Tourism:Unit-8

Roll no. 16

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**Unit 8: Tourism Organisations and Trends**

**1. Introduction**

Tourism, a global economic force, requires coordination among diverse stakeholders. This unit explores:

* The roles of various international, national, and local organisations.
* Key trends shaping the tourism industry.
* Challenges and factors driving growth in tourism.

**2. Tourism Organisations**

**2.1 International Organisations**

1. **United Nations World Tourism Organization (UNWTO)**:
   * Promotes sustainable and accessible tourism.
   * Initiatives:
     + **ST-EP Program** (Sustainable Tourism for Eliminating Poverty) supports tourism in underdeveloped regions.
     + Revitalization of the **Silk Road** as a global tourism route.
2. **International Air Transport Association (IATA)**:
   * Manages safety, standards, and economic viability in air travel.
   * Example: Introduction of **e-ticketing systems**.
3. **World Travel and Tourism Council (WTTC)**:
   * Represents the private sector and measures tourism’s economic impact globally.
   * Example: Annual reports on tourism's contribution to GDP.

**2.2 National Organisations**

1. **Ministry of Tourism, India**:
   * Drives policies for tourism development and promotes India globally.
   * Initiatives:
     + **Incredible India Campaign**.
     + Development of tourism circuits like the **Golden Triangle.**
2. **State Tourism Development Corporations (STDCs)**:
   * Manage tourist infrastructure, such as hotels and transport.
   * Example: Rajasthan Tourism Development Corporation (RTDC).
3. **India Tourism Development Corporation (ITDC)**:
   * Operates the **Ashok Group of Hotels** and promotes tourist facilities.

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

1. **EQUATIONS (Equitable Tourism Options)**:
   * Focuses on sustainable tourism and advocates for community-based initiatives.
   * Example: Promotes eco-tourism in rural India.

**3. Factors Driving Growth in Tourism**

**3.1 Economic Factors**

* Increased disposable incomes and affordable travel packages.
* Example: Budget airlines like IndiGo expand options for travelers.

**3.2 Technological Advancements**

* Online platforms like **MakeMyTrip** streamline travel planning.
* Increased use of smartphones and digital marketing to reach global audiences.

**3.3 Social Changes**

* Urban lifestyles and evolving leisure habits boost tourism.
* Example: Weekend getaways among younger populations.

**3.4 Political Stability**

* Stable governance and initiatives like **Visa-on-Arrival** facilitate tourism growth.

**4. Emerging Trends in Tourism**

1. **Sustainable Tourism**:
   * Focuses on minimizing environmental impact.
   * Example: **Eco-tourism in Uttarakhand** features forest stays and treks.
2. **Dark Tourism**:
   * Involves visiting sites of historical tragedy or mystery.
   * Example: **Jallianwala Bagh** in Amritsar attracts visitors.
3. **Health and Wellness Tourism**:
   * Focuses on Ayurveda, yoga, and wellness retreats.
   * Example: Kerala’s Ayurvedic resorts.
4. **Adventure Tourism**:
   * Includes trekking, rafting, and safaris.
   * Example: **White-water rafting in Rishikesh**.
5. **Cultural Tourism**:
   * Emphasizes participation in local festivals and traditions.
   * Example: The **Pushkar Fair** in Rajasthan.

**5. Conclusion**

Tourism organisations and emerging trends significantly influence the sector's growth. By promoting sustainability, leveraging technology, and adapting to evolving consumer demands, the tourism industry continues to thrive as a global economic force.