Tourism : Unit-8

Roll no. 16

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**Unit 8: Tourism Organisations and Trends**

**1. Introduction**

Tourism, a major global industry, relies on coordination among various stakeholders, including governments, private entities, and international organisations. This unit explores:

* Key roles of organisations at different levels.
* The increasing importance of **Public-Private Partnerships (PPP)**.
* Emerging trends shaping the tourism sector.

**2. Tourism Organisations**

**2.1 International Organisations**

1. **United Nations World Tourism Organization (UNWTO)**:
   * Headquartered in Madrid, Spain.
   * Aims to promote sustainable, responsible, and universally accessible tourism.
   * Notable initiatives:
     + **ST-EP Program** (Sustainable Tourism for Eliminating Poverty): Promotes tourism projects in underdeveloped areas.
     + Education and training programs for tourism professionals.
   * Example: UNWTO’s involvement in revitalizing the **Silk Road** as a global tourism route.
2. **International Air Transport Association (IATA)**:
   * Founded in 1945, headquartered in Montreal, Canada.
   * Coordinates airline safety, ticketing standards, and promotes cost-effective air travel.
   * Example: Implemented **e-ticketing systems**, reducing the complexity of paper tickets.
3. **World Travel and Tourism Council (WTTC)**:
   * Represents private-sector leaders in tourism.
   * Focuses on measuring the economic impact of tourism.
   * Example: WTTC’s annual reports on global tourism’s contribution to GDP.

**.2 National Organisations**

1. **Ministry of Tourism, India**:
   * Develops national policies for tourism growth.
   * Initiatives:
     + **Incredible India Campaign**: Promotes India globally.
     + Development of tourism circuits like the **Golden Triangle** and **Buddhist Circuit**.
     + Example: Investment in Gulmarg Winter Sports Project.
2. **State Tourism Development Corporations (STDCs)**:
   * Examples include Rajasthan Tourism Development Corporation (RTDC) and Kerala Tourism.
   * Focus: Develop and manage tourist infrastructure (hotels, transport, cultural promotion).
3. **India Tourism Development Corporation (ITDC)**:
   * Develops and manages premier accommodation and infrastructure for tourists.
   * Runs **Ashok Group of Hotels**.

**2.3 Non-Governmental Organisations (NGOs)**

1. **EQUATIONS (Equitable Tourism Options)**:
   * Focus: Sustainable tourism and reducing socio-cultural impacts.
   * Example: Advocates for community-based tourism in rural India.

**3. Public-Private Partnerships (PPP)**

PPPs have become vital for addressing funding gaps and resource constraints in tourism infrastructure development.

**3.1 Benefits of PPPs**

* Private-sector investments enhance quality infrastructure (e.g., airports, highways, convention centers).
* Public entities offer land, regulatory support, and promotional backing.

**3.2 Examples in Action**

1. **Delhi’s Indira Gandhi International Airport**: A successful PPP improving passenger experience.
2. **Eco-tourism in Kerala**: Partnerships promote responsible tourism and engage local communities.

**4. Drivers of Tourism Growth**

**4.1 Economic Factors**

* Rising disposable incomes and low-cost tourism packages have fueled travel demand.
* Example: Growth in budget airlines like IndiGo in India.

**4.2 Technological Advancements**

* Online platforms streamline travel bookings (e.g., MakeMyTrip).
* Digital marketing expands the global reach of destinations.

**4.3 Social Changes**

* Urbanization and lifestyle changes increase the demand for leisure travel.
* Example: Increased demand for weekend getaways among millennials.

**4.4 Political Stability**

* Stable environments attract more tourists, with policies like **Visa-on-Arrival** promoting inbound tourism.

**5. Emerging Trends in Tourism**

1. **Sustainable Tourism**:
   * Focuses on minimizing environmental impact.
   * Example: **Ecotourism projects** in Uttarakhand, promoting forest stays and trekking.
2. **Dark Tourism**:
   * Explores sites associated with tragedy or mystery.
   * Example: Tourists visiting **Jallianwala Bagh** in Amritsar.
3. **Health and Wellness Tourism**:
   * Includes Ayurvedic retreats, yoga, and wellness centers.
   * Example: Kerala’s Ayurvedic resorts attracting global travelers.
4. **Adventure Tourism**:
   * Activities like rafting, trekking, and safaris are gaining popularity.
   * Example: **White-water rafting** in Rishikesh.
5. **Cultural Tourism**:
   * Tourists participate in festivals and local traditions.
   * Example: Rajasthan’s Pushkar Fair draws international visitors.

**6. Conclusion**

Tourism organisations play a crucial role in coordinating and promoting sustainable growth in the sector. Emerging trends like sustainable tourism and technological integration are reshaping the industry. By leveraging public-private partnerships and focusing on innovative solutions, the tourism sector can address challenges and tap into new opportunities.