



INTRODUCTION TO TOURISM



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GOVERNMENT OF PAKISTAN

Ministry of Federal Education and Professional Training Islamabad

In Collaboration with

National Vocational and Technical Training Commission

Textbook of

INTRODUCTION TO TOURISM

GRADE

9



Ministry of Federal Education and Professional Training Islamabad

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PREFACE

This book has been written to meet the requirements of Matric Tech to train and provide knowledge to the students of Tourism Industry. Matric Tech in Tourism Industry has been introduced for the first time at SSC level. This textbook is the first national effort to describe aspects of Tourism development in one book. All the possible resources have been used to make this book useful and informative. The chapters covered give basic details in a manner readily understandable to the students of Matric Tech. All chapters include assessments in form of MCQ's, short questions and long questions.

The book covers 40% theory and 60% practical contents. We hope that this book will be helpful in preparing students for the challenges of the trade. Any suggestions for the improvement of book by teachers and students will be highly appreciated.

Executive Director
National Vocational & Technical Training Commission
(NAVTTC)

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Chapter 1 Introduction to Tourism



Students Learning Outcomes

After studying this chapter you will be able to:

- define tourism industry
- learn about the traits and characteristics of the tourism industry
- know about national and international tourism governing bodies
- know how to locate tourist attractions
- know evolution and development of tourism
 - pre-historic period travel
 - ancient time travel
 - middle ages / dark tourism
 - renaissance period tourism

- industrial period tourism
 - modern tourism
- understand factors involve in evolution of tourism
- Learn about various types of tourism including inbound and outbound tourism
 - Inbound tourism
 - Outbound tourism
- Understand trends of tourism in Pakistan and around the world
- Know how to read tourist map
- Understanding the different symbols on a map, physical and political map of Pakistan
- Use symbols on map as a tour guide tool
- Learn why people travel
- Know about motivational factors that influence traveling
- Differentiate between tourist and visitor

INTRODUCTION

Tourism is defined as an act of traveling for business or leisure purposes away from home or outside the usual environment. Tourism includes activities and services that deliver a travel experience. Tourist experience different cultures and traditions including local languages and its food. Some of the factors that motivate people to travel are:

- Leisure purpose
- Business purpose
- Medical purpose
- Religious purpose
- Sports purpose

1.1 THE IMPORTANCE OF TOURISM

The importance of tourism industry is increasing each year, creating employment opportunities, improving economic value and the development of transportation. Tourists spend money on food, clothing, transportation and other services while traveling to different areas which directly affects the economy of a country. Travel money earned by businesses is reinvested into the local economy. Therefore, the more tourism income is, the greater the economic benefits are.



Tourist attractions of Pakistan

1.2 CHARACTERISTICS OF TOURISM INDUSTRY

A trait or characteristic is a particular feature or a quality of a person, place or thing. One of the most exciting tourism trait is that it involves multiple options for travelers and tourist. Tourism industry is one of the most flexible and adaptable industry in the world.

Following are the characteristics of tourism industry.

1.2.1 INTANGIBILITY

Things which cannot be seen, touched, handled or tasted are known as Intangible items. Tourism products are intangible such as a stay in a hotel, a service during a flight and the experience throughout the trip – all this cannot be touched.

1.2.2 PERISHABILITY

Perishability is another most important characteristic of the tourism industry. Tourism services cannot be stored like tangible products. The product and services of travel and tourism industry are consumed by the tourists for example; if a hotel room is not sold on a particular night/day can never be sold. You cannot sell the seats of the train once it has left the station.

1.2.3 INCONSISTENCY

Products of the tourism industry keeps changing. Even the same weather of the same city can be experienced in many different ways, the attractions and nature of a country will not remain same every time. They all depend on many factors such as the economy, the demographic structure, the population, the weather and continuous development of a country. The price of the item which tourist purchase from a gift shop and the food they consume from a local restaurant, are all the factors which affect the consistency of this industry.

DO YOU KNOW?

Primary Attractions

- Pakistan has unique mountains, valleys and glaciers
- The valley of Gilgit, Hunza and Skardu recall Shangri-La
- The people with typical costumes, folk dances, music and sports like polo and buzkashi provide the traveler an unforgettable experience
- Sindh is famous for craftsmanship (e.g. Ajraks, rugs and musical instruments etc.)
- Punjab is known for its hilly areas, rivers and historical sites
- Ziarat is famous for being the second largest Juniper forest in the world
- Khyber Pakhtunkhwa has a varied landscape and dense agricultural farms

Information on Pakistan Tourism

1.2.4 PEOPLE-ORIENTED

Tourism industry is entirely build around tourists. People come from different parts of the world to enjoy and make memories around the place by interacting with people and learning about new languages, heritage, culture, tradition and food. Tourism industry requires people to interact and engage with each other. People get to know more about each other through this industry than any other.

1.2.5 INSEPARABILITY

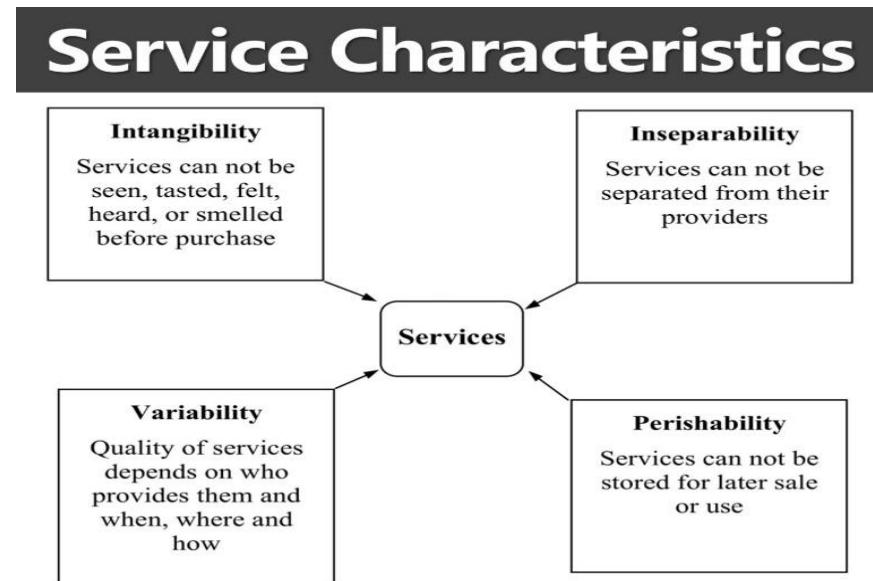
Tourism services are inseparable from customers as it is the reason the products and services are being produced and served. They are connected to each other for example; the hotel guest cannot experience reception service if the receptionist is not available.

Activity:

- Find peak, shoulder and trough in different areas of Pakistan

1.2.6 SEASONALITY OF DEMAND

Tourist destinations are characterized by the changing period of demand, which are known as peak, shoulder and trough. **Peak** is the time of the year when tourism is very high in summer season. **Shoulder** is the time of the season when there are few tourists around the city. **Trough** is the off season time of the year when the demand of tourist is very low.



1.3 NATIONAL & INTERNATIONAL TOURISM

National tourism means people traveling within the country to see different attraction sites in different seasons. Whereas, international tourism means people traveling outside the country to explore different culture, adventure, sports and religion etc. To regulate and promote tourism there are national and international bodies. National and international tourism organizations work for the promotion of tourism. NTOs around the world are involved in the following activities:



1. Tourism representation on national and international level
2. Conducting research studies and survey at different levels on tourism related activities
3. Planning and development of tourism
4. Promoting tourism on national and international level
5. Proper regulations and supervision of tourist enterprises
6. Facilitation of tourist and provision of information

1.3.1 NATIONAL TOURISM ORGANIZATIONS

Pakistan has very rich cultural, historical and religious heritage. A great number of tourist from all over the world visit Pakistan every year. Pakistan Tourism Development Corporation (PTDC) is national level organization to promote tourism in Pakistan. The main objective of the corporation is to develop and promote the tourism industry in Pakistan in collaboration with different provincial and regional organizations working on tourism industry.



National Tourism Coordination Board (NTCB) is working closely with Federal and provincial tourism departments along with private sectors to develop and promote tourism nationally and internationally. Following are the objectives of NTCB and PTDC altogether:

- Coordinate with provincial, national and international organizations dealing with the tourism sectors
- Market and promote tourism potential of Pakistan
- Provide assistance to provinces to develop institutions in tourism sectors
- To conduct promotional campaigns and activities
- To create awareness of tourism through private sectors
- Development of tourism information centers, hotels and motels to attract domestic and international tourists

1.3.2 INTERNATIONAL TOURISMORGANIZATION

United Nations World Tourism Organization (UNWTO) is a leading international organization related to tourism industry. The role of UNWTO is to create market knowledge, promote sustainable tourism policies and encourage tourism education and training. It leads the change in a positive way across the countries and helps sustain a great environment on an international level. Some of the key responsibilities of UNWTO are as follow:



1. Making tourism grow in smart ways through innovations and creativity
2. Making it more competitive at higher level through promoting entrepreneurship opportunities
3. Creating and providing better employment opportunities
4. Protecting heritage and supporting communities both economically and socially

Activities

1. Visit different websites and write a paragraph on national and international tourism organizations.
2. Locate and visit different tourist attraction destinations in your area.
3. Collect information about Badshahi Masjid and present in the class.

1.4 ATTRACTING TOURISTS

A tourist attraction means a place of interest where tourists visit, which is typically known for its natural or cultural value. Pakistan has many sightseeing places and natural beauty. There are attractive tourist spots all over the country, from historical places like Banbhore, which is east of Karachi famous for its museum. Mohenjo-Daro in the Indus river valley, Harappa near Sahiwal, the Lahore Fort, Badshahi Masjid and the Shalimar gardens in Lahore are some of the famous historical places in Pakistan. Murree, Ayubia, Swat, Naran and Kaghan in the north and Ziarat in Baluchistan are like open nature. Kalam is famous for its lake in the north.

Lake Saiful Muluk is close to Naran and is the highest lake on earth. Its depth is still unknown. The beautiful lofty mountains around the lake are a sight to see. Tourists from within the country and abroad visit the northern areas the most. The scenic beauty of Pakistan's northern areas are safe to say, one of the most beautiful and important factor in growing the tourism industry of Pakistan.



The Ruins of Mohenjo-Daro



Lake Saiful Muluk



Badshahi Masjid, Lahore

1.5 EVOLUTION OF TOURISM

Since the beginning of human civilization in the world, traveling has been an ongoing event. The early man travelled for hunting and food gathering. Later on the society evolved traveling from one place to another place which became prominent for trade, religion, migration as well as the mountainous exploration. Gradually the people travel from one place to another as a tourist which evolved development of tourism activities from the past to the present concerning the importance of area in inside or outside the country. In ancient times, travelers used to climb

mountains and cross rivers to get something to eat and also to experience the adventure. During the Empire era of Egyptians and to the Greek, people began to travel in large numbers for different reasons including governmental, commercial and religious purposes. The centers of governmental activities became attractions themselves.

1.5.1 THE EMPIRE ERA

People were influenced to travel during the empire era, some of the factors were:

- Rich population with time and money to travel
- Traveling was safe and easy
- The roman language was widely spoken
- The currency was widely used



The Empire Era - Tourism History



Egypt

the modern day travel. In Greek era, leisure traveling was very popular. Developments were made for traveling through currency exchange and communication skills.

In the era of **Romans**, a large group of middle class people were included who had money and time to travel. Roads were built along with the great transportation and communication system. They also built rest houses.

In the era of **Egyptians**, traveling to cities were necessary and traveling for business and leisure flourished. Various facilities and services were offered to travelers. Festivals were held every year which was the reason in increased tourism because people used to travel to attend the festivals.

In the era of **Greeks**, they were the first to shape



The Ancient Greek

1.5.2 THE MIDDLE AGES AND THE RENAISSANCE ERA

The duration time for The Middle Ages tourism era was from 5th to 14th centuries and The Renaissance Era was 14th to 16th centuries. Traveling almost became risky in the era. This resulted in splitting of an organized systems which affected the transportation systems, currencies and languages which then become difficult to travel. The transportation and safety of tourists were declined in The Middle Ages. They were left with fewer options for currencies exchange and there were almost no knowledge of the language.

The traveling came back to life in The Renaissance Era (14th – 16th centuries). They brought larger areas under their control and opened the routes for trades and commercial activities.



Middle ages and Renaissance era, Tourism History

1.6 INDUSTRIAL AND MODERN TOURISM

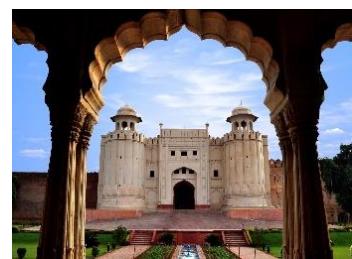
With the industrial revolution a lot of factories and lands were built along with the libraries, cultural and economic buildings. The textile industry was totally changed and the employment opportunities for locals were getting increased. Industries were built on the urban side of the cities which put an impact on the development of urban side.

Modern tourism brought better experience in terms of sightseeing, exploring natural beauty. The beginning of 21st century helped in targeting and completing the objectives of giving the best experience to the tourist. Modern tourists seek quality service and wide options for traveling. They are experienced travelers which help them in deciding what to expect in today's modern era and are more open towards the environmental and cultural values and respects them. Their demand for better experience, flexibility in traveling and adaptability keeps the tourism industry on continuing to maintain the quality and focus on 'value for money' for the visitors.

1.7 FACTORS AFFECTING GROWTH OF TOURISM INDUSTRY

Tourism industry plays a vital role in the planning and development of a country including both the positive and negative impact on the economy. Primary tourism resources are key attraction of a city or an area that is built, which is the main reason for people to travel. These factors are as follows:

1. **Climate** - It is the reason people choose to visit any specific country or a city.
2. **Natural Environment** – Some of the examples are Bali Island in Indonesia, mountains in Switzerland and Arabian Sea in Karachi.



Lahore Fort

3. **Built Environment** – Eiffel Tower in Paris and Petronas Towers in Kuala Lumpur are the best examples of built environment affecting the growth of tourism in these countries.
4. **Historic Sites** –Lahore Fort, Shalimar Bagh, Makli Necropolis, Frere Hall in Karachi and Great Wall of China are some of the examples of historical sites.
5. **Religious Centers** – Lumbini in Nepal, a major pilgrimage for Buddhist and Mecca for Muslims are some of the examples as religious tourism.



Mecca Pilgrimage

Secondary tourism factors which affects the growth and evolution of tourism industry includes:

- Hotels and guesthouses
- Shopping malls
- Restaurants and Cafes
- Transport
- Adventure activities
- Theme parks
- Entertainment



A shopping mall in Karachi



Theme Park in Pakistan

1.8 TYPES OF TOURISM

Types of tourism includes the activity of traveling for leisure purpose to going for a business meeting to another city or a country. Tourism act as a way of spending time away from home in search of recreation activities or relaxation. There are three basic forms of tourism such as; domestic tourism, inbound tourism and outbound tourism.

DOMESTIC TOURISM

Domestic tourism means people traveling within the country or a place of residence. A tourist travels to places of attraction but stays in a place of residence is known as Domestic Tourism.

INBOUND TOURISM

Inbound tourism is defined as the activities of non-residents traveling to another country from the place of the residence, outside the usual environment is known as Inbound Tourism.

OUTBOUND TOURISM

Outbound tourism is defined as traveling from one country to another. A tourist who is traveling internationally is both an outbound tourist because they are traveling outside of the residence as well as an inbound tourist because they are entering into another country.

Activity:

- Make an individual presentation on an Inbound and Outbound Tourism.

1.9 TRENDS OF TRAVEL AND TOURISM

Travel and Tourism Industry revolves around the continuous change of trends in the world, from the rise of electronic media to sustainable hotels, digital guest experiences to the rising nature of countries in terms of technology, everything is built around tourism industry. Building new shopping malls, increase in restaurant industry, with the culinary tourism getting on top of the list for the visitors, the trends of tourism industry is evolving with time. Tourism industry still has a huge potential to grow and contributes towards the economy of a country. Some of the new shapes and trends affecting the tourism industry of Pakistan and around the world are as follows.

- **Digital Technology**—Tourist and tour operators both are equipped with the latest technologies which helps them to get the best experience. Making the operations smooth for example, managing online bookings, and tourists using currency converter apps and language translation apps etc.
- **Luxury Tourism** –It is mainly related to wealthy business tourists, who spend their money on luxurious items, like spending time on an island for leisure purpose after a hectic meeting or to explore the area in a luxurious manner.
- **Culinary Tourism** – People like to travel to enjoy food of different traditions and different cuisines. They attend food festivals and food exhibitions like Gulfood Dubai 2020, in Dubai World Trade Centre.

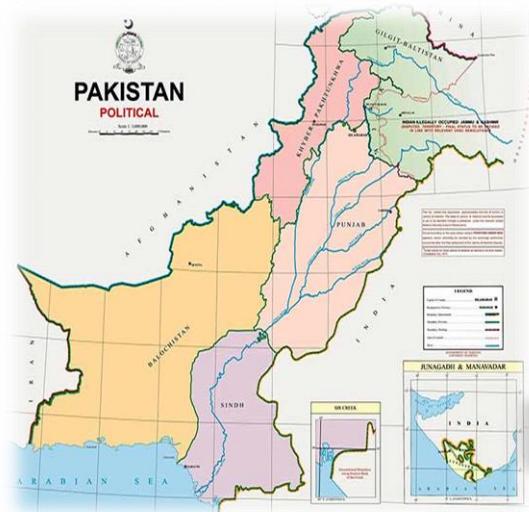
Activity:

- Make a group presentation on Trends of Tourism in Pakistan and around the world.

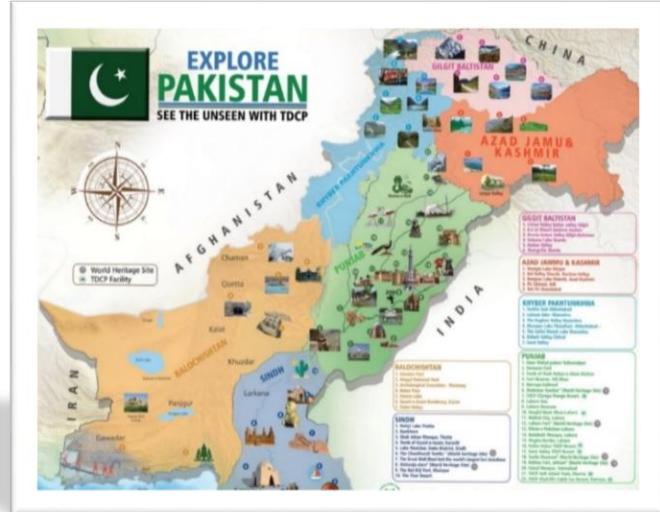
1.10 NATIONAL TOURISM MAP

The map features geographical graphics of more than 50 tourist attractions in Pakistan. Some of the names from the below map are Khunjerab Pass indicated as Pak – China border, Baltit Fort in

Hunza Valley, Shangri-La Skardu, Neelum Valley in Kashmir, Lake SaifulMuluk, Khyber Pass in Peshawar, Pakistan Monument which is one of the most visited destination in Islamabad, Faisal Mosque, Badshahi Mosque in Lahore (one of the oldest and historic mosque), Mohenjo-Daro (built in 2500 BCE) and Clifton Beach in Karachi etc. are one of many spots you can visit in Pakistan and can identify the cities and places with the help of our national map. A new



Political map of Pakistan, 2021



National Tourism Map – Pakistan

political map was presented by our current Prime Minister Imran Khan on Aug 4 considering Kashmir to be a part of Pakistan as stated by our Prime Minister.

1.11 VISITORS AND TOURISTS

1.11.1 WHY DO PEOPLE TRAVEL?

People travel for many reasons like traveling from one place to another for fun or leisure purpose, to meet their relatives or to go on a religious trip. Tourist's wants new experiences in lives thus they choose to travel around the world. Traveling helps in admiring the beauty of nature, visit other continents and discover new ways of life, meeting new people and getting to know about the culture and traditions. Some people also travel to study geography, while some travel to learn new languages and discover new places for adventure.

Activity:

- Enlist all the tourist attractions from the national map of Pakistan and write few lines

1.12 FACTORS THAT INFLUENCE TRAVELING

There are some important factors that influence and motivate people to travel. Some of them are as follows:

1. PHYSICAL MOTIVATION

Physical motivation is related to the relaxation of mind and refreshment of body. People also travel for health purposes while some of them travel for sports and leisure activity.

2. INTERPERSONAL MOTIVATION

Interpersonal motivation or skills require to meet new people, visiting old friends and seek new experiences. People travel to learn new languages and to adapt them in their usual lifestyle.

3. CULTURAL MOTIVATION

People tend to learn and know about different cultural values,to have a passion of knowing about others lifestyle, their music, art, food and dance, etc.

Other motivations that influence traveling can be educational purpose or finding a new job in a new country.

1.13 DIFFERENCE BETWEEN TOURIST AND VISITOR

A visitor is simply someone who is visiting a new place or a person for a specific period of time. A visitor can be someone who visits a school, an office for work purpose and in a city with specific approach etc. A guest who pays visit to your house can also be called a visitor.

A tourist is someone who travels for the specific purpose of leisure or stays for a longer period of time as compared to a visitor. All tourists are visitors as they travel and visit other countries or places they are not familiar with, usually as vacation which is normally far away from their home.

A visitor could be anyone including your neighbors as well. Not all visitors can be tourists. Tourists are very much motivated to travel for multiple purposes such as recreation, pleasure, sports, business or meeting family members.

SUMMARY

Tourism consist of the activities of person traveling and staying in a place outside the usual environment for leisure, business and other purposes mentioned in this chapter. Tourism industry changed from the time of roman era to the 21st century, with the growing demand of national and international tourism. People are influenced to travel by factors such as physical and cultural motivation etc. Tourism industry is rapidly growing and will keep getting better with time, providing cultural values, economic growth and the knowledge of traditional values to the visitors.

Key Words

- Tourism
- Attractions
- Leisure
- Economy
- PTDC
- Traits
- Intangibility
- Perishability
- Demographic
- UNWTO

EXERCISE

- Visit any famous manmade attraction in your city and share pictures of it in your class
- Visit different national tourist attractions in small groups
- Spot in internationally known tourist attraction on google earth and share information about it with your class
- Make a chart of famous tourist attractions in Pakistan

Choose the correct answer

1. Tourism helps a country in improving its:
a. economy c. lifestyle
b. tourist d. growth

2. Which is **NOT** a purpose of traveling in tourism industry?
a. Sports purpose c. Religious purpose
b. Leisure purpose d. Growth purpose

3. Things which cannot be seen or touched, are called:
a. intangible c. perishability
b. tangible d. invisible

4. Traveling came back to life in:
 - a. Renaissance era
 - b. Ancient era
 - c. Greek era
 - d. Roman era

5. Outbound tourism means a person traveling:
 - a. outside of a country
 - b. traveling by bus
 - c. traveling within cities
 - d. traveling by car

Write short answers to the following questions.

1. Define tourism.
2. Enlist the factors involved in evolution of tourism?
3. What is a national map?
4. Write down a paragraph on Tourism Industry of Pakistan.
5. What is the difference between a tourist and a visitor?
6. Why do people travel?
7. Make a list of tourist attractions you would like to visit.

Give detailed answers to the following questions.

1. Key words are given below, find definitions of each one of them along with the examples.

Tourism	
Leisure	
Business Travel	
Mode of Transportation	
Tourist	
Visitor	

2. Describe tourism industry and its characteristics.
3. Explain some of the factors that have caused the increase in tourism in Pakistan.
4. Write down the recent trends in tourism industry in Pakistan.
5. Explain the economic importance of tourism industry.

Chapter 2 Adventure Tourism



Students' Learning Outcomes

After studying this chapter you will be able to:

- understand the adventure tourism
- know about advantages and disadvantages of adventure tourism
- learn essential steps of hiking
- know about hiking skills
- know threats and challenges
- learn how to identify location for camping
- ensure safety and security for camping

ADVENTURE TOURISM

Adventure means an exciting or an exceptional experience that involve activities such as traveling, exploring and participating in different sports activities. Adventure tourism is defined as moving from one area to another especially outside of the comfort zone to explore or travel to remote or unusual areas. Tourist enjoy different activities such as; skydiving, scuba diving, hiking trip, boating, paragliding, bungee jumping etc. Adventure tourism combines physical activity while allowing the tourists to interact with the beauty of nature. One of the main reason why people travel and go for an adventure is to reduce the stress and they feel much happier when they come back from the trip.



2.1 ADVANTAGES OF ADVENTURE TOURISM

Adventure tourism has its own advantages and disadvantages for the tourists and country as well.

Following are the advantages of adventure tourism.

Economic

The revenue generated from adventure tourism helps in the betterment of economy of a country especially at local and national level by creating opportunities for the development of businesses.

Job Opportunities

Adventure tourism helps in creating the job opportunities for the locals at different levels including hotels, restaurants and travel services etc. The adventure tourism restore businesses which generate new jobs and can raise more revenue at local/regional/national levels.

Environmental

It can provide financial incentives in order to keep the environment green and clean. Healthy environment is an important factor affecting the growth of tourism industry. Revenue from adventure tourism helps in maintaining and preserving the environment in both rural and urban areas.

Promotional

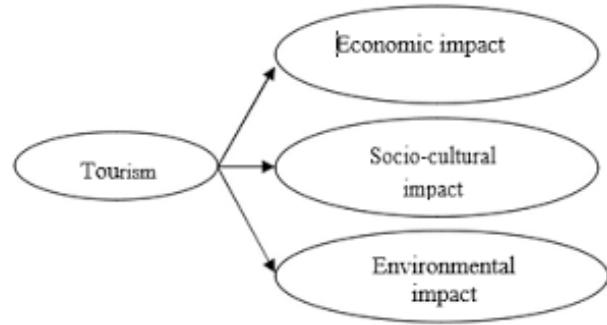
Adventure tourism gives people more options of traveling destinations by promoting the natural beauty all over the world. If a traveler wants to go for a bungee jumping they know exactly where to go.

2.2 DISADVANTAGES OF ADVENTURE TOURISM

Following are the disadvantages of adventure tourism.

Environmental

Tourism can often cause environmental damages with the risk of pollution and the loss of natural habitats and sometimes forest fires. Old monuments and museums face difficulties managing heavy crowd of tourists and ending up in worse condition than before.



Cultural

Tourist often forget to adapt the culture of a country due to lack of cultural awareness, local traditions as well as community habits.

Tourism Dependence

Tourism becomes so important for some countries that they start relying on tourism as their main source of economy and stop focusing on other areas. Country's economy is then left with less choice of depending on other sources of income and making it difficult for the locals.

2.2 HIKING/TREKKING

Hiking means a long and healthy walk, usually on trails or in a countryside. Whereas, trekking means to go on an adventurous journey in wild natural areas for multiple days. Trekking does not necessarily require hiking trails.



IMPORTANT STEPS OF HIKING

It is important to plan before going on a hiking trip to avoid any kind of risk or injury. Following are the important steps of hiking.

1. Pick the Perfect Hike

There are plenty of hiking trial options in different countries. Pick the easiest, shortest and safest trail and make sure not to go alone for the safe side.



2. Plan Properly

Planning is always a good idea when engaging in an outdoor activity. The small things to consider before leaving for hiking would really help in making it easy, it gives more confidence through the journey. Things to consider are; check if the weather is going to be sunny or is it going to rain, making sure to know the best time to go and what kind of clothes are required for hiking. Consider such things will help in making it a memorable trip.



3. Taking the Hiking Essentials

Hiking requires some essential tools and equipment's such as: hiking backpack, appropriate shoes/boots, food and water and first-aid kit etc.



4. Resting A Bit

It takes a lot of energy when going on a hiking trail. In order to make it an enjoyable trip it is better to know when to stop for water or a small meal break. While resting for a while it is best to take off the shoes and cool down a little. Do a quick massage around the calves which will prevent the feet from swelling. Rest for a while but make sure not to sit for too long, which will eventually make you feel tired and lazy.

5. Take the Right Food

The average hike burns 400-500 calories an hour so this means to have enough food items along the trip. Make sure to grab some salty snack for lost sweat which will replace it. Don't pack too many items or if the plan is to complete the trail then make sure to carry sufficient snack and water throughout the journey.

CHALLENGES AND THREATS

Hiking gives a best experience and adventure to the tourist but at the same time it is a huge challenge as well. Many countries have more than one trail options for tourists, so they can enjoy whatever trail they want to experience. Threats are obviously the part of wild nature. As people go more forward in hiking through the trails they start seeing different animals, the most common are different breeds of



Source: worldexpeditions.com

monkeys found in woods. Another challenge is the change of weather and temperature. It is important to check the weather forecast regardless of the season and choose the hiking clothes accordingly. **Land sliding** also causes risk and difficulty for hikers with unusual ground movement and rockfalls, which makes it difficult to hike on the track especially in rainy season.



Source: Pakistan point

2.3 CAMPING

Camping while on a hiking trip requires some basics factors that needs to be consider. Choose an easy destination that is safe and take essential things that will be needed during camping and store healthy food and water during the stay. Basic principles of camping are:

- Use a map and a compass to avoid getting lost
- Travel and camp on a strong surface
- Leave rocks, plants and other natural objects in its actual state
- Campfires cause lasting impact to the environment. Use lightweight stove for cooking and candle lanterns for light

SUMMARY

Tourists travel widely in search of reliable tourist destinations that can provide unique tourism experience. Adventure tourists are motivated to go on a holiday for the same reason as leisure tourists that are motivated by reasons such as personal development, excitement, experiencing different cultures and socializing. Adventure tourists look for the experience that involve discovery of rare and wild destination environments and suitable natural resources.

Key Words

- Adventure
- Challenges
- Hiking
- Threats
- Trekking
- Camping
- Paragliding
- Location

EXERCISE

- Plan a hiking trip on a weekend with family or friends and share your experience in class along with different pictures
- Plan a camping trip in groups and choose the right location and explain why you think it is the most suitable place

Choose the correct answer

1. Adventure tourism is another form of:
a. leisure activity c. risk activity
b. vacation activity d. trip activity

2. People go for an adventure to:
a. reduce workload c. learn about culture
b. reduce stress d. to learn new language

3. Hiking is done in areas such as:
a. Parks c. Roads
b. Trails d. Jogging track

4. Choosing the right location for _____ is important.
a. traveling c. resting
b. walking d. camping

5. Adventure tourism include:
 - a. bungee jumping c. traveling
 - b. walking d. swimming

6. Adventure tourism impacts the _____ of a country.
 - a. development c. nature
 - b. economy d. local community

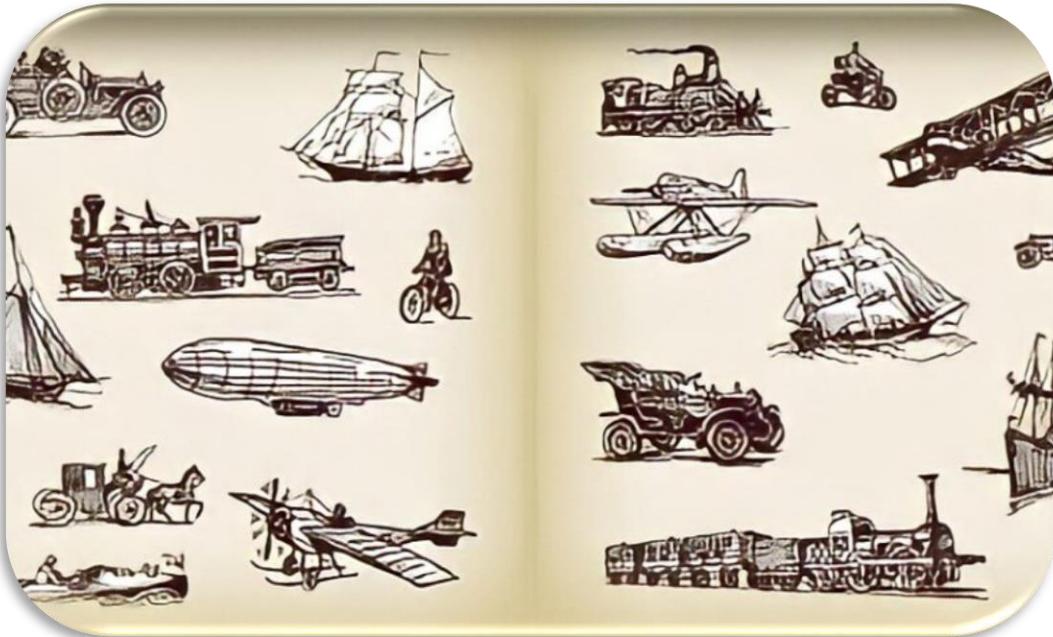
Write short answers to the following questions.

1. What is hiking?
2. Define adventure tourism.
3. Write any 2 advantages and disadvantages of adventure tourism.
4. What is trekking?
5. What is meant by tourism dependence
6. What is bungee jumping?
7. What is the importance of planning before going on a hiking trip?

Give detailed answers to the following questions.

1. Explain adventure tourism along with examples.
2. Write down the threats and challenges of going on a hiking trip.
3. Explain how to identify proper location for camping.
4. Write down the difference between hiking and trekking?
5. Explain the effect of adventure tourism on an economy and environment of a country.

Chapter 3 Travel Services for Tourism



Students' Learning Outcomes

After studying this chapter you will be able to:

- know about travel services in tourism areas
- learn about characteristics of travel services
- learn about reservation system and booking channels for tourist
- know about how booking channels works in tourism and hotel industry
- know about the role of travel agents
- understand the advantages and disadvantages of online travel booking agents

Travel Services in Tourism Industry

Travel services means arranging or booking transportation, vacation or travel packages that include ticketing and accommodation etc. Travel services plays an important role in helping the tourism industry by giving more than one option for traveling. As the time changes, people were given more and more choices and different means of transport were available. Since the start of 21st Century, almost anyone could travel due to the various options of traveling. Now people have easy access to the traveling world and staying in their financial budget at the same time. Travel services in tourism industry are the services which are offered by the travel agents through passenger transport services, air travel services, car services, rail transport and sea transport services through ships and boats. The travel and tourism industry caters a large but slightly different group of people. Travel services in tourism industry consists of the sub sectors which includes; travel agencies, tour brokers/guides, travel agents, OTAs (Online Travel Agency) and GDS (Global Distribution System).



Evolution of mode of transportation throughout history

3.1 Characteristics of Travel Services

Travel services in tourism industry is made up of a complex variety of suppliers, tour operators, tourism products, destination marketing organizations and travel agents. These service providers have organizational skills and communication skills and know what to offer to different types of travelers. Some of the main characteristic of a travel service providers are.

- **Highly Organized** – These service provider shave to be a great planners and managers to manage the tasks of bookings, reservations and communicating with the travelers.
- **Vision** – Having a vision makes it easy to accommodate the customers. It is important to have a proper vision to plan or manage a trip.
- **People Skills** – Travel agents need to have excellent communication skills and the

Information Box

- Before any other form of transportation, humans traveled on foot and then learned to use animals as a mode of transport. In 3500 BCE, the wheel was invented and the first wheel was made from wood.

DO YOU
KNOW?

ability to influence people. The role includes meeting new and different people each time which requires skills of dealing each one of them differently and making sure of the customer satisfaction.

- **Social Knowledge** – Service providers are required to have more knowledge of the current trends and demands. Competing with other travel resources and information keeps them up-to-date concerning the markets demand.
- **Natural Explorers** – Travel service providers are required to have a great sense of traveling and passion of exploring natural areas.

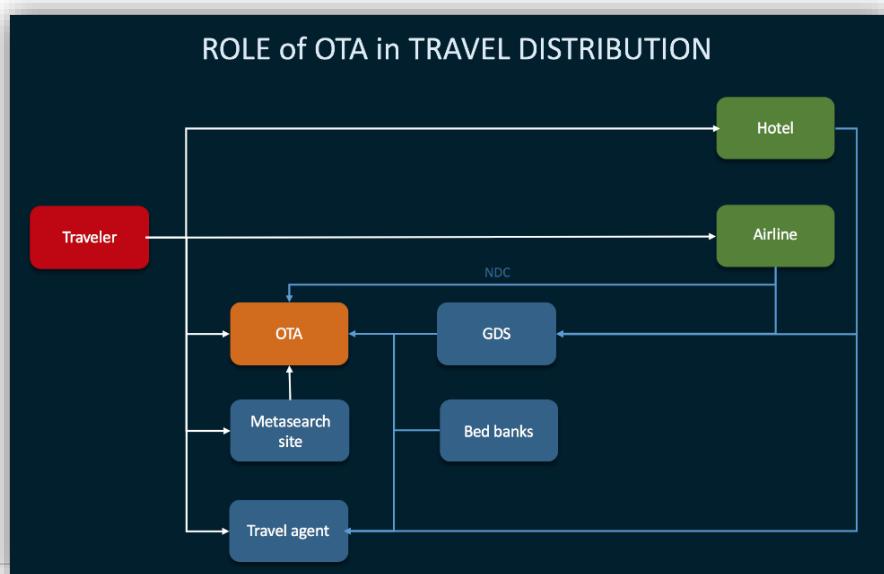
- The shortest flight in the world is between island of Westray and Papa Westray, Scotland and lasts 2 minutes.
(source: ugpti.org)

3.2 Reservation and Booking System (Channels)

People used to have limited knowledge of tourist destinations when planning a trip because of the limited resources of gathering information at the time. Advanced technology made it easy to understand for the travelers. Computer Reservation System (CRS) is one of the most widely used technology in tourism industry. This system helps to promote and give the best and accurate information about the availability, price and bookings of products and services.

There are 4 basic channels of distribution between a company and a traveler.

1. **Retailers** – Retailers role is to sell the product of the companies such as tickets and hotel rooms and charge their fees or keep a few percent of the commission of total sale.
2. **Wholesalers** – Wholesalers work under travel agencies and provide discount on the fares or some coupons which can be used next time.



3. **Travel Agents** – Travel agents provide flexibility and additional opportunities to the travelers such as giving more options in terms of date and time when booking a flight.
4. **Online Travel Agencies (OTAs)** – Bookings are made more convenient for the travelers with online platforms. A person traveling does not have to step outside of the comfort zone and can plan a trip through online platforms provided by the travel services or agencies.

Some of the most common booking channels are Expedia, Booking.com and Trip Advisor. These booking channels are known as **Global Distribution System (GDS)**. They are connected with different hotels around the world and book rooms for the travelers depending on the season. It is easy for you to book rooms or get to know about the hotels and its view and location before traveling to that place.

3.3 ROLE OF TRAVEL AGENTS

The role of travel agent sis to sell services such as transportation and accommodation to a person or a group of travelers and to help them plan, choose and arrange a schedule trip. Travel agents work with clients to determine the traveling needs and ensure to stay up-to-date with tourism trends accordingly. Hotels and other industries also benefit from the travel agents and OTAs by the growing sales and promotions, making it easy to cater the guests.



3.3.1 Advantages of Online Travel Agents

There are few advantages and disadvantages of using the facilities of online travel agents. Some of the advantages are.

- Online travel agents are easily accessible in any corner of the world
- Travel agents reduce the workload for a traveler of planning, budgeting and booking information
- Online travel agents plan your trip according to your budget and ideas and the traveler just needs to provide the basic details
- Mode of payment is easy and the risk of scam is extremely low, a traveler can pay while staying in the comfort zone through credit card or bank transfer.

Activity:

- Call a travel agent and book a flight to any destination. Note key points of communication and share it in class

3.3.2 Disadvantages of Online Travel Agents

Following are the disadvantages of online travel agents.

- Commission rates are charged by travel agents on every booking
- Finding a reliable and trustworthy agent to plan your trip is difficult. A traveler needs to make sure to choose the right travel agent for the trip
- Holiday packages through travel agents include busy and crowded places

SUMMARY

This chapter highlights the importance of travel services in tourism industry and the effect of constant change in demand from the customers. The mode of transportation evolved with the passage of time which made it easy for travelers to plan a trip without any difficulty. As discussed in this chapter, travel services consist of different components including social knowledge, people skills and few more along with the advantages and disadvantages of online travel agents when planning to book a trip.

Key Words

- Travel
- Tour brokers
- Travel agents
- OTAs
- Visions
- Social Knowledge
- Natural explorers
- Retailers
- Wholesalers

EXERCISE

- Make a booking through OTAs and have a discussion in class on advantages and disadvantages of online booking channels
- Contact any travel agency, book a demo flight and observe the points while talking to the agent

Choose the correct answer

1. International airline of Pakistan is:
a. Serene Air c. PIA
b. Air blue d. Air sial

2. CRS stands for:
 - a. Customer Research Support c. Computer Reservation Support
 - b. Computer Reservation System d. Customer Real Support
3. OTAs stands for:
 - a. Online Travel Agencies c. Online Tourism Agencies
 - b. Online Tour Agencies d. Online Touring Agencies
4. Booking channels are also called GDS which stands for:
 - a. Global dividing system c. Global distribution support
 - b. Global distribution system d. Global demanding system
5. Highly organized travel agents are:
 - a. great planners c. organized
 - b. good travelers d. good speaker
6. Natural explorers have great sense of:
 - a. traveling c. talking
 - b. tourism d. transportation

Write short answers to the following questions.

1. What is travel services?
2. What are the characteristics of travel services?
3. Define travel services in tourism industry.
4. What is the role of a retailer in reservation system?
5. Define GDS.
6. What is the role of online travel agent?

Give detailed answers to the following questions.

1. Explain the characteristics of travel services in tourism industry?
2. How does booking channels work in tourism industry?
3. Explain the advantages and disadvantages of online travel agents?

Chapter 4 Hospitality and Lodging



Students Learning Outcomes

After studying this chapter you will be able to:

- know about meanings and background of hospitality industry
- know about hospitality industry (scope, values, and traditions)
- understand the difference among hotel, restaurant, motel guesthouses, rest house
- know about types of hotels and lodging properties commercial and non-commercial
- classify hotels by type and location
- learn hotel rating systems

Hospitality and Lodging Industry

The word hospitality is derived from the Latin word ‘hospes’ which means both a visitor and stranger. Hospitality means to cater and serve the needs and wants of a guest or a visitor. Whereas, lodging means to accommodate and provide a place to stay. The hospitality industry is defined as a broad category of field in the service industry that includes different services such as lodging, food and drink, event organizing, travel and tourism. Hospitality industry includes hotel, motels, guesthouses, resorts, travel agencies and restaurants etc.

Historical Background of Hospitality Industry

The era of hospitality industry and its services began from 40 BC during the time social and religious gatherings were very common. It was the time when Greeks came up with different ideas of providing facilities and relaxation to the travelers. After the Greeks, the Roman era took place and provided different facilities such as accommodation and entertainment for the travelers. Hospitality industry then revived in Colonial Period in the Late 1700s and the services started to shape in a very different way. Hospitality and lodging industry experienced a significant improvement in terms of economic and environmental development over the years. The various social and traditional changes along with the increase in cultural diversity were part of the changes in hospitality industry. Bed and breakfast were developed during the 18th Century, coffee shops became very popular at the time for tourists and many Inns and guesthouses were built for the travelers.

DO YOU KNOW?

- Thermal baths were introduced by Greeks in 40 BC.

4.1 Scope of Hospitality Industry

The hospitality industry consists of broad category of services that includes lodging, food & beverage, travel & tourism and recreation.

Lodging

Lodging means different types of accommodation facilities such as hotels, motels, guesthouses, inns and resorts. Lodging sector provides shelter or a place for travelers to stay for one or more nights. The scope of lodging sector in hospitality industry is increasing each year by providing employment opportunities in different areas such as; accommodation manager, event manager, front desk manager, sales and marketing and customer service etc.



Food and Beverage

Food & Beverage sector is also known as F&B. It is the largest sector of hospitality industry, consisting of the sub sectors such as; restaurants, cafes, coffee shops, tea shops, food stalls, catering services etc. Food and beverage services are essential for any hospitality establishment and consist a wider scope of career opportunities. An individual can apply in many different categories of food and beverage such as; catering companies, airlines, chefs, restaurant managers, food production and processing companies etc.



Travel and Tourism

Travel and tourism is a versatile industry consists of wider scope in different fields such as travel agents and agencies, tour brokers or tour guides. Cruises are also a part of travel and tourism industry because the primary role of a cruise is to take the passengers from one place to another while providing the accommodation and food and beverage services in it. The scope of travel and tourism in career development is vast and it provide opportunities in different areas like airlines, transportation, traveling agencies and cruises etc.



Recreation

Recreation is an activity that people do for rest, relaxation or enjoyment. Recreation activity helps to freshen the mind and the body of a person. It includes activities such as visiting amusement parks, riding a rollercoaster, watching movies in a theatre, fishing etc.

4.2 Values and Traditions of Hospitality Industry

Hospitality industry refers to an organizational structure that includes cultural beliefs, values and attitude. It is important to serve guests with a warm feeling of serving them with kindness in a traditional manner of a hotel. It affects the customer service and improves the overall experience.

4.3 Difference between Hotel Motel Guesthouses and Restaurant

Following are the differences between the sub sectors of hospitality industry.

Hotels

A hotel is an establishment that primarily focuses on providing accommodation to guest along with other facilities and services. Before hotels in the mid-17th century, Inns were served as a place for lodging facilities. The concept of hotel began to grow in 19th century.

Hotels are also known as ‘a home away from home’. Hotels provide different services and facilities such as room service, restaurants, meeting rooms, event halls, fitness center, swimming pool, business center etc.

Motels

The word ‘Motel’ is the combination of motorway and hotel. A motel is an establishment that provides basic facilities and services such as bed and breakfast, open car parking and laundry services to the guest. Motels are usually built on the suburban side of the city. The difference between a motel and hotel is that hotels are usually large buildings with different room types on each floor. Hotels also provide multiple facilities to the guest such as different restaurants, swimming pool, valet car parking, banquet halls etc. Whereas, motels provide limited services to the guest that only includes basic necessities.



Guest Houses

Guest houses are traditionally small and privately owned establishments. Guesthouses have fewer rooms as compared to the hotels and are generally located in the residential areas. Guesthouses are less expensive with limited services and usually cater families who are traveling on a budget.



Restaurants

A restaurant is an eatery business or place where people have a dining experience away from homes and to change the usual routine for a day. Restaurants only focus on serving food and drinks to the guests without providing accommodation facilities. Meals are generally prepared and served in a restaurant kitchen but also offer take-out and food delivery systems to the guests.



4.4 Lodging Operations (Commercial & Non-Commercial)

Lodging operations focuses on hotels, motels, bed and breakfast and resorts. Examples of non-commercial lodging service providers are guest houses, hostels, panahgah etc.

4.4.1 Types of Hotels and Its Classification

Classification and type of a hotel is determined by the size and location of the building structure, functions, level of service, amenities and industry standards. Some of the hotels that can be classified according to its type and location are as follows.

City Center/Downtown Hotels

City center or downtown hotels are generally located in the heart of city within a short distance from the business hub and shopping malls. These type of hotels are generally expensive because of their prime location.

DO YOU
KNOW?

- **Amenities** are facilities provided by a hotel such as Wi-Fi, TV, fridge, soap, shampoo, towels etc.

Motels

They are located primarily on a highway or motorway and target guests who are traveling by road. Motels provide limited accommodation and food and beverage services along with other amenities.

Airport Hotels

Airport hotels are also known as transit hotels and focus on guests who are traveling from one destination to another and does not prefer to stay far from the airport due to frequent traveling.

Resorts

A resort is a place that offers relaxation and recreation facilities to the guest. Resorts are known for its large size properties and typically offer more facilities than just accommodation and food. Resorts often have indoor and outdoor activities, club lounge, water and amusement park, sports and fitness centers etc.

Activity:

- Visit a budgeted hotel or a restaurant in your city and share your experience with your teacher

Floating Hotels/Flotels

Flotel is a combination of the word float and hotel,

which means a hotel that is floating above water and are generally established on luxury cruises or ships. The rooms are small as they are built inside the ships but offer full-services to the guest.

Budget Hotels

A hotel that provides minimum amenities and services to the guest. Budget friendly hotels offer lower price than a normal hotel. These type of hotels meet the basic need of a guest by providing comfortable and clean room with basic facilities.

Luxury Hotels

Luxury hotels provide luxurious facilities and services to the guest, offering multiple restaurants and VIP lounges, excellent concierge service and dining facilities. The rooms consist of luxurious furnishing and high amenities. The main target audience for these hotels are celebrities, businessmen and high ranking politicians.

4.5 Hotel Rating System

Rating system is often used to classify hotels according to the facilities and level of services provided by an establishment. Star classification is typically used to rate a hotel from 1 to 5 with 1 means lowest and 5 means highest. A one star hotel means that it provides basic facilities to the guest and average services. A two and three star hotel also provides limited facilities and typically offer better services. A four star hotel provides multiple facilities and services to the guests, and offer above average amenities and services. A five star hotel caters the need and wants of a guest in a luxurious manner. Five star hotels offers multiple facilities and services to guests at a very high level such as personalized services and luxurious dining experiences etc.

Activity:

- Make a phone call to different hotels and ask them what is the star rating of their hotels and why?

SUMMARY

The chapter introduced different sides of a hospitality and lodging industry, giving an overview of hospitality background and its beginning. The broad categories of hospitality industry gives an option to take advantage of it in terms of career opportunities. Lodging properties can be classified according to various criteria such as price, functions, location, types and the level of services and facilities. Types of lodging properties according to price include full-service and luxury hotels. The location category include classification of properties such as motels or resorts. This chapter also covers the type of hotels according to the star rating system from one star to five star hotel depending on the level of services and facilities it offers.

Key Words

- Tourism
- Leisure
- Religious
- Hospitality
- Inconsistency
- People-oriented
- Trough
- UNWTO
- Roman Era
- Greek Era
- Revenue
- Traits
- Intangibility
- Perishability
- Inseparability
- Hotels
- Motels
- PTDC
- Evolution
- Trends

EXERCISE

- Visit a hotel in your city and share your experience in class
- Ask hotel staff about the star rating of the hotel and ask them why they consider themselves in that category

Choose the correct answer

1. A five star hotel means it has all the _____ amenities and services.
a. luxurious c. basic
b. limited d. cheap

2. Hotel star rating is classified according to its:
a. Services only c. Area
b. Facilities and services d. City

3. Lodging sector include:
 - a. Restaurants c. Cafés
 - b. Hotel and motels d. Coffee shops
4. _____ Hotels offer high end facilities and services.
 - a. Budget c. Airport
 - b. Downtown d. Luxury
5. Guest houses have _____ rooms as compared to hotels.
 - a. fewer c. better
 - b. more d. equal
6. A hotel means ‘a home away from _____.
 - a. workplace c. normal environment
 - b. home d. family

Write short answers to the following questions.

1. Define hotel sector
2. What is the difference between a hotel and motel?
3. Write any 3 types of hotels in Pakistan.
4. Which is the highest star rating hotel in Pakistan?
5. What is an airport hotel?
6. What is a motel?
7. What is the difference between 2 and 5 star hotel?

Give detail answers to the following questions.

1. Explain hospitality industry and its background.
2. Explain the scope of hospitality industry.
3. Differentiate:
 - Hotel
 - Motel
 - Guest house
 - Restaurant
4. Describe the type of hotels and lodging operations (commercial and non-commercial).
5. Explain hotel rating system.

Chapter 5 Heritage Cultural Tourism Management



Students Learning Outcomes

After studying this chapter you will be able to:

- know cultural and heritage tourism
- understand the importance of cultural heritage tourism
- learn cultures and heritage sites of Pakistan
- know about impact of cultural and heritage sites on tourism industry
- understand the roles of different organization working on culture and heritage tourism (national and international organization working cultural heritage i.e. UNESCO, WWF)
- understand needs of tourists for cultural and heritage tourism

INTRODUCTION

Cultural and heritage tourism is defined as tourism in which tourist focuses on seeking, observing, learning and having the knowledge of different cultural attractions and products of a tourism destination. Cultural heritage includes the architectural work, cooking activities, music and festivals, historical events, heritage sites, monuments, museums, religious venues and wildlife. Heritage tourism refers to tangible and intangible cultural, historical and natural elements as a use of tourism resources. It includes all tangible elements such as houses, museums and archaeological objects. Whereas, intangible elements includes language, music, festivals, religion, food, etc.

5.1 Importance of Cultural Heritage Tourism

Cultural heritage tourism represents the identity of a certain group or community. A large number of people visit cultural and historical sites that help in improving economic development of a country and creating more job opportunities. Culture and heritage both plays a great part in generating revenue for the countries because tourists often stay longer and spend a lot of time and money on experiencing and learning cultural heritage of a country. It is a way of connecting with other people through social values, beliefs, religion and customs.



Heritage is mainly categorized into two main types.

- Natural heritage
- Cultural heritage.

5.1.1 NATURAL HERITAGE

Natural heritage refers to the natural aspects like beach, landscapes and national parks of a country. Natural heritage attract tourists to visit and discover the natural attractions and sights.



Hingol National Park, Makran



Central Karakoram National Park,

5.1.2 CULTURAL HERITAGE

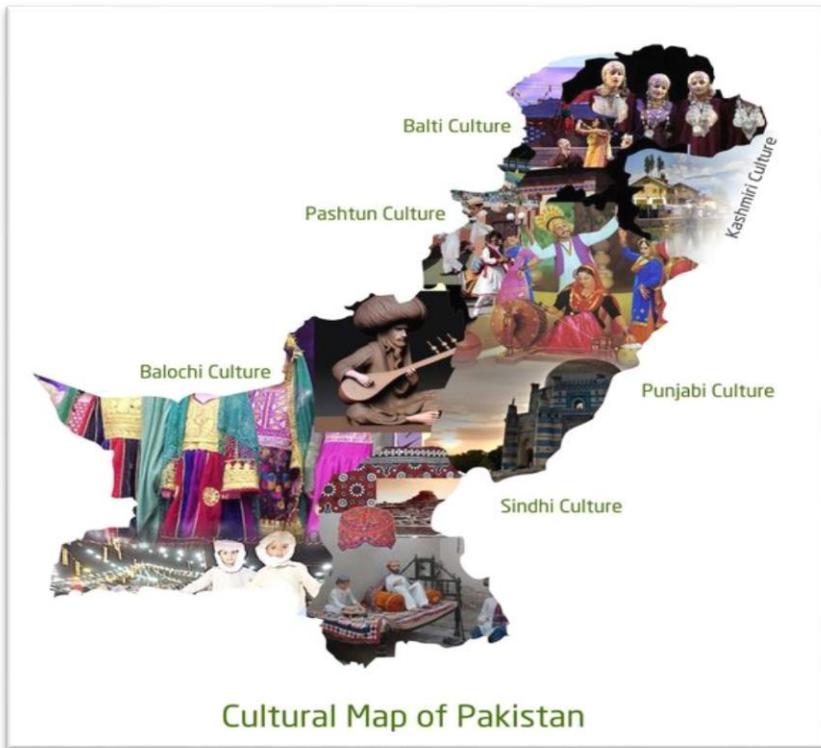
Cultural heritage means ways of living that a community developed through ideas, concept and behavior. Cultural heritage in Pakistan includes archaeological sites, shrines, tombs, monuments and places of worship. The cultural heritage of Pakistan consists of the following characteristics.

- Language
- Literature and poetry
- Dress and food
- Arts and architecture
- Handicrafts

5.2 CULTURES AND HERITAGE SITES OF PAKISTAN

The **United Nations Educational, Scientific and Cultural Organization** (UNESCO) is an organization and its main purpose is to seek cultural peace and develop sustainability through education, the sciences, communication and information. UNESCO listed six sites in Pakistan as World Heritage Sites that are as follows.

1. Archeological Ruins at Mohenjo-Daro
2. Buddhist Ruins of Takht-i-Bahi and Sahr-i-Bahlol
3. Taxila
4. Rohtas Fort (Jhelum)
5. Lahore Fort and Shalimar Garden
6. Makli Hill (Thatta)



Mohenjo-Daro means ‘the mound of the dead’. It is an archaeological site in the province of Sindh. It was one of the largest settlements of the ancient Indus Valley Civilization. Mohenjo-Daro was one of the earliest major cities but soon it was abandoned in the 19th Century BCE due to the declining of Indus Valley Civilization but later rediscovered in 1920s.



*Source: fhmpakistan.com
(Pakistani Culture and*

Takht-i-Bahi means throne of water spring and it is located in Mardan, Khyber-Pakhtunkhwa. It was listed as a UNESCO World Heritage Site in 1980.

Taxila is also an archaeological site with the same name of city and it lies about 32 km north-west of Islamabad and Rawalpindi.

Rohtas Fort is a 16th Century fortress located near the city of Jhelum and is one of the largest forts in subcontinent. It is an example of early Muslim military architecture in central and south Asia.

Lahore Fort and Shalimar Gardens are located in Lahore, Punjab. Shalimar gardens were built by the Mughal royal family for the purpose of entertaining guests. Lahore Fort is also known as Shahi Qila and is located at the northern end of walled city Lahore, containing 21 notable monuments.

Makli Hill is one of the largest funerary sites in the world and it covers almost the total area of 10 kilometers near the city of Thatta, Sindh. The large part of Makli belongs to royal Sufi saints and famous scholars. It was listed as a UNESCO World Heritage Site in 1981.

Activity:

- Enlist the factors you will consider while visiting cultural heritage sites

5.3 Impact of Culture and Heritage Sites on Tourism Industry

The importance of cultural heritage on tourism industry plays a crucial role in economic development of a country. Tourism industry benefits from cultural heritage in a financial way and also develops a unique connection between the tourists and the locals by encouraging them to have more respect for each other and the cultural heritage itself.



Activity:

- Make a list of some famous cultural and heritage sites of Pakistan

5.4 Role of Different Organization in Cultural and Heritage Tourism

Site	Location	Important features
<ul style="list-style-type: none">• Archaeological ruins at Taxila• Archaeological ruins at Mohenjo-Daro• Shalimar Garden• Rohtas Fort	<ul style="list-style-type: none">• Rawalpindi, district of Punjab• right bank of the Indus river• City of Lahore• North of Pakistan, province of Punjab	<ul style="list-style-type: none">• Caves and Buddhist monasteries• Representation of metropolis civilization• Mughal artistic expression• 12 monumental gateways

5.5 UNESCO

UNESCO: United Nations Educational, Scientific and Cultural Organization was established on 16 November, 1945. The role of UNESCO is to ensure the peace through international cooperation in Education, Science and Culture. Focusing on the tourism industry, the organization itself made sure to spread the natural and cultural tourism both in every part of the world, for tourists to discover new attraction sites and for the locals to benefit from it. Pakistan has been very much involved as a member of UNESCO's board since 1978. The role of UNESCO is to preserve natural and cultural heritage of a country by ensuring the maintaining system of ancient archeological sites (which are previously discussed), and they are only achieved through proper education and tools.



5.6 WWF

The World Wide Fund for Nature (WWF) is an International but non-governmental organization and it was founded on 29 April, 1961. WWF is one of the largest independent organization and it focuses on reducing the human impact on an environment and to build a future around natural and eco-friendly areas. WWF works in nearly 100 countries and collaborate with people around the world to develop and deliver creative solutions to protect communities, wildlife, and the place where they live.



5.6 Understand Needs of Tourists for Cultural and Heritage Tourism

It is important that tourists visit cultural heritage sites to keep the opportunities open for the local community by creating jobs, strengthening local economy and to promote the awareness of culture and heritage of any tourist destination.

SUMMARY

Cultural heritage plays an important role in the growth of tourism industry. Travelers learn a lot about cultural values and heritage of a country through its music, festivals, historical sites, religious venues, etc. Natural heritage include beaches, landscapes, and all the natural beauty of a country. Whereas, cultural heritage includes language, literature, food, dress, handicrafts, etc. It helps in the economic development of a country and create job opportunities for the locals. UNESCO, WWF and other organization works in maintaining and protecting the natural and socio-cultural environment of heritage sites while promoting cultural values I every corner of the world.

Key Words

- Culture
- UNESCO
- Coral gardens
- Rohtas Fort
- Takht-i-Bahi
- Intangible
- Heritage
- WWF
- Archaeological
- Makli Hill
- Civilization
- Tangible

EXERCISE

- Identify and visit few cultural heritage sites in your city
- Explore your school building with your classmates and demonstrate your finding as a Tour guide to your class
- Plan a school tour to explore different classes and act as a tour guide
- Locate cultural and heritage sites on a map

Choose the correct answer

1. Rohtas Fort is located near the city of _____.
a. Peshawar c. Jhelum
b. Faisalabad d. Multan

2. UNESCO was established in _____.
 - a. 1945 c. 1946
 - b. 1947d. 1948

3. WWF stands for:
 - a. World Wide Food c. World Wide Function
 - b. World Wide Fund d. World Wide Foundation

4. UNESCO listed ____ sites in Pakistan as World Heritage Sites.
 - a. 6 c. 7
 - b. 8d. 9

5. Cultural heritage affects the ____ development of a country.
 - a. economic c. culture
 - b. touristd. tourism

6. Arts and handicraft are characteristics of _____.
 - a. Cultural heritage c. Socio-culture
 - b. Natural heritage d. world heritage

Write short answers to the following questions.

1. What is meant by cultural heritage?
2. Where is Mohenjo-Daro located?
3. What is Makli Hill and how much area does it cover?
4. Define natural heritage.
5. What is UNESCO?
6. Enlist cultural heritage sites in Pakistan.

Give detail answers to the following questions.

1. Write down the importance of cultural heritage in tourism industry.
2. Explain the role of UNESCO in cultural heritage.
3. Describe the role of WWF in maintaining natural environment.
4. Write down the impact of culture and heritage on tourism industry.

Chapter 6 Tourist Transport Services



Students' Learning Outcomes

After studying this chapter you will be able to:

- know about the different modes of transportation
 - land based
 - water based
 - air travel
- understand management of transport facilities and services for tourists
- ensure safety and maintenance of the vehicles
- understand assumed risks and hazards during travel in hilly areas
 - brake fails
 - land sliding
 - snow falling
 - flooding

6.1 MODES OF TRANSPORTATION

Mode of transportation means the movement of goods or a person from one place to another through different ways of transportation such as by air, by road and through water-based transport.



Land or road based transport is one of the most common ways of traveling from one place to another. Cars, buses, taxis and railways are some of the transportation services frequently used by both the locals and tourists. Land based transportation is cheaper, easily accessible and available.



Water-based transportation was one of the earliest form of traveling. In today's world traveling through ships and cruises are known to be the most luxurious and expensive way of traveling. Boats and ferries are usually used for the transportation of goods. The most luxurious mode of water based transportation are Cruises which also helps in increasing tourism activity.



Air traveling is one of the most common transportation service for traveling from one destination to another. It is the fastest mode of transportation, which covers maximum distance in shortest time. Air transport does not need a specific surface track to operate. Some of the examples of air transport are airplanes, jets, helicopters, hot air balloons (for leisure purpose) and parachutes etc.



6.4 Management of Transport Facilities and Services for Tourists

Transportation plays an important part in tourism industry. Transportation works as a bridge between tourists and various tourist attractions. Better transportation facilities helps the tourist making it easy for them to travel without worrying to go from one place to another.

6.3 INTRODUCTION TO SAFETY STANDARDS

It is important to ensure the safety and maintenance of a vehicle before having to travel. Vehicles should be timely maintained in a way to avoid any mishap during the journey. Make sure the fuel is full for traveling from one destination to the other. The driver should be active and proficient with the skills and should stay alert all the time as the most common accidents or injuries happen through road collisions. As tourism industry is on the rise many locals are buying cars and renting it to the tourists on a day to day basis.



Some of the most common things to consider on vehicle maintenance are:

- Lights, indicators, and number plates must be kept clear and in good shape
- Headlights must be properly adjusted according to the weather
- Ensure seatbelts and mirrors are adjusted correctly before driving
- Ensure the luggage is properly stored before moving the vehicle

6.3 Traveling Risks and Hazards

Many tourists travel Pakistan each year mostly to visit the northern areas. The natural beauty attracts the tourists to further experience the beauty of hills and mountains. But some areas also consist of some risks and hazards for tourists while traveling in different seasons.

Natural risks and hazards includes the risk of **Land sliding**, which are most commonly be found during the winter and snowy season. Land sliding causes hurdles to the vehicles by blocking the road for the travelers to go further.



Snowfall sometimes get too intense in some areas of Pakistan especially in some of the places such as Ziarat, Hunza Valley, Skardu, NathiaGali, NaranKaghan Valley, etc. Tourists tend to enjoy the snowy weather but it also block the roads and make it difficult for the travelers to continue the journey.



Flooding is another risk and hazard factor for tourists. It happens due to the heavy rain in the area, causing the travelers to stop trip for a while. Flooding cause damages in almost every area of work, shops, markets and restaurants.



Activity:

- Sometimes brakes maybe out of order. What should a driver do in this situation?

SUMMARY

The movement of goods and or people from one location to another using different ways such as air, road and water-based transport is referred to as mode of transportation. It is necessary to check the vehicle's safety and maintenance if traveling by road. Vehicles should be serviced on a regular basis to avoid any mishap on the road. As the tourism industry is growing, many locals are acquiring cars to rent tourists as a service provider.

Key Words

- Hazards
- Safety
- Land sliding
- Transportation
- Vehicle
- Flooding

EXERCISE

- Visit different websites providing tourism transportation services
- Prepare maintenance checklist as per Safety Standards
- Enlist some of the safety measure you take while traveling through land transport

Choose the correct answer

1. Mode of transportation means the movement of _____ from one place to another.
 - a. goods
 - b. Travelers.
 - c. services
 - d. ships
2. Water-based transportation include:
 - a. ships and cruises
 - b. swimming
 - c. sea
 - d. containers
3. GDP stands for:
 - a. Global domestic product
 - b. Gross domestic product
 - c. Gross domestic promotion
 - d. Great distribution promotion
4. One of the example of air traveling is:
 - a. Jets
 - b. jumping
 - c. Bungee jumping
 - d. hot air balloons
5. Flooding happens when _____ occurs:
 - a. heavy rain
 - b. bad weather
 - c. bad weather

- b. moisture d. storm
6. There are ____ ways of transportation.
a. 2 c. 4
b. 3 d. 5

Write short answers to the following questions.

1. Define land based and water based transportation.
2. Give two examples of land based vehicles.
3. What is land sliding?
4. What is meant by air traveling?
5. When does land sliding occurs in Pakistan (Northern Areas)
6. How many ways of transportation are there?
7. What are some of the most common things to consider during vehicle maintenance

Give detail answers to the following questions.

1. Explain the importance of transportation.
2. Explain transportation facilities.
3. Explain the importance of safety and maintenance of the vehicles.

Chapter 7 Sustainable Tourism



Students Learning Outcomes

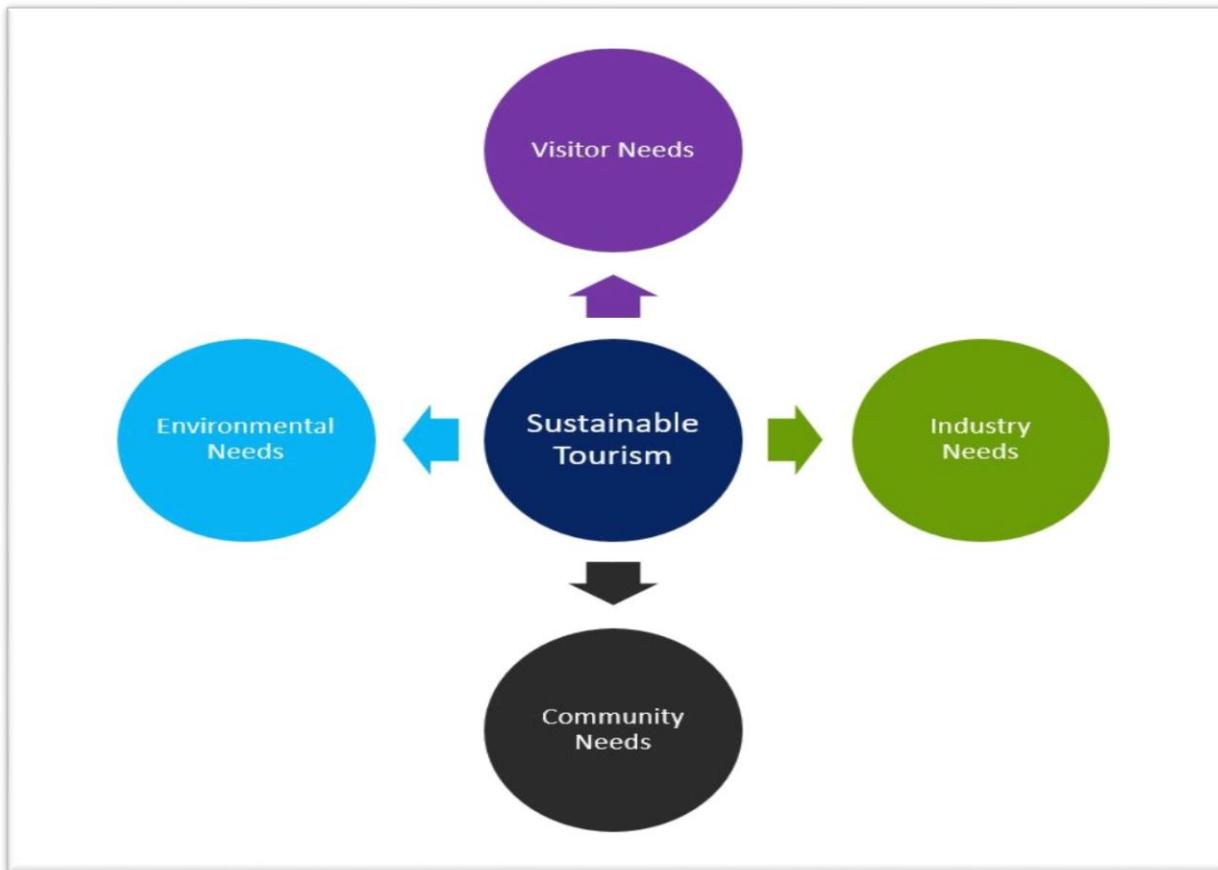
After studying this chapter you will be able to:

- define sustainable tourism
- understand difference between sustainable and eco-tourism
- understand environmental, economic, and socio-cultural aspects of tourism development
- understand importance of preserving heritage sites in Pakistan
- know different local/regional cultural heritage sites
- define eco-tourism
- identify suitable camping site in your locality
- understand the nature of eco-tourism
- know about financial benefits and empowerment for local community

7.1 SUSTAINABLE TOURISM

The word sustainability means to maintain and preserve the natural, social, economic and environmental need. Sustainable tourism is defined as the balance between environmental, economic and socio-cultural aspects of tourism development. It plays an important role in minimizing its impact on the environment and local culture, while contributing to generate income, employment and the conservation of eco-tourism. Having a green and clean environment is important for a country. For example solar electricity, which requires heat of the sun for maximum time to generate the electricity while depending on natural resources. Other examples of sustainable tourism in Pakistan are:

- Conservation of River Indus Dolphin through community based ecotourism
- Capacity building of Tourism Promotion Association of Kaghan Valley for the promotion of sustainable tourism in the region



7.2 Difference between Sustainable and Eco-tourism

Eco-tourism is defined as a form of tourism that involves responsible travel to natural areas, protecting the environment and improving the well-being of the local community. It refers to a form of tourism that highlights all the natural-based environment which motivates the tourists to observe and appreciate nature as well as traditional cultures in natural areas.

Ecotourism also supports the maintenance of natural areas which are used as ecotourism attractions. Whereas, sustainable tourism refer to the environmental, economic and socio-cultural aspects of tourism development. The role of sustainable tourism is to focus on current and future economic, social and environmental impact as well as addressing the needs of the visitors and communities.

7.2 Importance of Preserving Heritage Sites in Pakistan

Preservation means to protect and maintain the existence of something in its natural state for example, protecting the natural environment of a country for the locals and the tourists. Heritage sites plays an important role in tourism industry by keeping historical sites, buildings and object in its natural shape. Preservation of national heritage sites are passed through different generations that includes architecture, landscapes and other work of art. The role of National Archaeological Department is to preserve national heritage sites in Pakistan. The only assets which helps in the development of urban communities and also helps in promoting the culture. It also helps in reducing poverty by creating income and employment opportunities. Heritage sites are the sign of keeping culture of Pakistan and its values alive.

7.3 Local Heritage Sites

Local heritage means recognizing the local culture and heritage buildings which are within the district. Cultural heritage sites that are located in Pakistan include Badshahi Mosque, Katas raj temple, and Wazir Khan Mosque, Punjab. Ranikort Fort, Chaukandi tombs, and Port of Banbhor are located in Sindh. Whereas, Karez cultural landscape, and Ziarat Juniper forest are some cultural heritage sites located in Baluchistan.

7.3.1 Regional Heritage Sites

Regional heritage sites include the archaeological site of Harappa that consist of low mountains and graveyards to the south of Ravi River, Punjab. Mohenjo-Daro and historical monuments like Makli that are located in Sindh. Rohtas Fort, Shalimar Gardens and Taxila are also located in Punjab. Whereas, some other regional heritage sites include Baltit Fort (GilgitBaltistan), archaeological site of Ranigat (Khyber Pakhtunkhwa) and archaeological site of Mehrgarh which is located in Baluchistan.

7.4 ECO TOURISM

Ecotourism is defined as the responsibility of protecting and strengthening the natural environment, improving the lives of local communities and educate visitors. Ecotourism minimizes the physical and social impact and establishes environmental and cultural awareness, providing a positive experience to both the locals and the visitors. Pakistan is a very unique country which possess various ecotourism attractions such as Baltoro Glaciers and Hushe Valley that consist of all trekking and mountaineering tourism in Baltistan.



Activity:

- Identify suitable camping site in your locality considering green and clean environment



Baltoro Glaciers, Baltistan



Hushe Valley, Baltistan

Activity for Students:

- Implement a green tourism activity (such as plantation of trees)

7.5 NATURE OF ECO TOURISM

The ecotourism is preserved by the environment, while maintaining the cultural and social quality of local communities. Tourists can have a great influence on the sustainability of tourism by keeping the balance between maintaining the environment and cultural values of travel destinations.

Ecotourism also benefit countries financially by creating job opportunities for the locals to promote and maintain the ecosystem of a country. The local communities take advantage of the economic and social benefits by contributing in the success of ecotourism by spreading awareness of sustainability and protecting the natural environment.



SUMMARY

Sustainable tourism is a form of tourism that minimizes the harm and maximizes the benefits of tourism industry for natural environment and local communities. Whereas, ecotourism protects and maintain environment through sustainability.

Sustainable tourism plays an important part in preserving cultural heritage sites in Pakistan by spreading awareness and importance of cultural heritage through local communities.

Ecotourism protects and strengthens natural resources to maintain the growth of tourism industry while promoting green environment and improving the economy of a country by creating job opportunities for the local communities.

Key Words

- Sustainability
- Ecotourism
- Heritage
- Economy
- Nature
- Socio-culture
- Preservation

EXERCISE

- Gather and present the data at local level of tourist flow and impact on local businesses and its opportunities
 - Draw a regional/national map showing famous cultural and heritage points
 - Arrange a visit to nearest heritage site. Set up a camp there keeping in view all the requirements for camping

Choose the correct answer

Write short answers to the following questions.

1. What does sustainability means?
 2. What is cultural heritage of Pakistan?

3. Name any 3 heritage sites in Pakistan.
4. Define nature of ecotourism.

Give detail answers to the following questions.

1. Explain sustainable tourism and its importance.
2. Explain the difference between sustainable tourism and ecotourism.
3. Explain the factors that affect sustainable environment.
4. Describe the role of ecotourism in improving the economy of a country.

Chapter 8 Communication Skills



Students Learning Outcomes

After studying this chapter you will be able to:

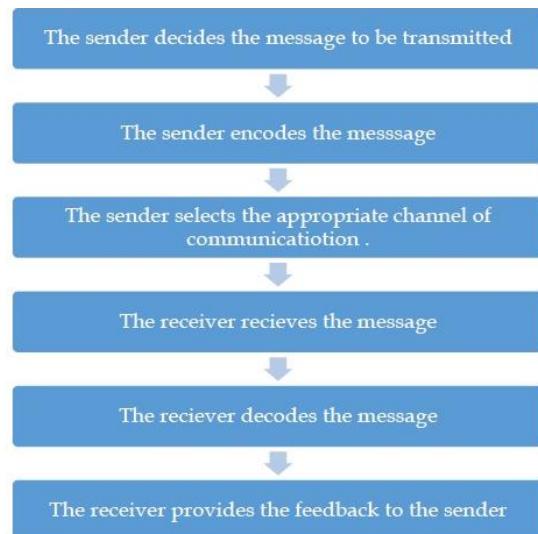
- know about communication process
- understand types of communication (verbal, non-verbal)
- understand effective communication skills
- identify obstacles in communication
- communicate effectively in a team environment
- know about barrier of communication (cultural barriers, language barriers, gender barriers)
- know about verbal, non-verbal, visual

8.1 COMMUNICATION SKILLS

Communication means talking or passing on information to the other person, personally or through different ways such as telephone, computer or any other medium. Communication skills are known as the act or process of using words, actions or behavior while exchanging information or expressing ideas or feelings to someone.

There are 7 components of communication process.

- i. Sender
- ii. Ideas
- iii. Encoding
- iv. Communication channel
- v. Receiver
- vi. Decoding
- vii. Feedback



8.1.1 Sender

A person who intends to convey the message with the purpose of passing or exchanging the information or ideas to the other person is known as sender or communicator.

8.1.2 Ideas

Ideas are the subject matter of communication process, it can be an opinion, attitude, feelings or suggestions.

8.1.3 Encoding

It means to convert the data or information from one form to another. Since ideas are intangible, the further process of encoding requires the use of special symbol of words, actions or pictures.

8.1.4 Communication Channel

Communication Channel is required when sender have to decide the medium or channel of sending a message to another person. The channel of communication can be either formal or informal.

Activity:

- Pick a friend and practice with them the process of communication (sender and receiver)

8.1.5 Receiver

Receiver is a person on the other hand who is receiving the message or the information. Receiver of an information need to be an efficient listener. It is the receiver who tries to understand the message in the best possible manner in order to achieve the desire objective.

8.1.6 Decoding

Decoding is the process of converting the same message body in a way that it bring out its meaning in order to completely understand the message.

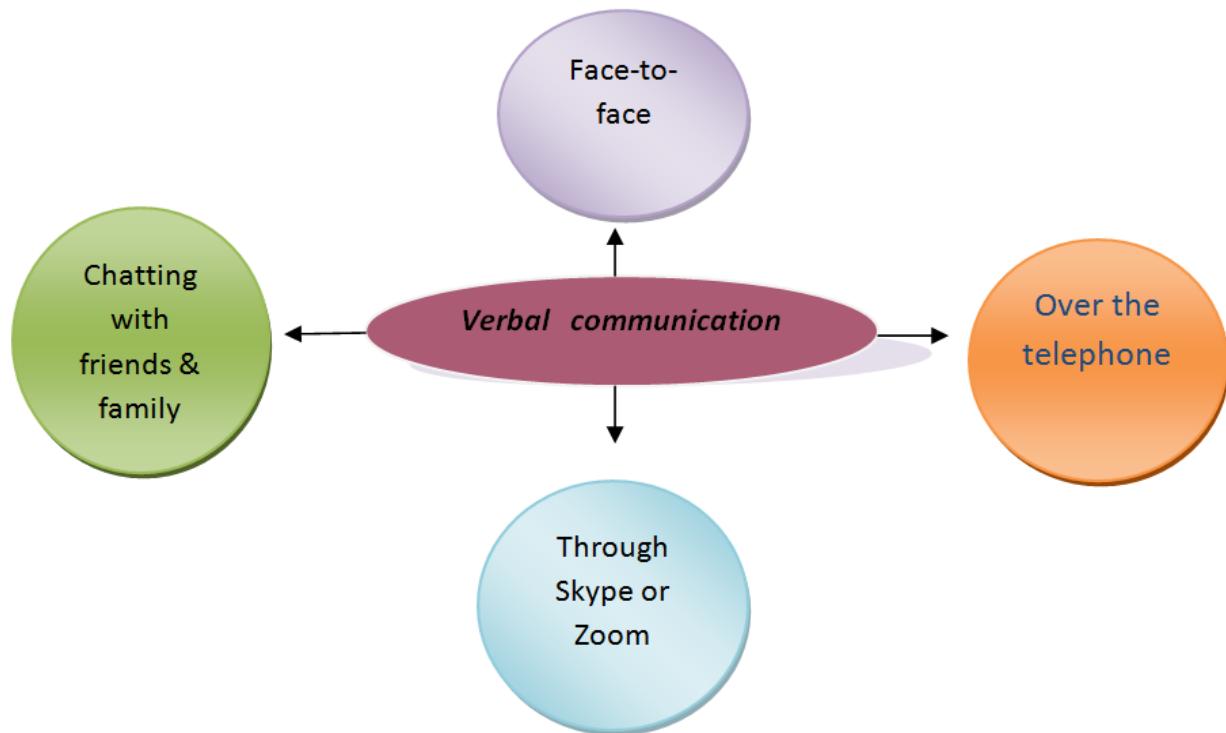
8.1.7 Feedback

Feedback is the last process of communication in which the receiver ensures that themessagehas been received and understood in the same way it was communicated.

8.2 TYPES OF COMMUNICATION

There are two types of communication.

1. Verbal communication
2. Non-Verbal communication.



8.2.1 Verbal Communication

Verbal communication happens when a person interacts with another person. It can be face-to-face discussion, over the telephone, audio and video call platforms. Verbal communication can also be an informal way of communication for example, chatting with a friend at a coffee shop. Whereas, formal communication include work meetings and presentations.

8.2.2 Non-Verbal Communication

Non-verbal communication include body language, movement of hands, posture, facial expressions and the eye contact. This type of communication shows the attitude and personality of a person.

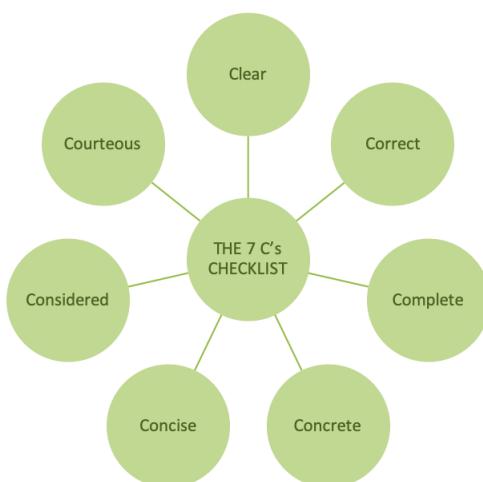
Activity:

- Practice verbal and non-verbal communication in your class

8.3 Effective Communication Skills

Communication skills requires multiple ways of interacting to someone or conveying messages. There are 7 effective ways of communication that are as follows.

1. Completeness
2. Conciseness
3. Consideration
4. Concreteness
5. Clarity
6. Courtesy
7. Correctness



Completeness

In a complete message it is important to make sure that the listener understands the message completely and is informed to perform a specific task.

Conciseness

It is important to make sure the message is relevant and to the point. Mention important information and be direct with what action has to be taken.

Consideration

Consider important points which needs to be mentioned in the message. An effective communication must take the audience into consideration. It means to think from the listener's perspective.

Concreteness

When communicating the sender needs to make sure that the message is goal-specific and that the logic of messages fit together. A message should be based on correct facts and opinions.

Clarity

It is important to be clear about the purpose of communication. The recipient should know the reason behind receiving the message.

Courtesy

Effectiveness of communication can increase by being polite and courteous to the audience. A message should be honest, professional and with consideration of an audience.

Correctness

It is important to convey the message with factual information and making sure that it's correct and up-to-date. If there is any error in information than the audience is likely to get distracted by the message, which will reduce the effectiveness of the message.

8.4 BARRIERS TO COMMUNICATION

A communication barrier is a problem or difficulty that prevents from conveying the message correctly and completely. Barriers to communication can occur due to various reasons where the other person fail to understand the message. There are many different barriers to communication which can lead to frustration or can misguide the person with inaccurate information.

There are three different forms of communication barriers.

8.4.1 Cultural barriers

Cultural barriers are challenges a person face when interacting with someone who belongs to different culture and beliefs. The way of communication often



leads to misunderstanding of the message. Sometime it becomes difficult to understand the beliefs or ideas a person is trying to convey.

8.4.2 Language barriers

Another barrier to communication is the barrier of language. People come from different places or countries to work at the same place, some are good with their language skills and understand or speak more than one language but some are not very good with languages. Language is the most common tool of communication and it plays an important role in helping and building a bridge of relationship in the work environment. It is the most commonly found barrier in international business. Suppose, if you have arrived somewhere in another country as a tourist and you don't know the language they speak then it automatically becomes difficult for you to talk or convey to anyone what you are trying to ask or say, but on the other hand if you find someone in another country who can speak the same language you do, it will be easy for you to trust them and to communicate with them.



8.4.3 Gender Barriers

Gender barriers are very common barriers especially in professional fields. Gender barriers in general can be found through women's side in personal and professional life both. Women's tend to focus on the feelings, senses and meaning of the communication or message of the sender. Some staff may experience hurdles at workplace of not being communicated directly or thoroughly from the opposite gender.

SUMMARY

Communication skills involves the process of conveying a message from one person to another through a medium, and ensuring that the person receiving the message understand it properly. For an effective communication it is important to follow the 7 C's to make sure that the message stays effective to the audience.

Key Words

- Communication skills
- Decoding
- Conciseness
- Clarity
- Concreteness
- Barriers
- Effectiveness
- Feedback
- Decoding
- Courtesy
- Consideration

EXERCISE

- Pick a few friends and practice types of communication
- Role play on how to receive guests in hospitality sector, use the front desk or a simple classroom desk and practice
- Prepare a group presentation on the following types of communication barriers:
 - Language barriers
 - Cultural barriers
 - Gender barriers

Choose the correct answer

1. Sender is a person who:
 - a. sends a message c. receives a message
 - b. reads a message d. listen to a message
2. There are ____ major elements in communication process.
 - a. 8 c. 6
 - b. 7 d. 5
3. Ideas are the _____ of the communication process.
 - a. information c. process
 - b. attitude d. subject

4. Encoding means to _____ the data or information.
 - a. exchange c. convert
 - b. remove d. transfer

5. There are _____ C's of an effective communication.
 - a. 6 c. 7
 - b. 8 d. 9

6. Gender barrier means a barrier between:
 - a. opposite gender c. similar gender
 - b. barrier in communication d. information

Write short answers to the following questions.

1. Define sender and receiver in a communication process.
2. What is meant by gender barriers?
3. What is the importance of feedback?
4. Define communication skills
5. Enlist 7 C's of communication
6. Define barriers to communication
7. Define encoding and decoding

Give detail answers to the following questions.

1. Explain communication process.
2. Explain types of communication (verbal and non-verbal).
3. Explain effective communication skills.



Students Learning Outcomes

After studying this chapter you will be able to:

- create, access and manage email account
- learn how to write and respond official email
- role of social media in marketing and business development
- merits and de-merits of social media

9.1 DIGITAL COMMUNICATION AND SOCIAL MEDIA

A communication that is performed through any digital technology is called digital communication. It is a simple method of communication with the help of any digital or social media platform.

DO YOU
KNOW?

9.2 Effective Email Writing

Email means sending a message from a computer or mobile phone to another person over the internet using web-based services. It is important to mention the subject in an email so the recipient knows what it's about. Mentioning the subject is important but make sure to keep it concise. Highlight important things and use bullet points if required. Writing an official email requires use of formal words to make it effective for the reader.

Following are the steps of setting up an email account:

- Parts of an email address: Username + password (e.g. abc@gmail@yahoo/outlook.com)
- Username must be unique or your actual name
- @ symbol is unique to email addresses (hold shift key and press 2) separates the user name from domain
- Domain: .com – others could be .net or .org depending on the type of work
- Password must be easy to remember but difficult to guess for others
- Avoid using phone number or date of birth as an account password
- It would be best to the combination of numbers and letters
- Alternate email address or phone number will be required in case if you forget your password so make sure to write it down somewhere safe



Sign up

Create a Yahoo/Gmail/Outlook address

First name	Last name
<hr/>	
Email address _____ @domain.com	
Password	
<hr/>	

9.3 INTRODUCTION TO SOCIAL MEDIA PLATFORMS

The use of social media is rapidly growing all around the world each day. It plays an important role in the development of many businesses and its growth by giving brand recognition and success. The tools of social media helps to advertise products and services to a large audience anywhere in the world. Businesses also use social media platforms to share product information and expand their business to let potential customers know about it. Social media offer companies to communicate directly with the target audience and able to sell the products to the right customers at the right time.



Different social media platforms which are mostly used by the local communities and business owners are Facebook, Instagram and YouTube. Social media platforms mainly YouTube serves as an entertainment purpose but people are now earning huge amount of money through it. Twitter helps in telling the world about the decision a company is making regarding any economic, social or well-being of the humans and the products. A well-maintained social media account is key to a successful business. It is not only businesses that does all the efforts but social media platforms also provides a wide range of benefits for companies through different tools and strategies.

Activity:

- Create an account on any social media platform (Facebook/Instagram) and share it in

9.3.1 Advantages of Social Media

Social media helps to reach large audience around the world. It allows to post pictures and videos of the products before selling it, which makes it authentic and easy for the buyers to trust and purchase the following product. Businesses also use paid campaigns to increase the sale and awareness of a brand. A person can evaluate the performance of the business and the products with the help of constant feedback from customers.

9.3.2 Disadvantages of Social Media

Following are the disadvantages of social media platforms.

- People spend more time on it causing serious addiction and wastage of time
- It causes blur eyesight and headache because of the constant use of mobile phones or laptop.
- The information on all social media platforms are not always correct
- It decreases face-to-face communication skills

SUMMARY

It is important to mention the subject of an email so that the receiver understands what it's about. Focus on highlighting all the important points in a brief manner. If necessary, use bullet points. To be effective, an official email must be written in formal language.

The power of social media allows businesses to advertise products and services to a global audience. Paid campaigns are also used by businesses to increase brand awareness and sales. With the help of constant feedback from customers, a person can evaluate the performance of the business and the products.

Key Words

- Social Media
- Products
- Evaluate
- Digital communication
- Email
- Business

EXERCISE

- Create an account on any social media platform
- Create email account
- Write an official email to school principal on subject of any importance
- Respond back to an official email received from the principal of your school
- Create a Facebook / Instagram page to promote your business

Choose the correct answer

1. A person receiving an email is called:
a. recipient c. receiver
b. sender d. reader

2. Email account password should be:
 - a. weak c. strong
 - b. normal d. confusing

3. Avoid using your _____ as your email account password:
 - a. friend's name c. phone number
 - b. internet d. teacher's help

4. Social media provide different ____ and ____.
 - a. equipment and accessories c. accessories and tools
 - b. tools and strategies d. schedule and time

5. Digital communication means to communicate through:
 - a. technology c. data
 - b. face-to-face d. messages

6. Disadvantage of social media is that it makes you:
 - a. addicted c. sleepy
 - b. active d. sharp

Write short answers to the following questions.

1. What is an email?
2. Name 3 famous social media platforms that are used in today's world.
3. Define the role of social media in businesses.
4. What are advantages and disadvantages of social media?
5. Define digital communication.
6. What is the importance of mentioning subject in an email?

Give detail answers to the following questions.

1. Explain effective email writing.
2. Describe the importance of social media in today's world.
3. Write down the steps of creating, accessing and managing email account.

GLOSSARY

Accommodation	A place where people can live, stay or work
Adaptability	Ability to adjust and fit in any environment
Adventure tourism	A tourist activity that includes physical activity, a cultural exchange or activities in nature
Airport hotels	Hotel that is near to airport. Also called transit hotels
Camping	A place where you stay under a tent in natural areas overnight
Characteristics	A special quality or trait of a person or thing
Communication skills	It involves listening, speaking, observing and empathizing with another person
Community	A group of people living in the same place or having a particular characteristic in common
Conservation	To prevent wasteful use of a resource
Cultural barriers	Difference in opinions and thoughts caused by cultural differences between a sender and receiver
Culture	Characteristics and knowledge of a particular group of people or a community including language, religion, food, music, art etc.
Decoding	A process of turning communication into thoughts
Development	The process of growth or evolution of something specially people or a country
Digital communication	Any type of communication that relies on the use of technology
Economy	The process of which goods and services are produced, bought and sold in a country
Ecotourism	Responsible travel to natural areas that conserves the environment
Employment	The state of having a job or going to work
Encoding	To convert (body of information or message) from one system of communication into another
Entrepreneurship	The act of starting and running your own business with creativity and innovation
Evolution	A state of evolving or change in characteristics of a person or any species
F&B	Food and Beverage
Flexibility	Ability to blend and shape according to the situation
Flooding	A rising or overflowing of water specially through heavy rain
Gender barriers	Social obstacle that is caused by a particular group of people by gender bias
Guest houses	A kind of a lodging property but in a residential area with average low price and limited facilities
Heritage	Inherited traditions, monuments, objects, and culture
Hiking	An outdoor activity which consist of walking in natural environment

Hospitality	The friendly or generous act of entertaining guests, visitors or strangers
Hotels	A place that has rooms and other facilities/services where people can stay specially when they are traveling
Inconsistency	The state of not being able to stay the same way throughout
Inseparability	Term used in marketing, describing a key quality of services that differentiate them from goods.
Intangibility	A thing which cannot be seen, touch or feel is known as intangibility
Land sliding	Movement of a mass of rocks down the slope
Language barriers	The difficulties in communicating by people or groups because of different languages
Leisure	Free time
Lodging	A temporary place to stay
Modes of transportation	A term used for differentiate between different ways of traveling and transportation of people or good
Motels	A hotel designed for people traveling from motorway, having limited facilities and services
Museums	A non-profit institution open for public, which acquires research and exhibits the tangible and intangible heritage of humanity
NTCB	National Tourism Coordination Board
NTO	National Tourist Organization
People-oriented	A person who likes to engage with other people personally and professionally
Perishability	Decay or rotten things, products such as vegetables, fruits, bread etc
Preservation	The action of protecting and caring specially of a natural environment
Promote	To advance or raise
PTDC	Pakistan Tourism Development Corporation
Recreation	An activity that is done for the purpose of enjoyment
Reinvested	To invest time, energy or money again in any case
Resorts	A commercial establishment that provide rooms, restaurants, indoor outdoor games, water pools and other facilities/services in a green environment
Restaurants	An eatery place and a business that prepares and serves food and beverages
Sustainability	Meeting the needs of natural, social and economic resources
Threats	An expression of intention to cause harm or injury
Tour brokers	A tour broker is a link between a client and a service provider
Tourism	People traveling and staying in a place outside the usual environment for leisure, business or any other purpose
Tourist destination	A place for tourists to visit, explore and stay

Traditions	Handing down of information, belief or customs
Transportation	Means of carrying people or goods from one place to another
Travel agency	An agency that makes the necessary arrangements for a traveler
Travel services	Providing services of arranging or booking transportation and accommodation from one destination to another
Traveling	People moving from one place to another for different reasons
Traveling hazards	Transport related accidents or injury involving people or vehicles
Trekking	The act of making a long journey on tracks
UNESCO	It helps in promoting education, science and culture all over the world
UNWTO	United Nations World Tourism Organization
WWF	An international non-governmental organization that focuses on maintaining nature

About the Author

Abdul Moiz Imran

With a vast experience in different fields of hospitality institutes and tourism industry as a hotelier and trainer, Mr. Abdul Moiz Imran has been providing services in hospitality institutes for the last 6 years. He has worked with many International Hotel Chains including Karachi Marriott Hotel and Ramada Plaza Karachi and has been serving as a Senior Trainer of Hospitality and Tourism Management in one of the top hospitality institutes in Pakistan. His Graduation Degree in Hospitality and Tourism Management from one of the pioneer and leading hospitality institute in Karachi, Pakistan lent him the experience and exposure of teaching and building the next generation of hoteliers and tourism experts. At such young age, he is passionate and highly motivated to change the perspective of hospitality and tourism industry of Pakistan in a more positive way, building and encouraging the youth to take-on the challenge of evolving and shaping the tourism industry of Pakistan in a much better way in coming years.

قومی ترانہ

پاک سر زمین شاد باد! کشورِ حسین شاد باد!
تو نشانِ عزِم عالی شان ارض پاکستان
مرکزِ یقین شاد باد!

پاک سر زمین کا نظام وقتِ اخوبت عوام
قوم، ملک، سلطنت پاتنده تابنده باد!
شاد باد منزلِ مُراد!

پرچم ستارہ و ہلال رہبر ترقی و کمال
ترجمانِ ماضی، شانِ حال جانِ حبانِ استقبال
سایہِ خدا نے ذوالجلال!



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