the tradition and culture of the Sindhis. It is celebrated as the birthday of Asht Dev. Hi is believed to be the community God of the Sindhis. His birthday falls on the second tithi(occasion) of Chaitra (the first month of the year according to the Hindu calendar). This day is considered to be very auspicious and rejoiced with much pomp and splendor.

Buddha

Buddha purnima, the birth anniversary of Lord Buddha, is celebrated by Buddhists all over india. But it is very popular in sarnath and Bodhgaya. The Buddhists offer prayear in their temples on this day. The Buddha was born on a full moon day in the Vaisakh in 563 B.C. He achieved enlightenment as well as Nirvana on the sane date.

Id-UI-Fitr

Id-ul-fitr or ramzan Id marks the end of Ramzan, the month during which the Muslims fast everyday. Ramzan means the 'festival' of breaking the fast'. Fitr is derived from the word 'fatar' meaning 'breaking'. Ramzan Id is celebrated on a day when the new moon appears. Prayers are offered in mosques and Idgahs and elaborate festivities are held. The festival is celebrated by the Muslim with great fanfare.

Baisakhi

Held on first 'Baisakh'-the 13th April-Baisakhi is one of Himachal's most important festival. Rooted in the rural agrarian tradition, it bids a final farewell to winter . The

Sikhs celebrate this as a collective birthday. Filling the atmosphere with gaiety, music, Dancing and good cheer. This festival is an opportunity in villages to enjoy with sheer abandon because they know that a season of hard work follows soon after which is the time for harvesting corn and other grains.

KaragaNaba

The dramatic festival of Karaga begins from the Dharmaraja temple in Bangalore. A devotee is chosen and a Karaga or a clay pot is placed on his head. The pot represents Shakti, the mother goddess of archaic strength. The devotee has to balance the pot as he has staff and a sword that occupy his hands.

MeenakshiLalaynam(Chitra Festival)

This 10 day festival takes place at the Meenakshi Temple in Madurai, to celebrate the mythical marriage between Siva and Meenakshi temple is one of the most spectacular excessive displays of architecture on earth. The temple has nine towering gopurams and thousands of pillars, covered from top to bottom with some 30 million colorful carvings and gypsum images of gods, demons and animals.

Dhungri Forest Festival

The Dhungri Forest festival is celebrated at the Hadimba or Dhungiri temple in Manali. This four story wooden temple is located in the middle of a forest called the Dhungiri Van Vihar. The Goddess is worshipped by the local women, who arrive in their colorful dresses to perform the ritual dance before her in order to appease her. Legend states that the king who commissioned the temple was so highly satisfied with results that he cut off the craftsman's right hand to prevent him from duplicating it elsewhere.

Id-UI-Azha or Id-UI-Zuha(bakri Id)

Bakrid is celebrated with ritualistic fervor particularly in Andhra Pradesh. Bakrid is an important festival of Muslims falling in the last month of Islamic Calendar. The significance of the festival is the commemoration of the ordeals of prophet Ibrahim. On this day prayers are held and goats are sacrificed.

Rath Yatra

This spectacular chariot festival is held at the famous Jagannath Temple at Puri. Images of Lord Jagannath - the Lord of the Universe, his sister Subhadra and brother Balbhadr are taken out in procession in three immense chariots. The procession or Rath Yatra draws huge crowds from all over the country.

MelaHemisGompa

A big fair is held at HemisGompa about 50 kilometers from Leh, to celebrate the birthday of padmasambhava, the founder of Lamaism. The ritual dances by masked dancers are the main attraction as are the local handicrafts.

Teej

This Rajasthani festival is celebrated by the women, on the

third day of the moonlit fortnight of Shravan, in memory of Goddess Parvati's departure to her husband's home. Besides Rajasthan this festival is also celebrated in Bihar and Uttar Pradesh. In the morning Puja is performed. Later, in the evening Young ladies and girls dressed up in lehengas and chunaris to perform dandia dances.

Bonalu

The bonalu

Festival is a major welcome for the people of the Telangana region. This festival is an old tradition and is celebrated with undiminished ebullience and religious ardency. This one-month long festival witnesses musical treats and ritualistic worship. The word "Bonalu" has been derived from "Bhojanalu" meaning food, which is offered to the Goddess. The prayers are offered to the village deities Yellamma, Mahankali, Maisamma, Pochamma, Gundamma. It is also an annual thanksgiving by the people to the Goddess for fulfillment of their vows.

RakshaBandhan

RakshaBandhan is celebrated on the full-moon day in the month of Sravana (July-August). The festival of RakshaBandhan symbolizes love, affection and the feeling of brotherhood. On this day, sisters tie an amulet, the Rakhi, around the right wrist of their brothers praying for their long life and happiness. Raksha means protection, and in some places in medieval India, where women felt unsafe, they tied Rakhi around the wrists of men they could count upon, regarding them as brothers. The tradition of tying a thread or "rakhi" around the wrist to convey different feelings has been coming down through the ages since the Vedic times.

Naga

Naga Pancami is observed on the 5th day of the bright half of Sharavan(July-August). On this day nag, cobras and snakes are worshipped with milk, sweets, flower, lamps and even sacrifice. The image of Nag deities made of silver; wood are first bathed with water and milk, and then worshipped with the reciting of the mantras.

Jhapan (Manasa) Festival

This festival is dedicated to Goddesses Manasa, the daughter of Lord Shiva. She is believed to be the divine leader of the fertility cult of snake worship. More popularly it is celebrated as a festival of snakes.

The biggest attraction of this festival is the deadly cobra.

Nanda Devi Raj Jat

The serene mountains of the Chamoli district of Garhwal reverberates with a flurry of festive activity during the Nanda Devi Raj JatYatra, a royal pilgrimage through the precipitous mountains, that has been in vogue since time immemorial.

It is an important religious event mired in deep rooted religious tradition, folklore and mythology. The Yatra is associated with the legend of Nanda Devi, a Goddess held in reverence by the local inhabitants of the region.

Ganesh Chaturthi

This day is dedicated to the Lord Ganesha, the elephant-headed god of all good beginnings and success. Held annually, this festival is a ten-day long event. The images of Lord Ganesha are installed and worshipped and on the last day these are taken in processions to be immersed in flowing water. The seafront at Mumbai, packed with people, is a spectacular sight.

Onam

Kerala's most important festival is celebrated in the honor of the ancient asura king Mahabali. The occasion also heralds the harvest season. The decorating of houses with carpets of flowers, a sumptuous lunch and songs in praise of the golden reign of Mahabali, mark the ten-day long festivities. A major attraction of the Onam celebrations is the famed snake boat races along the backwaters at Champakulam, Aranmula and Kottayam.

Janmashtami

Janmashtami, the birth of Lord Krishna is celebrated with great devotion and éclat on the Ashtami of Krishna Paksh or the 8th day of the dark fortnight in the month of Bhadon, in the whole of north India. Raslila, a tableaux depicting scenes from Krishna's life especially the love for Radha, is performed. In the evening, bhajans are sung, which end at midnight, the auspicious moment when Lord Krishna was born. Thereafter, arti is done, prasad distributed and flowers showered on the idol.

Muharram

Muharram is the opening month of the Hijra year. The 10th day of this month (Ashura) is honored by the Muslims of Kerala. Muharram marks the martyrdom of Imam Hussain, grandson of Prophet Mohammed. Taziyas which are bamboo and paper replicas of the martyr's tomb, adorned with mica are carried throughout the streets of the city. The tragedy is expressed by mourners by beating their breasts and grieving over the murder of the Imam accompanied by drum beats. Fasting is an important ritual of this day.

Batkama

The festival of Batkama in Andhra Pradesh is the most aesthetic occasion. It is basically, a festival of flowers. Celebrated for about a month, the festival commences from the Ganesh Chaturthi and ends on the Dussehra Festival. Flowers are arranged on a square wooden plank or a square bamboo frame with the size of frames in a conical shape to form an apex on top. This little floral mountain represents and is worshipped as Goddess Batkama.

Dussehra

Dussehra or Vijay Dashmi is a very popular Hindu festival, celebrated with éclat throughout the country. It is observed on the tenth day of the bright half of Ashvin (September-October). It is a ten-day celebration, commemorating the victory of Lord Rama over the demon king, Ravana. 'Ramlila' which is based on the epic story of Ramayana, is staged at various places in most of the

cities and towns in northern India. During this performance the Ramayana is constantly recited accompanied by music. It presents a fine blending of music, dance, mime, and poetry before an enthusiastic and religious audience sharing every event of the story with the actors.

Id-E-Milad (BarahWafat)

During this festival sermons are delivered in mosques by learned men, focusing on the life and noble deeds of the Prophet who was born on the twelfth day of Rabi-ul-Awwal, the third month of the Muslim year. The word 'barah' stands for the twelve days of the Prophet's sickness. In some parts of the country, a ceremony known as 'sandal' rite is performed over the symbolic footprints of the Prophet engraved in stone.

Diwali

Diwali, the festival of lights, falls on 'Amavasya', the darkest night of 'Kartika'. It symbolizes the victory of good over evil and the lifting of the spiritual darkness that envelops the soul. The festival commemorates Lord Rama's return to his kingdom, Ayodhya after completing his 14 years of exile. The word Deepawali which means rows of lighted diyas (earthen lamps), brings a glow to the humblest home or the grandest houses. Sweets and gifts are exchanged between families and friends amidst the bursting of crackers. Doors are left open on Diwali for Goddess Laxmi. The festive occasion also marks the beginning of the Hindu New Year. Lord Ganesha who is the symbol of auspiciousness and wisdom worshipped along with Goddess Laxmi on this day.

Gurupurab

Gurupurab or Guru Nanak Jayanti is the birth anniversary of Guru Nanak who founded the Sikh faith. For two days and nights preceding the festival the Granth Saheb (Scriptures) is read. On the day of the festival, Granth Saheb is taken out in a grand procession. The celebrations at Amritsar are the most impressive. Prayer meeting and processions are carried out particularly in Punjab. Sikh conduct 'langer' {distribution of food} in the Guru Darwara November: Govardhan Pooja A Hindu festival dedicated to the holiest of animals for the Hindus, the cow.

Pushkar Fair

This lovely and gigantic fair falls on the last day (Full Moon Day) of the Hindu month of Kartik (Oct - Nov) near the sacred lake of Pushkar. This beautiful lake surrounded by bathing ghats, has its religious significance, rooted in a myth. The fair is primarily dedicated to Lord Brahma, the creator and one of the holy trinity. The colorfully dressed people enhance the exuberant mood of the fair. The fair is the biggest camel market. Thousands of pilgrims gather here, to take a dip in the holy lake. Puppet shows are the other major crowd-pullers.

Nagula Chavithi

Nagula Chavithi is celebrated on the fourth day after Deepavali, which falls on a New Moon day. On this day serpents are worshipped with great devotion and religious fervor. On this day women and children observe fast and worship snake god. Dressed in their festive best, they offer

milk at the snake hills. On this day there is a great demand for snake hills. Some complete the ritual at home placing a picture or idol of a snake. NagulaChavithi is celebrated twice a year during the months of Karthika and Sravanam. 'Nagula' means of the snakes and 'Chavithi' is the fourth day after every New Moon or Full Moon day.



Navratri

This celebration in honor of the goddess, the mother of the world, begins on the first day of Ashvin, and goes on for nine days. The goddess is the personification of Power, or "Shakti". She is known by many names: "Kali", "Laxmi", "Sarasvati", "Chandi-ka", "Durga", "Bhavani", "Ambika", "Ashtabhuj" (eight hands). Her main task is to punish the wicked. She is engaged in war, and weapons are in her hands. She sits on a lion. Her weapons are the "shul" (pike), "chakra" (wheel), "parshu" (axe) and "talvar" (sword). Kali is known as "Mahisha-surmardini", the slayer of the demon Mahishasur. The fight against the demon begins on the first day until he is defeated on the ninth day. VAIKUNTH EKADASHI

There are in all 24 Ekadashis observed by Hindus during the year. VaikunthEkadashi is observed in November and is celebrated in the honor of Goddess Ekadashi. People fast and pray to the goddess. In Maharashtra, pilgrims march in a procession, singing bhajans or devotional songs and assemble at the Vithal Temple in Pandharpur.

Sonepur Livestock Fair

The Sonepur Fair is held on KarthikPurnima (the full moon day) in the month of November in Sonepur (Bihar), on the banks of river Ganga. It lasts for a fortnight and the cattle are decorated for the occasion. It is Asia's largest cattle fair where anything can be bought right from elephants to camels, buffaloes, goats and all sorts of four-legged creatures. The fair becomes a virtual explosion of colors, music, dances, magic shows, cattle, merchants and handicrafts as people from all over the world congregate to participate in this huge event. It has all the fun and hue of a popular fair, which has religious connotations as well and is enjoyed with a lot of jest and fanfare by all.

Christmas

Christmas is celebrated in India with great fervor. All the major Indian cities wear a festive look. Shops and bazaars are decorated for the occasion and offer attractive bargains. Carol singing, get-togethers and the exchanging of gifts enhance the Christmas spirit. Christmas parties launch off celebrations for the New Year, thus retaining the festive mood for at least a week.

KumbhMela

The KumbhMela is considered to be one of the most important religious events in India. The origin of the festival lie in the ancient belief in the conflict between the gods and the demons over the possession of the "AmritKumbh", a pitcher filled with nectar.

This fair is celebrated in 4 places - Haridwar, Allahabad, Nasik and Ujjain. People, from all over the world, come to participate in this momentous event, drawn by their curiosity about the exotic traditions and the religious mysticism of India. A large number of sadhus gather on the banks of the Ganges to take a dip in the holy river and people bath at the 'HarkePauri' Ghat at Haridwar on this auspicious occasion. The noise baffles all description, the shout and cries of ash-smearred sadhus come mingled with the neighing of horses, the trumpeting of elephants, the grunts of camels, the bellowing of bulls, and as if these are not enough, there are gongs and drums beating, trumpets blaring, condishells blowing and bells ringing.

Rameshwaram temple

The rameshwaram temple is one of the most famous hindu shrines in the country. It is tucked away at the tip of the indian isthmus on the pamban island. This holy place is an important pilgrimage site as it happens to be one of the twelve 'Jyotirlingas'. The shrine comprises of a main deity in the shape of a 'linga' called sri

ShriMahavirji Temple

ShriMAhavirji Temple, also known as AtishyaKshetra, is located in the Chandanpur Village of Karauli district in Rajasthan. The village rose to prominence after the antique idol of Lord Mahavira, the twenty-fourth Tirthankaras of Jains, was unearthed from the soil. Thus, it was renamed as 'ShriMahavirji'. After this incident.

Somnath

Somnath, home to the 'AadiJyotirlingSriSomnathMahadev'. Is a holy place for Hindus. Although Somnath literally means "The Moon God", this shrine is actually dedicated to lord Shiva and is believed to be home to one of the twelve JyotirLingas. Somnath is located on the western coast of India, near Veraval in Gujarat.

Trimbakeshwar Temple

The Trimbakeshwar temple is one of the most highly venerated and sacred pilgrimage sites in India. It is also said to be the cradle of the River Godavari as there are many legends associated with the existences of this watercourse. One of the main reasons that this shrine is declared to be holy is due to the fact that the Trimbakeshwar

Vaishno

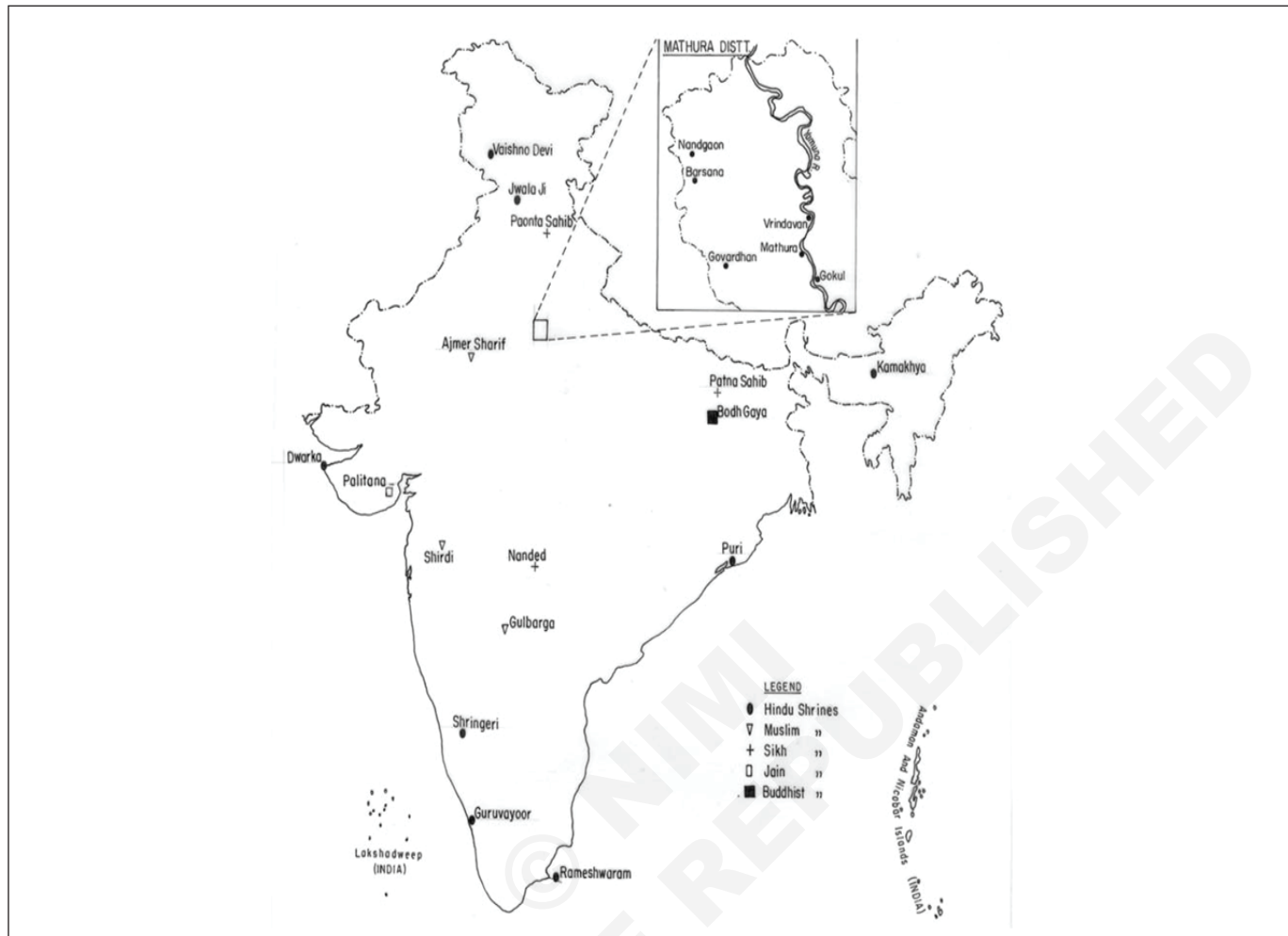
Shri Mata Vaishno Devi is one of the most important Hindu shrines in the world

receiving more than 8 million devotees every year The temple, located in the picturesque hills of Jammu & Kashmir in India, is a cave temple seated at an altitude of 5200ft in a three-peaked mountain as Trikoot. It is near a small.

Yamunotri

Amongst the most famous and pious pilgrim spots is the Yamunotri, situated in the midst of the beautiful and

majestic Himalayas. Visitors say that the beauty of this shrine is breathtaking, irrespective of the number of times they have visited it. Hindus from all over the country travel here to pay homage to the origin of the River.



Other Important Shrines

The Varah temple was built in the 12th century and, and the Mughal emperor Aurangzeb is said to have destroyed it. Aurangzeb was understandably rather upset with the huge statue of Varah, the god with the body of a man and the head of a boar.

Gurudwara Harmandir Sahib

The unparalleled reflection of the pious golden edifice on the ambrosial nectar (lake) and the horde of pilgrims loitering in the shrine complex urge one to visit this popular religious place in India. Built by the fourth Sikh Guru, Ramdass Sahib Ji, Gurudwara Harmandir Sahib is the most important Sikh pilgrimage site to visit in India. The golden gilded temple commemorates a number of Sikh historical events. A bringer of peace, the Golden Temple is nothing short of a legacy in India.

Hemkund Sahib

Situated in one of the most scenic locations in the country, Hemkund Sahib adds charm to religious tour in India. Unlike other Sikh pilgrimages in India, Hemkund Sahib has a pentagonal structure. The scenic beauty of the place is worth mentioning as this shrine is nestled

amidst lofty hills that are covered with snow. One shall be stunned with the kind of devotion that the pilgrims show here despite the adverse climatic conditions. The spiritual ambiance at Hemkund Sahib may pursue you to stay a bit longer here.

Ajmer Sharif in Ajmer

Khwaja Moinuddin Chishti lay in peace here, listening to people's wishes and fulfilling them. Once you enter through that gate of the Dargah a queer peace takes over you. A sacred shrine in Ajmer, Dargah Sharif is visited by millions of devotees every year from all over the world. The Dargah for many reasons captivates one's heart; there is certainly something that is magical about this place that people from different faiths come and worship here. Although the dargah is always crowded, the best time to visit Ajmer Sharif is during the Urs festival. The place comes to life during this festival that is held annually.

Velankanni Church

Religious tour in India would be incomplete if you miss out on Velankanni Church, situated in the Nagapattinam district of Tamil Nadu. Like many gothic style churches Velankanni Church or the Basilica of our Lady of Good

Health has graceful architecture but what attracts tourists the most to this church is the construction history of the Church. Believed to have been built by a Portuguese sailor who survived a violent sea storm as a gratitude to the Supreme Power, this church is indeed one of the important pillars of faith in India. Each year the Feast of the Nativity of May is celebrated here and is attended by millions of devotees from around the globe.

Goa

Goa by no means is a cliché pilgrimage destination in India; however, the number of churches in Goa justifies why it should be in the list of religious tourism places in India. A legacy of the Portuguese civilization that ruled the state for over a very long period, the Churches in Goa are worth exploring. Along with being an epitome of Christian faith, these edifices contribute largely to the architectural collection of India. Amongst the most famous churches in Goa are Basilica of Bom Jesus, Church of the Lady of Immaculate Conception, Church of St. Lawrence and Church and Convent of St. Francis of Assisi.

Shirdi

Forget about religion, caste, creed and other forms of discrimination, Shirdi in Maharashtra is the gateway to sheer spirituality. All his life the highly revered Sai Baba preached about One God (Sab KaMaalikEk) and thus earned himself many followers. Today, his native place, Shirdi is thronged by multitude of devotees irrespective of religion, color or creed seeking peace, spirituality and paying homage to this great saint. Therefore, Shirdi is one of the most visited religion places in India.

Music concert of India

- A concert is a live performance of music in front of an audience. The performance may be by a single musician, sometimes then called a recital, or by a musical ensemble, such as an orchestra, a choir, or amusical band.
- A concert is a live performance of music in front of an audience. The performance may be by a single musician, sometimes then called a recital, or by a musical ensemble, such as an orchestra, a choir, or a musical band.

Famous Exhibition & convention Centers in India

Andhra Pradesh

- HITECH Exhibition Center (Hyderabad)
- Hyderabad International Convention Centre (HICC) (Hyderabad)
- Leonia International Centre for Exhibitions & Conventions (Hyderabad)
- Ravindra Bharathi (Hyderabad)
- Shilpakala Vedika (Hyderabad)
- VPR Centre for Exhibitions & Conventions (Andhra Pradesh)

Bihar

- Shri Krishna Memorial Hall (Patna)
- Patna International Convention Centre (Patna)

Gujarat

- Mahatma Mandir (Gandhinagar)
- Gujarat University Convention & Exhibition Center, Gandhi Corporation (Ahmedabad)

Karnataka

- Bangalore International Exhibition Centre (Bangalore)
- Bangalore Palace (Bangalore)
- Dr. TMA Pai International Conventional Centre (Mangalore) (South Kanara)

Kerala

- Vythiri Village Convention Center (Kerala) (Kerala)
- Al Saj Convention Centre (Trivandrum)
- CIAL Trade Fair and Exhibition centre (Kochi)
- Lulu Convention Centre (Thrissur)
- International Conference Center (Thuravoor) (Angamali)

Maharashtra

- Bombay Convention & Exhibition Centre (Mumbai)
- International Convention Centre, Pune

Madhya Pradesh

- Brilliant Convention Centre (Indore)

National Capital Region (NCR)

- India Habitat Centre (New Delhi)
- Pragati Maidan (New Delhi)
- Vigyan Bhavan (New Delhi)

Tamil Nadu

- Chennai Trade Centre

West Bengal

- Science City (Kolkata)
- Milan Mela Prangan (Kolkata)
- Nazrul Mancha (Kolkata)
- Sukanta Mancha (Kolkata)
- Kolkata International Convention Center, New Town (Kolkata)
- International Financial Hub Convention Center (Kolkata)
- List of most visited museums in the World in below table.

No.	Museum	City	Country
1	Louvre	Paris	France
2	British Museum	London	United Kingdom
3	Metropolitan Museum of Art	New York City	United States
4	National Gallery	London	United Kingdom
5	Vatican Museums	Vatican City (Rome)	Vatican City
6	Tate Modern	London	United Kingdom
7	National Palace Museum	Taipei	Taiwan
8	National Gallery of Art	Washington, D.C.	United States
9	Musee National d'Art Moderne	Paris	France
10	Museed Orsay	Paris	France
11	Victoria and Albert Museum	London	United Kingdom
12	Reina Sofia	Madrid	Spain
13	Museum of Modern Art	New York City	United States
14	National Museum of Korea	Seoul	South Korea
15	State Hermitage Museum	St. Petersburg	Russia
16	National Folk Museum of Korea	Seoul	South Korea
17	Rijksmuseum	Amsterdam	Netherlands
18	Somerset House	London	United Kingdom
19	Museo del Prado	Madrid	Spain
20	The National Art Center	Tokyo	Japan
21	Centro Cultural Banco do Brasil	Rio de Janeiro	Brazil
22	National Portrait Gallery	London	United Kingdom
23	Shanghai Museum	Shanghai	China
24	National Gallery of Victoria	Melbourne	Australia
25	Galleria degli Uffizi	Florence	Italy
26	MuCEM	Marseille	France
27	National Museum of Scotland	Edinburgh	United Kingdom
28	Moscow Kremlin	Moscow	Russia
29	J. Paul Getty Museum	Los Angeles	United States
30	FAMSF	San Francisco	United States
31	Art Institute of Chicago	Chicago	United States
32	Saatchi Gallery	London	United Kingdom
33	Centro Cultural Banco do Brasil	Brasilia	Brazil
34	National Galleries of Scotland	Edinburgh	United Kingdom
35	Van Gogh Museum	Amsterdam	Netherlands
36	Grand Palais	Paris	France
37	Tokyo National Museum	Tokyo	Japan
38	Tate Britain	London	United Kingdom
39	Tretyakov Gallery	Moscow	Russia
40	Dalí Theatre and Museum	Figueres	Spain

No.	Museum	City	Country
41	Musée du quai Branly	Paris	France
42	Doge's Palace	Venice	Italy
43	Gyeongju National Museum	Gyeongju	South Korea
44	Australian Centre for the Moving Image	Melbourne	Australia
45	Pergamon Museum	Berlin	Germany
46	Galleria dell'Accademia	Florence	Italy
47	Queensland Art Gallery/GoMA	Brisbane	Australia
48	Mori Art Museum	Tokyo	Japan
49	LACMA	Los Angeles	United States
50	SAAM/Renwick Gallery	Washington, D.C.	United States
51	Guggenheim Museum	New York City	United States
52	Institut Valencià d'Art Modern	Valencia	Spain
53	Art Gallery of New South Wales	Sydney	Australia
54	National Museum of Western Art	Tokyo	Japan
55	Museum of Fine Arts	Boston	United States
56	Museo Soumaya	Mexico City	Mexico
57	Acropolis Museum	Athens	Greece
58	National Portrait Gallery	Washington, D.C.	United States
59	National Art Museum of China	Beijing	China
60	Kelvingrove Art Gallery and Museum	Glasgow	United Kingdom
61	Royal Academy of Arts	London	United Kingdom
62	Montreal Museum of Fine Arts	Montreal	Canada
63	Museum of Liverpool	Liverpool	United Kingdom
64	Israel Museum	Jerusalem	Israel
65	Belvedere	Vienna	Austria
66	Royal Ontario Museum	Toronto	Canada
67	Serpentine Galleries	London	United Kingdom
68	Thyssen-Bornemisza Museum	Madrid	Spain
69	Neues Museum	Berlin	Germany
70	Centro Cultural Banco do Brasil	São Paulo	Brazil
71	Guggenheim Museum	Bilbao	Spain
72	Museu Picasso	Barcelona	Spain
73	Musée de l'Orangerie	Paris	France
74	MCA Australia	Sydney	Australia
75	CaixaForum Barcelona	Barcelona	Spain
76	Art Gallery of Ontario	Toronto	Canada
77	Museum of Fine Arts	Houston	United States
78	Melbourne Museum	Melbourne	Australia
79	Merseyside Maritime Museum	Liverpool	United Kingdom
80	Louvre-Lens	Lens	France

No.	Museum	City	Country
81	Royal Palace of Milan	Milan	Italy
82	CaixaForum Madrid	Madrid	Spain
83	Kunsthistorisches Museum	Vienna	Austria
84	National Gallery of Australia	Canberra	Australia
85	Ashmolean Museum	Oxford	United Kingdom
86	Palais de Tokyo	Paris	France
87	World Museum Liverpool	Liverpool	United Kingdom
88	Muséed'Art Moderne de la Ville de Paris	Paris	France
89	UllensCenter for Contemporary Art	Beijing	China
90	Stedelijk Museum Amsterdam	Amsterdam	Netherlands
91	Seattle Art Museum	Seattle	United States
92	Royal Museums of Fine Arts of Belgium	Brussels	Belgium
93	Huntington Library	San Marino	United States
94	Art Gallery of South Australia	Adelaide	Australia
95	National Portrait Gallery	Canberra	Australia
96	Hirshhorn Museum	Washington, D.C.	United States
97	MACBA	Barcelona	Spain
98	National Gallery of Ireland	Dublin	Ireland
99	Philadelphia Museum of Art	Philadelphia	United States
100	MuseuNacionald'Art de Catalunya	Barcelona	Spain
101	Tel Aviv Museum of Art	Tel Aviv	

Natyanjali dance festival

The natyanjali dance festival is held every year during the months of Feb-March and it is a five-day festival. This dance festival is one is a dedication to the universal dancer lord shiva who is known as lord nataraja. This festival is held in the city of chidambaram in Tamil Nadu. The festival begins on the maha shivaratri, a day that is dedicated to the lord shiva and is held in the prakara of the chidambaram temple.

This magnificent temple built thousands of years ago as a dedication to the lord nataraja forms a beautiful backdrop. The setting is truly divine with the gold roofed temple and pillars adding splendour. The depict lord shiva in the 108 posses or mudras of bharatnatyam, the classical dance of Tamil Nadu.

The department of tourism, Government of Tamil Nadu, The Ministry of Tourism Government of India and the natyanjali trust, chidambaram jointly organize theis festival or utsav. This festival provides unique opportunities for dancer form around India to come and perform in front of an enormous crowd.

Mamallapuram dance festival

The mamallapuram dance festival is held every year during Dec-Jan in Mamallapuram, TamilNadu. This dance festival is organised by Department of Tourism, Govt. of Tamilnadu. Mamallapuram was once the ancient port of

the pallavas. Mamallapuram is the renowned and ancient 7th century centre for pallavas port. It now plays host to a vibrant festival of dance, exponents of bharata natyam, kuchipudi, kathak and kathakali perform against the magnificent backdrop of the pallava rock sculputres.

Mamallapuram is popular beach resort and a culture front, especially for the tourists, who come from all over the who love to imbibe and soak in the rich traditions. This world town beach is full of ancient monuments, sculputres, caves, monolithic temples and stones of temple begin to resone with music and dance rythms.

There are variety of art gallery in India and below mention are some of the most significant art gallery.

- 1 **Academy of fine arts, calcutta:** It is one of the very old, art gallery in India establish during 1933. Eminent India and foreign paintinga are displayed here. Some are a winters evening. Girl with a picture by rabindranath tagore .
- 2 **The government museum & art gallery chandigarh:** It is open to public during 1988. It houses various scilptures architure and art painting. Famous artist like Ravivarma, Amirth sher, Gil, Tagore, Nandalal bose. There is also miniature Indian paintings.
- 3 **Government museum Chennai :** It is the second older museum opened during 1851. It has tradional Tajore painting & Tavivarma painting as display.

- 3 **Victoria memorial, kolkatta:** The gallery is open during 1921. It has different section of Indian & foreign paintings. The painting is dedicated to queen victoria. The collection of western painting includes Charles D'oily, Johann zoffany painting.

Islands in India: There are 1208 Islands in India (Including uninhabited). Andaman & nicobar island and lakshadweep islands are main islands in India only in andaman islands there is habited salt water crocodile is tour in bundance. The state animal of andaman is dugong (sea cow).

Coastal area & beaches: The natural attraction of beaches are scattered spraeen all over it is also 7500 km long coastal line. The beaches are naturally blend with beauty to attract all.

Our country is surrounded by ocean & beaches and some are incredible scenic beaches. Beach holiday is most peoples idea of relaxing in the nature glory. Some beautiful beaches are;

- 1 Agonda beach, goa
- 2 Rama krishna beach, visaz
- 3 Marari beach, Alappuzha, keralla
- 4 Dhanusikodi beach, rameswaram (Lands south end)
- 5 Havelock island, andaman island
- 6 Marina beach, chennai
- 7 Puri beach, orissa
- 8 Kovalam beach, kovalam
- 10 Gopinath beach, gujarath

Art galleries: India has its own style & passion of art it is called folk art. There is also another art which is famous in rural areas and it is called tribal art.

Art is defined as sculptures, paintings & architecture other preferring arts such as music, cinema & dance are also broadly defined as arts.

Some of the most visited art museums in the world

- The Louvre, in Paris, is one of the world's largest museums and the most visited art museum in the world.
- The British Museum, London, United Kingdom. (Fig 8)



- The Metropolitan Museum of Art, New York City, United States. (Fig 9)



- The National Gallery, London, United Kingdom. (Fig 10)



- Vatican Museums, Vatican City. (Fig 11)



- National Palace Museum, Taipei, Taiwan. (Fig 12)
- Tate Modern, London, United Kingdom. (Fig 13)
- The National Gallery of Art, Washington, D.C., United States. (Fig 14)
- The Centre Pompidou, Paris, France. (Fig 15)

Fig 12



Fig 13



Fig 14



Fig 15



- The Musée d'Orsay, Paris, France. (Fig 16)

Fig 16



- Victoria and Albert Museum, London, United Kingdom. (Fig 17)

Fig 17



- National Museum of Korea, Seoul, South Korea. (Fig 18)

Fig 18



Cultural heritage of india & cultural tourism in india

Objectives: At the end of this lesson you shall be able to

- learn about uniqueness of indian culture
 - gather knowledge about influence of culture & heritage of india
 - learn about culture tourism in india
 - know sites of cultural importance in india & world geography.
-

Uniqueness of Indian Culture

India is a land of diverse cultures. The variations in physical, climatic conditions and the extent of exposure to other cultures have greatly influenced the traditions and culture of the different regions. There is an underlying basic factor common to the whole of India, with variations in the practices based on their local needs influences. Further, the greatness of India has been accepting the best from all the invaders and intermingling the new custom and styles with the existing - this is visible in all aspects - music, dance, painting, sculptures, architecture. India culture is unique because of its diversity and variety in physical, religious, linguistic and artistic fields.

Indian cultural heritage dates back to 5000 years. Very few countries in the world has social and religious structure which withstood invasions and yet kept its identity by being resilient enough to absorb, ignore or reject all attempts to radically change or destroy them. The following are the cultural impacts of India during different period.

Pre-historic Influence

The Indus Valley civilization is the earliest known in the region. Although little is known about the rise and subsequent fall of the civilization, the twin cities of Mohenjodaro and Harappa (now in Pakistan) are thought to have been ruled by priests and held the rudiments of Hinduism. These civilizations were known to possess a sophisticated lifestyle, a highly developed sense of aesthetics, an astonishing knowledge of town planning and a script language that has remained undeciphered till date.

Ancient Influence

The coming of the Indo-European group around 1500 BC provided the final blow to the collapsing Indus Valley civilisation. At the dawn of Vedic ages, the Indo-European group came in from the North and spread through large parts of India bringing with them their culture and religious beliefs. The Four Vedas, or the important books of Hinduism, were compiled in this period.

In 567 BC, the founder of the Buddhist religion--Gautama Buddha--was born. During this time also lived Mahavira, who founded the Jain religion. Two hundred years later, in the 4th century BC, Emperor Ashoka of the Maurya dynasty, one of the greatest King of history, led the Magadhan Empire based at Pataliputra (present day Patna and capital of Bihar) to take over almost all of what is now modern India.

Medieval Influence

The Gupta dynasty was the greatest to rule in the north after the Mauryas, heralding a period known as the

'Golden Age of India', while in the southern part of India several different empires--the Cholas, the Pandyas and the Cheras--spread and grew, trading with Europe and other parts of Asia till the end of the 1100s.

Christianity entered India at about the same time from Europe. Legend has it that St. Thomas the Apostle arrived in India in 52 AD. In approximately the 7th century AD, a group of Zoroastrians, or Parsees, landed in Gujarat and became a part of the large mix of religions in India today, each of which adds its important and distinctive flavor. In the 15th century, Guru Nanak laid the foundation of the Sikh religion in Punjab.

Mughal Influence

The Mughals came from Central Asia and soon held sway over most of the northern parts of the subcontinent. Mughal rulers introduced Central Asian art and architecture to India. In addition to the Mughals and various Rajput kingdoms, several independent Hindu states, such as the Vijayanagara Empire, the Maratha Empire, and the Ahom Kingdom, flourished simultaneously in southern, western, and north-eastern India, respectively.

Colonial Influence

The Europeans--Portuguese, French, Dutch, Danish and British--started arriving in the early 1600s after Vasco da Gama successfully discovered a new sea route from Europe to India in 1498. In 1617, the British East India Company was given permission by Mughal Emperor Jahangir to trade in India. In the aftermath of India's First War of Independence in 1857, all power was transferred from the East India Company to the British Crown, which began to administer most of India as a colony.

Cultural tourism in india

Cultural tourism has been defined as 'the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs'. These cultural needs can include the solidification of one's own cultural identity, by observing the exotic "other"

Cultural tourism (or culture tourism) is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle.

Cultural tourism India is the predominant factor behind India's meteoric rise in the tourism segment in recent years, because from time immemorial, India has been considered the land of ancient history, heritage, and culture.

The government of India has set up the Ministry of Tourism and Culture to boost cultural tourism in India. The ministry in recent years has launched the 'Incredible India!' campaign and this has led to the growth of culture tourism in India. India has had many rulers over the centuries all of them made an impact on India's culture. One can see the influence of various in dance all these various cultures that the heritage and culture of India is exhaustive and vibrant. This richness in culture goes a long way in projecting India as the ultimate cultural tourism destination given boost to tourism in culture in India.

The most popular states in India for cultural tourism are:

- Rajasthan
- Tamil Nadu
- Uttar Pradesh
- Uttarakhand

Among the various states for cultural in India, Rajasthan is the most popular. The reason for this is that Rajasthan is

famous for its rich cultural heritage. The state is renowned for many magnificent palaces and forts the rich cultural heritage of Rajasthan. A large number of festivals and fairs are held in Rajasthan such as the camel festival, Marwar festival, and Pushkar festival. All these attract many tourists to Rajasthan for they get to see the rich culture of the state.

Tamil Nadu is also famous for cultural tourism in India, for it shows the Dravidian tradition and culture. It has many temples which mirror the rich cultural heritage of India. Uttar Pradesh has a lot of tourist places which also testify to the rich culture of the country. The most famous monument is the Taj Mahal in Agra. Cities like Varanasi, Allahabad, Vrindavan, and Ayodhya in Uttar Pradesh also attract a large number of tourists for they encapsulate beautiful vignettes of India.

Uttarakhand is also famous for cultural tourism in India. This state has the Himalaya mountains which are called the abode of the Gods. Many ancient temples are found in the Kumaon and Garhwal regions of the state.

Wild life: Wild life has a very important role in balancing the environment. There undomesticated animal species and all organisms that grow (i) live. in an area without being introduced by human. These species are largely associated with human for emotional and social reasons.

Meaning & role of marketing tourism

Objectives: At the end of this lesson you shall be able to
 • learn about meaning & role of tourism marketing.

Marketing tourism

There are a number of definitions of tourism marketing. Tourism marketing could be defined as the “Systematic and coordinated efforts exerted by the NTOs and/or the tourist enterprises’ on international, national and local, levels to optimise the satisfaction of tourists, groups and individuals, in view of a sustained tourism growth.”

Krippendorf has defined marketing, in- tourism as follows;

- “Marketing in tourism is to be understood as the systematic and coordinated execution of business policy’ by tourist undertakings whether private or state owned at local, regional, national or international level to achieve the optimal satisfaction of the needs of identifiable consumer groups, and in doing so to achieve an appropriate, return.”
- According to Poynter (1993), “tour marketing is a systematic process consisting of marketing objective, strategies, schedules, marketing medias, focused on specific market segment and based on a f substantial return on investment.”
- World Tourism Organisation (WTO) at Ottawa; Seminar, has defined tourism marketing as a management philosophy which, in the .light of tourist demand, makes it possible through research forecasting and selection of tourism products/services from suppliers. On the line with -organisation’s purpose and tourist satisfaction.”

The following aspects can be identified from the above definitions:

- Tourism, marketing is a thought provoking process.
- Identification and selection of target market.

- Positioning and product life cycle- are important.
- Future tourism marketing strategies.
- Innovative / proactive, marketing.

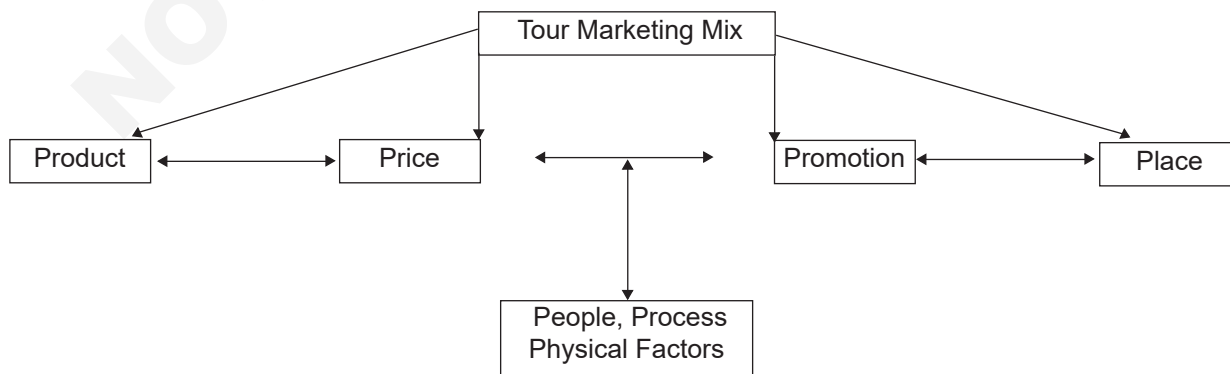
Importance of Marketing in Tourism

Marketing helps to create new customers by way of first identifying their needs and then trying to satisfy these. Customer satisfaction becomes a crucial part of travel sales. The first task of the travel marketer ..becomes identification of the customer needs in order to guide the development of the suitable products and services, and the second task is to motivate all the potential customers, through .various means; to purchase those products and services; The objective of marketing in tourism can, therefore, be stated to be as attracting and motivating all the potential customers or users of tourist services to a particular, destination and not to another.’

Tourism marketing, therefore, begins by a detailed assessment of the actual and potential demand and, on this assessment, development of facilities and services for use by customers.

‘Tourist demand’ can be-divided into ‘actual’ and ‘potential; ‘actual’ demand represents those who actually travel to a certain tourist destination while ‘potential’ demand is the number- of persons who fulfil the basic elements of travel and-.are, therefore, in a position to travel.

Marketing of tourist product has certain-peculiar characteristics. Although general principles of marketing which have proved quite effective in the marketing of tourist, product,’ there are certain differences in approach.- These differences- are because ,6^ the peculiar character of the tourist product:



Product	Price	Promotion
* Service	*Market Oriented	* Advertising
* Quality	* List reductions	* Sales Promotion
* Range	* Cost	* Personal selling
* Brand Name	* Backward	* Public relations
* Benefit	* Penetration	* Direct marketing
* Guarantee	* Skimming	* Sponsorship
	* Credit terms	
* Location		Place
* Accessibility		People, Process and Physical Evidence
* Convenience		Roles People play
* Transport		* Customer satisfaction
* Vendors		* Creativity
* Channels		* Customer involvement
		* Peripheral
		* Simplicity

Selling vs marketing: Selling is an action which deals with products in to cash. Where as marketing is the process of meeting and satisfying the customer needs. It is a contionus process.

Marketing concept: It is the philosophy that companies should examine the requirements of their customers and then make decision to satisfy there needs in a better manner than the competitions.

Special features of tourism marketing

Objectives: At the end of this exercise you shall be able to

- understand the special features of tourism marketing.

1 Indian tourism industry

The travel and tourism sector holds strategic importance in the Indian economy providing several socio economic benefits. Provision of employment, income and foreign exchange, development or expansion of other industries such as agriculture, construction, handicrafts etc. are some of the important economic benefits provided by the tourism sector. In addition, investments in infra structural facilities such as transportation, india Tourism Statistics 2008. Minser of Tounsm accommodation and other tourism related services lead to an overall development of infrastructure in the economy. According to the World Economic Forum's Travel and Tourism Competitiveness Report 2013. India ranks 11th in the Asia pacific region and 65th globally out of 140 economies ranked on travel and tourism Competitiveness Index. India has been witnessing steady growth in its travel and tourism sector over the past few years. Total tourist visits have increased at a rate of 16.3 per cent per annum from 577 million tourists in 2008' to 1057 million tourists in 2012.

2 Growth in number of tourists

With the international tourist arrivals in India (pegged at 7.5 million in 2013) expected to witness an annual growth rate of 6.2 per cent over the next decade, visitor exports (expenditure generated by foreign tourists) are expected to amount to INR 2958 billion by 2023 growing at 9.6 per cent per annum".

Tourist visits in India, million, refer in Table 1.

This growth can mainly be attributed to the rising income levels and changing lifestyles, diverse tourism offerings and policy & infrastructural support by the government such as simplification of visa procedures and tax holidays for hotels.

Source: India Tourism Statistics 2008, 2009, 2010, 2011, Ministry of Tourism.

3 Impact of tourism sector on GDP

The travel and tourism sector directly contributed INR 1920 billion to India's GDP in 2012 reflecting a growth CAGR of 14 per cent since 2007. This is forecasted to grow at a CAG R of 12 per cent from the estimated INR 2222 billion in the year 2013 to INR 6818 billion by 2023

While Figure 1.3 reflects the direct contribution of the travel and tourism sector, the total contribution is expected to be much higher. In addition to the impact of economic activities directly related to the sector such as accommodation, transportation and entertainment, the total contribution of the sector also takes into account the indirect impacts of Investment or supply chain activities and induced income

impacts l'esulting from spending by employees directly or indirectly related to the sector. Travel and tourism sector: Potential, opportunities and I 06 enabling framework for sustainable growth Figure 1.3: Travel and tourism direct contribution to GOP, INR Billion

Source: WITC travel and tourism Economic Innpact 2013~ India, Data taken at Nominal Prices

For details on components of total contribution, please referto Box 1.

Such indirect and induced contribution of the industry results in a multiplier" impact on the overall economy. Applying this multiplier impact, the total contribution of travel and tourism amounted to INR 6385 billion in 20124, around 3.3 times its direct contribution. This implies that for every rupee of direct contribution of tourism to GDP. additional 2.3 rupees is contributed to the economy when the indirect and induced effects of tourism are considered.

In the year 2012, indirect and induced contributions amounted to INR 3500 billion and INR 966 billion respectively. The total GDP contribution is forecasted to rise at a CAGR of 12 per cent over the next decade with indirect and induced contributions forecasted to amount to INR 12939 billion and INR 3263 billion respectively by 2023.

Box 1: Components of toal contribution to GDP

1 Direct contribution: The direct contribution of travel and tourism to GDP is calculated from total internal spending by netting out the purchases made by different tourism sectors such as hotel, airlines, airports, travel agents and leisure and recreation on services that deal directly with tourists. Internal spending is total spending within a particular country on travel and tourism by residents and non-residents for business and leisure purposes as well as government spending on travel and tourism services directly linked to visitors such as cultural or recreational services.

2 Indirect contribution: It consist of the GDP supported by investment activities in travel and tourism sector such as purchase of new aircrafts and construction of new hotels; government collective spending in the sector on areas like tourism marketing and promotion, aviation, administration, security services, resort area security services, resort area sanitation services etc. and domestic purchases of goods and services by the sectors dealing directly with tourists such as purchase of food and cleaning services by hotels, of fuel and catering services by airlines and IT services by travel agents.

Table 1

State	Rank in 2012	Number of tourist visits (mm) in 2012	CAGR (2008-2012)	Rank Improvement (2008 - 2012)	Tourism spend (INR mn) 2011-12	% of overall likely state 2011-12 expenditure
Andhra Pradesh	1	207	12%	-	106	0.02%
Tamil Nadu	2	188	17%	1	307	0.13%
Uttar Pradesh	3	170	8%	(1)	261	0.06%
Karnataka	4	95	64%	6	2400	0.63%
Maharashtra	5	71	33%	-	4855	1.16%
Madhya Pradesh	6	53	24%	-	727	0.32%
Rajasthan	7	30	0.2%	(3)	281	0.10%
Uttarakhand	8	27	7%	(1)	1111	1.42%
Gujarat	9	25	12%	-	2691	0.71%
West Bengal	10	24	4%	(2)	430	0.19%
Bihar	11	23	17%	-	304	0.14%
Delhi	12	21	47%	4	155	0.10%
Jharkhand	13	20	36%	-	250	0.20%
Punjab	14	19	147%	3	224	0.19%
Himachal Pradesh	15	16	13%	(3)	174	0.52%
Chhattisgarh	16	15	141%	3	479	0.29%
Jammu & Kashmir	17	13	13%	1	1392	2.11%
Kerala	1	11	7%	(5)	1530	1.27%
All India	-	1057	16%	-	23991	0.49%

3 Induced contribution: It consists of the GDP supported by the spending of those who are directly or indirectly employed by the travel and tourism industry.

Travel and tourism sector. Potential, opportunities and enabling framework for sustainable growth.

4 Impact of tourism sector on employment: The travel and tourism sector supported 25 million jobs in 2012 directly related to the tourism sector. Constituting 4.9 per cent of the total employment in the country in 2012, this is expected to amount to 31 million jobs by 2023.

While these numbers indicate direct employment supported by the tourism sector reflecting employment by hotels, travel agents, passenger transportation services or other restaurant and leisure employment, the total contribution including indirect and induced effects is expected to cause a multiplier impact on the economy resulting in greater employment generation.

Applying this multiplier impact, the travel and tourism sector supported a total employment of 40 million jobs in 2012 constituting 7.7 per cent of the whole economy employment? This implies that for every job directly supported by the tourism sector, an additional 0.6 job is supported in the economy when the indirect and induced effects of tourism is considered.

5 Capital investment in tourism sector: Capital investments in the tourism sector include spending by all sectors directly involved in the travel and tourism industry. Spending by other industries on specific tourism assets such as new visitor accommodation and passenger transport equipment, as well as restaurants and leisure facilities for specific tourism use also form part of capital investments. Such investments lead to social development of an economy as infrastructure created for tourism purposes in areas of transportation, accommodation etc. can also be utilised by the community in general.

Table 2 refer, Capital investment in travel & tourism sector, INR billion.

Source: WfTC travel and tourism Economic Impact 2013-India. Data taken at Nominal Prices.

Capital investment in the travel and tourism sector in 2012 was estimated at INR 1761.4 billion amounting to approximately 6.2 per cent of total investment in the Indian economy. It is expected to increase by 14.2 per cent in 2013, and witness further annual growth rate of 10.5 per cent by 2023 amounting to INR 5459 billion.

Table 2

Domestic tourism	Inbound tourism	Outbound tourism
Healthy economic growth and rising income levels	New product offerings	Rising disposable income with the Indian consumer
Changing consumer lifestyles	Rich natural/cultural resources and geographical diversity	Attractive tour packages.
Availability of low cost airlines	Government initiatives and policy support	International events and increased business travel
Diverse product offerings	Multiple marketing and promotion activities	Healthy economic growth
Easy finance availability	Healthy economic growth levels	Healthy economic growth
	Host nation for major international events	Easy finance availability

6 Growth of tourism in India - Key drivers & trends:

The growth of the Indian travel and tourism industry is being impacted by several industry drivers.

- Healthy economic growth and rising income levels:** Favourable growth in the Indian economy, rise in middle class population (National Council of Applied Economic Research (NCAER) Study: number of middle class households expected to increase from 31.4 million in 2010 to 113.8 million by 2025-2026) and increasing levels of disposable Income with increased affinity for leisure travel are some of the driving forces.
- Changing consumer lifestyles:** With more than 65 per cent of the Indian population falling in the age group of 15-64 years, Indian travelers are more open to holidays and are keen to explore newer destinations.
- Diverse product offerings:** Diverse tourism offerings in India such as rural, medical, pilgrimage, adventure and various other forms are driving tourism growth.
- Easy finance availability:** Increased adoption of credit culture and availability of holidays on Equated Monthly Instalments (EMI) is another growth driver.
- Rich natural/cultural resources and geographical diversity:** With 28 world heritage sites, 25 biogeographic zones along with a 7000 km long coastline India abounds in natural resources and offers a rich cultural heritage through multiple religions, traditions, fairs and festivals.
- Government initiatives and policy support:** Rise in FDI in the tourism sector (sector attracted second highest FDI in 2013 at USD 3.2 billion's as on Feb 2013) is providing fillip to its growth. Policy actions such as 100 per cent FDI, plans for extension of visa on arrival scheme to a larger number of countries and a five year tax holiday for 2, 3 and 4 star category hotels located around UNESCO World Heritage sites! among others are expected to drive future growth.
- Host nation for major international events:** India is fast emerging as the preferred nation for hosting of major international events such as the Commonwealth Games held in 2010. Meetings, Incentives, Conventions and Exhibitions (MICE) tourism is on a rise on account of increased business travel in India.
- Visitor profile:** With increasing number of women joining the Indian workforce, the number of women business travelers is on a rise (women business travellers approximated at 25 per cent of the total number of travellers in 2011 are set to witness a significant growth of 891 per cent by 2030). Population aged 65 years and above is emerging as an important category of Indian travellers (senior travellers approximated at 1.3 million in 2011, are set to rise to 7.3 million by 2030).
- Purpose of travel:** While religious and social travel has and is expected to remain the biggest contributor, increased travel has been witnessed in the form of weekend getaways and family visits to foreign destinations.
- Diverse offerings:** New concepts such as medical, adventure, cruise, rural, golf, wellness, luxury & heritage tourism each with its distinct characteristics and offerings are increasingly playing a pivotal role in attracting tourists. In addition, customised tour packages with offbeat destinations and newer experiences are fast gaining ground.

Comparative assessment of major tourist state of India

Table 1: Compares the states of India on the basis of their market share.

Table 1: Major tourist states of India by number of tourists.

Source: India Tourism Statistics 2008 Ministry of Tourism.

State wise/Sector wise Annual Plan 2011-12, Planning Commission

- Andhra Pradesh has consistently stayed on top of the list during 2008-2012 even with a low level of state expenditure spend towards tourism sector. Being a major pilgrimage destination, it witnessed the highest number of tourist visits in 2012. Availability of good quality infrastructure further supports the growth

of tourism. Tamil Nadu is another major pilgrimage destination in the south with major tourist attractions as Chennai, Madurai and Rameshwaram.

- Karnataka witnessed the largest increase in rank with increased spend towards tourism sector at 0.63 per cent of the overall likely state expenditure during 2011-12. The effectiveness of its marketing campaign is evident from the fact that its website popularity improved by 7 ranks from 13 in 2009 to 6 in 2011'.
- Delhi being a key commercial and leisure destination in the country enjoys the necessary infrastructure and high number of tourist visits.
- Maharashtra, a key commercial and business destination scores well on all infrastructural, economic and demographic parameters with fifth largest number of branded rooms per sq km of area, fifth largest GDP per capita in the country and 83 per cent state literacy rate'.
- Gujarat with 0.71 per cent of state expenditure allocated for the tourism sector witnessed a considerable increase in its budgetary allocation proportion. With the success of the Gujarat tourism campaign with the brand ambassador as Amitabh Bachchan and other marketing and promotional activities, Gujarat has improved upon its tourism appeal many fold. For a detailed case study on Gujarat, please refer to Box 2.
- o Marketing and promotional campaigns such as 'Bioscope: Hindustan Ka Dil Dekho' in 2006, 'Eyes Campaign' and advertisements with hand shadowgraphy with the theme as 'MP aajab hai, sabse gajab hai' in 2010 helped Madhya Pradesh gain position amongst the top 10 tourist states of India. t'> Jew ad campaigns based on the idea of presenting the state through beautiful, vivid colours in 2013 are expected to further augment the tourism potential of the state-.
- Rajasthan, West Bengal, Himachal Pradesh, Uttarakhand and Kerala are states that have witnessed decline in their positions as preferred tourist destinations. While an increase in funds allocated towards tourism sector in these states is required, effective implementation of the funds may require

careful assessment of the impact of marketing and promotion activities in the state. Other areas requiring consideration are improvements in overall state infrastructure.

- While Kerala scores highest on literacy levels, low GDP per capita and low urbanisation levels have had a negative effect on the tourism appeal. However, adequate infrastructure in areas of accommodation and passenger transportation along with the government's focused marketing and promotion activities are expected to help Kerala regain its lost position. For a detailed case study on Kerala please refer to Box 3.

Box 2: Case study on tourism in Gujarat

The state government of Gujarat has taken multiple initiatives in order to enhance the tourism appeal of the state some of these are :

- **Land bank scheme:** Areas have been earmarked in the Gujarat Industrial Development Corporation estates and SEZs for development of hotels, resorts, restaurants and other tourist amenities. Concessions are provided either on lease and its tenure or on the rate to be changed for government land and on stamp duty and registration fee on land transaction for tourism projects.
- **Tourism incentive package scheme:** Special incentives are proposed to be provided over 1020-1025 including tax holidays on luxury tax on hotels, reduction in VAT charges on food and beverages and natural gas, reduction in entertainment tax, concessions such as interest subsidy, reduction of electricity duty and modifications in the lending criteria to cover wider tourism related projects like amusement parks, wayside facilities, service oriented projects like travel agencies, tour operator etc.
- **Marketing & branding:** Brand campaign 'Khushboo Gujarat Ki' was launched with Amitabh Bachchan as the brand ambassador to increase awareness of the state's diverse tourism aspects. Several tourism information centres have been opened across India. The state website has been launched in seven different languages, especially to cater to both national and international tourists.

Basic of segmentation, product and positioning

Objectives: At the end of this lesson you shall be able to

- understand the basics of segmentation, product & positioning.

Basic of segmentation: The main customer segmentation can be divided into 4 types. They are psychographic, demographic, geographic & behavioral etc.

Demographic: It denotes age, income, gender, family, religion and occupation.

Psychographic: Conscious, subconscious, belief, motivation & priorities.

Behavioral: purchasing behavior, benefits availability, customer loyalty etc.

Geographic: It involves grouping potential customers by country, state, region, city (a) even neighborhood.

Tourist profile: It is information data of average traveller to each local tourist area. This information includes the tourist demographic data, traveller type: day trippers, domestic overnight visitors and international visitors.

Product

Product is one of the five basic elements in the marketing mix. The effectiveness of planning the marketing mix, depends as much as on the ability to select the right target market as on devising a product which will generate high levels of the satisfaction. The tourist has to believe, that the product offers added value in order for it to be successful. Decisions, regarding the formulation of product involve the following factors:

- Services
- Competitiveness of Competitors
- Quality
- Brand Name
- Features and benefits
- Govt. rules and regulations
- Carrying capacity of the tourist destination
- Attitude of host population
- Competitions
- Socio - Economic development

Price

The pricing policy selected for tour package is often directly related to the performance of its future demand. Setting the right price is also crucial to the profitability of the tour enterprises. Thus, of all the decisions in marketing mix, pricing decisions are the hardest to make. The reasoning behind this is that the seasonality of demand and perishability of the product. The price of a tour package determining its life in the market. Thus,

a tour planner should add value while determine the price of a package tour.

Moreover, the tour costing and pricing manager must consider, the following factors that influence price policies of, a tour operator:

- Extent of the competition
- Psychological considerations
- Special promotional price
- Product Quality
- Product distinctiveness
- Methods of distributions

Taking into consideration above factors, a tour operator applies the following:

- Penetration pricing
- Skimming pricing
- Rate of return pricing
- Cost plus pricing
- Market - oriented pricing
- Backward pricing

Promotion

The aim of promotional activities is to create demand for a product or service.. Promotion is a broad term that includes advertising, personal selling, public relations, publicity and sales promotion, activities. To sell the tour package it is necessary to:

- attract attention
- create interest
- create market
- create desire
- create lead
- get action

The tour marketing manager, in order to ensure the efficiency in promotional effort should consider:

- The full range promotional methods
- Budget
- Competitions
- Evaluation of past promotional campaigns
- Tourism trade and suppliers - attitude behaviour
- Tourism vendors.

Place

Another decision for the tour marketing manager concerns what distribution channels will be used. This decision affects the other elements of the marketing 'mix because the tour package is one.' where- no transfer of ownership takes place and the service, is simply rented or consumed. This

requires an effective distribution system. The selection of a suitable channel based on: .

- Analysing - the product
- Nature and extent of market
- Intermediaries available

Practice communication skills

Objective: At the end of this lesson you shall be able to

- **clearly explain the various types & significance of communication skills.**
-

1 Introduction

Before discussing the core topic let's have a trip down the memory lane. Ask yourself to recall some people whom you have met in the course of your life. For example a doctor who has been very good at curing your fever but who has treated you like a number in a long line of numbered patients and on other hand a doctor who has been equally good at curing your fever and at the same time who has been pleasant, caring and answered your questions.

This is one example but there can be a number of such people whom you meet in your life .Which ones do you still remember-the ones whose attitude was positive and upbeat, and who were always willing to help; or the ones who were inflexible and had a hard time admitting mistakes?

In the above example both doctors are very good in their basic education and experience but there are some other skills which are creating the difference. What are these skills and how these are important for you are described in detail in this unit.

2 Defining hard skills & Soft skills

In today's competitive environment in order to become successful a student needs to learn a right balance of two set of skills. These two skills are - Hard skills and Soft skills.

Hard Skills : "Hard" skills are also called Technical skills. These skills help us to perform well in the job. Schools do a good job of teaching, reading, writing subjects like science, math and other "hard" skills.

In the world of work, "hard skills" are that basic technical or administrative procedures which are prerequisite to perform a job. We can learn these from books or from hands-on experience. For example hard skill for a teacher is comprehensive knowledge of his/her subject. These skills are typically easy to observe, quantify and measure. They are also easy to learn, because most of the time the skill sets are brand new to the learner and no unlearning is involved.

According to Dennis Coates "Hard skills are typically easy to observe, quantify and measure. They are also easy to train, because most of the time the skill sets are brand new to the learner and no unlearning is involved."

In the example discussed earlier both doctors were very good in their hard skills or technical skills i.e. diagnosing fever and curing it.

Soft Skills

Soft skills are also called People Skills. These are desirable qualities for certain forms of employment that do not depend on acquired knowledge, rather they include common sense, the ability to deal with people, and a positive flexible attitude. According to Wikipedia "Soft skills refer to the cluster of personality traits, social graces, and facility with language, personal habits, friendliness, and optimism that mark people to varying degrees. Soft skills complement hard skills, which are the technical requirements of a job."

Refer to the example discussed in the beginning what differentiates the two doctors is their competency in soft skills. The doctor who was positive, caring and friendly was remembered by you as compared to the other doctor.

Examples of soft skills;

- Communication skills
- Conflict management
- Cultural awareness
- Problem solving skills
- Negotiating skills
- Etiquette and good
- Integrity / Honesty
- Teamwork capability
- Sociability
- Responsibility
- Empathy
- Self management
- Manners
- Work ethic
- Time management
- Courtesy
- Self-esteem

Soft skills differ from context to context and vary from individual to individual perception. Also the problem with soft skills is that there is a basic assumption that they are inborn skills. But a closer examination of these skills would suggest otherwise. While some individuals exhibit these skills naturally, some learn these skills on their own through experience but for a majority of individuals these can also be acquired and nurtured over time. That's why it's so important to focus as much on soft skills training and development as you do on traditional hard skills. Soft skills help you to gain an edge in your personal life, social life as well as in your job. Many researches have proved that individuals with good soft skills are preferred more for a job than the one who lacks in soft skills.

3 Importance of soft skills in tourism and travel industry

In Tourism and Travel Industry soft skills have special relevance. Rather we can say that expertise in soft skills is a basic requirement to become a part of this industry. This is mainly due to some special characteristics of this industry:

- Tourism industry is a people based industry. Different people like Hoteliers, Transporters, Travel Agents, Tour Guide and many more jointly play a very key role in making the final product and delivering it to customer. Here soft skills facilitate them to work together and serve the customer happily.
- Also Tourism is an activity that people undertake during leisure and happy time. To make it more happier you need a person who has knack in soft skills.

For example: If you want to see the beautiful Taj Mahal, you will book a taxi. But the taxi driver comes two hours late, drives very rashly and speaks rudely with you, and then your whole experience of visit to the Taj will be not as good as if you have travelled with a taxi driver who is well-timed, well mannered, caring and soft spoken. It means soft skills of people working in tourism industry contribute towards happiness and satisfaction of tourists more than the tourist destination - as in example Taj Mahal.

Thus it can be said that in tourism industry soft skills excel hard skills in importance. How you can do this will be clear from further reading.

STUDENTS SELF -ACTIVITY -1

Think of persons around you in school or social circle. spot some persons who have some special skills-somemight be and can have an attitude to make everyone his/her friends. They often confidence within and outside their circle of friends. They project an image an better by friends/relatives who appreciate their accomplishment.

.....

Think objectively about them. They are liked by their classmates and peers. They are the captains, prefects and leaders although they may not be more intelligent than many others around.

Assessment 1 - Short answer questions :

1 Define technical skills and people skills? Which are the different types of soft skills?

2 Soft skills are natural or we can learn them. Which one is easy to learn - hard skills or soft skills?

4 Communication Skills - A key to soft skills

Among all the soft skills mentioned above the most important is Communication Skills as adequate communication skills are a prerequisite for a range of other soft skills. Communication is a basic activity of human beings which is undertaken by us every moment apart from the time when we are sleeping. Even now while reading these lines you are indulged in communication. It is so important that we can say that the foundation of our society, family, relationships and organisation is communication. Do you think we should study, learn and be trained in an activity which is so natural and obvious to us. The answer of this question is yes. In support of this answer let's discuss the story of Robinson Crusoe - a traveller who got trapped in a lonely island for 30 years. There was not a single human being with whom he could talk and when he came back to his country he was not able to speak as he forgot how to speak.

Thus, in order to become masters in soft skills first we have to get expertise in communication skills. Especially in tourism and travel industry where you have to continuously communicate effectively with different type of people viz. tourist, airlines people, hotel staff, guide, visa officer, taxi drivers, transporters etc.

5 Communication - The concept

The best way to understand any concept is to refer to dictionary for its meaning. The English word 'communication' is derived from the Latin noun 'Communis' and the Latin verb 'Communicare' that means 'to make common, to transmit, or to impart'.

In simple words, communication is the activity in which we share any idea, feeling, opinion and information between two or more persons in a way that both parties have common ground of understanding. Thus in communication three aspects are of utmost importance - transmission of message, listening/receiving of message and common understanding of message among parties involved. The transmission can be done in many manners like by words -spoken or written, by body language or signs. And understanding means that both parties receive same meaning of the desired message in their mind and that can be confirmed with the help of feedback. When understanding is achieved only then communication is complete.

Communication has been defined by many theorists:

W.H.Newman defined, "Communication is an exchange of facts, ideas, opinions or emotions by two or more persons." Allen Louis defined "Communication is the sum of all the things one person does when he wants to create an understanding in the mind of another it involves a systematic and continuous process."

6 Process of communication

As discussed in the above lines Communication is a systematic and continuous process. To understand these steps we can take help of a generic model of communication process. The model is always useful to

understand how something happens actually step by step i.e. the operational procedure of the process.

The Communication Process Model

(Source: Kumar, S. and Singh, Pushplata .COMMUNICATION SKILLS. 2011)

Model description

The above diagram explains the basic elements of communication process .A brief description of each element with an example from tourism industry is given in the subsequent lines:

- **Sender**

The sender of communication is the originator who sets the model into action. It can be an individual or group that has a specific reason to begin the communication process. That is, there is an idea, information, feeling etc. that they wish another to receive. For example: Rahul is working as a Travel Counsellor in ABC Travel Company. A tourist walks in his office. Now it is his duty to ask tourist his purpose of visit. It means Rahul has a specific reason to begin the communication process with the tourist.

- **Encoding**

Now when reason to begin communication has been decided, there must be a specified format in which the ideas in mind of sender (in our example Rahul) can be expressed and take form of a message. This is the next step in communication process and called Encoding. Encoding means converting the idea into a suitable format using verbal as well as non-verbal methods so that the idea which is in the mind of sender can be expressed. Encoding is always done keeping your audience i.e. who will receive your message. In the example Rahul greets the tourist with a smile on his face -"Good Morning Sir! Welcome to ABC Travel Company. I am Rahul. How can I assist you?"Rahul has used Verbal (the spoken line) and non-verbal (a smile on his face) both ways while encoding.

- **Message**

The information, idea, or concept that is being communicated from sender to the other person is the message. In the example the above line uttered by Rahul and his facial expression.

- **Channel**

The way or the medium of sending the message is called channel. Medium or channel can be oral, written or it can be non-verbal. Like Rahul used oral and non-verbal channel. While reading this book you are using written channel of communication.

- **Receiver**

Before studying decoding you need to understand receiver For communication to be executed, there must be someone to receive the message the sender has sent. The person who receives the message is called the receiver. In our example the Tourist who has entered ABC Company is receiver of message sent by Rahul.

- **Decoding**

When the message reaches the receiver, the receiver interprets it from its original form into one that he/she can understand. This is decoding that is the process where the received message is being understood by the receiver. This is essentially the same interaction as that of sender and encoding only in a reversed sequence. In the example, the tourist will interpret the line spoken by Rahul and the smile given by Rahul.

- **Feedback**

Feedback is the response or reply of the receiver towards sender after receiving the message. The response will convey whether the message has been understood perfectly as desired or the message has been misunderstood or misinterpreted. Without feedback, the source would never know if the communication was successful. Feedback has its own importance as the success or failure of communication is decided by the feedback only. In the example, the feedback from Tourist can be that he smiles back and says "Good Morning Rahul, I am Amit and I want a three day tour package

to Goa." This feedback signifies that the communication from Rahul towards the Tourist is successful.

- **Noise**

Noise is another important element in the communication process and has direct impact on the success of communication. Noise is interference or distortion that changes the initial message. It always comes into play during the communication process. It is also called barriers of communication. It can be physical, like any other sound that subdues the message when it is being said, or it can be related with language like if the vocabulary used within the message is beyond the knowledge range of its recipient. To make communication effective one should try to reduce noise. For instance when Rahul was talking with the tourist and at the same moment tourist's phone rang up then that is called a become a physical noise or barrier.

Thus process of communication is a continuous, creative and two-way process where sender and receiver keep changing their roles.

ASSESSMENT 2 - SHORTANSWERQUESTIONS:

1 Define Communication. Why is importance to have good industry?

2 Is there any need to learn how to communicate? What are the three basic aspects communication?

3 Draw and describe communication cycle?

ROLE PLAY ACTIVITY : 1 - IDENTIFY&COMPLETE THE COMMUNICATIONPROCESS

This activity should be done by students under the supervision of the Class Teacher. the Class teacher should make a group of 04 students (teacher please take care while forming groups that students who are already good friends in class and sit together should not be in the same group) and call each group one by one The group will communication cycle we have explained in the example while describing communication process between rahul(the Travel Counsellor) and A 111 it {The tourist}. One student will play role of Rahul and . .one role-of Amit. Ask two more students to join the communication cycle in whatever role they the conversation. related with booking aLGoa Tour Package. Identify the Encoding, Message, Medium,Receiver, DecodingJeedback and Noise in happens among the four in the group. Ask other students who are whether the communication was successful or not. After the them what. was right and what was wrong in their be repeated with all students .of class by dividing them in a group of four students.

7 Types of Communication:

Now when we have understood communication and how it takes place, we will study different types of communication. Communication can be defined on different bases. On the basis of medium of expression different types of communication are:

- 1 Verbal Communication
- 2 Non-Verbal Communication

1 Verbal communication

In Verbal communication the communicator uses words as the medium of communication. Communicator uses language that has been designed, developed and propagated by humans. An effective verbal communication is a two way process that means speaking and listening both are done at the same time. Further verbal communication can be divided into two groups:

i Oral Communication

Oral communications are the messages that come through words from the mouth of the speaker. It is a very convenient form of expression and presentation. It is almost instantaneous, quick and least expensive. Example of oral communication is - face to face communication, speech, meeting, telephonic conversation etc. In tourism and travel industry face to face and telephonic conversation are frequently used.

ii Written Communication

The communication which we do by means of written symbols or words is called written communication. This requires preparation and one has to plan it properly before writing for technical, legal and most diplomatic communications.

In tourism industry communicating in writing is also popular form of communication. It can take various forms such as letters, circulars, office memorandums, fax messages, newsletter, brochures, bulletins, reports, manuals, reports, house journals, magazines, etc. Also in this age of technology new types of written messages like emails, short messaging service (SMS) on mobile phones, instant messaging etc. have become very common and popular.

8 Elements of Verbal Communication

When we communicate verbally not only the words which we used are listened but also vocal elements of speech play very important role. These vocal elements are voice inflections, rate of speech, volume, and tone. These add interest and meaning to our messages. For example the line "See you later" said respectfully has a different meaning and same line said in anger has totally different meaning. We can use these vocal elements to make our verbal communication more effective. These are:

- **Change the speed of your voice:** A consistent pace of voice can make your speech dull and ineffective. Thus we should vary our speed of

voice depending upon the audience and purpose of our communication. When you have to gain attention and excite your audience speak quickly and enthusiastically. When you want that audience pay attention to your words speak slowly.

- **Shift the pitch of your voice:** Frequency of speech is called pitch of voice. Again depending upon the aim of the speech you can use high and low pitches at times. Using extremes can tarnish the success of your verbal communication.
- **Control the volume of your voice:** Volume of voice creates a direct impact on the audience. One should use an average volume in general. But again depending upon the aim of your communication you can be loud or soft. When you use a combination of loudness and softness in your communication it adds special effect to your communication.
- **Punctuate with pauses:** It is important in your communication to break the flow of information so that listeners can comprehend what they have listened. Generally pause in communication is taken when you have conveyed an important point or you want that now listeners should anticipate.
- **Articulate clearly:** It is very important that what you communicate is clear to the audience. For this you should have expertise in pronunciation and articulate each word clearly. When you speak in such a manner you gain more confidence and clarity.

2 Non-verbal communication

Till now we have studied that we should be very effective in our verbal communication. But you will be surprised to know that the first four minutes of interaction with others creates our first impression in their mind. And it may be possible that in these four minutes we do not utter a single word. According to Professor Albert Mehrabian, body language accounts for 55% of the first impression; 38% comes from tone of voice; 7% comes from our actual words. Thus it is very important that we should learn about that communication which is not verbal rather Non-Verbal.

Nonverbal communication is the act of giving or exchanging information without using any spoken words. If we are not using word than what will we use? You will know this when you study different types of non-verbal communication. It is also called sign language. For example the nodding of the head from side to side to say 'no' or up and down to convey 'yes'.

Non-verbal communication is very important because not only it adds meaning to our verbal communication but also;

- **Non-verbal signals are powerful:** non-verbal cues primarily express inner feelings (verbal messages deal basically with outside world).
- **Words have limitations:** there are numerous areas where nonverbal communication is more effective than verbal.

- **Non-verbal message are likely to be more genuine:** because nonverbal behaviours cannot be controlled as easily as spoken words.
- When your verbal and non-verbal communications are incongruent, people will believe the non-verbal more than the verbal.

The non-verbal communication has changed the way we look at the subject of communication. We seem to be communicating all the time non-verbally through our gestures, expressions, sounds, signs and signals.

9 Types of non-verbal communication

Non-verbal communication has different types. A brief description of these is given below:

- 1 Body Language
- 2 Language of Distance
- 3 Language of Time

1 Body Language: As the name suggests the study of movements of our body parts like eyes, head, hands, legs, sitting style, walking style etc. is called body language. It is also called Gestural communication or Kinesics. It truly depicts the inner feeling going in our mind. We can fake our words to conceal our true inner feeling but our body something then without uttering a single word she can convey this feeling to you.

As a rule, it does not lie or mislead unless someone has mastered the art of deceit or camouflaging. And also it is not manmade language. We can just study it, interpret it and that too one can do after studying this language for many years.

Following are the different types of Body language:

- i Personal Appearance:** Personal appearance means the way we dress, groom ourselves and use accessories. It helps us to project an image of us on other. Our first impression creates an image thus it is important to manage our personal appearance crucially. The estimates about one's status, personality, credibility and capability are made according to our personal appearance. Thus it is important to pay attention to our personal appearance and one should be well dressed and well groomed to convey a good impression on other.
- ii Posture:** Posture signifies the way we sit, stand, and carry ourselves. A student has to cultivate and maintain elegance in his or her sitting standing and walking postures as it conveys message about your personality. For example if you are slouching in the chair it suggests you are not interested.
- iii Gestures with hands and arms:** A gesture can communicate all that the speaker feels, consciously or unconsciously. Shaking hands, touching,

holding, embracing or patting on the back, all convey messages.

iv Eye Contact: Eye never lies. Eye contact is significant for effective communication. The frequency of contact may suggest either interest or boredom. For example, a travel counsellors should look straight into the eyes of the person, although pleasantly and affably to show confidence and interest.

v Facial Expression: It is truly said that face is index to mind. Facial expressions like a smile, frown, raised eyebrow, yawn, and sneer all convey information. Facial expressions are most natural and unconscious facial expressions continually change during interaction and are observed constantly by the recipient. Smiling is considered to be pleasant and helpful. A frown conveys confusion and at times anger.

2 Language of Distance: The study of how people recognize and value the physical spaces around them is known as language of distance or proxemics. Language of distance takes into account body spacing between two individual. The physical distance between two people can be correlated to the relationship they share be it personal or social. These are of four types:

- i Intimate Zone:** Distance shared by Spouses, children, parents, very close relatives and friends. It ranges from 15-46 cm.
- ii Personal Zone:** Distance between individuals during business gatherings, social functions and get-togethers. It ranges from 1.2- 3.6m.
- iii Social Zone:** Distance shared by strangers or occasional visitors. It ranges over 3.6m.
- iv Public Zone!** Distance shared between speaker and Audience. It ranges from 15-46 cm.

Language of distance teaches us to first determine what the relationship between us and other person is and accordingly we should manage the distance. For example when talking to your customer you should know that you are in public zone and should not enter in

3 Language of Time: Language of Time or Chronemics is the study of the use of time in nonverbal communication. The way that an individual would perceive and value time, structure time and react to time is a powerful communication tool, and also include punctuality, willingness to wait, and interactions. Remember the example of taxi driver discussed in the beginning of the unit who was two hours late it conveys that the taxi driver do not value his time as well as time of his tourist.

In order to have effective communication one should pay due attention to both verbal and non-verbal communication.

STUDENTS SELF ACTIVITY - 2

In order to understand non-verbal signals received by others the time when they wanted to see personal favour from dad or mom to do that on a particular morning. However, when they went to see him without asking for the favour. Think what happened and why they changed their mind for seeking favour.

.....

..... Think what happened and why they changed their mind for seeking favour.

CLASS ROOM ACTIVITY -2 PLAY SILENT MOVIE

Divide students into two or more groups. For the first half of class, some students will be screenwriters and other students will be actors. Roles will switch for the second half. The screenwriter students will write a silent movie scene, with the following tips in mind:

- 1 Silent movies tell a story without words. It is important to start the scene with a person doing an obvious task, like cleaning the house or rowing a boat.
- 2 This scene is interrupted when a second actor (or several actors) enters the scene. The appearance of the new actor/s has a big impact. Remember that the new characters could be animals, burglars, children, salesmen, etc.
- 3 A physical commotion takes place.
- 4 The problem is resolved.

The acting groups will perform the script(s). Everyone sits back to enjoy the show! Popcorn is a good addition. This exercise gives students a great opportunity to act out and read nonverbal messages.

11 Barriers to communication

Without studying the barriers to communication the study of communication is incomplete. Barriers to communication happen when you convey your message to someone or a group of people and the message is not received clearly and unambiguously. Thus, the message received is not as the message sent. This can happen at various stages of the communication process. The following diagram explain this:

(Source- Guirdham, 1995 Adapted from Effective Communication, Elsevier, 2007)

The above discussed barriers at different stage of communication can be studied under three main headings:

- 1 Language (Semantic Barriers)
- 2 Cultural Barriers
- 3 Psychological Barriers (Difference in Perception)

1 Language/Semantic Barrier: Language is the main medium of communication. It can become a barrier when we either use a language which others do not know or when we use language in a wrong way. It can happen in three ways:

- i Using jargons:** jargons are with are related to particular profession like doctors, lawyers. In tourism we also have jargons like PAX (means passengers) et. Many professions rely heavily on jargon and have their own 'language' that is not known to outsiders. It acts as a barrier.
- ii Acronyms and abbreviations:** These are short forms. They eliminate receivers who are not familiar

with their meaning.

- iii English Language:** English has been the dominant business language. For nonnative speakers even if they know English some time it act as barrier. Speaking too fast and speaking slangs can make communication even in English difficult.

2 Cultural Barrier: Culture means an accumulation of values, forms of expression, beliefs, and language. It shapes one's interpretations of different events of life. But communication problems can be caused by conflicting cultural assumptions. These can be:

- i Ethnocentrism:** Ethnocentrism is judging another's culture solely by the values and standards of one's own culture and not to like others' culture. The ethnocentric individual will judge other groups relative to his or her own particular ethnic group or culture, especially with concern to language, behaviour, customs, and religion.
- ii Non-Verbal Differences due to Culture:** Cultures have different standards for many aspects of life like how fast you should talk, how much you should talk, how far you should stand etc. If you do not pay attention to it, it can act as barrier to your verbal communication. For example: Physical distance during social interactions varies by culture. In areas of the Middle East and South America, people stand very close when talking but European Americans like to have more distance between them. You can create great discomfort by standing too close to another person which can further lead to barrier in to communication.

3 Psychological Barriers: These are barriers on part on each individual .No two personalities are same. They vary in their knowledge, experience, attitude, emotion, belief, values etc, and thus it happens that they do not tune at the same wavelength while communicating which cause barriers to communication. Different reasons which causes psychological barrier are discussed below:

- i Emotions:** These are powerful communication filter. When you send message receivers may think with their emotions which are called seeing the world with coloured glasses. Strong emotions can prevent reception, or distort the strength of a message. For example if you have a fight with your brother or sister at breakfast table the whole day you will have poor communication due to disturbed emotions.
- ii Attitude:** These are also barriers to effective communication like emotions. Negative \and positive attitudes can create resistance or bias to a message.
- iii Inattention:** At times we do not listen, but only hear, especially when there are more important things to be taken care of. For instance, if a visitor comes to you at the same instance when you are answering the phone, then it is important to excuse yourself from the person on the phone so that exclusive attention can be given to the visitor or you may request the visitor to wait for some time.

12 Effective communication

The understanding of the various barriers to communication helps us to find out ways and means of overcoming these barriers.

American Management Association has formulated the following commandments for effective communication:

- Clarifying ideas before communication.
- Know purpose of your communication.
- Understand physical and human environments of communication.
- Consult others in planning communication.

Ten Rules for Good Listening:

	Rule listening	Reasoning Behind the Rule
1	Stop talking	You cannot listen if you are talking.
2	Put the person at ease	Help a person feel free to talk: create a permissive environment.
3	Show the person you want to listen	Look and act interested; to understand, not to oppose.
4	Remove distractions	Don't doodle, tap, or shuffle papers; shut the door if necessary to achieve quiet.
5	Empathize	Try to see the other person's point of view.
6	Be patient	Allow plenty of time; do not the door or walk away interrupt; don't start for the door or walk away.
7	Hold your temper	An angry person takes the wrong meaning from words

- Take care of contents and overtones of communication.
- Convey value of communication to the receiver.
- Do follow up action.
- Understand the importance of communication.
- Your actions should be congruent with communication.
- Practice good listening - Good Listening is the basic pre- requisite for effective communication. This we will discuss further.

13 Listening

A close synonym of listening is hearing; hearing is any sound that goes through the auditory nerves or sound waves as they enter the ears. But hearing with understanding is listening. We should listen to understand and respond. Listening is a trait of powerful personality because this trait requires many other traits to be part of your personality like patience, calmness and openness. Good listening is a sure short solution of barriers to communication. By following the ten golden rules of listening we can adapt good listening:

This unit has introduced the concept of soft skills and hard skills to you. You have come to know that to become successful in tourism industry you need expertise in soft skills. Also the unit highlights that among all soft skills communication skills are pre-requisite to gain edge in tourism industry .You have learned the process of communication which is a step by step process of getting yourself understood to others .The types of communication teaches you that while communicating we should take care of our verbal as well as non-verbal communication .In order to communicate effectively you should try to minimise the barriers to communication which can happen at any stage of communication process. Also by becoming a good listener you can be able to achieve up to a limit the skills required for becoming good communicator. This unit is just a first steps towards the massive area of soft skills. In next class you will study other soft skills which are also required to have a well developed personality for service industries like Tourism.

Student self activity : 3 good listening skill quiz

1	A good listener talks while you are talking	T	F
2	It is ok to keep watching TV while someone is talking to you.	T	F
3	A good listener will jump up and down while you are talking.	T	F
4	If your teacher is talking, you should stop what you are doing and look at him/her.	T	F
5	A good listener puts down what he/she is doing if you are talking.	T	F

ASSESSMENT 4 - SHORTANSWERQUESTIONS:

- 1 Define barriers to communication and why. these happen communication process,
- 2 Write the solutions that you would like to adopt to overcome the barriers.
- 3 Write down the golden rules of listening.

Advertisement in tourism

Objective: At the end of this lesson you shall be able to

- explain the importance of advertisements in travel & tourism industry.

Advertising

- Advertising is expensive.
- Its impact is difficult to judge and it takes a time before it has any influence on the customers.
- Difficult to define exactly what advertising does in the marketplace.
- Many companies think that they should cut expenditure on advertising and redirect it into sales promotions, direct mail, public relations and other forms of marketing communications.

Marketing and promotion in tourism and leisure today

- Advertising plays an important and limited role within the process of marketing.
- Good marketers see their business from the customer's viewpoint and organize their entire enterprise to develop relationships with the customer based on trust.

Promotional management:

Promotional elements (mix)

- Media advertising
- Public relations
- Personal selling
- Sales promotion
- Price discounting
- Distribution channels
- Familiarization trips
- Exhibitions and shows
- Sales literature

- Merchandising and point-of-sale displays
- Direct mail
- Sponsorship/special events

Media advertising

- Television, press, radio, billboards and the Internet; tourist board travel related guides, books and brochures that sell advertising space.

Advertising: Promotion

- Advertising is only one element of the promotional mix.
- Advertising is defined and is taken to mean either mass communication via newspapers, magazines, radio, television, billboards, the Internet, or direct-to-consumer communication via direct mail.
- Promotion: can be a short-term activity, but also, when seen at a strategic level, it is mid- and long-term investment aimed at building up a consistent and credible corporate or destination identity.

The importance of advertising in tourism and leisure marketing,

- In the tourism and hospitality sectors, where the product is a "service" promotion is more vital than other industries.
- The tourism product is "intangible" "separable", "variable" and "perishable".
 - There is nothing tangible for the customer to examine beforehand or to take away afterwards.
 - The service is inseparable from its production.
 - The experience is variable and subject to factors beyond marketer's control.

- The product is perishable and can not be stored for sale.
- The customer buys a holiday on the basis of symbolic expectations established promotionally through words, pictures, sounds .. etc.
- Tourism experiences are constructed in our imagination through advertising and the media.
- The tourism product is also a discretionary (optional) product, which will be competing for both the customer's time and money against essential items of expenditure and other discretionary purchases.
- These 5 attributes "intangible"~ "inseparable", "variable", "perishable" and "discretionary" mean that the skill in tourism and leisure marketing lies in creating the perceived value of the product.

How advertising works in tourism and leisure?

- Advertising is a process of communication.
- Ads should persuade and suggest things that the consumer may not previously have considered and the persuasion process is achieved through ads.
- Advertising must create immediate and measurable effects.
- When effective, advertising (communication) moves customers along a way from "awareness" of a product to "reinforcing post-purchase satisfaction":
 - Stage 1 - Awareness
 - Stage 2 - Comprehension
 - Stage 3 - Acceptance
 - Stage 4 - Preference
 - Stage 5 - Purchase
 - Stage 6 - Reinforcement
- Stage 1- Awareness
 - Target market to be aware product.
- Stage 2 - Comprehension
 - Potential customers to understand its features and benefits.
- Stage 3 - Acceptance
 - Potential customers must decide that the product can meet their needs. Advertising plays a vital role here.
- Stage 4- Preference
 - Advertising must offer for Potential customers a compelling reason to think that the product meets their needs. . .
- Stage 5 - Purchase
 - Advertising motivates customers to action or to buy the product. This objective is always linked to sales promotions.

- Stage 6 - Reinforcement
 - To confirm customers' choices and create a sense of satisfaction about their actions or purchase.

How advertising works?

- A 4 key models are used in planing advertising today:
 - 1 Sales response.
 - 2 Persuasion.
 - 3 Involvement.
 - 4 Saliency.

1 Sales response model

- It is a very simple price-based model.
- Encourages the purchase of a product purely on the basis of its price.

2 Persuasion model

- It takes the advertisement as a starting point.
- And, if it is effectively compiled, its impact and message should persuade the audience that the product presented is the best one.
- Brand advantage is secured by highlighting a specific benefit of a product.
 - Brand: product characteristics + added values

3 Involvement model

- It aims to interest and engage the consumer.
- Once the interest is there, a relationship is created with the audience - to feel good about the product.
- The next step is the commitment to the product, resulting in increased sales.

4 Saliency model

- It depends on innovative brand - product-awareness.
- It moves the audience emotionally closer to the brand product.:
- Generates a feeling of "that product is for me".

Conclusion

- Advertising role is not to increase sales but its value lies in;
 - Improving the consumer's attitude towards brands.
 - Leading to long-term sales.
 - The real effect of advertising is not at the point of sale but at the point of 'consumption'.

Oral and written Communication

Objectives: At the end of this lesson you shall be able to

- **oral and written communication in tourism.**

Communication

Communication is a process where information is sent from a sender to a receiver through a medium. This communication can be of many types - oral/ verbal, written, electronic and non-verbal. Oral and written forms of communication are the most common and frequently used forms of communication.

Oral Communication

Oral Communication is the transfer of information from sender to receiver using words and at times visual aids. Examples of oral communication include discussions, speeches, presentations and face to face interactions. Though words are used in this kind of communication, most of the time oral communication is effectively supplemented with body language and voice modulation. As mentioned earlier we also use visual aids to convey the message.

There are many benefits of oral communication. This is a quick and direct method of communication. You get your feedback immediately, be it praise or criticism. If the verbal message is not clearly understood, seeing the facial expression of the listener, the speaker can try to explain it better with additional visual aids or other information. Or he or she can convince the listener by changing the pitch and tone of the voice. The immediate feedback helps in communicating effectively.

Oral communication is also less formal. But still for effective oral communication, you need to have clarity, brevity (using few words) and precision in your communication. It is better to avoid complicated sentences and jargon that might confuse the listeners. The body language of the speaker should also complement the speech. It is not always effective as it also has its own limitations. In this form of communication, misinterpretation and misunderstanding happens very frequently. Only highly skilled people can be effective speakers. One more problem with this kind of communication is that it cannot be used for documentary evidence.

Written Communication

Any form of communication that is written and documented from the sender to the receiver is known as written communication. Examples of written communication are: letters, memos, academic research papers, reports, newspapers etc.

Written communication has the advantage of providing records, references and legal evidence. This kind of communication can be carefully prepared and then directed to a large audience through mass mail messages. To avoid ambiguity in the written communication, it

should have clarity, correctness and logical continuity. In this kind of communication, we will not get immediate feedback as it was with oral communication: But as this kind of communication reaches more people, care should be taken to see that it is error-free. Since more time is allocated for writing, it is possible to keep it error-free. But it also has its own limitations as it does not have additional help from body language and voice modulation etc. It also creates mountains of paper, may be poorly expressed by ineffective writers, and does not get immediate feedback. This can be overcome successfully by combining oral and written communication together for learning purposes. The limitations of one would be addressed successfully by the advantage of the other.

Telephone Conversation

Mobile telephones today are the most complex network and widely used communication device created by man. There are more than 700 million telephones today. Today we cannot imagine a world without telephones. They are not a luxury anymore but a necessity. Even a teenager feels he needs a telephone for contacting his parents and friends. In work place it is a major form of communication. Today telephonic interviews for recruitment and even major business deals are conducted over the phone. The ability to communicate by telephone can help in career progress, reduce stress in the workplace, improve our work efficiency and give us an advantage in a very competitive world.

Fear of the Microphone

Some people have difficulty in speaking in public. It is not that they are not good in their language, but it is the fear of the microphone. The phone itself can have exactly the same effect on some people. This fear can be overcome if you will not try to talk to the phone receiver. Instead, you have to imagine that the person you are calling is sitting right in front and address him directly. If you are talking to a person whom you know, it will be easy to visualise the person. If you don't know the person, based on the voice try to visualise what kind of person he would be. When we talk we tend to use lot of gestures. Even during a telephonic conversation, some people continue to use gestures. There is nothing wrong in using gestures but it should not be too obvious if you are speaking in a business environment.

Public Speaking

Another area where people have difficulty is speaking in public. Even a smart, well educated and knowledgeable person becomes tongue tied when he is standing in front of a crowd. This fear of the microphone, or stage fear

is seen among even the best students. This fear can be overcome only with practice. One does not need a loud voice, or great command of language. He first needs self confidence to talk in front of an audience. If he has the self confidence, the rest of it will follow as the person will prepare himself for his speech.

Practice on Oral Communication

Complete the table stating the major differences between oral and written communication

Oral Communication It is spoken	Written Communication It is written

Telephonic Conversation - Role play

The teacher has to write down the options given in the list in small chits. Depending on the number of students in the class the teacher can make adequate number of chits. The following list is suitable for a class containing 20 students. If there are more students, the given options can be repeated. For example, the ten options in the list can be duplicated, so that two students will have the same options. Divide the class into two groups. Give options from List 1 to all students in the first group and options from List 2 to the second group. Students should prepare what they are going to talk over the phone based on the hints given. Now call one person from the first group. Based on the clue given, call out the partner from the second group. For example, if the person who has come forward is the father character, then call out for the person working in a computer institute. If there is more than one candidate with the same role, you can call any one of them. Or else you can use numbers. For example if you are calling a person who had option no, 5 in list 1, call for the person who has option number 5 in list 2. If there are two or three students with the same option, ask any one of them to come forward.

of the entire sales force; It is a 'grassroots method?; the forecast originates at the grassroots-in micro level sales territories; the judgement of grass-roots level-people; people who are closest to the marketplace forms the basis for the forecast'

The last couple of years have seen several key initiatives taken in collaboration with the private sector. One of the examples is the formation of a "state-level marketing and promotion committee' with members from the government and private players in the tourism industry. The terms of reference of the committee includes putting in place procedures and standards for marketing and promotional activities. The Committee has the power to sanction and authorize marketing and promotional budgets allocated by the government for promotion of Goa tourism. Some

of the other initiatives with private sector involvement include constitution of expert committees comprising of key members of private players in the Goa tourism industry for drafting of terms of reference and evaluation/selection of consultants. GTDC has recently announced plans of forming joint ventures with the private sector for renovation of their existing properties as well as development of new properties.

These initiatives indicate a growing collaboration between the public and private sector and bode well for the long-term sustainability of tourism in Goa.

Viable business models may be developed for encouraging private sector participation in activities such as:

- Developing and managing operations of tourist facilities at important tourist places.
- Laying down industry standards, ethics and fair practices in consultation with the government.
- Actively participating in preservation and protection of tourist attractions.
- Encouraging green practices research and implementation.
- Taking steps to encourage local community involvement in planning, development and maintenance of tourism projects.
- Providing adequate training and skill development opportunities for employment creation as well as provision of quality services to tourists.
- Undertaking promotion and marketing activities for tourist destinations in collaboration with government.

Key tourism circuits in northern states

States in North India have adopted multiple tourism strategies in order to enhance the tourism potential. Various fiscal incentives and investor friendly policies have been adopted by the state governments for development of state infrastructure.

Table 2.5: Key tourism circuits in northern states of India.

Multiple tourism circuits across states based on varied themes of pilgrimage, adventure, natural flora and fauna, cultural heritage, national history, famous personalities, moments, rivers and other topographic diversity provide ample opportunities for 'Increasing the 'tourism potential of northern states of India, This may further be enhanced through:

- Identification and development of new tourism circuits or' enhancement to existing ones.
- Development of integrated circuits in collaboration with neighbouring states.
- Infrastructural development focusing on tourist destinations as well as civic infrastructure.

- Encouragement for private sector participation in form of financial incentives such as lower taxes, subsidies, easy finance options or availability of land banks.
- Establishment of required administrative set up.
- Development of innovative marketing and promotion techniques.
- Leverage key strength of the state in terms of natural resources, flora and fauna, rich and cultural heritage etc. to promote different forms of tourism.

State	Major tourism circuits	Key tourist destinations
Punjab	<ul style="list-style-type: none"> • Amritsar circuit (Amritsar- Ram Tirath - Sarai Amana! Khan - Wagha Border! • Pathankot circuit (Amritsar - Dera Baba Nanak - Daoian -Kalanaur- Gurdaspur) • Jalandhar circuit (Amritsar - Tarn Taran - Hari - Ke - Pattan - Goindwal Sahib - Sultanpur Lodhi- Kapurthala Kanjli lake! • Jalandhar circuit [Amritsar - Baba Bakala - Kartarpur) • Chandigarh circuit (Chandigarh, Ropar (Rup Naqar} Anandpur Sahib, Shakra - Nangal, Ropar) • Faridkot circuit (Ludhiana - Moga - Forozepur - Bhatinda - Malout - Muktsar) • Chandigarh circuit (Patiala-Nabha-Malerkotla - Ludhiana - Fatehgarh Sahib - Chandigarh JalandharHoshiarpur, either backtoJalandhar or Ropar) <p>Identified circuits</p> <ul style="list-style-type: none"> • Sikh Circuit (Akal Takht in Amritsar, SriKeshgarh Sahib in Anandpur and Sri Damdama Sahib at Talwandi Saba Bhatinda district) • ECG tourism circuit (Chandigarh - Hopar - Hoshiarpur - Talwara - Ranjlt Sagar Dam) • Heritage circuit (Nabha - Patiala -Sangrur - Bathinda - Faridkot- Kapurthala] • Freedom trail iPatiala - Nabha - Malcrkotla - Jagraon - Forolpur - Amritsar - Ajnala) 	<ul style="list-style-type: none"> • Amristar, Golden temple, wagh Patiala, anandpur sahib, jalianwala bagh.
Delhi	<ul style="list-style-type: none"> • Delhi- Agro- Jaipur • Delhi- Agra- Jaipur- Khajuraa • Delhi- Chandiqarh- Arnritsar <p>Identified circuits</p> <ul style="list-style-type: none"> • Heritage circuit covering heritage monuments ami structure in minar, Lotus temple. National Capital Region\ • Religious circuit covering Akshardham, Bahai Temple. Jama Masjid, Nizamuddin Dargah, Gurdwara Bangia Sahab etc. 	<p>Connaught place, Chandni chowk, Raj ghat, Rajpath, gurdwara Bangla sahib, Lodi garden, Jantar mantar, India gate, Red fort, Qutab minar, Lotus temple.</p>
Himachal Pradesh	<ul style="list-style-type: none"> • Dhauladhar circuit (Delhi -Chintpurni - Jwalarnukhi Kanqra - Dalhousie - Khajjjar - CharnbaDharamsala - Chamunda - Palampur - Jogindernagar - Delhi! • Beas circuit (Delill - Swarqhat - Bilaspur - Mandi - Rewalsar - Kullu - Manali - Rolrtang - Naggat - Manikaran - Delhi) • Tribal circuit (Delhi - Shimla - Sarahan - Sangla - Kalpa - Nako - Tabo - Dhankar - Pin Vally Kaza - LoserKunzum - Koksar - Sissu - Tandi - Udaipur - leilokpur- Rohtang Pass - Manali Delhi) 	<p>Dalhousie, Shimla, Mandi, Hamirpur, Chamba, Manali, -Kullu, Sollan, Dharamshala, Kangra, Narkanda, Sarchan, Rohtang</p>

State	Major tourism circuits	Key tourist destinations
	<ul style="list-style-type: none"> Sutlej circuit (Delhi - Parwanoo - Kasaul- Barog - Solan - Chail - Hatkoti - Harnpur - Sarahari- Narkanda - Naldehra - Tattapani - Shimla - Kiarighat - Delhi) <p>Identified circuits</p> <ul style="list-style-type: none"> Shirnla Circuit (Kalka - Solan - Shim la- Chail-Kufri - Naldara) Dharamshala Circuit (Dharamshala - Kangra - l'alampur - Chamba) 	
Jammu & Kashmir	<ul style="list-style-type: none"> Naagar Nagar circuit (Watlab - Hazratbal- Turnullah - Mansbal - Wullur Lake) <p>Identified circuits</p> <ul style="list-style-type: none"> Yousmarq - Aharbal- Pai1algam- Verinag - Kokernaq- Kishtwar - Bhaderwah Lakhanpur - Basoli - Surinsar- Mansar- Jammu - Katra - Shivkhori - Shud Mahadev- Patnitop Nyoma - Tangtse - Leh - Basgo - Hundarllvubral- Turtuk (Nubra)- Mangué- Temigang - Khaltsi 	Mubarakmandi heritage complex, Gulmarg, The Mughal gardens of Kashmir, Pahalgam, Sonamarg, Leh, Kargil, Vaishno Devi.
Uttarakhand	<ul style="list-style-type: none"> Haridwar- Rishikesh- Muni- Ki- Reti <p>Identified Circuits</p> <ul style="list-style-type: none"> Oehradun - Musoorie - Dhanaulti - Kanatal- Rishikesh - Haridwar - Dehradun Corbett - Nainital - Corbett AdiBarlri - Simli - Karyprayag - Chamoli - Pipalkoti -Urgam - VradhBarJri- Joshimath - Bhavishya Badri -Yogdhyan Badri (Pandukeshwar)- Tapovon- Molari - Niti village Nankrnatta - Tanakpur - PUrTlagiri - Champawat - l.o haqhat - AbbotMount - Pithoragarh - Jaul Jibi - Madkol - Munsiveri - Shvarna - kamkot- begeshwar - Takula - Almora 	Dhanaulti, Deharadun, Jim Corbett, Mukteshwar, Mussoorie, Nainital, Haridwar, Char dham.
Uttar Pradesh	<ul style="list-style-type: none"> Aqra- Braj Varanasi- Sarnath- Ramnagar Mahabharat circuit (Hastinapur- Baghpat- Bijnor) Ram Van-Garnan ratra circuit (Ayoclhya, Bharatkund, Belha Devi-Pratapqarh. Shrangverpur, Allahabad, Cilitrakoot) Circuit related to 1st War of Independence in 1857: (Jhans.- Meerut- Lucknow- Raibareily- Unnao- Kanpur- Bithoor- Sitapur- Badaun - Bareilly- Hathras - Shahjahanpur- Mainpuri- Firozabad Gorakhpur- Devaria -Azamgarh - Balia - Varanasi - Allahabad) Jain Circuit (Shravasti - Kaushambi - Allahabad - Ayodhya - Faizabad - Ronahi - Kampil- Hastinapur - Sauripur - Agra - Banaras - Kushinagar) Sikh Circuit (Gurudwara Pakki Sangat lAliahabad)- Gurudwara Ahrora, Gurudwara Chota & Gurudwara Bhulli [Mirzapur} Gurudwara Nicfliba[jll, Gurudwara Gurubagll IVi: Iranasi - Guru Teg Bahadur Ji ki lapsthali, Chacnakpur, Gurudwara Raasmandal (Jaunpur)- Gurudwara Brahmkund (Ayodhya)- Gurudwara Ahyiyaganj lLucknowl- Gurudwara Singh Sabha Mathural- Gurudwara Hathighat. Gurudwara Guru ka Taal (Agra)) 	Taj Mahal, Agra Fort Fatehpur Sikri. forts at Allahabad, Jhansi. Bithnor, lucknow, Varanasi, Sarnath

State	Major tourism circuits	Key tourist destinations
	<ul style="list-style-type: none"> Sufi Circuit (Fatehpur Sikri - Rampur-Badaun - Bareilly - Lucknow- Kakori - Dewasharif I Barabankil Bahraich - Kichocho Sharif - Kade Shah - Kada (Kaushambi) - Allahabad - Kantit Sharif I Mirzapur I) Christian circuit (Merut-Sardtana - Agra- Kanpur- Lucknow- Allahabad - Varanasi - Gorakhpur I) Handicraft circuit (Lucknow-- Agra "" Aligarh ,-, Hrozabad ,,- Rampur-- Kanpur -, Kannauj -- Vrindavan- Muradabad - Khurja - Varanasi - Bhadohi - Mirzapur- Chunar- Jaunpur - Gorakhpur) <p>Identified circuits</p> <ul style="list-style-type: none"> Awadh - Ayodhya circuit Allahabad- Varanasi circuit Uttar Pradesh buddhist circuit 	
Haryana	<ul style="list-style-type: none"> Panipat- Kurukshetra- Pinjore • Kurukshetre- Pehowa-Hardwar+Iodal <p>Identified circuits</p> <ul style="list-style-type: none"> Kalka - Panchkula - Naraingarh - Yamuna Naqer -Kurukshetra - Ti1anesar - Pehowa - Panipat Rohtak - MehalI- Hansi - Hissar- Dabvvali Surajkund - Damdama lake - Faridahad (Badhkal Lake) - Palwal Mahendragarh - Madhogarh - Narnaul 	Ambala, Kamal, Panchkula, Kurukshetra, Jyotisar, Thaneesar, Momi Hills, Pinjore
Rajasthan	<ul style="list-style-type: none"> Dhundhar circuit (Jaipur- Amer - Dausa) Hanoti circuit (Bundi - Kola - Jhalawar) Merwara-I'v1arwar circuit (Ajmer- Nagaur) Mewat-Brij circuit IAlwar - Bharatpur - Ranthambhor - Tonkl Vagad circuit IDungarplir - Banswaral Shekhawati circuit (Sikar - Jhunjhunun - Churu) Godwad circuit (Mount Abu - Ranakpur - Jalors) <p>Identified circuits</p> <ul style="list-style-type: none"> Desert circuit (Jodhpur "" Bikaner - Jaisamer) Jaipur ,-, Ajmer - Pushkar Chittaurgarh Udaipur... Mt. Abu Udaipur ._, Ranakpur,-, Kumbhalgarh "" Nathdwara 	Alwar, Dargah Sharif-tomb of the Sufi saint Khwaja Moinuddin Chisti at Ajmer Palaces and forts at Bundi, Diwan-e-aarn. Hathia Pol, and Naubat Khana at Bundi, Bikaner, Jaisalmer fort, Jodhpur, Mount Abu, RanlhamtJO of National Park, Udaipur, Jainur

Incentive tour

Incentive tours are a recognition of your positive effort in contributing to the success of your firm. India Tour and Travel offers exclusive incentive for rewarding and inspiring deserving individuals who have made exceptional contributions and helped their organization achieve success.

India isa wonderful destination for incentive tours. Some of the Incentive tours in India that you can experience are:

- Enjoy an unforgettable beach vacation on the beaches of Goa or Kerala in India. Holiday in a beach paradise with soft sand, golden sun and blue sea.
- Indulge yourself at a luxurious palace hotel in Rajasthan, and be treated like a Maharaja as on your tour to India.
- Visit the amazing Taj Mahal, in Agra India. Built by the Mughal Emperor Shah Jahan for his queen, Mumtaz Mahal, the Taj Mahal is recognized worldwide as a monument to everlasting love.
- Have a rejuvenating holiday at an Ayurveda spa and feel the relaxing effects of the therapies of Yoga and Ayurveda on your Incentive Tours in India.
- Enjoy a camel ride across the rolling sand dunes in Rajasthan or ride an elephant up to Amer Fort and imagine you're a royal ruler from yesteryears.
- Take a trip on a luxury train in India and journey in regal splendor on the Palace on Wheels on your Incentive Tours in India.
- Explore a forest in India and observe tigers, elephants and rhinos in the wilderness, on Incentive Tours to India.

An incentive tour to India is a lifetime experience. India is an ideal destination for an incentive tour whether it is North India or South India.

India is one of the most amusing tourist destinations on each and endless room for travelers coming from worldwide. It's each part is different; from Forts and Palaces of the North India, temples of the West, evergreen hills of the North East and backwaters and beaches of the South - there is much to offer to the traveler to make their trip most memorable. The Indian Bazaars offer you a variety of arts & crafts, silks, brocades, carpets, carvings in wood, stone & ivory, dazzling Jewellery & much much more.

Whereas in South India one can experience the Fisherman Theme evening at Cochin or Marari, Kerala Theme evening at Cochin etc.

Suggested Cities

To make your visit to India very special, following special activities at the dream destinations apart from the normal city tours.

Delhi

The capital of India and its third-largest city, Delhi blends an historic past and a vibrant present. It is the second most widely used entry point into the country, the hub of the north Indian travel network, and a stop on the overland route across Asia.

- 1 Rikshaw Ride at Chandni Chowk.
- 2 Visit to Akshardham Temple with evening Tea & Snacks.
- 3 Silver Thali Dinner (Theme) where you will be welcomed warmly, in true Indian Style. You can then head for the "Dastarkhwan". Relish the bounty at low dining table laden with food from various Indian provinces, served in Silver Platters.

Jaipur

The vibrant capital of Rajasthan, is popularly known as 'the pink city' for the colour of the buildings in its wonderful old city. Notable attractions include the much-visited Hawa Mahal, Jantar Mantar, the famous observatory, City Palace Museum and the Amber Fort.

- 1 Elephant Ride to reach on the top of Amber Fort.
- 2 Camel Ride near Jal Mahal palace.
- 3 Royal Welcome at City palace (Maharajas Palace)
- 4 Evening Gala dinner with Royal family (subject to availability or schedule of His Highness)

Agra

Agra, home to the Taj Mahal, undoubtedly the most extravagant monument of love ever built. Long, the capital of the mughal empire Agra is studded with outstanding monuments of that era, notable among them are the Agra Fort and the city of Fatehpur Sikiri.

- 1 Visit of Taj by Camel / Horse cart ride
- 2 Magic Show during dinner.
- 3 Mughal Theme dinner: Slip back into the grandeur and glitter of the Mughal era. Where you can sit down to Flamboyant dances and row upon row of sumptuous Moghlai delicacies served in a manner befitting royalty.

Udaipur

Possibly no city in Rajasthan is Quite as romantic as Udaipur. The French Impressionist painters, let alone the Brothers Grimm, would have loved this place. It's not without justification that Udaipur has been called the Venice of the East: the old city is a jumble of tangled streets.

- 1 The Gangaur Boat Cruise: Take a tranquil ride in the antique royal barge of the House of Mewar. Under a canopy of stars relish Mewari specialties favoured by the Maharanas of Udaipur as you circle the mystical Lake Palace hotel.

- 2 High Tea at Crystal Gallery.
- 3 Visit of Vintage Car museum.
- 4 Dinner at Jagmandir Island Palace or Dinner with Musical Performance at Manek Chock at City Palace.

Samode

The history of Samode goes back four hundred and fifty years to the time of the illustrious Prithviraj Singhji of Amber, the seventeenth prince of the Kacchawaha Rajputs. One of his twelve sons, Gopal Singhji, was awarded Samode, a noble feudatory of the Jaipur principality.

- 1 Cocktail Welcome
- 2 Village Camel Cart Safari followed with lunch at the poolside with traditional music, song, dance and food allow you to taste a little of the local cultures as well as the days of Royal India. 3. Gala dinner with Palace Lit up & fire works which makes your evening very special.

Jodhpur

Built 541 years ago, the city of Jodhpur stands victoriously on the edges of the Thar Desert, having withstood the ravages of time. Rich in history, culture and tradition, this city has an old-world charm which gracefully co-exists with its emergence as a major commercial centre.

- 1 Guided tour of Mehrangarh Fort & other places of interest.
- 2 Evening ready for the Sand dunes Experience: History whispers in Jodhpur's Forts, Havelies and temples. But there are stories lurking in the stretches of the Thar Desert. So take a camel cart ride to sand dunes lit gold by 'mashaals' (lighted torches) and bonfires. Then in the shelter of tents and an even bigger canopy of stars sip a welcome drink while 'Langas' and 'Kalbeliyas' serenade your with Rajasthani dance and music. End an idyllic evening with a barbeque dinner and fireworks.

Important Note: There are many other wonderful destinations with lot of special activities which can be planed according to your interest.

Computer - Its parts and uses

Objectives: At the end of this lesson you shall be able to

- understand characteristics of computer
 - describe about parts of computer
 - learn to type with wordpad
 - explain about windows operating system.
-

Characteristics of the Computer

A computer is a machine. It helps you to do many things quickly, easily and better. Let's recall what you can do with it.

A computer can help you to...

Draw and color pictures.

Type and design letters and cards

Do suns

Watch cartoon; and movies

Listen to songs

Do homework

Play games

Store information

Use the Internet

Send E-mails to your friends.

The computer is not an ordinary machine. It is a Smart machine.

Speed

A computer works very fast. It can do billions of sums very quickly. It saves us a lot of time.

Accuracy

A computer does not make mistakes. It is very accurate and reliable.

Computer can do the same task again and again. The computer never gets tired or bored.

Large Memory

A computer has a large memory can store many words, numbers and pictures.

Multifunctional

A computer can do a wide variety of tasks like adding numbers, drawing pictures, printing letters, playing music and sending emails.

Computer Everywhere

Now - a- days computers are used every where . let's see how they help people in different places.

At home

- To play games
- To listen to music

- To use the Internet
- To look at photographs

At school

- To teach students
- To help teachers prepare results
- To prepare report cards
- To prepare fee bills
- To use the internet

In office

- To type letters and other documents
- To keep accounts
- To send e-mails
- To communicate with other offices

In shops

- To prepare bills
- To keep record of the things in the shop

In hospitals

- To treat patients
- To help in operations
- To keep records of all the patients

In banks

- To keep account of money

At airports and railway stations

- To book tickets
- To tell the arrival and departure time of trains and aero planes.

In factories

- To make different things
- To do work automatically

In aero planes

- To guide the pilots in flying

Parts of a Computer

We commonly see the following parts in a computer,

- Central Processing Unit (CPU)
- Monitor

- Keyboard
- Mouse

The following picture shows all these parts.

1 Central Processing Unit (CPU)

A computer has a Central Processing Unit (CPU) which acts like the brain and remembers everything we tell it. Thus, a CPU can,

- Process and perform various operations
- Store data and information

A CPU has two buttons,

- On/Off
- Restart

2 Monitor

- Looks like a TV screen
- Displays whatever we type
- Has an On/Off button

Do you know?

Monitor is also known as Visual Display Unit (VDU)

Monitors come in different shapes and sizes .

Look at the different types of monitors given below;

3 Keyboard

A keyboard has keys like a Typewriter. It is used to,

- Type words and numbers
- Give instructions or commands to a computer

The numbers of keys on a keyboard can vary from one keyboard to another. Some keyboards have 104 keys while others many have more.

4 Mouse

Students, by now, we know that commands can be given to a computer with the help of a keyboard. Now, let us introduce ourselves to another part of the computer system, i.e. Mouse.

A Mouse also helps us to give commands to a computer. It is also a pointing device. We use a mouse because

- It is easy to use
- It reduces the task of remembering the commands

A Mouse has three buttons.

- Right Mouse Button
- Left Mouse Button
- Scroll Button

Do you know?

The mouse was invented by Dr. Engelbart

Each button of a mouse performs specific function as given in the table below:

Button	Function
Left Mouse Button	<ul style="list-style-type: none"> • To select a file by Single click • To open a file by Double click • To draw by Click and Drag
Right Mouse Button	<ul style="list-style-type: none"> • To open a special\menu
Scroll Button	<ul style="list-style-type: none"> • To move a page Up and Down

A mouse is connected to the CPU with the help of a Cable. Now –a-days, cordless mouse has also come in use.

A mouse always rests on a Mouse Pad.

Note: The act of ‘pressing’ and ‘releasing’ the mouse buttons is known as Click.

Switch on the computer

Students, we are now familiar with all the parts of a computer. Let us now learn how to Switch On the computer.

Following the given steps-

Step 1: Switch on the UPS or the main Power Switch

Step 2: Switch on the CPU by pressing On/Off button

Step 3: Switch on the Monitor by pressing the On/Off button.

Uses of a computer

Computers assist us in various fields like schools, homes banks, hospitals, offices etc. With the help of computers;

- Tickets are booked at the railway stations and airports.
- Records and data are maintained in offices.
- Banking and accounts are done easily.
- Classroom teaching is made interesting.
- Cartoons and graphics are designed for books and other purposes.
- Animated movies are prepared
- Projects and presentations are prepared
- Scientific researches and inventions, etc., are done.

Note: All the magical things in movies like Main Hoon Na, Krishh, Little Stuart, Jurassic Park, etc., were created with the help of computers.

Learning to Type with WordPad

You can use WordPad to write letters, stories or even do your homework.

Starting WordPad

To start the WordPad program you should follow these steps.

Wordpad is a program in the computer which lets you type documents.

Can you see the Ribbon? It contains all the tools you need to write the long white space is called the Workspace.

You can see the Cursor blinking on the top left hand corner of the workspace. Type this in the Workspace.

Look at the keyboard carefully. It helps you to type text.

- Use the Alphabets keys to type the letters and numbers and number keys to type the numbers.
- Use the Caps Lock key to type in capital letters
- Use the Spacebar key to make a gap between words.
- This is the key to type the full stop.
- Use the Enter key to move the cursor to the next line.

Making Corrections

If you have made a mistake while typing you can make changes or corrections by using the Backspace or Delete key.

Inserting Text

If you want to insert a letter or a word in between. Use the Spacebar key.

Using Word Pad to type letters, poems or even your homework is so much fun. Making corrections is so easy, no eraser required!!


You can even make your text colorful and use different sized letters.

Formatting Text

You can make your lines attractive by using the tools in the Font group on the Ribbon.

Creating Bold Text

You can make a letter, word or line thick and heavy by making it Bold

- Select the line by dragging the pointer over it.
- Click on the **Bold** button. 
- Click anywhere on the workspace. This removes the selection.
- The letters have become thicker and darker. They are now in Bold type.

Creating Italics Text

You can also create words or lines in slanting style or in **Italics**.

Creating Underlining Text

A word with a line under it is called an **underlined word**.

To make a Bold, Italic or Underlined text normal, select the line again and press the button meant for each. The text changes to normal type.

Coloring Text

You can also color the text to make it look beautiful.

Positioning text

Centre Align is to move the text to the centre of the page.

The text shifts to the center.

Right Align is to move the text to the right of the page.

Left Align is to move the text to the left of the page.

Windows Operating System

Students, now we all are familiar with the parts, characteristics and uses of a computer. A computer needs a **program** to function. Let us study about it in this chapter.

Note: In Computers, the term 'Program' refers to a set of instructions that a computer understands and executes.

An Operating system is a basic program which act as a link between a user and a computer. Microsoft Windows is the most popular and universal operating system. It has the following features.

- It helps us to do a variety of tasks like writing a letter, watching movies, lay in games, doing calculations, making drawings, listening to music, etc.
- It is easy to operate.
- It can do many things at a time.
- It provides help for almost all the topics.

Note: Windows has been developed by the company named Microsoft Corporation, USA, which is owned by Mr Bill Gates.

Starting Windows

When we switch on a computer, it itself checks all the devices in it or connected to it. After a few seconds, the fog of windows appears on the screen. This is called the **booting process**. Now, the computer is ready for use.

With the up gradation of technology, many versions of windows Operating System have been launched in the market. These are **Windows 98, Windows NT, Windows 2000, Windows XP and Windows XP and Windows 7**, which is the latest one. In this chapter, we will learn about Windows XP.

Components of desktop

When the Windows XP is located on a computer, we see the screen as shown in the picture below. This screen as known as the **Desktop**.

There are various of components of the Desktop. Let us learn about each one of the them.

- 1 **Wallpaper** - The background of the desktop is called the wallpaper.
- 2 **Icons** – The small pictures which we see on the desktop are the icons. They represent programs, files

and folders. By double clicking an icon, we can start a programs, file. Some common icons in Windows XP are

- a **My Computer**- It is used to see the disk drives and other devices connected to a computer.
 - b **My Documents** – It stores data in the form of files and folders
 - c **Recycle Bin** – It is the dustbin of a computer which keeps all the deleted files
 - d **Internet Explorer** – It is used for browsing internet.
 - e **My Network Places** – it is used to access other computers connected in a network.
- 3 **Taskbar** – It is a long blue bar at the bottom of the desktop. It has-
- Start button on the left side and is used to display various programs installed in a computer. In order to run a program, we first click this button.
 - Clock on the right side. It tells the time.

Opening a program

A computer has many programs like paint, WordPad, LOGO, etc., stored in it. Working in a program, we need to open it. Let us now learn to open a program Paint.

The steps to open the Paint are-

Step 1: Click the **Start Button**.

Step 2: Go to **All programs**

Step 3: Go to **Accessories**

Step 4: Go to **Paint** and click.

As we follow these steps, the Paint will open in a new window. We will learn about this program in detail in Chapter 5 of this book.

Turning off a computer

After using Windows, it is necessary to turn off a computer properly. Let us learn three steps-

Step 1: Click **Start** button

Step 2: Click the **Turn Off Computer** option.

Step 3: A **dialog box** will appear having options-

- **Stand By**- It is a power saving mode.
- **Turn Off**- It turns the computer off.
- **Restart** – It will turn off and restart the computer.

Step 4: Click the Turn Off option. The computer will start shutting down and CPU power switch will turn off.

Step 5: Switch off the UPS or Power source.

Remember

Never close a computer by turning the Power off directly.

WordPad

Students, how about writing a story or a letter to your friend in beautiful handwriting and without any spelling mistake with the help of Windows Wordpad program? It would surely be exciting.

WordPad is a basic word processor program. It helps to process the words, compose, edit and format the text matter.

Note: Notepad, Wordstar, WordPerfect are some other Word Processors.

Starting wordpad

We can start WordPad on a computer by following these steps-

Step 1: Click the **Start button**.

Step 2: Go to **All Programs**.

Step 3: Go to **Accessories**

Step 4: Click the **WordPad**

Components of Wordpad Window

The following screen appears when Wordpad is opened. Let us study its components.

In the above screen, we have -

- 1 **Title Bar** – It displays the name of the current document. By default, a file is titled as 'Document'.
- 2 **Menu Bar** – It is just below the Title Bar and has different menus like File, Edit, View, Etc. Each menu has a list of different options.
- 3 **Tool Bar** – It contains icons of various tools, such as New, Open, Save, Print, Print Preview etc.
- 4 **Format Bar**- It contains options like Font Style, Font Size, Font color, Bullets, etc., for formatting the text.
- 5 **Ruler** – It is like a scale which shows the width of a paper. We can change the width of a paper using the ruler.
- 6 **Working Area** – It is the place for creating a document.
- 7 **Cursor** – It is a blinking line on the screen where we type.
- 8 **Status Bar** – It is at the bottom of the window. It shows the information for each option we point at.

Now, we are familiar with the components of WordPad window. Let us learn how we can use them.

For the Teacher.

Encourage the students to explore WordPad.

Creating a document

When we open WordPad, a document gets opened in its window. We find a cursor blinking in the working area. A document can be created by typing at the cursor position. Lock carefully at the given.

In the above screen -

- We see the text typed at the Cursor position
- A new line or paragraph can be started by pressing the Enter Key.
- The Enter key is not required to be pressed at the end of the line if text is to be typed continuously. The Cursor automatically comes to the next line.

Remember

While typing, we use the keys like CapsLock, Shift, Tab, Spacebar, Backspace and delete as per our requirement.

Activity

Open WordPad and type the given text - Computer - A machine

Computer is an electronic machine which takes input from a user, processes, it and given the output. It helps us to do many different things. We can listen to music, watch movies, play games, make drawings and solve questions with its help. Computers are used everywhere.

Editing a document

Editing is the process of in which we make desired changes in a document. It is do after creating a document. We can edit a document using the various function available in the WordPad. While editing, we can-

1 Delete text

2 Cut, Copy and Paste the text

Selecting the text

For doing any action in WordPad, first we need to select the text.

The steps to select the text are-

Step 1: Bring the cursor to the left side of the word or line that we to select.

Step 2: Press the Left mouse button and keep on pressing

Step 3: Move slowly over that word or line.

Remember

- **To select**
- **The whole document, press Ctrl+A**
- **One word, double click on that word.**
- **A line, click at the start of the line when an arrow comes.**

Let us learn about the editing option

1 Deleting text

We can delete a letter or word or line or paragraph by following the given steps-

Step 1: Select the desired text.

Step 2: Press the Delete key from the keyboard.

2 Cut, Copy and Paste the text

Cut command cuts the selected word or line from its position, while Copy command creates a copy of the word or line that has been selected. The Copy command does not erase the word or line at the original position. We always use the command Paste after both these commands.

The steps to Cut and Paste the text are-

Step 1: Select the desired text.

Step 2: Click the Cut option from the **toolbar**

Step 3: Place the cursor where the text is to be placed.

Step 4: Choose the Paste option from the **Toolbar**.

The steps to Copy and Paste the text are-

Step 1: Select the desired **text**.

Step 2: Click the Copy option from the **Toolbar**

Step 3: Place the **cursor** where the text is to be placed

Step 4: Choose the Paste option from the **Toolbar**.

Formating the text

Formatting means changing the appearance of the text. It is done to make the text more attractive and interesting.

- Font Style, Size and Color
- Bold, Italic, Underline
- Alignment- Left, Center, and Right
- Bullets

Remember

All format options are available on the Format Bar.

Let us learn them one by one.

1 Font Style, Size and Color

The steps to change the Font Style, Size and Color are-

Step 1: Select the text to be formatted.

Step 2: Go to the Format Bar.

Step 3: Choose and click the desired font style/size color.

The selected text is changed accordingly as shown in the screen.

2 Bold, Italic and Underline

The steps to make the text Bold, Italic or Underline are-

Step 1: Select the desired **text**.

Step 2: Go to the **Format Bar**.

Step 3: Click the respective **option**.

The selected text is changed accordingly as shown in the screen.

3 Alignment options are - Left, Center and Right

Alignment is the placement of text on a page.

The steps to align the text Left, Center or Right are-

Step 1: Select the **text** to be aligned.

Step 2: Go to the **Format Bar**.

Step 3: Click the respective **option**.

The selected text is aligned accordingly as shown in the screen.

4 Bullets

We can insert Bullets in our document Bullets are mainly used to prepare lists.

The steps to insert Bullets are-

Step 1: Place the **cursor** in the document where we want a list to start.

Step 2: Click the **Bullets** option on the **Format Bar**.

Step 3: A **bullet** is inserted in the document. Type the desired **text**.

Step 4: Press the **Enter key**. Another **Bullet** gets inserted. Type the **text** and so on.

Step 5: Click the **Bullets** option again to end the insertion.

Saving a document

The steps to save a created document are-

Step 1: Click the **Save** button on the **Toolbar**.

Step 2: A **Save As** dialog box opens.

Step 3: Type a name in the **File Name** box.

Step 4: Click the **Save** button.

Remember

By default, a WordPad document will get saved with. RTF extension.

Microsoft office 2007

Objectives: At the end of this lesson you shall be able to

- discuss the working of various devices, icons programs, and support functions
- explain linux
- explain the features of linux
- explain the components of linux.

Working of various devices, icons, programs and support functions

Desktop: The desktop is the opening screen of the window operating system that displays the taskbar and various icons such as the recycle bin and folders. The Windows desktop can be easily customized.

Mouse: A mouse is an input -cum-pointing device in a GUI. Generally, a mouse can be used in the following four ways:

- Single clicking with the left button.

Opening a saved document

The steps to open a saved document are-

Step 1: Click the **Open** button on the **Toolbar**.

Step 2: An **Open** dialog box opens.

Step 3: Select the **document** to be opened by clicking it.

Step 4: Click the **Open** button.

Printing a Document

The steps to take a print out of a document are -

Step 1: Go to the **Toolbar**.

Step 2: Click the **Print** option. A **Print** dialog box opens Choose -

- Page Range
- Number of Copies.

Step 3: Click the **Print** button.

Remember

It is a good habit to preview a document before printing using Print Preview option on the Toolbar.

Exiting Wordpad

The steps to exit the WordPad are-

Step 1. Go to the **File** menu.

Step 2. Click the **Exit** option.

Remember

After saving, we can directly close the WordPad by clicking the Close button.

My Documents: It is a system folder where we can store all our documents that need to be accessed easily.

Recycle Bin: All deleted files and folders of to this special system folder. We cannot retrieve any file or folder from the recycle bin unless it is restored to its original location.

My Network Places: If the computer that we are working on is connected to a network, we can use this option to browse the network resources in the same way we browse through the contents of our computer.

Taskbar: This is a horizontal bar, found at the bottom of the desktop. It contains a start button and a clock, and shows the name of the program that is currently running, thus helping the user work with multiple windows.

Start menu: This button displays a list of commands and shortcuts that we can point to, to accomplish a task.

Help and Support: The help option aids us in getting information on procedure and instructions to execute any option or command in Windows7.

Linux and its features

Linux is an operating system used in personal computers. It is an open-source, multitasking, multiprocessing operating system, enhanced and backed by programmers worldwide. The name Linux is derived from its inventor

Linux Torvalds. Linux is different from other operating systems as it is freely available from different vendors and can be modified.

Features of Linux

- Allow multiple users to work simultaneously.
- Allow execution of several programs and processes at the same time to ensure efficient utilization of the processor.
- Implements the concept of virtual memory, which enables the Linux operating systems to execute a program whose size is larger than the main memory of the computer system.
- Core components of the Linux Operating System:
- Kernel is the central part of the Linux operating system, which controls and manages communication between the different hardware and software components of the computer system.
- Shell is a user interface of the Linux operating system, which acts as an intermediary between the user and the kernel. Shell is a program that takes the commands issued by the user and interprets them in an efficient manner to obtain the results.

Microsoft office word 2007

Objectives: At the end of this lesson you shall be able to

- describe microsoft office suite
- explain the major components of ms word window.

Microsoft Office Suite

Personal computers have become powerful and versatile, and are popular among individuals and organizations. There has been a rapid increase in the usage of computers due to availability of systems and user - friendly software.

Microsoft has a suite of Software Packages that meet the standard requirements of most organizations. The Software suite of Microsoft Office includes various application packages such as:

- Word Processing
- Spreadsheets
- Presentation
- Database Management

Major components of ms word window:

The Word Window is a rectangular box through which the Microsoft Program interacts with the users. Its components are as follows:

- **Title (Caption) Bar:** The title bar shows the name of the Window Application and the name of the Currently Open document (example Document 1).
- **Control Box:** The title bar also has a control box and a few control buttons. When we right click the mouse

anywhere outside the Control Box (But on the title bar), a Menu containing the following items appears:

- The restore option restores the Window to its pervious size.
- The move option moves the window on the screen.
- The size option helps change the size of the Window.
- The minimize option minimizes the window. Clicking this button compresses the window into a small rectangular bar on the windows taskbar.
- The maximize option maximizes the window to cover the entire area of the desktop.
- The close option closes the Window and terminates the program.
- **Menu Bar:** displays menus that are available to the users. This bar is located under the Title Bar. File, Edit, View, Insert, Format, Tools, Table, Windows, and Help are some of the menu Bar.
- **Toolbar:** A toolbar is group of icons, each of which represents a menu command. On clicking these buttons, the respective commands can be executed.
- **Ruler:** The MS Word window is supplied and one vertical ruler, which are displayed along the top and left margins of the document, respectively.

- **Cursor:** The cursor is an MS Word pointer that helps us to type text, insert graphics, and overwrite.
- **Status Bar:** This bar displays the current position of the cursor, status of important keys on the keyboard, and other relevant information.
- **Scroll Bar:** Scroll bars are slides that can be moved with the help of a mouse. As the scroll bar is moved, the window spans through the document exposing different portions of the document.

Microsoft office excel 2007

Objectives: At the end of this lesson you shall be able to

- describe microsoft excel 2007
 - components of ms excel
 - describe features of spreadsheet.
-

Microsoft Excel 2007

Excel is an integrated electronic worksheet (spreadsheet) program developed by Microsoft Corporation. It performs different kinds of calculations and displays the results on the screen in the form of figures or graphs. Excel helps in the preparation of data in an organized, orderly, and meaningful format.

Components Of Microsoft Excel

The Excel window has the following parts:

- **Title Bar:** It shows the name of the Application (Excel) and the name of the workbook, and is situated at the top of the window.
- **Toolbar:** It is a collection of shortcut buttons, represented by icon, for the option under the Menu Bar.
- **Menu Bar:** It contains commands under different topic to perform special tasks and is located below the Title Bar.
- **Status Bar:** It displays and allows editing the formula in the current cell.
- **Name Box:** It displays the row number and the column name of the cell.
- **Help Box:** It allow us to type a topic and search for help.
- **Scroll Bars:** They allow movement of the worksheet

in and out of the window view. Horizontal and vertical scroll bars are present.

- **Worksheet Tabs:** They make the desired worksheet active.
- **Task Pane:** It displays commands that are currently available.

Features Of Spreadsheet

A spreadsheet is a user friendly electronic worksheet application package in MS Office. The following are the main features of spreadsheet:

- **Object linking and embedding:** Using the OLE facility, graphical objects from other application can be embedded or linked in the spreadsheet.
- **State-of-the-Art Editing features:** This feature offers timesharing advantages while creating, moving or copying formulae and references.
- **Use of Graphical objects and charts:** Using this tool, a graphical object, chart, or comment box can be easily inserted into a worksheet.
- **Inbuilt functions:** Several types of mathematical, trigonometric, financial, and statistical functions are inbuilt in a spreadsheet package.
- **Accuracy:** With the electronic worksheet program, we can easily and quickly produce reports and get answers by means of the “what-if” facility so as to generate accurate results.

Microsoft office powerpoint 2007

Objectives: At the end of this lesson you shall be able to

- describe microsoft powerpoint 2007
 - components of ms powerpoint
 - describe features of using ms powerpoint.
-

MS PowerPoint 2007

A presentation is powerful managerial communication tool through which we can compile and deliver ideas, concepts, plants, or products to the audience in a structured, effective, and impressive manner. The presentation may include slides, printed handouts, notes, outlines, graphics, and animations. A slide in MS PowerPoint is a combination of images, graphics, charts, and text that is used to convey information. MS PowerPoint presentations are currently used for business, schools, colleges, and training programmes.

Components of MS Powerpoint

The following are the components of a MS Office PowerPoint Window:

- **Title Bar:** Found at the top of the PowerPoint Window, it shows the name of the current presentation.
- **Menu Bar:** It is located under the title bar contains various types of PowerPoint commands, functions, and options.

- **Standard toolbar:** This is found just below the Menu Bar and contains buttons for easy access to Standard commands of the software.
- **Formatting Tool Bar:** This tool bar contains buttons and list boxes, and is located under the Menu Bar.
- **View Buttons:** The three kinds of view buttons are slide view, Slide sorter view and show view.
- **Drawing Toolbar:** It is located just above the status Bar. Using this toolbar, we can create and manipulate text, graphics, shapes, and pictures.
- **Status Bar:** The Status Bar is located at the bottom of the window and contains a message area indicating the current slide number and total number of slides in the presentation.
- **Slide Area:** It is the Working area for creating and editing a slide.
- **Task Pane:** It displays the commands that are currently available.

Features of MS Powerpoint

The following are the main features of MS PowerPoint:

- It consist of templates that are helpful in designing presentations.
- It provides four views - Slide view, outline view, normal view, and slide sorter view - that are very useful during the presentation.
- Graphics, charts, audio, video and text can be added in a single presentation.
- Presentations prepared using PowerPoint can be directly projected as a Slide show.
- Different transitions and building effects may be included in the Slide to make the presentation attractive.
- An entire presentation can be printed on paper using the printing features.
- Different colours can be added to columns and text from a large palette of colour schemes.

Microsoft office access 2007

Objectives: At the end of this lesson you shall be able to

- describe microsoft access 2007
- components of MS access
- describe features and purpose of using MS access.

MS Access

It would be easy for the staff to remember guest names and room numbers if the hotel was small and had around 20 rooms. However, if the hotel had around 250 rooms it would be very difficult to relate the guest with the room number. For this, we would require a database (systematic organization of data). Some of the terms associated with MS Access are as follows:

- **Database:** It is an organised collection of information related to a particular subject or purpose.
- **Database Management System or DBMS** is a collection of programs or interrelated data that helps in the creation, organization, and management data.
- **Relational Database Management System:** ARDMS is a method of getting information from different tables that are connected to one another through some information.

Components of MS Access

Following are the components of MS Access 2007:

- **Title Bar:** It displays the application name and file name if one is currently open.
- **Status Bar:** It displays relevant messages and the special key status.
- **Menu Bar:** It displays seven menus: file, view, insert, tools, window and help.
- **Control Buttons:** This can be used for minimizing, maximizing, resizing the window.
- **Work Space:** This is the space where database are opened users to work on.
- **Activities List:** This list provides task that we can ask Access to perform.

Purpose of MS Access

- Prepares relational databases.
- Prepares forms and relates it to tables.

Features of MS Access

- Forms and Reports can be prepared.
- A database consists of one or more tables.

Mail merge

Objectives: At the end of this lesson you shall be able to

- prepare and select the data source
- describe the use of word as the data source
- explain the advantage of mail merge.

Preparing and selecting the data source

The data source is the file where the addresses and other information is kept. Step 3 of the mail-merge

procedure calls for you to name your data source, and before you name it, make sure that it is in good working order. The data source can be any number of things, as mentioned above. Word also offers a special dialogue

box for creating a data source from scratch and storing it in Microsoft Access.

Caution: After you create the data source, do not move it to a different folder or rearrange the merge fields/columns. If you do so, the document can't read the data source correctly and you can't complete the mail-merge.

Note: A field is one category of information (like last name, or zip code). A record comprises all the data about one person or thing. The field is the heading of a table, while records are all of the data.

Using a word table as the data source

For people who aren't familiar with database, the easiest type of data source to manage is a word table. Either creates an address table from scratch or copy a table you have already created and save the table by itself in a document. Save the table under a name you will recognize. When you merge the data sources table with the starting document, you will be asked to locate and select the document that holds your addresses or other to-be-merged information.

To use a word table as the data source, the table must meet these standards:

- A descriptive heading must appear across the top each column. The row of descriptive headings across the top of a table is called the header row, or sometimes the heading row. The names in the header row doubles as merge field names when you insert merge fields in the starting document. When you tell Word where to plug data into the starting document, you choose a column name from your table.
- No text or blank lines can appear above the table in the document. To be on the safe side, save the table in a document by itself.

Advantages

The advantages of using mail merge are:

- Only one document needs to be composed for communicating to an extensive list of interested people, clients or customers.
- Each document can be personalised i.e. it appears to be have been written specifically to each recipient. It contains details only relevant to the receiver.
- Many document formats can be developed to another are eliminated.
- Errors in transcribing details from one document to another are eliminated.

This advantage, of course, depends upon the accuracy of data entry into individual records in the first place!

Database

A database is a list with specific structure, defined by the fields. Field is the information of the category. For example an individual detail in the phone directory is a record in the database, containing single set of the fields. Each field must have a unique field name. In the case

of Telephone directory, Name, Address, and Telephone Number are individual fields.

Excel's database has capability to create and manage the list. List in excel is a group of rows and columns which stores a unique types of data. Excel fields are columns and each record is an individual row. For example the Fig 1 shows a worksheet of company sales which is an Excel database. Each field is a spate column. The field names (Age, Sex, Salary etc.) are based as column labels. The individual row in record.

	A	B	C	D
1	Emp_Id	Emp_Name	Dept_Name	Emp_Sal
2	1	Geny	Electronics	7400
3	2	Michael	Electrical	8500
4	3	Frank	Computer	9000
5	4	Lawrence	Mechanical	6800
6	5	Jennifer	Sales	6500
7	6	Christopher	Electronics	8000
8	7	Flora	Computer	8600
9	8	Cathy	Electrical	7500
10	9	Peter	Sales	7000
11	10	Kendy	Mechanical	5900

Creating the database in an Excel Package is very simple. Worksheet which has been created earlier can be used as a database directly or with minor changes.

User should follow, simple rulers for worksheets that are intend to use as database.

- Do not leave a blank row between column heading and data records since it indicates the end of database.
- Field names must be in a single cell and unique at the top of column with in a worksheet.

Automatically Sorting as You Enter Information

When entering information into a worksheet, you may want it to always in a correctly sorted order. Excel allows you to manually sort information, but automatic sorting takes the use of some macros.

Controlling Sorting Order

When you sort information in a worksheet, you have control over the order in which that information is sorted. Here's a quick discussion of the ways that you can affect the sorting order.

Creating a Sort Order

Excel is very flexible in how it can sort your data. You can even create your own custom sort order that is helpful when typing to get non-sequential information sorted in a unique order.

Determining Sorting Criteria

If you need to know how a range of data is sorted, the task is not as easy as you might at first think. This tip

examines why such determinations are difficult and how you can go about trying to figure out the criteria.

Fixing Odd Sorting Behaviour

When you sort data that contains both numbers and text, you may not get exactly the result that you expected. To know what is going on, you have to know how Excel views your data.

Ignoring Selected Words when Sorting

If you use Excel to maintain a list of text strings (such as movie, book, or product titles), you may want the program to ignore certain words when sorting that list. This can't be done automatically, but there are ways to get your list in the order you want.

Importing Custom Lists

Custom lists are handy ways to enter recurring data in a worksheet. Here's show you can import your own custom lists from a range of cells.

Incomplete and Corrupt Sorting

Using the sorting tools, on the toolbar, may result in some unwanted results, such as jumbled data. If this happens to you, the best thing to do (as described in this tip) is to figure out exactly what is being sorted by Excel.

Moving Cell Borders when Sorting

Sort your data and you may be surprised at what Excel does to your formatting. (Some formatting may be moved in the sort and some may not be.) Here's an easy way to make sure that the formatting you apply is moved whenever you sort.

Non-standard Sorting

Information in a cell can be entered using line feeds, which results in multiple lines of data in the same cell. If you later want to sort that information, there are a couple of ways you can approach the problem.

Performing Complex Sorts

One way you can easily work with data in a worksheet is to sort it into whatever order you find most helpful. Excel allows you to perform sorting based on the criteria you determine, as discussed in the tip.

Recognizing a Header Row when Sorting

When you sort data in a worksheet, there are a couple ways you can do it. Using the simple way can result in unsatisfactory results if you aren't careful with how you data is organized.

Sorting a Range of Cells

When you sort data in a worksheet, you don't need to sort everything at once. You can sort just a portion of your data by using the techniques in this tip.

Sorting an Entire List

Need to sort all the data in a table? Here's the fastest and easiest way to do it.

Sorting by Colours

Need to sort your data based on the colour of the cell? Excel doesn't include this capability, but you can still do the sorting if you rely upon a macro to do the work.

Sorting by columns

When you think of sorting Excel data, it is likely that you think of sorting rows. Excel also allows you to sort by column, however, as described in this tip.

Sorting by Fill Colour

Sorting data in a worksheet is easy, unless you want to sort by the colour used to fill a range of cells. There are ways to do the sorting, however, as illustrated in this tip.

Sorting by Five Columns

Excel allows you to sort but up to the three columns, but you may want to sort by more than that. This tip provides ways you can get the desired sorted data.

Sorting Data Containing Merged Cells

When formatting the layout of your worksheet, Excel allows you to easily merge adjacent cells together. This can cause havoc later, however, since you can't sort ranges that contain merged cells. This tip provides some guidance on how you can get around this limitation.

Sorting Data on Projected Worksheets

Project a worksheet and you limit exactly what can be done with the data in the worksheet. One of the things that could be limited is the ability to sort the data. This tip explains how you can allow that data to be sorted.

Sorting Dates by Month

Sorting by dates is easy, and you end up with a list that is in chronological order. However, things become a bit more tricky when you need to sort by month. Here are several approaches you can use.

Sorting Decimal Values

Government and industrial organizations often use a numbering system that relies upon a number both before and after a decimal point. Sorting these numbers properly can be a bother; here's some ideas.

Sorting for a Walking Tour

Want to sort addresses by even and odd numbers? By using a formula and doing a little sorting, Excel can return the addresses in the order you need.

Sorting Huge Lists

Got a huge amount of data you need to sort in a worksheet, but Excel doesn't seem to be sorting it correctly? Here's some great information on why this may be happening and what you can do about it.

Sorting Letters and Numbers

Sorting information in a worksheet can be confusing when Excel applies sorting rules of which you are unaware. This is especially true when you are sorting a mixture of letters and numbers.

Sorting or Filtering by Conditional Format Results

Conditional formatting is a great feature in Excel. Unfortunately, you can't sort or filter by the results of that formatting. Here's why.

Sorting while ignoring Leading Characters

Want to ignore some characters at the beginning of each cell when sorting? The easiest way is to simply create other cells that hold only the characters you want to use in the sorting.

Sorting Worksheets

As you get more and more worksheets into a workbook, you'll find yourself moving them around into different sequences. You may even want to put the worksheets into alphabetic order. This tip provides a macro that does the sorting for you.

Internet

Objectives: At the end of this lesson you shall be able to

- define internet
 - explain the birth of internet
 - explain how the internet works.
-

What is Internet?

Internet can be compared with a library. Like a library, the Internet is also a source of enjoyable, important and varied information that can be obtained and used by millions of people across the world. The Internet also, like our library contains different forms, like text sound and graphics. Super library does not allow just anybody to browse books or cassettes; this facility is available only for authorized members of the library. In a similar way only authorized users of the Internet can access it to obtain information.

Internet is a worldwide collection of computer networks. Internet is a cooperative effort of many people and organization.

Internet is also known as cloud or the information super highway. When you access the Internet, you become the part of the electronic community that encompasses most of the work.

The Internet community includes several million people. Vast libraries advanced medical and technical research centres, and thousands of business large and small.

Birth of Internet

The INTERNET was born in 1969, when a paranoid American military had nightmares about the primary communication centres being bombed out by Russians. To prevent such occurrence, the ARPA (Advanced Research Projects Agency) set up four communication hosts, linking them in such a fashion which would ensure that even if one got bombed out. Communication would route around the affected area and stay alive.

This network called ARPA net quickly grew. This primary service on ARPA net was electronic mail. It was the first time that emails actually came into use. In very short time, students began linking their own campus networks

Sorting ZIP Codes

Sorting ZIP Codes can be painless, provided all the codes are formatted the same. Here's how to do the sorting if you have different types of ZIP Codes all in the same list.

Storing Sorting Criteria

Need to do the same sorting operation over and over again? Excel doesn't provide a way to save your sorting criteria, but there are a couple of workarounds you can try.

Too Many Formats when Sorting

Sorting is one of the basic operations done in a worksheet. If your sorting won't work and you inserted get an error message, it could be because of the number of custom formats in your workbook. This tip provides information to help get rid of this problem.

into ARPA net, using a well-defined protocol TCP-IP. This joining of networks was also called internetworking, and soon the entire setup was called INTERNET. In 1973, ARPA net allowed international bodies to the net, and after that there was no looking back.

How does the Internet actually work?

The Internet is like a vast transportation system for data. The system includes and connects local, regional, nation and international networks. This Internet expands daily as more networks and computers connect to it.

Let's say that a person in Hyderabad wants to get information from another person in Tokyo, Japan. Now if these two people are in the same company, using some corporate wide e-mail system, the first person as it is known to the corporate e-mail system- usually, a user name. This server as an address on the electronic message, and the send command has the email systems deliver the message to the second person.

In the Internet community, people believe in sharing their ideas and opinions with others. This is so mainly because it is an open forum that has government and no restrictions at all. This policy of openness has led Internet-citizens to put up an enormous variety of hypertext document on the web. This has led to information of very kind being available to anybody who wants it.

World Wide Web

The World Wide Web is an information retrieval system based on hypertext. In hypertext selected words or areas on the screen are expandable, leading to more details about subject. A hypertext allows you to view information without using complex commands and without even using source of information. When a hyperlink is attached to text it is called hypertext.

A browser is a client application on www. The browser displays web pages and makes the connection necessary to follow hypertext links. Www is a global hypertext system that uses the Internet as its transmission medium. The www enables you to access information on the Internet without the use of complicated commands. By linking resources throughout the Internet, the web brings a world of information to your doorstep.

The www could be very simply defined as a universal database of knowledge. Information that is easily accessible to people around the world and links easily to other pieces of information. This allows any user to quickly find the things most important to themselves. It is an Internet one can get information about different topics such as the latest trends in programming languages.

URL's

Every web pages or Internet resources accessible through the www has a unique name, this is URL (Uniform Resources Locator). The URL identifies and locates a resource so that a web browser can access it directly. A URL is type of Internet address.

File Transfer Protocol (FTP)

File Transfer Protocol is a method of transferring files from one computer to another. A protocol is a rule or set of rules that have to be followed by both the client and the server computers so that communication can take place between them. It is the same in case of FTP, the computer that is the requesting for a file is the FTP client, while the computer, which services the request, is the FTP server and both of them follow the FTP protocol. Advantages of FTP are speed, Cost and Choice.

Introduction to e-mails

A hundred years ago a message took 7 days to travel from coast to coast and even longer to cross the ocean. With the advent of airmail, that time was cut to 3 or 4 days. Today overnight mail delivery is available in certain areas, for a hefty surcharge. But faxing and electronic mail provide faster and inexpensive delivery or messages.

Internet Service Provider

An Internet service provider is an organization that maintains a high speed networks of cables connected to the Internet. This organization usually owns more than one powerful computer that is directly connected to the network forming the Internet.

Browsing

The process of navigating among the document is called browsing. The users need to have client software (web browser) such as Netscape navigator to actually retrieve and browse the information on the www. www supports many kinds of documents such as text, pictures, video and audio. Sometimes it is referred to as net surfing.

Browser

It is basically a program that runs on an Internet connected computer and provides access to www resources.

Client

The computer that is requesting for some service from another computer is called client.

Web Server

A web browser is a program that accepts requests for information framed according to the hypertext transport protocol (http). The server processes these requests and sends the requested document. When you access a www server, the document is transferred to your computer and then the connection is terminated. This reduces network traffic by not having to hold on to a line, which you read a document.

Hyper Text Markup Language (HTML)

A markup language is a set of formatting codes that affects that the way present information will be displayed. It is used to create Hypertext Markup Language (HTML) documents. It is not a programming language. Only the presentation but not the contents. The information remains static all the documents that you view on the www are created using HTML.

Home Page

Home page is the document that servers as the initial point of entry to a web of related documents. It contains introductory information, hyperlinks to related resources and navigation buttons to help users find their way among the various documents.

Tips for preparing your e-mail mailing list

No matter how clever your e-mail messages are, it will have little impact if you send it to the wrong people. The more you target your mailing at a customer segment that is likely to be interested in a specific offer, the greater your e-mail campaign's rate of success. Plan on devoting between a third and a half of your e-mail campaign time and budget to refining your mailing list for targeting appropriate customer segments.

You can limit your mailing list to names and e-mail addresses, or you can include more details about each customer so that you can categorize the customers into segments that make sense for your business.

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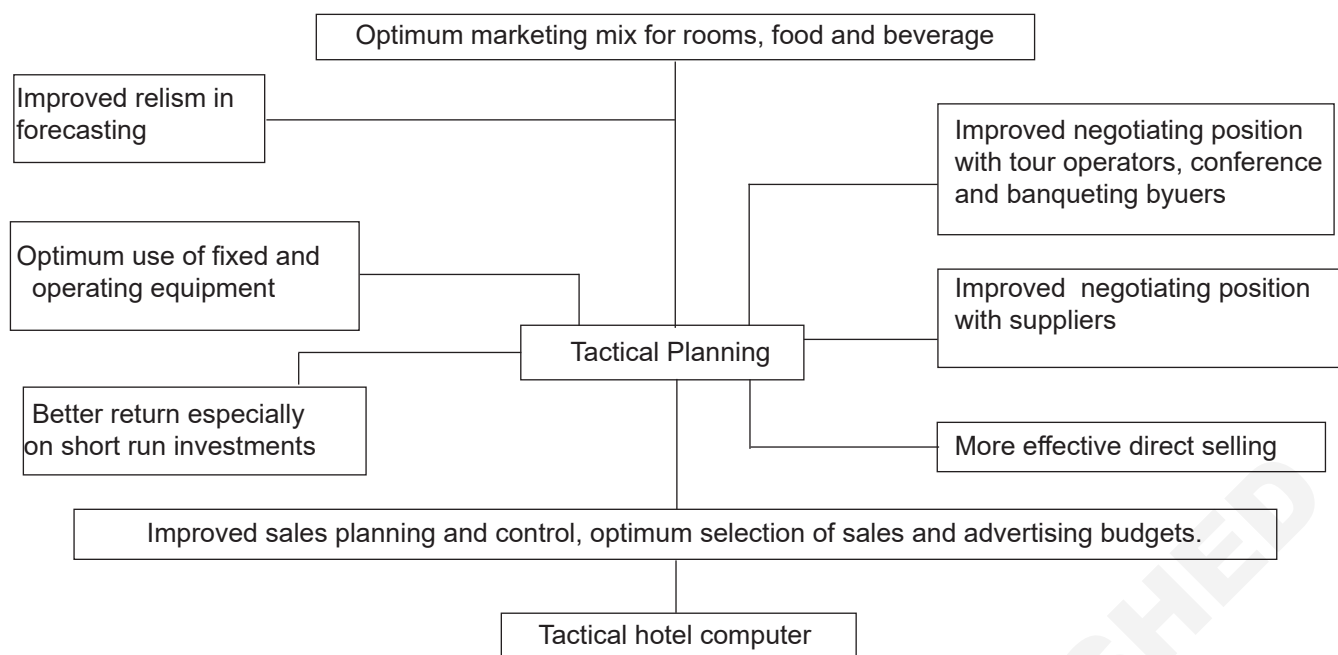
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EVALUATION



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A hotel management operation systems should normally include: (1) Front office system, and (2) Back office system, which includes five main areas such as (a) Financial accounting system, (b) Material management system, (c) Personnel management system, (d) Food and beverage cost control system, and (e) Management information system.

1 Front Office System

The systems should include the following aspects:

Reservations

The reservations system handles all reservations and related activities within a hotel. This subsystem allows for individual (F.I.T). Tour group, conference and miscellaneous group bookings to be made for any data in the future. The reservation accounting functions allows for advance deposit handling and transfer of changes to future reservations. Room availability is also checked for every reservations request, depending on room type and of rooms requested. It handles room -wise, type of room wise and name wise enquiry, makes the accept/ refuse decisions and may also prepare letters for confirmation, refusal, etc. The reservations system handle deposits and generates necessary reports.

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Personal histories on each individual guest are compiled, maintained and updated automatically. This information is available for review by the Front Office Staff.

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The telephone operator system enables operators to have easy access to information about all in house guests, expected arrivals and departures. An optional interface with the EPABX system should allow for automatic posting of telephone changes to guest folios.

Banquet

The banquet system is an unique system that caters to banquet reservations. The extensive inquiry capability of the banquet system gives information on booking positions

for any particular hall, function, day or time. Billing and posting of transactions to the sales ledger also should be handled by this module.

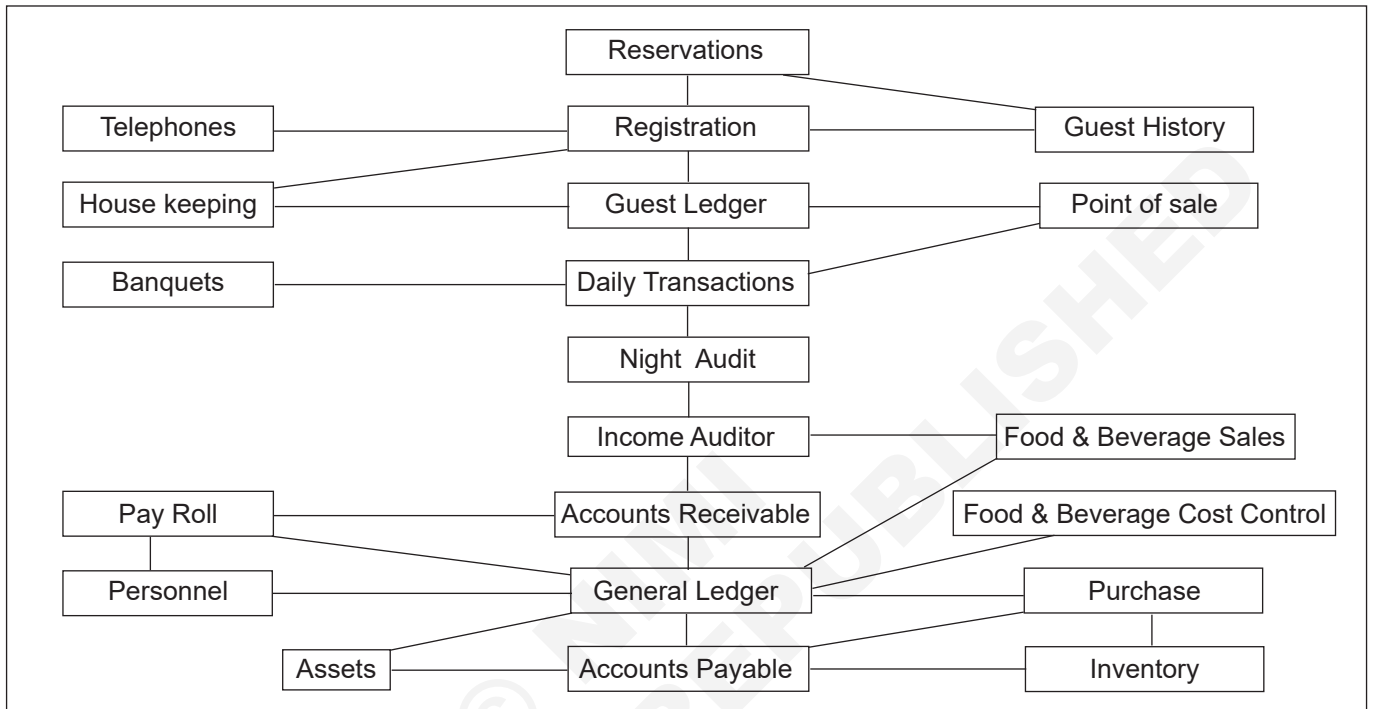
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Night Auditing

The night auditing system is the most important function in the daily operations of the hotel, It posts room tariff automatically, performs the final balance of the entire day's transactions and closes the day's business. A comprehensive audit trail and accounting reports help reconcile all transactions in a short span of time.



Computer application in tourism

Objectives: At the end of this lesson you shall be able to

- **practice application of computer in hotel & transport.**

User should follow, simple rulers for worksheets that are intend to use as database.

- Do not leave a blank row between column heading and data records since it indicates the end of database.
- Field names must be in a single cell and unique at the top of column with in a worksheet.

Automatically Sorting as You Enter Information

When entering information into a worksheet, you may want it to always in a correctly sorted order. Excel allows you to manually sort information, but automatic sorting takes the use of some macros.

Controlling Sorting Order

When you sort information in a worksheet, you have control over the order in which that information is sorted. Here's a quick discussion of the ways that you can affect the sorting order.

Creating a Sort Order

Excel is very flexible in how it can sort your data. You can even create your own custom sort order that is helpful when typing to get non-sequential information sorted in a unique order.

Determining Sorting Criteria

If you need to know how a range of data is sorted, the task is not as easy as you might at first think. This tip examines why such determinations are difficult and how you can go about trying to figure out the criteria.

Fixing Odd Sorting Behaviour

When you sort data that contains both numbers and text, you may not get exactly the result that you expected. To know what is going on, you have to know how Excel views your data.

Ignoring Selected Words when Sorting

If you use Excel to maintain a list of text strings (such as movie, book, or product titles), you may want the program to ignore certain words when sorting that list. This can't be done automatically, but there are ways to get your list in the order you want.

Importing Custom Lists

Custom lists are handy ways to enter recurring data in a worksheet. Here's show you can import your own custom lists from a range of cells.

Incomplete and Corrupt Sorting

Using the sorting tools, on the toolbar, may result in some unwanted results, such as jumbled data. If this happens

to you, the best thing to do (as described in this tip) is to figure out exactly what is being sorted by Excel.

Moving Cell Borders when Sorting

Sort your data and you may be surprised at what Excel does to your formatting. (Some formatting may be moved in the sort and some may not be.) Here's an easy way to make sure that the formatting you apply is moved whenever you sort.

Non-standard Sorting

Information in a cell can be entered using line feeds, which results in multiple lines of data in the same cell. If you later want to sort that information, there are a couple of always you can approach the problem.

Performing Complex Sorts

One way you can easily work with data in a worksheet is to sot it into whatever order you find most helpful. Excel allows you to perform sorting based on the criteria you determine, as discussed in the tip.

Recognizing a Header Row when Sorting

When you sort data in a worksheet, there are a couple ways you can do it. Using the simple way can result in unsatisfactory results if you aren't careful with how you data is organized.

Sorting a Range of Cells

When you sort data in a worksheet, you don't need to sort everything at once. You can sort just a portion of your data by using the techniques in this tip.

Sorting an Entire List

Need to sort all the data in a table? Here's the fastest and easiest way to do it.

Sorting by Colours

Need to sort your data based on the colour of the cell? Excel doesn't include this capability, but you can still do the sorting if you rely upon a macro to do the work.

Sorting by columns

When you think of sorting Excel data, it is likely that you think of sorting rows. Excel also allows you to sort by column, however, as described in this tip.

Sorting by Fill Colour

Sorting data in a worksheet is easy, unless you want to sort by the colour used to fill a range of cells. There are ways to do the sorting, however, as illustrated in this tip.

Sorting by Five Columns

Excel allows you to sort but up to the three columns, but you may want to sort by more than that. This tip provides ways you can get the desired sorted data.

Sorting Data Containing Merged Cells

When formatting the layout of your worksheet, Excel allows you to easily merge adjacent cells together. This can cause havoc later, however, since you can't sort ranges that contain merged cells. This tip provides some guidance on how you can get around this limitation.

Sorting Data on Projected Worksheets

Project a worksheet and you limit exactly what can be done with the data in the worksheet. One of the things that could be limited is the ability to sort the data. This tip explains how you can allow that data to be sorted.

Sorting Dates by Month

Sorting by dates is easy, and you end up with a list that is in chronological order. However, things become a bit more tricky when you need to sort by month. Here are several approaches you can use.

Sorting Decimal Values

Government and industrial organizations often use a numbering system that relies upon a number both before and after a decimal point. Sorting these numbers properly can be a bother; here's some ideas.

Sorting for a Walking Tour

Want to sort addresses by even and odd numbers? By using a formula and doing a little sorting, Excel can return the addresses in the order you need.

Sorting Huge Lists

Got a huge amount of data you need to sort in a worksheet, but Excel doesn't seem to be sorting it correctly? Here's some great information on why this may be happening and what you can do about it.

Sorting Letters and Numbers

Sorting information in a worksheet can be confusing when Excel applies sorting rules of which you are unaware. This is especially true when you are sorting a mixture of letters and numbers.

Sorting or Filtering by Conditional Format Results

Conditional formatting is a great feature in Excel. Unfortunately, you can't sort or filter by the results of that formatting. Here's why.

Sorting while ignoring Leading Characters

Want to ignore some characters at the beginning of each cell when sorting? The easiest way is to simply create other cells that hold only the characters you want to use in the sorting.

Sorting Worksheets

As you get more and more worksheets into a workbook, you'll find yourself moving them around into different sequences. You may even want to put the worksheets into alphabetic order. This tip provides a macro that does the sorting for you.

Sorting ZIP Codes

Sorting ZIP Codes can be painless, provided all the codes are formatted the same. Here's how to do the sorting if you have different types of ZIP Codes all in the same list.

Storing Sorting Criteria

Need to do the same sorting operation over and over again? Excel doesn't provide a way to save your sorting criteria, but there are a couple of workarounds you can try.

Too Many Formats when Sorting

Sorting is one of the basic operations done in a worksheet. If your sorting won't work and you inserted get an error message, it could be because of the number of custom formats in your workbook. This tip provides information to help get rid of this problem.

Computers in hotels

Objectives: At the end of this lesson you shall be able to

- **the reader understands the importance of computers in present day hotel industry for providing more efficient, fast, updated and effective service to the guest. Also understands some commonly used packages in the industry and to be able to select the most useful for his establishment.**

The development of EDP (Electronic Data Processing) and its application to hotel industry, particularly to front office, has been slow and cautious. First it was thought that several hotels might share a common processing facility. Later, time sharing plans were advocated with each centre transmitting data to a computer centre. Neither of these ideas materialized. Now the new generation minicomputers have brought EDP to the use of hotel industry.

EDP is a technological refinement of automatic data processing, that is to say, an improvement over manual processing. The objective is reduced handling of data. It

minimizes manual handling by recording each transaction only once in machine usable form.

Consider the case of a restaurant cheque signed by a guest. The information of the cheque flows from waiter to the restaurant cashier, then to front office posting desk, the night auditor, and finally to the books of accounts. This requires time, means duplication of work, and hence chances of errors. Automatic processing of the information reduces record keeping, improves accuracy, saves time and permits the use of data for additional purposes such as accounts, receivable, update inventory and analyse the purchasing habits of purchaser provided the

hardware system has been properly programmed with the necessary software. The computer system consumes (input), considers (processes) and reacts (output) upon data at a very fast speed.

First means of computer input was “punch card”. In this system the data was recorded on cards. The cards were then fed into one of the several machines. The equipment then reproduced other cards by using the machine readable code of these cards. Then it sorted the data by categories and collected the cards to print out the restructured data. This equipment was slow as the cards had to be run through several pieces of equipment. Hotels actually did not get into this phase of computers evolution.

Later, a ‘paper tape’ was tested as a card substitute. The ancillary equipment was much the same as that for the card. Both needed a punch machine to convert the data into a machine readable language and both needed a reader to convert the processed data back into human readable language. This period (1960’s) was more of a record processing rather than information processing. Equipment was bulky and expensive and was unable to do communicative task which the hotel industry needed. A decade later the second and the third generation computer machines with reduced costs of IC, chips etc. came. Although some hotels tried these computers, they were not accepted by the hotel industry as a whole, in the beginning.

Stored Memory

Today computer stores in memory both the programme that processes it and the data being processed. The information is held in electric or magnetic memory rather than on cards or paper tape. The storage is in the CPU, the main-frame or externally (cassettes, floppies, CDs, discs or tapes) when the data exceeds the capacity of central memory.

Peripheral Equipment

This is the means of getting the data into stored memory. This has also improved along with the basic computer. At one time cards and tapes were used to communicate with the equipment; then typewriters were used to feed information to the hardware and to get back the answers. Now new POS (Point of Sales) devices are appearing such as ‘ECR’ (Electronic Cash Register) connected directly to computer memory, magnetic ink readers for credit cards and security uses, such as room keys, telephone interphasing, sensors and thermostats for temperature and safety control, high speed printers for hard copies etc. New ‘Optical Input’ devices are capable of reading typewritten characters. The computer output is flashed on ‘CRT’ (Cathode Ray Tube) an ‘Optical Output’ device which is a television screen. ‘Optical Input’ device is called ‘Optical Character Recognition’ or ‘Optic Card Reader’ and is abbreviated a ‘OCR’.

On - line systems

In this case, for example, the restaurant cashier feeds the information directly into computer memory where it is

immediately recallable, while in case of “Off-line” system the terminal in the restaurant will merely activate a card punch into the front office, or if the voucher goes to the front office manually the card is punched there. The punch card is filed by room number much like a folio is filed in the cashier’s bucket. It is not placed in the computer memory until the right audit unless the guest leaves and requests a statement. It is processed with all other departmental cards accumulated that day for that day for that room. It is not immediately recallable.

On - line systems are best for tasks that need immediate attention and where time factor is critical e.g. for tasks such as transient ledger billing, credit checks, room requests by Wilkins, etc.

In off-line systems time factor is not critical e.g. for tasks such as city ledger billing, advance reservations, registration cards analysis, guest history, pay bills, inventory, etc.

The “third and fourth generation” computers such as mini computers which cheaper than ever and are more adaptable to the hotel industry have now come and have been accepted by this industry. Mini computers are small but complete data processing systems. Each unit contains the input and output devices as well as the CPU which is the nucleus of any systems. Each self- contained unit can be interfaced with every other unit station.

How Computers Operate

A simple computer can be divided into major components such as the input unit, the CPU and the output unit, etc. Computer does not understand human language. It can take message in +ve and -ve electric signals only. The message is first transferred into the form of these currents with the help of the input device. An electronic eye is fitted in the input device. Message is fed into the input device by various ways such as punch cards, paper tape, magnetic tapes, magnetic disc and magnetic drums, etc.

Electronic rays are passed through the above and the current gets connected or disconnected as per the punching.

The CPU

The CPU can be divided into 3 parts: (1) the memory unit, (2) control unit, (3) arithmetical logic unit.

The CPU controls the functioning of the computer.

The control unit asks the input unit to send the messages and after receiving it sends the message to the memory unit.

The memory unit has some records already stored there in the form of magnetic tape, or discs etc. and whatever information is required; it is fed back to the control unit.

Then the control unit sends the message to arithmetic unit in case there is some calculation or comparisons to be done. After the calculations or comparisons the results is sent to the control unit and then to the output unit by the control unit.

The output unit works on the same line as that of the input unit and translates results into human language.

Types of Computers

Computers are classified into 3 major categories.

- 1 Digital - used for counting.
- 2 Analogue - used for measuring.
- 3 Hybrid - used for both cutting and measuring.

The hotel operations can be divided into two areas: (1) Front office, and (2) Back office.

The front office area includes reservations, registrations, guest history, guest accounting, telephones, room service, restaurant, accounting, housekeeping and night auditing.

The back office area includes account, receivable, inventory control, food and beverage cost control, purchase management, payroll, personnel manager and budgetary cost control etc.

Even a 5% saving made through the use of computers over a period of one year for hotel of the magnitude of approximately 400 rooms shall pay for the computer system control.

The justification of computer installation is not only in terms of economy and controls but provides improved service and guest handling which means a more satisfied guest.

The cost of installation of computer shall depend upon the type of hardware and software purchased and the functions it is supposed to do. Hardware is the same as for other industries but the software has to be tailor-made depending on the specific needs of individual hotels.

An applications oriented system, sometimes called a 'Stand Alone System' or 'Dedicated system' is designed to handle one part of the system, for example, dealing with only pay roll or human resources development.

The management can base their decisions on the analysis of data from the computer. Through the use of computers, tasks such as consumption at the restaurant can be monitored, purchase of raw materials can be controlled, sales can be planned, clientele can be assessed, etc.

Computer, apart from being used as a replacement for manpower and solving the filing problem, can also help in making a guest feel more cherished at the time of arrival and stay, as it will help the clerk in knowing his name, his habits, birthday, likes and dislikes and can help in ensuring future visits.

Smaller computers which don't require elaborate information structure can be used in small hotels as it will help the voluble space otherwise wasted on clerical offices, storage of files etc., and also save on wages to the staff. It will provide a fast, more effective and efficient system. It will provide fewer opportunities and possibilities for the staff to meddle with the accounts, ensure better inventory controls, etc.

It is a common fear that the automation of front office operation would reduce the employment of work of the receptionist to a great extent. On the country, this will provide more time to the receptionist to develop his skill in guest relations and spend more time in face to face relations with the guest.

He will now have more accurate decision making abilities as things will be automatic and based on more accurate information.

Application of Computers in Clerical and Administrative Functions (Tactical and Strategic Hotel Computers)

The application of computers to accommodation management is of great interest because this is generally the area that offers the greatest potential for improvement. Cost reduction, better management information, de-skilling, reduced training and the prospect of more interesting and worthwhile work are the areas of application.

Integrated Hotel System

Very often the same piece of information is used more than once in a hotel by one or more occasions, and also by several departments. The repetitive types of jobs are done on computers very efficiency without boredom. For example, the tasks like pay roll processing or accounting, used on number of occasions for various purposes such as reservation enquiry for check of status on guest history, reservation confirmation for address reservation amendment for locating record on file, arrival list for identification, registration card for legal requirement, telephone for identification, bill folio and watch list for cared control, departure list for identification, guest history for marketing analysis and sale promotion, and mailing list for sale etc. This needs copying of information from on document to another. Multi-part forms may be designed, for example, G.R. card, 'C' form arrival notification slips and folio may all be performed by one set of entry. In a computer system it is possible to takes advantage of these constant references to the same sets of data by integrated data processing. In this technique, the attempt is made to correctly record each data once and then to utilize it in that same form in every possible way to elicit information for planning and control purpose of the operation.

The following examples show applications of computers for clerical and administrative functions of a hotel.

The Tactical Hotel Computer

In this case one or more computer work stations are available to each department of the hotel, providing middle managers with a list to assess the nature of decisions as they are encountered. At this point, the computer moves beyond the stages of simply facilitating the ordinary business functions of the hotel. It will be using some data which is external to the hotel to influence tactical decisions. Thus cooperate success is beginning to depend on the design and application of the hotel's computer based information systems. Managers need to know which data to use for problem solving and which techniques to apply to those data sets. The availability

of machines performing various types of functions have removed constraints which had previously limited, owing to its complexity, the processing of data. Computer based information systems is very valuable to middle managers for tactical planning.

The Strategic Hotel Computer

As computer technology diffuses through society, soon a totally new kind of business structure may emerge. This will affect other types of commercial and non-commercial organization.

At this point, all levels of management will be involved in decision making. But the direction which the hotel will take, in a competitive sense, will be selected on the basis of the output from the information system. Thus, flexibility will be possible by the application of many automated functions, most of which will be supported by the computers.

The computer will be serving top management more directly and it will, therefore, be used to formulate strategic decisions. The difference between the strategic and tactical levels will be noticed in many ways. Firstly, there will be a great expansion in the use of external data sources. An outer circle of activities might be added to the network of information

Processing facilities that will underpin society and business as a whole. There will be much more integration between these and between the information services of the hotel itself. And finally, most of these procedures will be completely automatic, using many self-regulating control functions.

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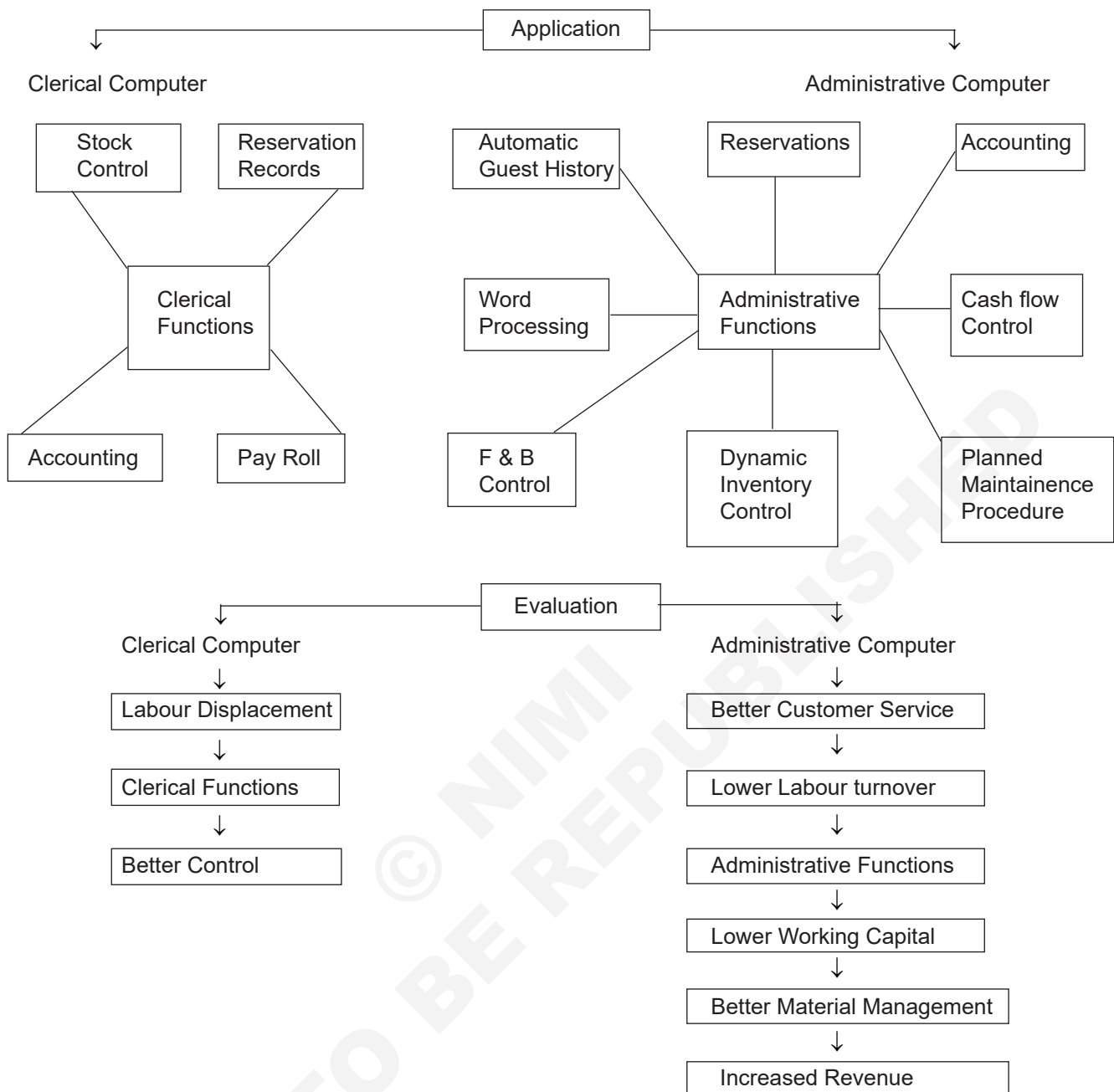
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Computers in Hotels



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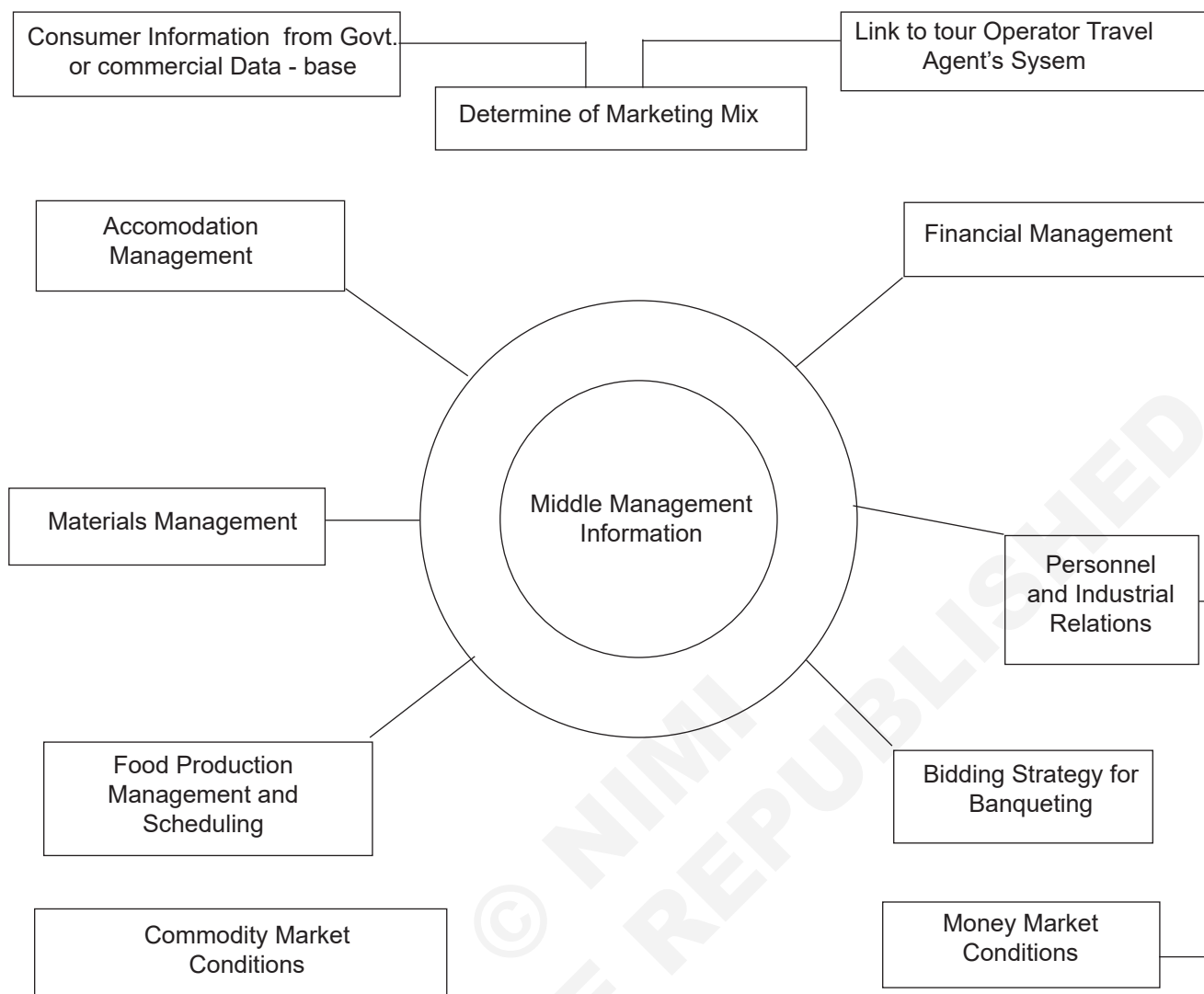
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APPLICATION



Night Auditing

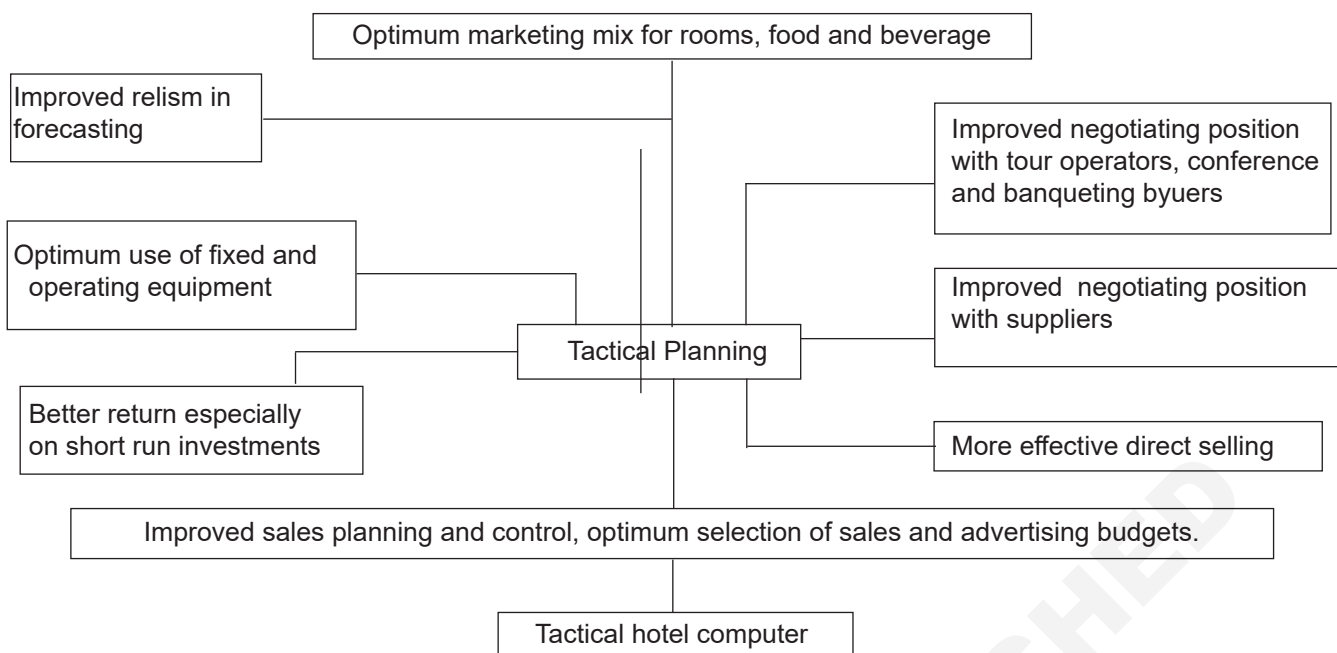
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comprehensive audit trail and accounting reports help reconcile all transactions in a short span of time.

Electronic Cash Register

It handles automatic pricing, display and keyboard changes control; sales analysis, time clocks, etc.

EVALUATION



2 The Back Office System

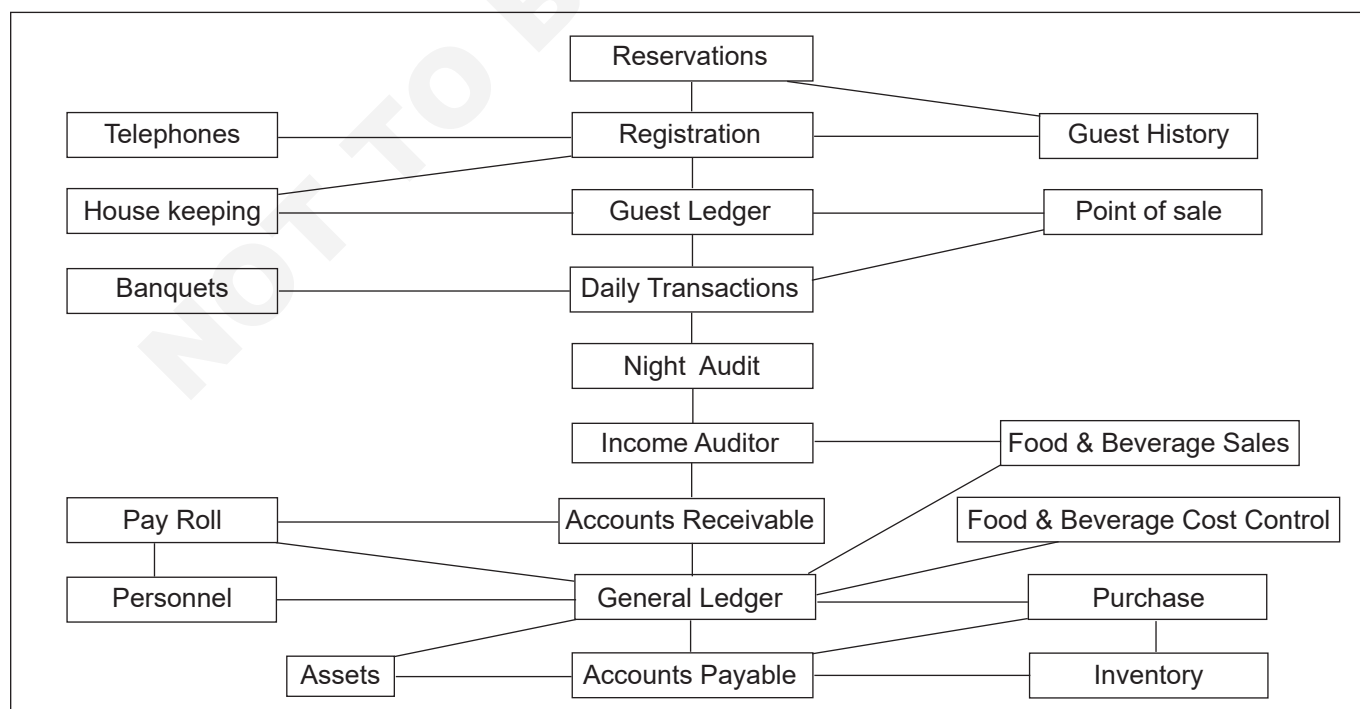
The office system should include the following aspects:

Material Management System (MMS)

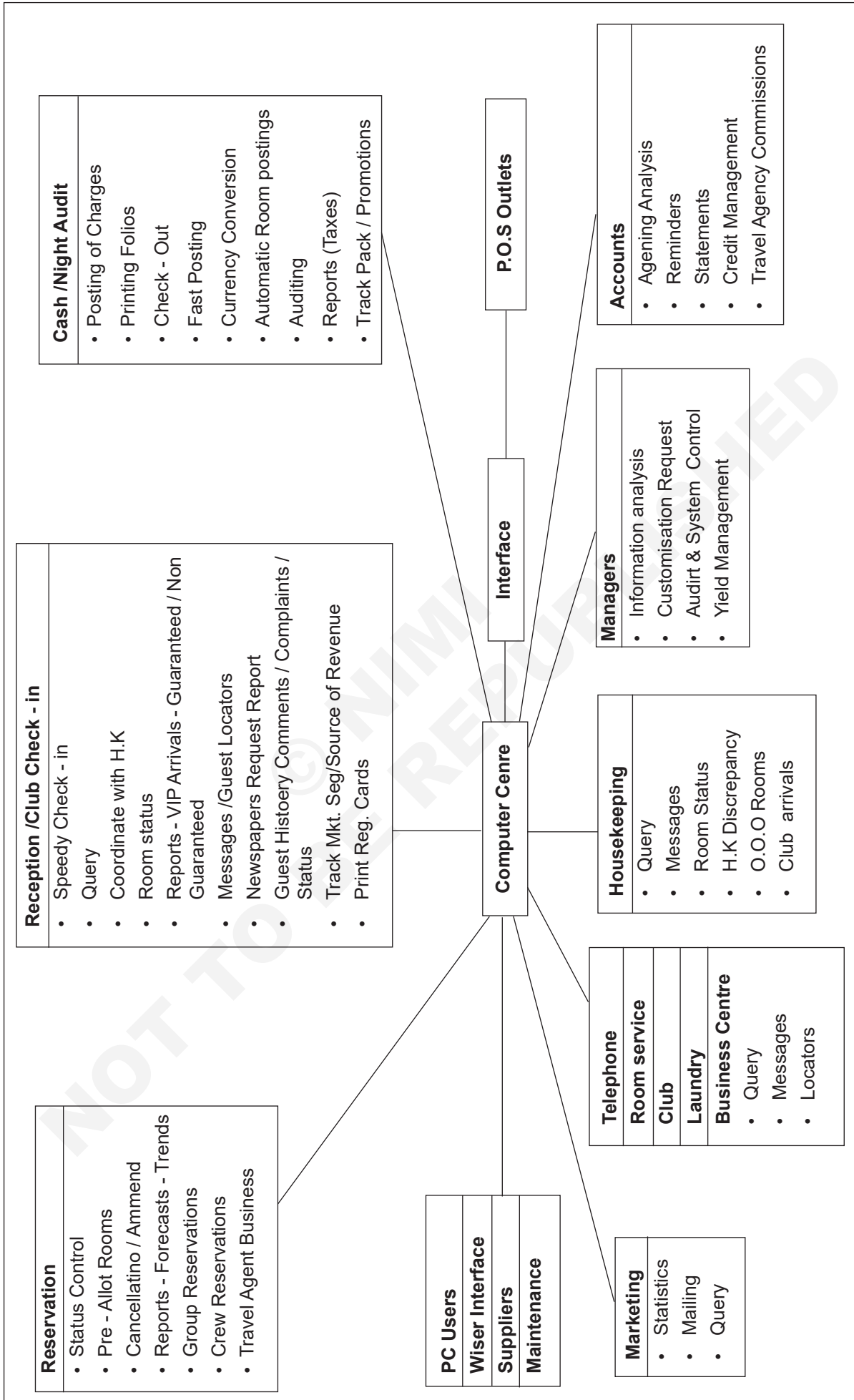
It covers the entire material management function such as requirement, planning, purchase, receipt, stocks accounting. Issues are viewed as an integrated activity. The system should provide information for effective decision making and book keeping.

- Purchase requirements reporting aids better order decisions.
- Historical purchase vendor/cost analysis for lower purchase costs.

- Automatic reminders on pending purchase orders ensure timely supplies.
- Easy monitoring of stocks especially for perishable/ limited shelf-life items.
- Assists administration of purchase and stores department,
- Provides automatic stock accounting
- Aids spot stock taking.
- Provides automatic data for general ledger and department costing.
- Comparison of historical information for trend analysis.



A detailed front office system features



Management Information System

The management information system should provide statistical information to the management to assist in decision making and control. Comparison of budgets with actual by responsibility centre supports management centre systems. Automatic MIS data collection should provide comprehensive business and sales analysis. The timely accurate information provided would ensure increased revenues, higher occupy and cost savings.

Financial Accounting System

Information required for basic accounting functions and financial management of a hotel should be incorporated in a comprehensive set of integrated modules.

- Integration of accounts receivable, accounts payable, stores and accounting and payroll with general ledger.
- Significant aid to accounts administration and audit/reconciliation.
- Monthly trial balance and profit and loss statement prepared.
- Timely, updated, accurate financial information for financial control.
- Faster collections and better information on account receivables.
- Forecasts of cash flow for better cash management.
- Timely statement of accounts for debtors / creditors.
- Comparison of budgeted and actual revenue / expenditure.

Food and Beverage Cost Control System

This module is the most important area of concern in hotel operations the savings possible through control of food and beverage material usages.

- Should establish standards for raw material usage through recipe explosion.
- Should highlight raw materials where variance is exceptionally high.
- Should automatically pick up issues and costing from materials management system.
- Should automatically pick up sales detail from point of sale system, daily meal order.
- Beverage control and electronic bar, bar control system.

Personnel Management System

The most important asset in a hotel is its people. The personnel management system should integrate the requirements for effective career planning, personnel administration and payroll.

- Comprehensive data aids personnel career planning and manpower development.
- Extensive reporting capabilities on employment profiles.

- Should help aids personnel administration.
- Comprehensive payroll system with automatic calculations and printing of payslips.

Management Reports

- Telephone Monitoring and charging - Telephone service, alarm and wake calls.
- Hotel Security - Electronic locks, digital pad system, magnetic system, others (recording signatures, voice recognition) guest room vending and video.
- Tourist and Travel Information System - Tour operation and travel system.

Application of Computers in Hotel Industry in India

Hotel industry in India felt the need of computerization way back in 1982 when Asian Games (Asiad 82) was held in India with an underlying idea of providing more personalized service to the guest. If you have to be on the top in this line to offer more to your guest than any other hotel i.e. ultimate in service i.e. personalization. Fortunately we have today a willing slave called 'computer' as a means of providing a more complete personnel service, which is prepared to work endlessly at very little cost on the most mundane, tedious, boring and repetitive tasks. A computer will change the efficiency of procedure but will not fundamentally affect its value to the guest. Rather, it would make it more reliable, economical and faster. As a part of effective services, guests are pre registered to save time, and individual attention can be given to them. Advance information, especially about VIP's, help in providing exactly what they need without their asking for it. More personalized touch can be given as the operator identifies the guest by name and his/ room number and their needs are attended to immediately. Information is dispatched more effectively, interdepartmental communication is quick and information is quick and information can be transmitted from one terminal to another terminal. Also, the guest accounting is accurate. The guest does not have to wait for the bill to be produced. Last minute meal charges, mini bar charges or telephone call bills are updated immediately and have no late charges. Pneumatic tube used for transmission of information is no more used. At any given moment the status of room can be verified and a report can be prepared. The back office can be used for all the accounting, cash trial balance, payroll, stock control, etc. Another important function, forecasting, leading to better planning accurate room ability for maximizing rooms sales can be done.

Some Computer Companies and Their System Used in India

- 1 **Hoskins System:** One of the first companies to market a micro-computer based front office system in U.K.
- 2 **ICIM-101:** System uses HAGAS software package (Hotel Administration & Guest Account System) (ICIM stands for International Computer Indian manufactures.)

- 3 **ITEKIRA Data Marketed Host:** A front desk software system for small hotels up to 100 rooms.
- 4 **HOLTECH:** designed a comprehensive fully integrated front and back office accounting and financing system called CASII.
- 5 **ICIM HAGAS:** also offered a system called Superstar for back office operation (an interface of front office to a general accounting systems).
- 6 **HAL:** Hospitality and Leisure system form NELCO.
- 7 **O'pm:** Open system
- 8 **HMS:** Slave System
- 9 **Integrated property Mgt. System:** FIDELIO System
- 10 **HIS:** Hotel Information System MICROS (POS)>
- 11 **Back Office Systems:** HOST, MAXEL
- 12 **Personnel/ Finance/&Inventory System:** APCL, OASIS, APGL, ICOMMS, FACT, ICOBCMS.
- 13 **Central Reservation Systems:** NORTH, GDS, SABRE, ITT, SHERATION, GALLILOEOS, SPIRIT, AMADEUS.

Fidelio Hotel Management System

Fidelio hotel management system is a completely integrated system package designed to maximize the efficiency of the hotel. It is a highly flexible system. Its uniform and user friendly interface means that hotel employees can learn this quickly, It is a completely interegrated package designed to mange and maximize the efficiency of hotel operation. It has a special training module which enables the user to work and learn in a real like environment.

Fidelio is a highly user friendly software with pull down menus which help assist the user at very step and only a short term training to staff is required. Fidelio software is one of the most advanced hotel management software. It is a Munich based software company. To save the Fidelio from any virus, Fidelio has its own special file and in case a virus gets into it, Fidelio catches it and leads it into a non-usable file from a data base file and locks it. An additional software called 'Red Alert Software' for extra protection is used. Total hardware i.e. net server, vector nodes and printer are provided by Hewlett and Packard. Servers are Pentium based.

Fidelio and its Importance in Interdepartmental Coordination and Communication

- Promotes smooth functioning of all the departments wherever it is installed.
- Reduce paperwork and helps in saving money on extra stationary.
- Eliminates communications gap between departments and helps in providing quality service to the guest.
- Helps in up keeping of the hotel's good will the guest.

The interdepartmental coordination leads to an attitudinal development in the staff. The lax attitude is replaced with more conscious behaviour as they realize that they are equally responsible for their own actions. It helps save time and reduces work load and increases productivity. Accommodation operations include two basic and important departments' front office and housekeeping. Fidelio helps in interdepartmental and intradepartmental coordination, cooperation and communication in both i.e. front office and housekeeping. Fidelio as a package is an enhancement to interdepartmental coordination. The underutilization of Fidelio shall not give maximum benefit which derived from this software.

Advantages of Fidelio Hotel Management Software Package

Fidelio is an eco-friendly package as it makes the paper works redundant and eliminates filing and storage cost. Fidelio has integrated, configure, context sensitive help system and is in the form of pull down menus with windows and function keys. It has user definable and friendly screen with colour coding by using a set of 12 codes to indicate the status of each room by a 12-colour code. It has a highly flexible programme unlike other software management systems and has facilities like screen printer, report generator, user definable report menus and night audit, etc. It has the ability to create extensive guest history which can record guest stay, behaviours, preferences etc. for ultimate years. Complete graphical plan illustration of each floor allow the front office staff to monitor and control the occupy of every room in the hotel.

Disadvantages and Problems

Since it is very expensive, an underutilization will be very expensive. Its maintenance is also expensive as compared to other systems and proper looking is not done, anybody can access guest profile in front office and hence guest information can be easily altered or erased. User ID should be kept. It is possible that there is no provision to block anyone from reading voluble information hence such provision should be made. Locator information of the guest gets deleted automatically after a particular time. During night auditing, for 2 hours the terminals are shut down; thus check- ins and check outs during the period can't be taken through computer. The colour coding in floor plan is not prominent enough as shading causes confusion.

The following functions provide assistance during operation.

- Integrated, configurable, context sensitive help system.
- Pull down menus.
- Function keys with windows.
- Customizable colours.
- User definable screens.

Some points to prove its flexibility are

- Screen painter

- Report generator
- User definable report menus
- User definable night audit
- User definable pick boxes
- Multiple installation parameter
- Ultimate security levels

Reservation Module

This module includes the various types of reservations. For example individual, company, group, airlines, travel agents, etc. and also by any combination and also wait list reservation. User definable address, reservation, check in and reservation history screen address file for guests, companies, travel agencies, sources and group.

Availability displayed by room type, (this can be made on the basis of yield management principles also), suits availability, several fixed charges in addition to room rate, ultimate reservation availability period. Availability by room number, room rack and rate information and package information availability information availability on function key. Manual or automatic rate assignment. Ability to enter time of arrival. Ability to form a standard / modified confirmation letters and automatic printing of the same for companies or agent. Allotments multiple folios and reservation per room. Ability to combine two separate reservations into one and vice versa. Automatic transfer of charges to another room or account. Billing address for split folio etc. The module converse reservation query by:

Name (First Name, Surname or Partial Name)	Room Type	Country
Arrival Date and Time	Reservation Type	City
Company	No Shows	Market Code
Agent	Cancellations	Source of business
Service	Departures	Deposit & Deposit Limit Date
Group	Allotment	VIP Code Number
Confirmation Number	CRS Number	Room Number
Rate Code	Days Use	Date of Reservation etc.

Other aspects of reservation such as search of guest by membership code, by corporate ID etc. Individual, en bloc, mass cancellation and reason for cancellation, modification of reservation (date of arrival and departure, room rate and type etc.). Multiple reservations for the same guests. Guest history card reservation, assign and unassigned rooms quickly. Ability to print messages in multiple languages, rate projection in different currencies showing separation between charges and taxes etc., generates market code statics and source code statistics, ability to enter important events which are shown in the availability display, create multiple traces for a guest. (A trace is a remark about a reservation which requires action at a specified data by the staff e.g. a specified department - Housekeeping, etc.)

Group Allotment Management

Create rooms block, search view and modify a block, create a block header. After changing the status of a block to open for pick up rooms, the rooms can be picked up from group reservation or individually. Block can be rigid or elastic (overbooking possible/ not possible). Block any combination of room's type with various rate codes or rates. Enter a cut off date; create a group master and multiple paymasters. Series group apply changes to all group guest, one guest only are all guests (same arrival date). Pick up room from an existing block, crate a rooming list.

The group module also includes, creation of a rooming list, fixed or flexible number of person sharing a room,

rate showing option, different length of stay for each member individually, cancel and modify reservation for one or all members of the group, perform automatic room assignment and viewing groups statistics etc. Further functions such as check in of whole group automatically, individual billing for all group members or consolidated billing in master folio and group check or individual check out etc. are also include in the module. Handles all reservations from a complex convention to airlines allotments.

Yield Management/ Integrated Rates

The concept of yield management i.e. the management of yield of revenue in relation with the available room and what shall be the best possible rate structure for the rate availability and charges in the strategy for selling the room of the hotel i.e. reject low price business even if not full when it can predict that the room can be sold to a higher paying customer is also included in Fidelio. This module offers the following features.

- Changing the status of available rooms of a certain rate code or rate category for any chosen date rang including special week day. Possible status codes are open, closed, day use, minimum length of stay etc. selling strategies and calculation of most profitable room rate.
- Setting a strategy for a certain rate code a whole category.

- View available rate code with a function key. (Rate availability depends upon arrival date, number of nights, persons and rooms and the rate code)
- Negotiating strategies and selling techniques are also built in the systems.
- Maintains a snapshot of forecast every day of the year and can show the 'Pick up' curve per day either in numbers or multicoloured graphs.
- Date created on current pattern of occupancy and reservations can be fed to an ultimate number of terminals as per the need.
- For hotel higher profits are possible as rates and occupancy are automatically optimized to the highest level dictated by company strategy.

Packaging

A package refers to a deal in which the guest is given other services also along with room in the rate, e.g., a trekking package, a golf package, etc. (which in addition to room includes rounds of golf), American breakfast, welcome drink, etc., for may be 3 nights and 4 days. Fidelio module offers two ways of handling packages:

- 1 Basic package module and
- 2 Advanced package module.

Basic Package Module

For basic package module Fidelio module can configure (1) Print package on guest folio, (2) Package Price can be added or include to the rate, (3) Multiple posting possibilities such as every night, certain nights of the week on first night or last night or a combination of above.

Advanced Package Module

The advanced package module includes maximum integration between hotel POS and front office Fidelio. Pos changes are always posted to Fidelio. When certain services are inclusive in rates Fidelio creates an allowance for the guest. If there are more postings, Fidelio creates an allowance for the guest. If there are more postings, Fidelio will post them to guest folio.

Check In and Ongoing

This module of Fidelio covers various aspects such as user-definable screens and fields, ability to enter, complete and modify guest data, handling of walk-ins, individual check-in of group members and permanent folio. It also includes query of arrivals by same selections as in reservations and, in addition to this, by walk-in, all arrivals already checked in and day use. The module also covers possibility to modify all reservation data, ability to enter fixed charges and billing instructions at check-in, credit card number check, automatic room assignment, display of available rooms type, room status and any combination of features, reactivate reservation after check-in, credit limit etc. Further the module includes automatic posting of reservation deposits into guest ledger, connection to guest history, room history view activity of a specific room. two other important features of this module are:

- 1 Multiple message system in user-defined languages wherein it is possible to send messages to (i) all guests in-house, (ii) all arriving/departure guest, (iii) all VIP guest, (iii) all VIP (iv) all guests of a particular group, (v) any combination of the above.

2 Direct inward dialing option

Guest History

This module of Fidelio has an ability to create profiles for individuals, guests, companies agents and sources, assign a number to the guest, enter special room features for a guests Possibility to put the guest on all payment cash basis, override the overbooking parameter for VIP, enter a special commission for a client, agent or source, on-line company statistics displays revenue for last 3 years. Statistics of past stays, future reservation and turn a ways, automatic transfer of reservation data into guest history, purge guest programme in order to remove inactive guest and statistics by revenue, number of stays, number of nights, number Of on shows and number of cancellations for individuals, companies, travel agents and sources.

Guest Accounting

Guest accounting module has nearly 800 department codes and approx. 10,000 articles code; It also has paid out new rooms, non revenue accounts and payment (credit card, currencies, and bank transfer etc.) accounts, automatic transfer of specific posting, grouped posting or

all charges to (i) Guest folio (ii) another room (iii) Company/ TravelAgent account etc. The module can correct, modify or split postings, itemized, grouped or complete transfers from (olio to folio, city ledger account, permanent folios, prepare folios for guests without room

number, multiple posting to multiple rooms, possibility to view posting history, posting after check out if required, ability to add supplement text for every posting and interface to POS systems, telephone exchange system, video and mini bar etc.

Check-Out

This module covers the following functions: User-definable folio format in various languages, ability to enter individual and additional text for each folio, automatic printing of folio with department code text. In addition to ordinary and regular folio it can print advance folio, information folio and interim folio, etc., ability to consolidate folios, early departure with pre-posting of room tax, check-out time feature allows detection of late departure, folio spelling and re-grouping facility, possibility of enabling or disabling printing of phone numbers on folio, modify any previous billing instruction at check-out, ability to post additional changes, total or partial transfer of folio to and from another room, ability to change guest data, view messages for guest, unlimited combination of payment mode such as cash, direct bill and credit card etc. and ability to preview folio on screen.

Cashier Function

This is an important Fidelio module and includes various cashiering functions such as user- definable cashier set up (i) user identification (ii) only one user per cashier at a time (iii) fixed starting etc. and credit card and credit check report, city ledger report, currency report, exchange from foreign to local currency and vice versa, daily modification of exchange rate, possibility to enter a buy rate, sell rate etc. for currency automatic calculation of payment balances and cash book printout, handling of paid outs, possibility to print out batch folios for guests departing tomorrow, today, for all guests (Batch folios can be printed while night audit is running).

Deposit Accounting

This covers accounting of reservation deposits, list of outstanding deposits, list of transfers and refunds, deposit reminder report, automatic transfer of deposit to guest folio at check- in and daily trial balance deposit ledger in the night audit, master billing, split rate, staggered

arrival, package plan, room type control, block forecast and traces, etc-All if these are taken care by group and block management functions.

City Ledger/Credit Card Accounting

This Fidelio module cover all the features of city ledger such as automatic transfer of city ledger bills to city ledger accounting at check out, authorization of city ledger check out can be made dependent on users special right grouping of several folios into one, partial payment and credit card commission and various other options to (i) enter payment, (ii) delete accounts, (iii) transfer charges, (iv) correct amount of city ledger charges and compress charges, etc.

Rooms Management

This Fidelio module had the ability to change room status through telephone interface displays room status at any time with function keys floor plan option which helps in graphically designing the layout of floor, room or all rooms of entire property The system displays the status of each, dirty, out of order, out of service, assigned rooms, and discrepancies by various criteria such as (i) all rooms, (ii) all rooms of a specified section,(iii) vacant rooms (iv) occupied rooms, (v) arrivals expected,(vi) departure not paid, (vii) departure paid and arrival etc. The module also had features such as room status report, linen management linen change cycle for every guest, (viii) various option for 'quick cleaning' room possibility to enter an individual overbooking level for every day week or year; room history and assign room etc.

Reporting System

This module cover up user-definable-menus for

- guests in-house,
- reservations,
- uestbistory,
- financial,(v)nigbtaudit,

- statistics,(vii)shift report, etc.

Also various other reports and statistics and comparison with last year (day, month, year) and budget.

Programmed Reports

Fidelio system covers the following programmed reports arrival report, arrival report with remarks ,from guest history and reservation, vacant rooms with selection criteria on clean, dirty or all rooms, forecast of occupancy for a given time period, type and booking type package forecast report, market segment forecast with exact-over view of rooms sold at which rate for the upcoming month, market segment forecast by day, departures of all regular guests and groups, week plan, displays, print out of room plan for 15 days of entered date. Company statistics for sources, agents and companies with the possibility to select by name, master account, country code etc. The module also covers nationality statistics with number of guest per country per day as well as per month, outstanding debts report and commission report etc. and many others useful reports.

Night Audit

The night audit module of Fidelio system features user-definable night audit-handling of on shows, balance control and audit trial report for back office, automatic posting of all fixed charges and room rates, county code, control for country code statistics, transaction log for all activities, posting of telephone charges by telephone interface, rooms and room type Statistics, market code statistics, allotment control, night-auditor's comment for cover page. A very special feature is that during night audit, queries and reporting are possible on other workstations.

Concierge Programme

This programme Of Fidelio module includes following, query, guest history and registration data, all standard function key available, housekeeping module with all functions as in front Office, change of room status, linen change, lock room etc., house ,status display, ability to enter important information such as doctors, theatres ,telephone number, etc, messages, Information of the day: arrival, departures, stayovers, posting wake calls, print call details And most importantly, lock/unlock telephone.

Special Accounts Receivable Programmers

Account receivable Fidelio system module is built in shares files accounts and user interface, control of direct billing at reservation or check-in, creation of accounts receivable accounts in front office or A/R (Accounts Receivable Module), unlimited number of account types, reminder cycles based on account type, ageing reports, reminder letters in different languages, ability to view and modify original front office folio from within A/R module, searches can be by name or alphanumeric automatic reminder printing programme; reminder letter history features shows exactly what letters were sent and when ability to search for changes by name, account number, date, amount range, payment number or front office folio number, prevention of check out unless guest is

attached to a valid AIR account; security and user setup from front office, integrated credit card facility for hotels not using electronic draft capture, similar function keys as in front office, no separate AIR night audit required and ability to use same cashier number as in front office revenue etc.

Function Keys

The function key can be accessed from any part of the front office programme and work like pull down menus. This means that all the functions available on function keys can be accessed anytime from any place in the programme without having to leave the menu currently working upon. The following features are available via function keys such as help Greens, global help, occupancy display of maximum number of rooms available. An important feature is Fidelio control panel which shows all important availability factors for six days each considering definite and tentative reservation out of order rooms, the overbooking level etc. Further it covers features such as room plan with ability to shorten or prolong stays, move guest to other rooms, view guest information, leave a message or display two months survey, house status, graphical floor plans, various types of rate information and query. This module also covers arrivals; guest in-house, departure reservation etc., view guest information screen, create, view and print messages for expected and checked-in view guest locator, display 100 years calendar and events and also calculator and ability to insert result of last calculation.

Front office management

Fidelio PMS (Property Management System) also covers other functions of hotel. For example, Fidelio food and beverage management. This module covers the following: goods receiving, inventory, revenue reports, order management, cost calculation, item administration, recipes, sales mix analysis, vendor selection and evaluation, and reports.

Interfaces

The Fidelio system has the capability of interfacing with the following:

- Interface to Fidelio sales and catering,
- Back office systems such as Abacus, Dataplus, Scale, Sun, Filosof and Multisof etc. Above all, the Fidelio module has the capability of interfacing with any standard back office system which is able to read the file structure of Fidelio.
- CRS such as Global 2, North, Pierre, Red Roof, Wings and Vingorsor, etc.
- Credit Card interface.
- Telephone and call accounting such as AT&T, Alcatel, Ericsson, Octopus, Phillips, Siemens etc.
- P.O.S
- Door locking system such as Besam Timelox; Marlock door locking system, Multicard, Unique, Vinguard etc.

Mini bar such as Unifridge, Electrolux mini bar management system etc.

- Energy management such as Delcomme and Tel Tron etc.
- Voice mail such as AT&T Audix voice power lodging, Ipex voice mail and Centigram voice mail etc.
- With video system such as CIS Pay TV, Grinding and Tele Centre etc, and also
- Paging system such as Nira Butler Paging System and Rank O'Connor.

A brief description of some other integrated pms

Micros

The MICROS 8700 HMS (Hospitality Management System) is the most functional, usable and attractive POS system ever.

- It provides a wide range of information processing, from POS operations to back office operations.
- Open system architecture allows it to operate with any IBM compatible PC, as well as providing multi-user and multi-tasking capabilities, running under SCO-UNIX.
- The innovative touch-screen order entry terminal speeds restaurant orders quickly and accurately, bringing high efficiency to food ordering, cashier functions and management reporting.
- MICROS hand held touch-screen terminals can also be integrated into the system.
- Hoteliers can look at the day-to-day profit and if it is not going well, they can take appropriate action to control costs and opening stocks.
- The POS system provides instant information allowing the management to react quickly to market trends. It can also be used for various kinds of report generation.

Hotel Sales Management

This software system maintains comprehensive files of all past and potential customers from names, address, contact, preferences, booking profiles, and patterns. This database becomes the most valuable marketing resource for the hotel.

It can be used for direct mail promotion, tactical marketing initiatives, policy making and forward planning.

The software takes full account of the hotel capacity and occupancy levels throughout the regions so that the marketing activity can be focused wherever there is greatest potential.

Paper work in the office becomes fully automated, bringing significant reductions in operating costs.

Reservation Network

An automatic reservation system that will cover up all the basic need of a reservation, equating the guest inquiry with the availability of room, confirmation or refusal. Once

a confirmation is done, accurately recording transactions to ensure correct arrival and departure Date, number in the party, number and type of room required, guest name and address, equated rates etc. are completed.

Another very popular PMS (Property Management System) developed by HISI Multi Systems Inc., Phoenix has following features and benefits. Various useful reports generated with this system are also given below.

1 Features

i Reservations

- Guest and folio history.
- Rate tiering, average yield management.
- Inventory period of upto 51 weeks.
- Multiple room reservation.
- Chain setting of upto 99 reservations.
- Rate override for special rates.
- One key availability, and room rack display.
- Guest and group charge routing.
- Room blocking functions.
- Extensive sorting of guest name lists.
- Reservation forecasting.
- One step release of non-guaranteed reservations.
- Availability to book reservations more than one year in advance.
- Group masters and accounts that handle group rates and inventory control.
- Room list input.
- Group pre-block with auto room assignment.

ii Front office

- Registration cards printed by request or in batches for all arrivals.
- Auto room assign option for rapid check in.
- Room. availability at a glance:
- Same day arrival / departure inventory accounting.
- Rapid one step process to check-out guests-and print folio.
- One step group check-in and-check-out.

iii Accounting and back office

- Property defined house accounts-end department Cades.
- Authorization and, billing for guest accounts.
- Flexible rate type and seasons.
- Calculation of discounts, plan and package rates.

- Guest accounting including automatic room and tax posting.
- Deposit, charge and credit posting to master accounts for groups and banquet.
- Travel agent commission and advance deposit tracking.
- One step posting of payments and discounts.
- Automatic creation and transfer of city ledger invoices during end of the day process aging report.
- Automatic or by request printing of guest folios.
- Multiple cashier close-outs or consolidated by shifts.
- Automated end-of-day processing.
- Interfaces available to back office application.

2 Benefits

i Guest Marketing

- Increased business from targeting marketing campaigns generated from yield management and guest history statistics.
- Marketing reports provide information for successful planning and adjusting of marketing strategies.
- Integrated ward processing and labels generated for mailing.

ii Reservations

- Rapid and more efficient guest reservations results in all proved guest relations and services and increased revenues through repeat business.
- Reduction of reservation processing time.
- Instant updating of room status ensures maximum occupancy and improved Room control.

iii Accounting

- Reduction in staff time through night audit automatic posting
- Accurate transaction posting reduces charge disputes and. uncollected late charges.
- Check credit limit to reduce loss from credit card overcharges.
- Interface to call accounting systems ensures that long distance and long calls are posted automatically,
- P.O.S. interfaces ensure accurate and automatic posting of all P.O.S. charges.

iii Miscellaneous

- Full "Smart" colour workstations with "On-line" help.
- Housekeeping cleaning status functions and reporting.
- Fully automated internal hard desk backup.

- System security restricting functions to operators authorized -by management.
- Optional automatic reservation centre open and close functions.

3 Reports

i Systems generated reports

- Guests booked on date report.
- All guests records for date report.
- Room rates audit report.
- Deposit activity report.
- Daily activity report.
- Cashier shift report.
- Pay in advance report.
- Credit limit exception report.
- Occupied rooms/room count/room rate exception report.
- On-screen report viewing.

ii End-of-day report

- Department audit report.
- Guest house, deposit and inactive ledger balance.
- Complimentary rooms report.
- Override rates report.
- Group master and cut-off report.
- Posted room/tax report.
- Cashier close out report.
- Daily activity closeout report.
- Room count/house-count report.
- Guest file expectation report.
- City ledger account report.
- Source of business report.
- Off market room report.

iii Central reservation interface: (the following reports are obtained only if Host CRS provides)

- On line auto dial communications to CRS.
- Property to property reservation.
- Send and receive administrative messages.
- Display seven days reservation centre status.
- Recall and display reservation centre message logs.
- Property control of reservation centre status in sensitive rates and inventory areas.
- Open/close inventory by room type.
- Open/close plans or package rates.

- Update reservation centre rate schedule.
- Centralized travel agents commission report.
- Set minimum length of stay status.
- Set close to arrival status by room type.

Role of Information and Technology in Hotels

Time is a very valuable resource and asset of this millennium. It is more precious than money. Hence it will be to the advantage of hotel industry to find a way to couple time with technology and make maximum utilization of it. Hence the punch line is "Make rapid change your best friend".

Internet

It is one of the most modern and upcoming technology of the day. Following are its features and benefits.

Features /Benefits

- Opening international market.
- Making business information available.
- Selling products and services.
- Business round the clock.
- Quick information updates.
- Receiving feedback.
- Public relations and enhancing customer service.

Internet in the Hotel Guest Room

This technology allows hotel guests to fully access the Internet on their in-room televisions. An innovative infrared wireless key board is used for this. A web-browser, E-mail connection, premier service centre and on line multilingual help are all provided to maximize the Internet experience whilst staying at the hotel.

TV Interactivity

Through this concept, various guests can have access to same movie at different times according to their own convenience. The movie will start from the beginning for each guest regardless of the time they switch on their TV sets. Another major use is that the guest can at any time refer to their TV sets for looking at their bills, charges, credit limits and amount spent, etc.

Electronic Concierge

The E-concierge redefines the concept of the concierge. Like an ever present personal this facility empowers the guest to take a "Multimedia graphic and sound assisted hotel, the city, shopping centres etc., all at the convenience of sitting in his room. facility is further going to include, making reservations at restaurants, buying of cinema etc.

New Technologies

- Voice over Internet
- Video conferencing
- Internet TVs
- Star scan

Reasons for failure of some early reservation systems

- High overheads
- Competition

Many independent reservation networks from the start could not exist for long because of the following reasons.

Key Terms		
Electronic Data Processing	Hybrid	Digital
On Line and Off Line	Analog	CPU
Stand Alone System	Main Frame	IC-Chips
MIS	Electronic Cash Register	EPABX

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Tourism - Accounting

Objectives: At the end of this lesson you shall be able to

- **basics of computer accounts.**
- **knowledge of accounts in hotel accounting.**

Front Office Accounting System

The front office accounting system is responsible for:

- Creating and maintaining an accurate accounting record for each guest or non guest in the hotel.
- Tracking all financial transactions throughout the guest cycle.
- Ensuring internal control over cash and non-cash transactions
- Recording settlement for all goods & services provided

“ The front office accounting system shall be customized and tailored to track each hotel’s needs. Therefore, no two hotels have exactly the same front office accounting systems.

General concepts of front office Accounting:

“ Below is a brief description of some accounting terminologies used frequently in the front office department.

Accounts:

- An Account is a form on which financial data are accumulated, summarized and brought to its ending balance. Moreover, all accounts shall have two entries referred to as Debit (dr) (or charges) versus Credit (or) (or payments).
- The most widely used representation of accounts is the T-Account, which summarizes debit entries on the right hand side.
- Hotels operating under the manual system get use of journal forms to account for different front office accounting transactions.
- As far as front office accounting is concerned, there are two major types of accounts widely used:
 - Guest accounts describe all charges and payments of guests who are already registered at the hotel.
 - Non-guests (house or city) accounts: describe all charges and payments of non-guests. To illustrate, a potential guest sending a certain deposit to guarantee a reservation is a non guest. Moreover, charges and payment of guests who checkout with any method of payment other than cash, shall be opened a non-guest account Lastly, visitors and employees with charge privileges shall be opened non-guest accounts.

Folios

- A folio is a statement of all transactions (i.e debits & credits) affecting the balance of a single account. A Checkout, any guest folio should be balanced to 0 through full cash payment, credit card transfer, personal check transfer, special program transfer and direct billing transfer.
 - The correct way of maintaining folios starts with proper posting, which is the process of recording transactions on a folio (i.e. proper folio, proper location and proper amount).
 - Under the manual, semi automated and fully automated systems, folios are called handwritten folios, machine posted folios, and computer based electronic folios respectively. Moreover, all folios shall have a unique serial number for internal control and storing purposes.
 - In the front office department, there are four common types of folios used:
 - Guest Folios: accounts assigned to individual persons or guestrooms.
 - Master Folios: accounts assigned to more than one person or guest room; usually reserved for guest groups.
 - Non-Guest (or semi-permanent) Folios: accounts assigned to non-guest business or agencies with hotel charge purchase privileges.
 - Employees Folios: accounts assigned to employees with charge purchase privileges.
- 5 Apart from the above mentioned common folios, front office department get use of some other types of folios such as A type, B type, C-type, D-type and E-type folios.

Vouchers

Vouchers depict the details of the transaction information gathered at the source of transaction and is, hence, a supporting documents used only for internal control purpose, Below are some of the commonly used vouchers in the hospitality industry.

- Cash vouchers
- Credit card vouchers
- Charge vouchers
- Transfer vouchers
- Paid out vouchers
- Correction vouchers

- Allowance vouchers.

Points of sale (i.e. POS)

- A point of sale is the location at which goods or services are purchased; sometimes called a revenue center. Moreover, due to technology breakthrough, some non-traditional point of sales emerged such as in-room movie & in-room vending service systems.
- Since charges are usually, incurred at remote points of sale, and guest and non-guest folios are maintained at the front office department, posting of different guest and non guest charges shall be performed. An electronic transfer ensures this, under the fully automated system. Under manual and semi automated systems posting shall be done by a physical submission of different vouchers to the front office department.
- When posting charges, the following items shall be considered.
 - Amount of the charge
 - Name of the point of sales outlet
 - Room number & name of the guest
 - Brief description of the charge.
 - Guest signature employee identification.

Ledgers:

- The front office ledger is the collection of front office account folios, which usually include guest ledgers (i.e. charges and payments of all guests staying at the hotel).
- At any moment in time, the account receivable includes the addition of guest ledger and non guest ledger (or city ledger) which refers to charges and payments of all non-guests.

Creation and maintenance of Guest Accounts:

- All guest folios shall be created during the pre-arrival or arrival stage of the guest cycle moreover, folios might be either placed in front desk folio tray (i.e posting tray, folio well, or bucket) or stored as an electronic guest folios in fully automated systems.

- As for as walk-ins are concerned, all their guest folios are created at the arrival stage.

Record keeping systems:

- Non automated systems. Ensured through a series of columns listing individual debit and credit entries accumulated during the occupancy stage after which and establishment of an ending outstanding balance is needed.
- Semi automated systems: Under this very system, all guest transactions should be printed sequentially on a machine pointed folio, Later, the front office clerk needs to come up with the folio outstanding balance, It is extremely important here to mention that, under this very system, each account's previous balance shall be re-entered each time a transaction is posted to the folio.
- Fully automated systems: All guest charges are automatically posted to an electronic folio.

Guest charge privileges:

Potential guests who would like to have guest charge privileges shall present an imprint of an acceptable credit card or direct billing authorization at registration. Failing to do so, guests would have to pay, in full, all their charges through cash, hence called paid in Advance (PIA) guests and have, hence, have no post status.

Credit monitoring

In order to monitor and control charge privileges, the front office clerk should check whether the total net purchases are less than the minimum of floor limit (i.e credit card company's limit) and house limit (i.e. hotel's limit). At least, each day, lists of guests with high risk or high balance accounts shall be communicated to all point of sale outlets. This is vital since, failing to do so, will let point of sales outlets continue giving charges privileges to a point that eventually the credit card company refuses to pay the amount of money exceeding its limit. This will cause very serious financial losses to the hotel.

Account maintenance:

Whatsoever system hotels operate, maintenance of guest and non-guest accounts is ensured by the following formula:

$\text{Net outstanding balance} = \text{Previous balance} + \text{Debits} - \text{Credits}$ $\text{NOB} = \quad \text{PB} \quad + \text{DR} \quad - \text{CR}$
--

Tracking Transactions

- Under the manual and semi-automated systems, tracking transactions is ensured through an intensive use of vouchers. On the other hand, Under fully automated systems, tracking transactions is ensured through on-line electronic transfer of transactional information from remote points of sale to the front office main frame terminal.
- In accounting, a transaction is an exchange of goods, and services for cash or a promise to pay. Under this

very assumption, "nothing happens until a transaction occurs". This means that front office clerks shall first of all have a transaction, its supporting documents (i.e vouchers, invoices..) to be able later to debit or credit certain accounts.

- In hotels transactions might have the form of:
 - Cash payment
 - Charge purchase
 - Account correction

- Account allowance
- Current transfer
- Cash Advance.

Cash Payment

In this very transaction, front office clerks shall post cash payment as a credit in the guest folio. Moreover, cash vouchers shall be used as a transaction supporting document.

Charge purchase

Charge purchase represent deferred payment transactions that increase the outstanding balance of a folio accounts in this transaction type, front office clerks shall use charge vouchers as a transaction supporting document.

Account correction

Account correction is used to resolve a posting error in a folio detected at the day the error is made (i.e before the closing of the business day). In this transaction, front office clerks shall use correction vouchers as a transaction supporting document.

Account allowance

Account allowance occur because of two reasons:

- Either as compensation of poor service, or as rebates for coupon discounts. That way, guest outstanding balance decreases.
- As to correct a posting error detected after the closing of the business day.

For both reasons, front office clerks shall prepare on allowance voucher as a transaction supporting document.

Internal Control

- In the hotel industry, the main purpose of internal control is to track transaction documentation, verify account entries and account balances, and to identify vulnerabilities in the accounting system. The keyword to internal control is auditing, which is the process of verifying front office accounting records for accuracy and completeness.
- Below are some forms that are of extreme importance to internally control, one of the most vital assets in the hotel (i.e. cash).

Front office cash sheet:

The front office cash sheet lists each cash receipt of disbursement in order to reconcile cash on hand at the end of a cashier's shift with the documented transactions that occurred during the same shift.

Cash house banks or petty cash

- Petty cash is the amount of cash assigned to a cashier so that he/she can handle the various transactions that occur in a particular work shift.
- At the beginning at each shift, all cashiers most sign their cash banks and at the end of the shift, shall deposit

all cash, checks, and other negotiable instruments in the general cashier's safe deposit box. Moreover, at the end of each shift, cashiers should watch out for cash discrepancies (i.e any difference between from office cash sheet and the actual amounts in their cash drawers) Cash discrepancies might have the form of cash overages, shortages, or due backs.

- Lastly cashiers might come up with the not fresh concept, which is,

Amount of all cash, checks and other negotiable instruments in cashier's drawer - amount of the initial cash bank + all paid outs.

Audit control

Along with the fact that hotels might employ internal control auditors, at least once in a year (especially for hotels traded in the stock market) to get one of external certified public accountants responsible for approving hotel's accounts.

Settlement of Accounts

One of the responsibilities of front office clerks is to settle guest accounts, which means the eventual collection of payments for outstanding account balances to 0]. This is usually ensured either by full cash payments, transfer to an approved credit card, personal check special program, or direct billing account.

Front office cashier

The front office cashier is an important person and is in direct contact with the guest. He presents the final bill to checkout guest and his responsibility is to ensure that all guest does are settled before his departure. He is a member of from office department functionally but in many hotels to reports to income accountant and chief accountant. The office of the front office cashier is the cashier section of the front desk which is in the lobby of the hotel. He must be an honest person well versed with manual, mechanical and computerized system of accounting. His main duties include posting of all guests charges and credit to their respective folios accurately, present the bills to the guest, receive payment against it and issue a receipt to the guest. He must be well aware of all the foreign exchanges regulations as he is involved in the encashment of foreign exchange regulations as he is involved in the encashment of foreign exchange. He also deals with non-cash payments such as credit cards, airlines and travel vouchers.

The cashier should have the knowledge of acceptable currency and a list of all those countries whose currency can be accepted should be available with him. An overriding commission rate may be charged by the hotel as service charge. Current exchange rates should be available. Same type currencies should not be confused, coins should not be accepted, as usually banks are unlikely to accept coins.

Guest Accounting

Guest accounting module has nearly 800 department codes and approx. 10,000 articles code; It also has paid

out new rooms, non revenue accounts and payment (credit card, currencies, and bank transfer etc.) accounts, automatic transfer of specific posting, grouped posting or

all charges to (i) Guest folio (ii) another room (iii) Company/ Travel Agent account etc. The module can correct, modify or split postings, itemized, grouped or complete transfers from (folio to folio, city ledger account, permanent folios, prepare folios for guests without room

number, multiple posting to multiple rooms, possibility to view posting history, posting after check out if required, ability to add supplement text for every posting and interface to POS systems, telephone exchange system, video and mini bar etc.

Check-Out

This module covers the following functions: User-definable folio format in various languages, ability to enter individual and additional text for each folio, automatic printing of folio with department code text. In addition to ordinary and regular folio it can print advance folio, information folio and interim folio, etc., ability to consolidate folios, early departure with pre-posting of room tax, check-out time feature allows detection of late departure, folio spelling and re-grouping facility, possibility of enabling or disabling printing of phone numbers on folio, modify any previous billing instruction at check-out, ability to post additional changes, total or partial transfer of folio to and from another room, ability to change guest data, view messages for guest, unlimited combination of payment mode such as cash, direct bill and credit card etc. and ability to preview folio on screen.

Cashier Function

This is an important Fidelio module and includes various cashiering functions such as user- definable cashier set up (i) user identification (ii) only one user per cashier at a time (iii) fixed starting etc. and credit card and credit check report, city ledger report, currency report, exchange from foreign to local currency and vice versa, daily modification of exchange rate, possibility to enter a buy rate, sell rate etc. for currency automatic calculation of payment balances and cash book printout, handling of paid outs, possibility to print out batch folios for guests departing tomorrow, today, for all guests (Batch folios can be printed while night audit is running).

Deposit Accounting

This covers accounting of reservation deposits, list of outstanding deposits, list of transfers and refunds, deposit reminder report, automatic transfer of deposit to guest folio at check-in and daily trial balance deposit ledger in the night audit, master billing, split rate, staggered

arrival, package plan, room type control, block forecast and traces, etc-All if these are taken care by group and block management functions.

City Ledger/Credit Card Accounting

This Fidelio module cover all the features of city ledger such as automatic transfer of city ledger bills to city ledger

accounting at check out, authorization of city ledger check out can be made dependent on users special right grouping of several folios into one, partial payment and credit card commission and various other options to (i) enter payment, (ii) delete accounts, (iii) transfer charges, (iv) correct amount of city ledger charges and compress charges, etc.

Cashier Check List

- Posting payments
- Posting charges
- Exchange foreign currency
- Changing personal checks, pounds and dollars travelers cheques.
- Posting paid out.
- Petty cash payments
- Check-out cash payments
- Check out credit card payments.
- Check out account to companies
- How to split bills on check out
- Corrections and adjustments
- Correction and adjustments to restaurants
- Filing in credit card details
- Credit card authorization
- Guest paying bill, night before departure.
- Balance brought forward bills
- Late checkout charges
- Correcting foreign currency
- Cashing up
- Credit card banking
- Weekend float

Bills Section

It is a very important auxiliary section of the hotel whose job is to maintain the record all up to minute details of the accounts of the guest. A person who checks into a hotel is usually entitled to credit facilities for his purpose of accommodation, food and beverages, telephone and other facilities, etc. When the hotel is big transactions are many and it is all the more important to have a separate billing section. Speed and accuracy in preparing and maintaining of guest account is very important so as to avoid any late charges. This is possible when there is very effective communication system between the billing section and sales outlet. Depending upon the type of hotel the communication method can be.

Manual: In case of a small hotel where or any other person from the department where the sale has taken place would rush immediately. This must be done immediately to avoid any late charges with the signed voucher to the bills section for entry into the guest folio.

Mechanical: In some hotels pneumatic tubes are used where the signed voucher of the guest are sent through pressure suction tubes from the outlet selling the service or commodity to the bills section.

Fully automatic system: In this case, immediately after the transaction is complete at point of purchase and the guest has signed the voucher the entry of the same is made in the computer terminal of the transaction and the guest account in bills section is automatically updated.

Making road transport by application of computer: There are more uses of computer in transportation like intelligent highway infra structure including electronic toll collection, emergency vehicle notification system. Automatic road enforcement with lifting. Highway speed cameras, variable speed limit detecting collection avoidance system systematic traffic, dynamic traffic lighting etc.

Airlines: One of the most benefited industry is airlines. It is used for ticketing, plan flight, scheduling air craft and crew. Trouble shooting maintenance, fixation of fares. Computer have helped airline operation in many ways from reservation to aircraft and manufacturing is the new trend and ultimately increase the productivity.

Developing tour packages: The tour itinerary can be fabricated completely from scratch can be created (or) from a range of pre-configured template and then to tailor made tour. Travel software is comprehensive and influencing web based online booking engine, designed for travel and tourism industry through software system web based tours, vacation, package and booking. It enables the customer to design their own week ends and vacation packages with local attractions. Fulfilled events, tickets & adventure, spa, family get together etc.

Travel accounting: Travel accounting consist of accounting software, computer files, computer & printer. Currently all business companies maintain integrated. Computerized accounting system the computer automatically perform some of the steps in the accounting system since all related posting & entries are simultaneously updated the mgt can concentrate on business development and verify the MIS at any point of time.

Basics of accounting: The basic of accounting are

- Income statement
- Balance sheet
- Assets - liabilities
- Statement of cash flow etc.

By adopting to daily use of computer to accounting the daily transaction is getting ported faster and easy access to daily reports etc. then the business will become sound and the entry process will be on record that can be verify at any point of time by the management.

Maintenance of Ledger: In book keeping accounting ledger are important because they reflect all the transaction held during the current period of particular head of expenses / Income and furnish summarized statement.

- To port entries with general ledger.
- To take preliminary trial balance.
- To find out total income / expenses in different head of accounts for a particular period.
- To prepare financial statements.
- It is very important for maintaining the business financial operations.
- It plans the state of expenses done on various heads & the unwanted expenses.

Simple & final accounting: The basic accounting in the business is setting up financial accounting summary. It gives head note for both more profitable and better decision making.

Accrual basic accounting

Cash basic accounting

Accounts payable

Accounts receivable etc

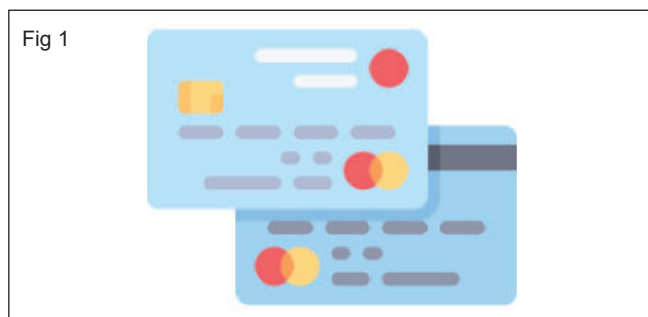
The financial accounts consist of the following accounts

- Income & expenditure accounts
- Principle & loans appropriations accounts
- Balance sheet

Banking cards (Debit / Credit / Cash / Travel / Others) (Fig 1)

Banking Card

Banking cards offer consumers more security, convenience, and control than any other payment method. The wide variety of cards available – including credit, debit and prepaid – offers enormous flexibility, as well. These cards provide 2 factor authentication for secure payments e.g secure PIN and OTP. RuPay, Visa, MasterCard are some of the example of card payment systems. Payment cards give people the power to purchase items in stores, on the Internet, through mail-order catalogues and over the telephone. They save both customers and merchants' time and money, and thus enable them for ease of transaction.



How to get it

- Provide KYC (Know Your Customer) information to open a new account.
- Apply for Card with option of Debit / Credit Card.
- Get a PIN

Service Activation

- Visit an ATM to activate PIN
- May take about 3-7 days

What is required for Transaction?

- PoS terminal or online payment gateway.
- Present Card physically or card details for online transaction.
- Provide PIN
- Provide OTP (One Time Password) received on registered mobile to complete online transaction for merchant website.
- Self-service and/or Assisted mode

Transaction Cost

- NIL to customer for merchant transactions.
- Annual fee and limits on ATM transaction by banks discretion.
- 0.50% to 2.25% paid by merchant
- Cash-out charged to customer in case of credit cards @ 1% to 3.5% of transaction value.

Disclaimer: The transaction costs are based on available information and may vary based on banks.

Services Offered

- These cards can be used at PoS (Point of Sale) machines, ATMs, microATMs, Shops, wallets, online transactions, and for e-commerce websites.
- International cards can be used across globe for multiple currencies.

Funds Transfer limit

- User can set up transaction limit based on card.
- Based on credit ratings.

Unified Payments Interface (UPI) (Fig 2)

Unified Payments Interface (UPI) is a system that powers multiple bank accounts into a single mobile application (of any participating bank), merging several banking features, seamless fund routing & merchant payments into one hood. It also caters to the "Peer to Peer" collect request which can be scheduled and paid as per requirement and convenience. Each Bank provides its own UPI App for Android, Windows and iOS mobile platform(s).



How to get it

- Bank a/c
- Mobile number should be linked with bank a/c
- Smart Phone with internet facility
- Debit Card for re-setting MPIN.

Service Activation

- Download the App for UPI
- Do registration online on the App with a/c details
- Create a virtual ID
- Set MPIN
- 5-7 minutes

What is required for Transaction?

- Smartphone with internet facility
- Registered device only
- Use registered MPIN
- Self Service Mode

Transaction Cost

- NIL to customer by most Banks
- Customer pays for data charges

Disclaimer: The transaction costs are based on available information and may vary based on banks.

Services Offered:

- Balance Enquiry
- Transaction History
- Send / Pay Money
 - Virtual Address
 - A/c no. & IFSC code
 - Mobile no. and MMID
 - Aadhaar (to be made functional)
- Collect Money
 - Virtual Address
- Add bank account
- Change / Set MPIN
- Notifications
- A/c Management

Funds Transfer limit:

- 1 lakh / transaction

Aadhar Enabled Payment System (AEPS) (Fig 3)

AEPS is a bank led model which allows online interoperable financial transaction at PoS (Point of Sale / Micro ATM) through the Business Correspondent (BC)/Bank Mitra of any bank using the Aadhaar authentication.

Fig 3



How to get it

- Provide KYC (Know Your Customer) information to open a new account.
- Aadhaar Number should be linked with bank a/c.

Service Activation

- None
- 1-2 minutes post Aadhaar seeding

What is required for Transaction?

- MicroATM
- Remember Aadhaar
- Give Bank name
- Present self (Aadhaar holder) with Bio-metrics (Finger and/or IRIS)
- Assisted mode

Transaction Cost:

- NIL to customer
- Merchant or BC may get charged or paid based on bank's discretion.

Disclaimer: The transaction costs are based on available information and may vary based on banks.

Services Offered

- Balance Enquiry
- Cash Withdrawal
- Cash Deposit
- Aadhaar to Aadhaar funds transfer
- Payment Transactions (C2B, C2G Transactions)

Funds Transfer limit

- Banks define limit. No limit for RBI.

Unstructured Supplementary Service Data (USSD) (Fig 4)

The innovative payment service *99# works on Unstructured Supplementary Service Data (USSD) channel. This service allows mobile banking transactions using basic feature mobile phone, there is no need to have mobile internet data facility for using USSD based mobile banking. It is envisioned to provide financial deepening and inclusion of underbanked society in the mainstream banking services.

Fig 4



*99# service has been launched to take the banking services to every common man across the country. Banking customers can avail this service by dialling *99#, a "Common number across all Telecom Service Providers (TSPs)" on their mobile phone and transact through an interactive menu displayed on the mobile screen. Key services offered under *99# service include, interbank account to account fund transfer, balance enquiry, mini statement besides host of other services. *99# service is currently offered by 51 leading banks & all GSM service providers and can be accessed in 12 different languages including Hindi & English as on 30.11.2016 (Source: NPCI). *99# service is a unique interoperable direct to consumer service that brings together the diverse ecosystem partners such as Banks & TSPs (Telecom Service Providers).

How to get it

- Provide KYC (Know Your Customer) information to open a new account.
- Mobile no. should be linked with bank a/c
- Register for USSD/Mobile Banking
- Get MMID (Mobile Money Identifier)
- Get MPIN (Mobile PIN)

Service Activation

- None
- 1-2 minutes

What is required for Transaction?

- Remember MMID
- Remember MPIN
- Dial *99#
- Registered mobile number with any phone (feature or smart).
- Self Service mode

Transaction Cost

- NIL by system
- Rs. 0.50 charged to customer

Disclaimer: The transaction costs are based on available information and may vary based on banks.

Services Offered

- Balance enquiry
- Mini Statement
- Funds transfer
 - MMID
 - A/c no.
 - Aadhaar

- Know MMID
- Change M-PIN
- Generate OTP

Funds Transfer limit

- Rs 5,000/day
- Rs 50,000/annum

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Tourism - Aviation geography

Objectives: At the end of this lesson you shall be able to
• understand aviation geography.

Aviation Geography: It is the basic requirement for a person to work in the aviation, industry. They should be knowledgeable about various countries, capitals, gateways and air travel destination / air routes through different hemispheres, IATA areas, it also enables inform about the climate and health factors impact an air passengers & crew.

Basic aviation language used around the industry by refer 3 letter codes, air lines coding and decoding.

To provide air travel information like time zones, terminal gates, GMT. etc.,

Health factors

- 1 Jey log
- 2 Dehydration
- 3 Effect of alcohol
- 4 Air quality

Booking familiarization: The entry of computer in the tourist industry made all sort of tourism activity simple and transparent with individuals option to choose the style of travel.

By clicking the website of the travel company it shows the way to book by user friendly method.

Airports of India: There are 486 airports, air stripes, flying school and military bases across our country. There are 123 air ports operating with commercial flights including some with dual civilian and army use. Around 34 international airports available in our country.

Time difference: Due to the earth's rotation, the different part of the world receives sun light / darkness., which shows us day/night. The earth enter and exit different place at different time is called time difference.

Flight time: It is the total time of an airplane. Commences and moves under its own power for the flight purpose and ends when the aircraft comes to rest after landing.

Elapsed time: It is the amount of time that pass from start of an event to its finish.

Coding: It is to encrypt a word, a number in a particular code or pattern based on some set of rules.

Decoding: It is a process to decrypt the pattern in it original from the given code.

Active carriers under the pata

- Aeronaves de Mexico.

- Air India.
- Air Lanka.
- Air Nauru.
- Air New Zealand.
- Air Niugini.
- Air Pacific.
- All Nippon Airways.
- Aloha Airlines.
- American Airlines.
- Ansett Airlines of Australia Air Lines.
- Bangladesh Biman.
- Bouraq Indonesia Airlines.
- British Caledonian Airways Ltd.
- CP Air.
- Cathay Pacific Airways.
- China Air Lines.
- Condor Flugdienst.
- Continental Airlines.
- Delta Steamship Lines.
- Deutsche Lufthansa.
- Finn Air.
- Garuda Indonesian Airways.
- Gulf Air Company.
- Hawaiian Air.
- Indian Airlines.
- Japan Airlines.
- KLM Royal Dutch Airlines.
- Korean Air.
- Malaysian Airlines System.
- Merpati Nusantara Airlines.
- Mexicana Airlines.
- Northwest Orient Airlines.
- Pakistan International Airlines.
- Pan American World Airways.
- Philippine Airlines.

- Qantas Airways Ltd.
- Royal Nepal Airlines.
- Royal Viking Line.
- Scandinavian Airlines System.
- Singapore Airlines Ltd.
- Sitmar Cruises.
- Thai Airways International.
- Transamerical Airlines.
- Trans-Australia Airlines.
- Trans World Airlines.
- UTA French Airlines.
- United Airlines.
- Western Airlines.
- World Airways.

Identification marks and flight numbers of airlines

Every domestic airline has a code awarded to it. It also has an identifiable symbol or insignia that differentiates it from other carriers. This rule is in tune with the norms and guidelines of the ICAO. Hence, these rules are also applicable in domestic air travel operations as well. These identification marks are provided so that passengers,

air crew and aircraft maintenance staff are not confused while identifying the aircraft at the airport.

Further, each flight is given a number. This number (or flight code) is typical in the sense that it cannot be used in any other airline or sector. Example : Jagson Airlines Limited has allocated code JA-212 to the flight from Dharamshala (HP) to Delhi. This flight originates from Dharamshala at 9:55 hours and arrives at Delhi at 11:50 hours (on the same day). The days of this flight have been earmarked as every Monday, Wednesday and Friday of the week. This data normally does not change and the agents of the airline continue to book seats according to the departure and arrival schedules specified by the airline. These schedules are in printed formats and also include the price break-ups for each and every ticket that the airline offers. The airline can make changes in departure and arrival schedules only after it has consulted the relevant government authority and made a formal request to effect such changes.

Normally, these schedules are not changed. But the prices of tickets vary according to seasons, Example : Jet Airways had released an advertisement in the print media on May 14, 2003 and declared Super Apex fares for its selected flights. Fig 4 shows these fares. Tickets can be booked 30 days in advance to get heavy discounts under the Super Apex Fares Scheme.