Tourism: Unit-8

Roll no. 1**6**

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**1. Overview and Introduction**

Tourism has grown into one of the largest global industries, requiring coordination at multiple levels. This unit outlines:

* The role of international, national, regional, and local organisations.
* The concept of **Public-Private Partnerships (PPP)** in tourism development.
* Emerging trends and drivers of growth in the tourism sector.

**2. Key Tourism Organisations**

**2.1 International Organisations**

1. **United Nations World Tourism Organization (UNWTO)**:
   * Headquarters: Madrid, Spain.
   * Promotes sustainable and universally accessible tourism.
   * Functions:
     + Conducts market research and analysis.
     + Promotes sustainable tourism policies (e.g., ST-EP initiative).
     + Facilitates education and training in tourism.
     + Develops tourism in underprivileged areas.
2. **International Air Transport Association (IATA)**:
   * Founded in 1945, headquartered in Montreal, Canada.
   * Ensures safe and economic air travel.
   * Manages ticketing, air travel standards, and cooperation between airlines.

**2.2 National and Local Organisations**

1. **Ministry of Tourism, India**:
   * Implements policies for tourism growth and marketing.
   * Manages programs like Gulmarg Winter Sports Project and institutes like IITTM.
2. **State Tourism Development Corporations (STDCs)**:
   * E.g., Rajasthan Tourism Development Corporation.
   * Develop and manage tourist infrastructure like hotels, bungalows, and transport.
3. **Non-Governmental Organisations (NGOs)**:
   * Example: EQUATIONS, based in Bangalore, addresses socio-cultural impacts and advocates for sustainable tourism.

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

PPP is an effective mechanism to overcome funding and resource constraints in tourism. Benefits include:

* Increased capital investment by the private sector.
* Quality and timely delivery of infrastructure like airports and hotels.
* Examples: Collaboration in expressways, convention centers.

**4. Factors Driving Growth in Tourism**

The rapid growth of the tourism industry is influenced by:

1. **Economic Factors**:
   * Increased disposable income and mobility.
   * Low-cost tour packages and airfares.
2. **Technological Advancements**:
   * E-ticketing, online bookings, and use of smartphones for travel planning.
3. **Social Changes**:
   * Longer life expectancy, urbanization, and evolving leisure habits.
4. **Political Stability**:
   * Policies like the General Agreement on Trade and Tariffs (GATT) boosting international cooperation.

**5. Emerging Trends in Tourism**

Tourism trends have diversified, with an emphasis on sustainability and niche tourism:

1. **Environmentally Conscious Tourism**:
   * Ecotourism and green tourism emphasize minimal environmental impact.
2. **Dark Tourism**:
   * Visiting places associated with historical tragedies or mysteries.
3. **Health and Wellness Tourism**:
   * Stress relief through meditation, spa treatments, and Ayurveda.
4. **Adventure and Rural Tourism**:
   * Activities like safaris, trekking, and community-based experiences.

**6. Summary**

The development of tourism hinges on cooperation between public and private sectors, supported by a variety of organisations. Sustainable and innovative practices are vital to addressing challenges like environmental impact and evolving consumer preferences. By leveraging these collaborations and adapting to emerging trends, the tourism industry can ensure long-term growth.