

CHAPTER 1

INTRODUCTION

1.1 Background

Databases and database technology have a major impact on the growing use of computers. It is fair to say that databases play a critical role in almost all areas where computers are used, including business, electronic commerce, engineering, medicine, genetics, law, education, and library science. The word database is so commonly used that we must begin by defining what a database is. Our initial definition is quite general. A database is a collection of related data. By data, we mean known facts that can be recorded and that have implicit meaning. For example, consider the names, telephone numbers, and addresses of the people you know. You may have recorded this data in an indexed address book or you may have stored it on a hard drive, using a personal computer and software such as Microsoft Access or Excel. This collection of related data with an implicit meaning is a database. The preceding definition of database is quite general; for example, we may consider the collection of words that make up this page of text to be related data and hence to constitute a database. However, the common use of the term database is usually more restricted.

A database has the following implicit properties:

- A database represents some aspect of the real world, sometimes called the miniworld or the universe of discourse (UoD). Changes to the miniworld are reflected in the database.
- A database is a logically coherent collection of data with some inherent meaning. A random assortment of data cannot correctly be referred to as a database.
- A database is designed, built, and populated with data for a specific purpose. It has an intended group of users and some preconceived applications in which these users are interested

A database management system (DBMS) is a collection of programs that enables users to create and maintain a database. The DBMS is a general-purpose software system that facilitates the processes of defining, constructing, manipulating, and sharing databases among various users. And applications.

Defining a database involves specifying the data types, structures, and constraints of the data to be stored in the database. The database definition or descriptive information is also stored by the DBMS in the form of a database catalog or dictionary; it is called meta-data. Constructing the database is the process of storing the data on some storage medium that is controlled by the DBMS. Manipulating a database includes functions such as querying the database to retrieve specific data, updating the database to reflect changes in the miniworld, and generating reports from the data. Sharing a database allows multiple users and programs to access the database simultaneously.

1.2 Introduction about project

Tourism involves the activities of people travelling and staying in a place away from their home environment for leisure, business or other purposes. Tourism has turned out to be an economic-booster contributing to the economic development of many countries over the last few decades. People see holidays as a necessity, and not as luxury in the present scenario. Tourism calls for coordination and operation between travel agents, tour operators and tourists. Tourism has a few major elements- destinations, attractions, sites, accommodation, and all ancillary services. Tourism was mainly been traditional in its early form. With the evolution of cultures, economies, and knowledge, tourism took a different form called sustainable tourism with the aspect of well-planned tour, well-studied destination, and conservation of destination.

Factors that motivate people to travel

The most common reasons for the people to travel away from home are –

- To spend holidays leisurely
- To visit friends and relatives
- To attend business and professional engagements
- To get health treatment
- To undertake religious pilgrimages
- Any other personal motives

Tourism management system

It involves the management of multitude of activities such as studying tour destination, planning the tour, making travel arrangements and providing accommodation. It also involves marketing efforts to attract tourists to travel to particular destinations.

There is some difference between just travelling and tourism.

- **Travelling** is going from the place of residence or work to another distant or a neighboring place by any means of transport. Routine commutation can be termed as travelling.
- **Tourism** is travelling with an objective. All tourism necessarily include travel but all travel does not necessarily include tourism. We can say, travelling is a subset of tourism.

One similarity between travel and tourism is, they both are temporary movements.

Types of tourism management system

Mass Tourism

It involves tourism of organized large groups of people to special tourist locations. For example, religious places, theme parks, boat cruises, resort towns.

Alternative Tourism

It includes individually organized tours to find first-hand information about a place, local culture, and environment.

For example, biking tour planned by an individual while accommodation is catered for on the go.

Business

It is touring for conducting business transactions, attending business meetings, workshops, or conferences. The objective of business tourism is mainly professional.

Pleasure

It includes tourism for improving one's physical or spiritual well-being. For example, vacation at a Yoga or rehabilitation center.

Nature

It is tourism at places famous for pristine nature and serene beauty. The main objective is to experience and enjoy nature such as farms and wildlife. Ecotourism is a part of nature tourism.

Cultural

This type of tourism has an objective of understanding the local history of the place, foods, local productions, and local culture.

Social

It includes tours conducted among relatives, friends, and others.

Recreational Tourism

It includes travelling to escape from routine life. This is often done for enjoyment, amusement, or pleasure. For example, Camping or beach visit.

Active Tourism

It is conducted with a clear objective such as climbing a mountain, touring around the world, or learning local culinary arts or languages.

Sports Tourism

It is tourism for attending some sports event such as World Cup Cricket Match, FIFA, or Olympics.

Religious Tourism

It involves travelling to places of religious significance such as Vaishno Devi in Jammu-Kashmir and Golden Temple at Amritsar (India), Mecca in Saudi Arabia, Bethlehem, and other such places.

Health or Medical Tourism It involves travelling to improve one's health. It is with the objective of visiting weight-loss camps, naturopathy centers, and health resorts.

Adventure Tourism

It involves tourism for adventurous activities such as rock climbing, bungee jumping, sky-diving, hiking, horse-riding, surfing, rafting, or skiing

Tourism is a dynamic field. It varies on the number of factors related to the tourists, the country of destination, the market from which the tourists emerge, and market of the destination. The tourism

managers and researchers study a lot about tourists, motivations and cultures, their changing behavior, and the driving and affecting factors of tourism. They also study the destinations investigating the amenities and attractions they provide or any prospective ways to attract the tourists.

The tourism businesses can figure out the demand of tourism in a particular area, by identifying the types of various tourists, their behaviors, and create right offerings for the right market.

Tourism Management is a complex sector involving a wide range of economic operations. Tourism supply is one of the operations. It is highly reliable on the natural, artificial or man-made, operating, as well as the regulatory components involved in creating the tourism product. The supply elements are geographically confined to a fixed place hence, the stake holding businesses need to provide products and services by putting costs and anticipating promotion of their individual products and revenue.

It influences an entire tour right from starting the tour up to ending it gracefully and satisfactorily. Let us see what it is and what makes it a bundle of tourists' satisfaction.

What is Tourism Supply?

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

Components of Tourism Supply

Attractions

They are the places the tourists perceive as the satisfaction of their leisure-oriented needs.

- **Natural Attractions** – Caves, canyons, rocks, water bodies, landscapes.
- **Man-Made Attractions** – Theme parks, towers, bridges, architecture, temples, mosques, churches, and monuments.
- **Cultural Attractions** – Historical sites, monuments, local arts and crafts, local folk core, music and dance.

Transportation

- **Road** – Car, bus, cycle.

- **Rail** – Long distance, high speed, commuter, or intercity trains.
- **Water** – Boats, ferries, cruises.
- **Air** – Carriers that operate on fixed schedule, Charters that operate as and when required.

Intermediaries

- **Travel Agents** – The business of selling hospitality and tourism products.
- **Tour Operators** – They deal with the operating components for rates.

The tourists have ever changing demands which the tourism product is required to satisfy for the survival of the tourism industry.

Elements of a Tourism Product

The tourism management system has to provide some products to the customers in order to attract the customer and to satisfy his needs.

Service

The features or facilities of the physical plant are put to use for the tourists with service. Providing services calls for a major contribution from human resources. It pertains to performing tasks for the benefit and satisfaction of the tourists. For example, serving food in a hotel is a service by the staff there.

Hospitality It is the attitude with which the service is provided. Hospitality includes performing the service with smile, enthusiasm, untiringly, and with dedication. For example, arranging guest room supplies or serving food or beverage in a presentable manner is a part of hospitality.

Freedom of Choice

It is offering the tourist some acceptable range of options in order to elevate their experience. The degree of freedom varies greatly depending on the type of tourism (pleasure, business, family, or other), the tourist's budget, previous experience, knowledge, and reliance on a travel agent.

A good tourism product must include some choice for its consumers. By offering some freedom to the tourists, the product gives some sense of control to the tourists. The freedom to choose an airline, a route, a seat, an accommodation, or a restaurant can enhance a tourist's satisfaction.

Involvement

More the involvement of the tourists, more they are interested in striking conversation happily with others, more they are enthusiastic and curious to try out new things, and time passes fast for them. Thus, a combination of tourists' involvement, freedom of choice, service with hospitality and perfect destination (with all A's present) can make the best tourist product.