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HMT141:INTRODUCTION TO TRAVEL AND TOURISM INDUSTRY



LTP, Credits & Weightages

Lectures	Tutorials	Practical	Total Credits
3	0	0	3

Course Outcomes:

CO1	enumerate the knowledge about tourism amongst the tourism aspirants
CO2	describe linkage of tourism with other sectors
CO3	apply management concepts and principles to make decisions about different functional areas of business.
CO4	illustrate the technical and professional skills to the students required for the industry
CO5	evaluate the various theories with behavioral aspect of tourists
CO6	integrate the business plan and justify the role of various organizations at national and international level

Program Outcomes (PO)

PO1: Transform education: Prepare professionals with strong analytical skills and academic rigor

PO2: Social Impact: Acquire and apply advanced knowledge of concepts and increase participation in sustainable development

PO3: Skills: Demonstrate professional skills in the chosen domain of specialization

PO4: Leadership: Develop teamwork and leadership traits for service sector require at national and international levels

PO5: Innovation and usage of technology: Develop innovative entrepreneur and research mindset among students

Before Mid Term Test

UNIT-1	Travel through ages : traveling for trade: silk road, grand tour, emergence of mass tourism, origin of concept of holidays, post independence era of tourism in India, recent scenarios of tourism industry
UNIT-2	Tourism typologies : eco tourism, special interest tourism, MICE tourism, health and wellness tourism, difference between tourist, traveler and excursionist, religious tourism, adventure tourism, sustainable tourism, cultural tourism
UNIT-3	Tourism theories : leiper's tourism model, mill-morrison, mathieson & wall model, butler's tourism area life cycle, crompton's push and pull theory, stanley plog's allo-centric and psycho-centric model, cohen's classification of tourists

After Mid Term Test

UNIT-4	Tourist motivations and behaviors : meaning of motivation & behavior, gray's travel-motivation theory, anomie and ego enhancement motivation theory, mcIntosh and goeldner categorization of travel motivation, escaping and seeking motivation of mannell and iso-ahola
UNIT-5	Tourism industry linkages : concept and significance, components of tourism linkage, tourism multiplier effect, challenges and problem of co-ordination, tourism leakage
UNIT-6	Tourism organizations : UNWTO: role and functions, IATA: role and function, IHA: roles and functions, WTTC: roles and functions, ITDC: roles and functions, IRCTC: role and functions, FHRAI: role and functions



1. Continuous Assessment (CA):

- a. Total Number of Assessment = 3
- b. Best of 2 out of 3 will be taken
- c. Every CA will be of 30 marks
- d. Attendance carries 10 marks

COMPONENT	WEIGHTAGE (%)
Assignment (3 rd - 4 th Week)	50
Presentation (8 th -9 th Week)	50
Test (13 th -14 th Week)	50



Exam Details

Mid-Term Exams (MTE):

MTE consists of 50 marks and are converted into 20 marks

3. End Term Exams (ETE):

ETE consists of 100 marks and are converted into 50 marks

Marks break up

• Attendance	10
• CA (Two best out of three ATs)	20
• MTE	20
• ETE	50
Total	100

Advantages of OERs include

- 1. Immediate and continued access**
- 2. Enhancement of regular course content**
- 3. Adaptability**
- 4. Increased diversity**
- 5. Continual improvement**



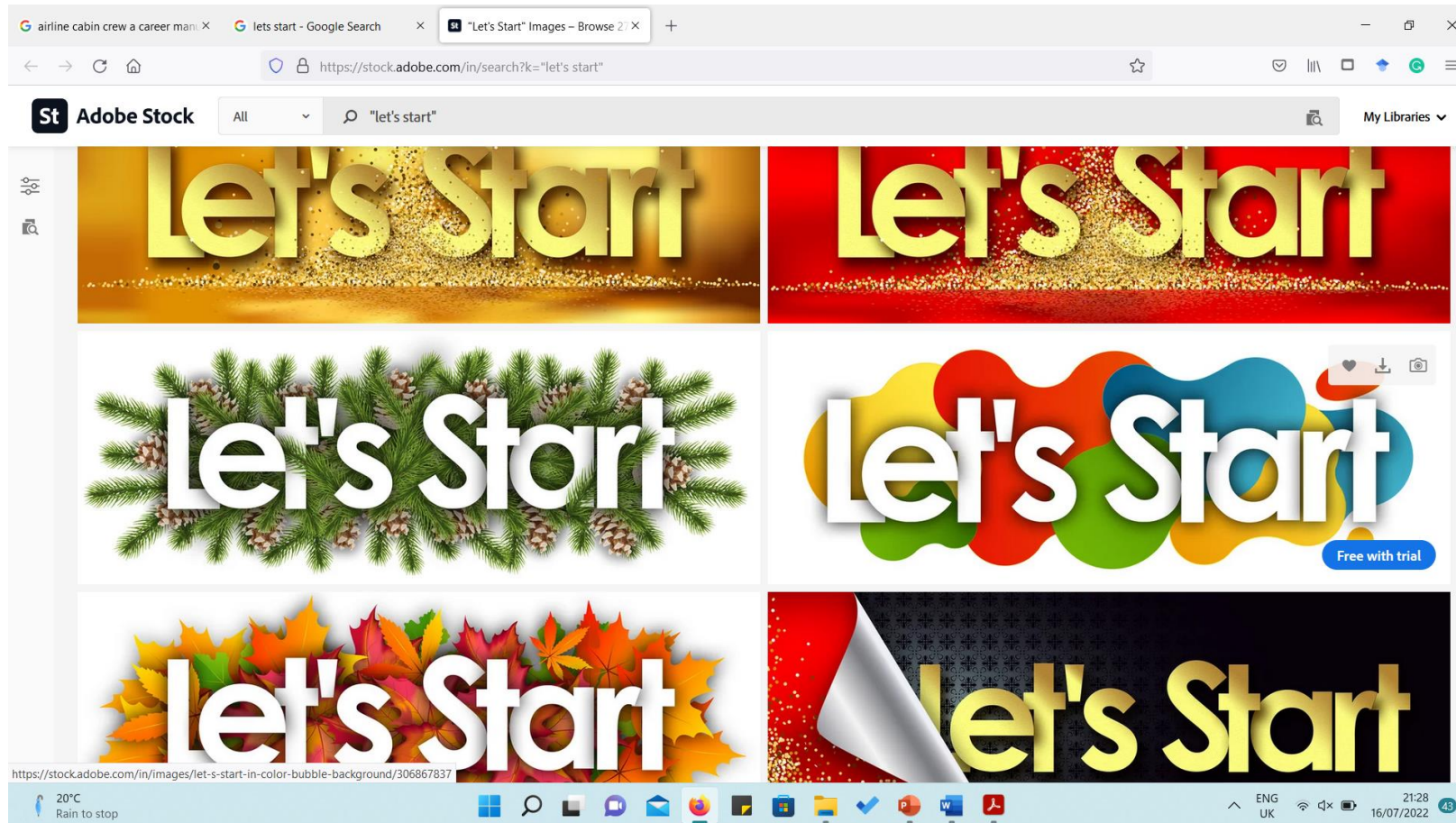
Text and Reference Books

TEXT BOOK: AN INTRODUCTION TO TRAVEL AND TOURISM by
PRAN NATH SETH, PRAN NATH SETH, SUSHMA SETH BHAT,
STERLING PUBLISHING

REFERENCE BOOK: TOURISM PRINCIPLES & PRACTICES by
SWAIN, S.K. & MISHRA, J.M., OXFORD UNIVERSITY PRESS



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Unit 1:- **Travel through ages**

- Travelling for trade: Silk Road,
- Grand tour,
- The emergence of mass tourism,
- The origin of the concept of holidays,
- The post-independence era of tourism in India,
- Recent scenarios of the tourism industry

Silk Road

The Silk Road was an ancient network of trade routes that connected the East and West, stretching from China through Central Asia to the Mediterranean. It wasn't just one road but a series of interconnected paths and networks used for centuries, starting around 2nd century BCE and continuing into the 14th century CE.

Here are some key points about the Silk Road:

Trade and Goods: The Silk Road was crucial for trading various goods. Silk was the most famous product exported from China, but traders also transported spices, textiles, precious metals, ceramics, and more. In return, items like glassware, wool, and horses came from the West.

Cultural Exchange: Beyond goods, the Silk Road facilitated the exchange of cultures, ideas, and technologies. It helped spread religions such as Buddhism, Zoroastrianism, and Christianity. Innovations like papermaking and gunpowder also travelled along these routes.

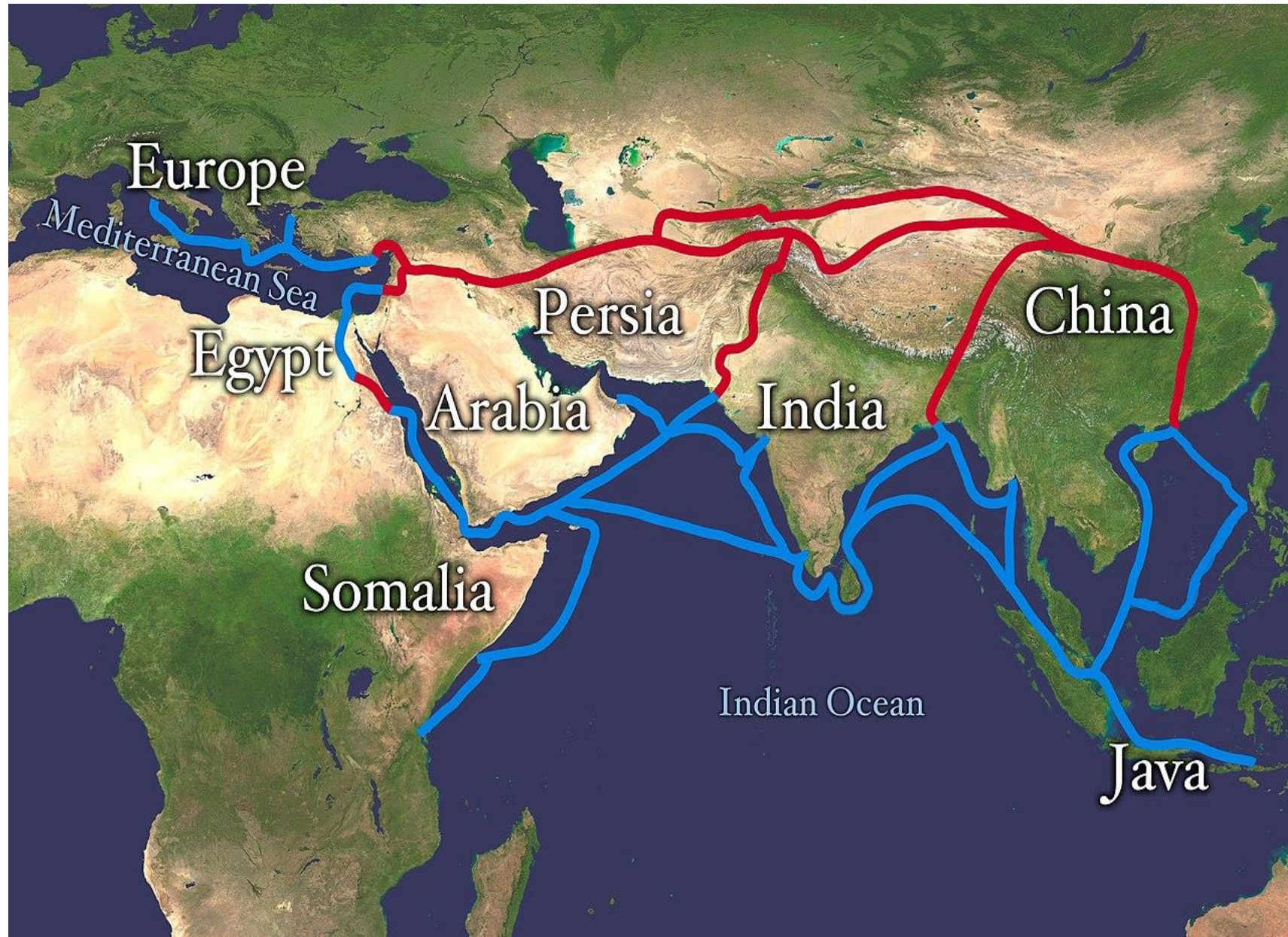
Major Cities: Key cities along the Silk Road included Xi'an (China), Samarkand and Bukhara (Central Asia), and Constantinople (now Istanbul, Turkey). These cities became important centers for commerce and culture.

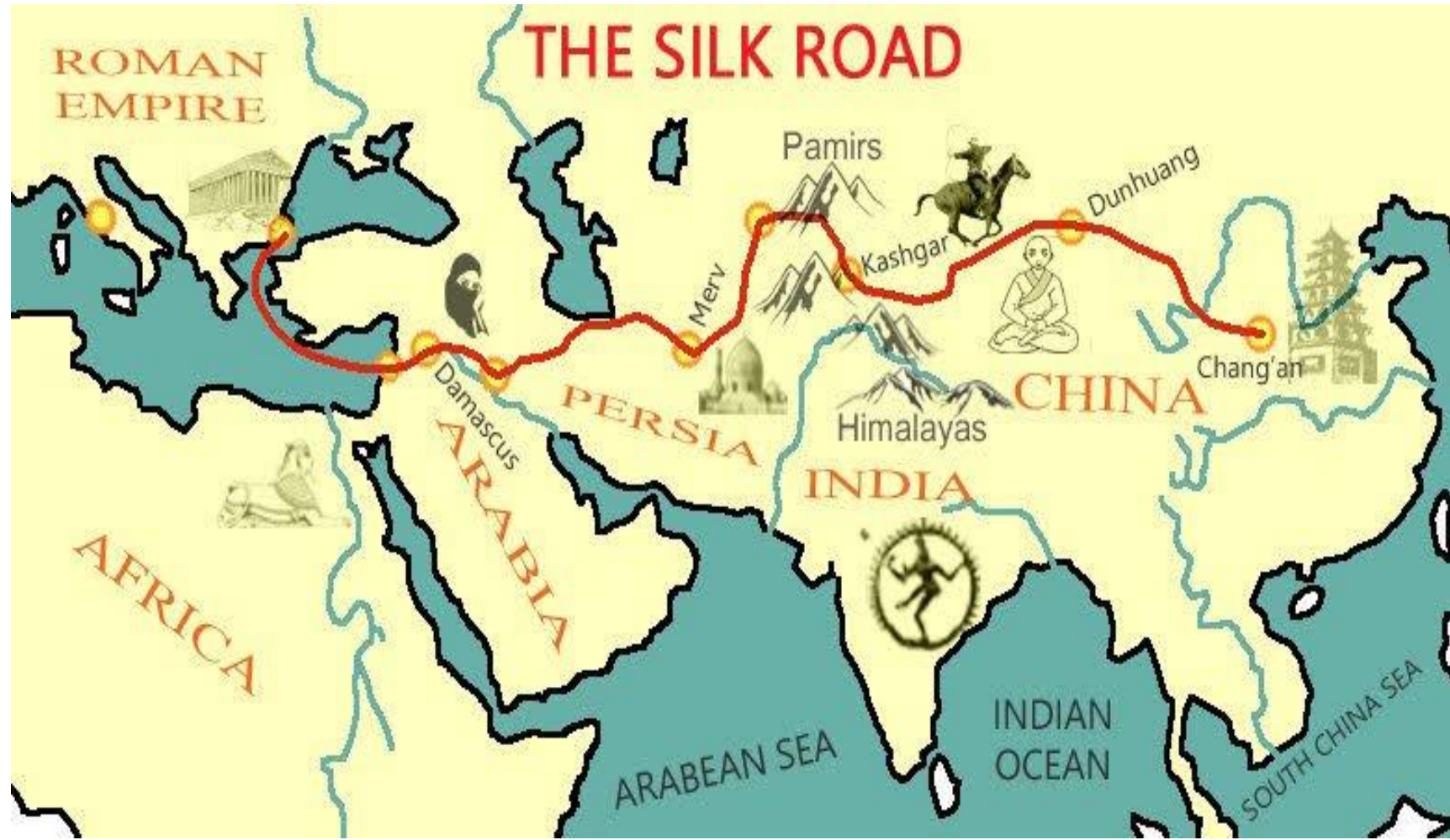
Routes and Terrain: The Silk Road consisted of both overland and maritime routes. Overland routes passed through diverse terrains like deserts and mountains, including the Taklamakan Desert and the Pamir Mountains. Maritime routes connected ports in China with those in the Arabian Peninsula and beyond.

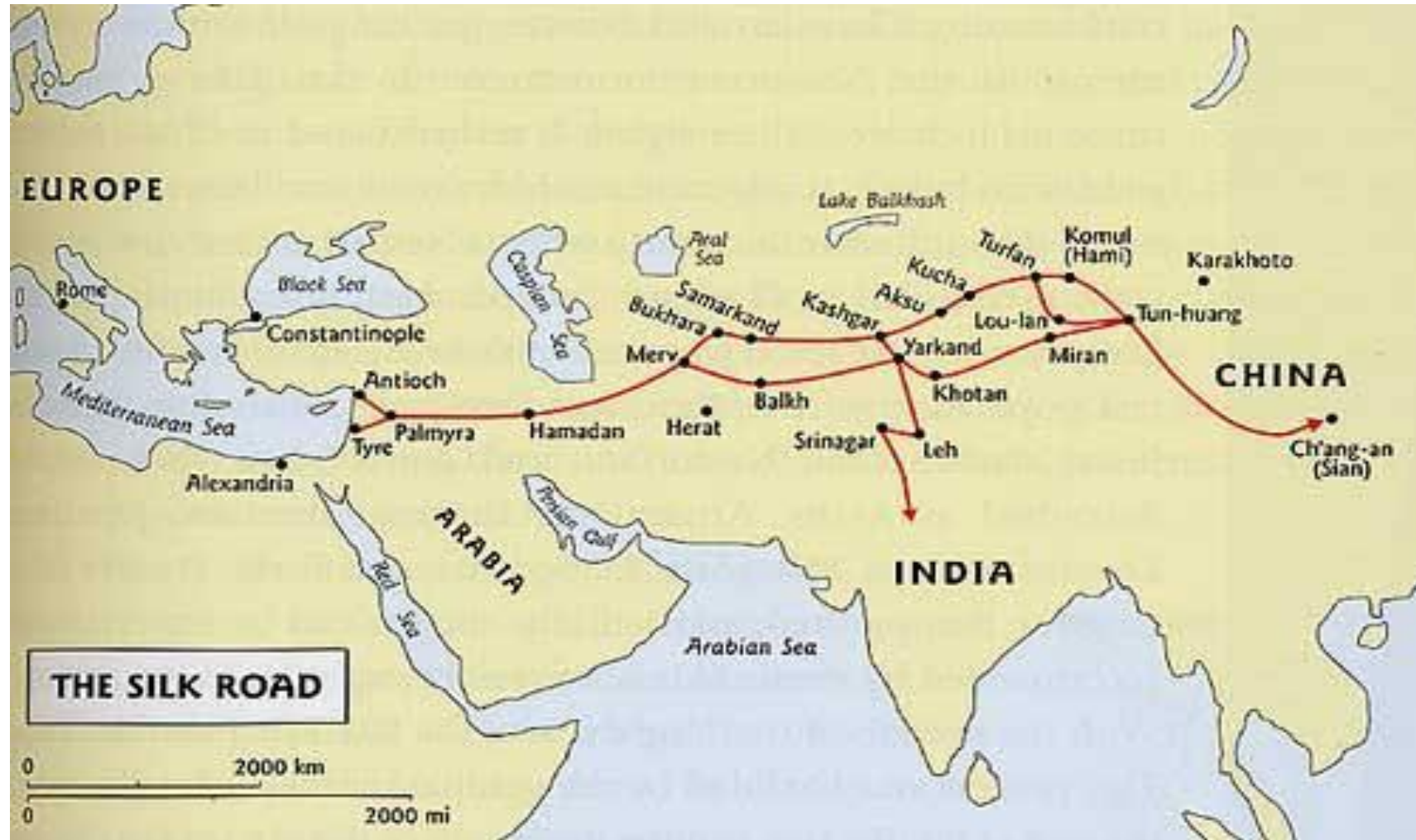
Decline and Legacy: The importance of the Silk Road declined with the rise of maritime trade routes and political changes in the regions it connected. However, its legacy lives on in the ways it shaped global history, fostering cross-cultural exchanges that influenced art, science, and technology.

The Silk Route

- It was a major trade route for caravans carrying silk and other luxury items from China to India and the Middle east which began as early as 2000 BC, and flourished during the Kushan Empire from 50 AD to 200 AD.
- The Kushan emperor opened and protected it.
- It is the most important link in the movement of people from east to west to exchange: Silk, Spices, Ointments, Muslin, Porcelain, tea, rice, etc.
- Navigation was done by looking at the stars.
- This trading gave the travellers an experience of present tourism, i.e. seeing new places, cultures, interacting with new people, exchanging ideas.







Silk

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Muslin is a cotton fabric of plain weave. It is made in a wide range of weights from delicate sheers to coarse sheeting. It gets its name from the city of Mosul, in Iraq, where it was first manufactured. In the 17th and 18th centuries Dacca in Bengal was regarded as producing the finest muslins.



White Muslin



Spices



Ointments



Porcelain



Tea



Rice



Grand Tour

Definition: The Grand Tour was a cultural and educational journey undertaken by European aristocrats, mainly from Britain, during the 17th and 18th centuries.

Purpose: To complete the education of young men by exposing them to classical art, culture, history, and politics.

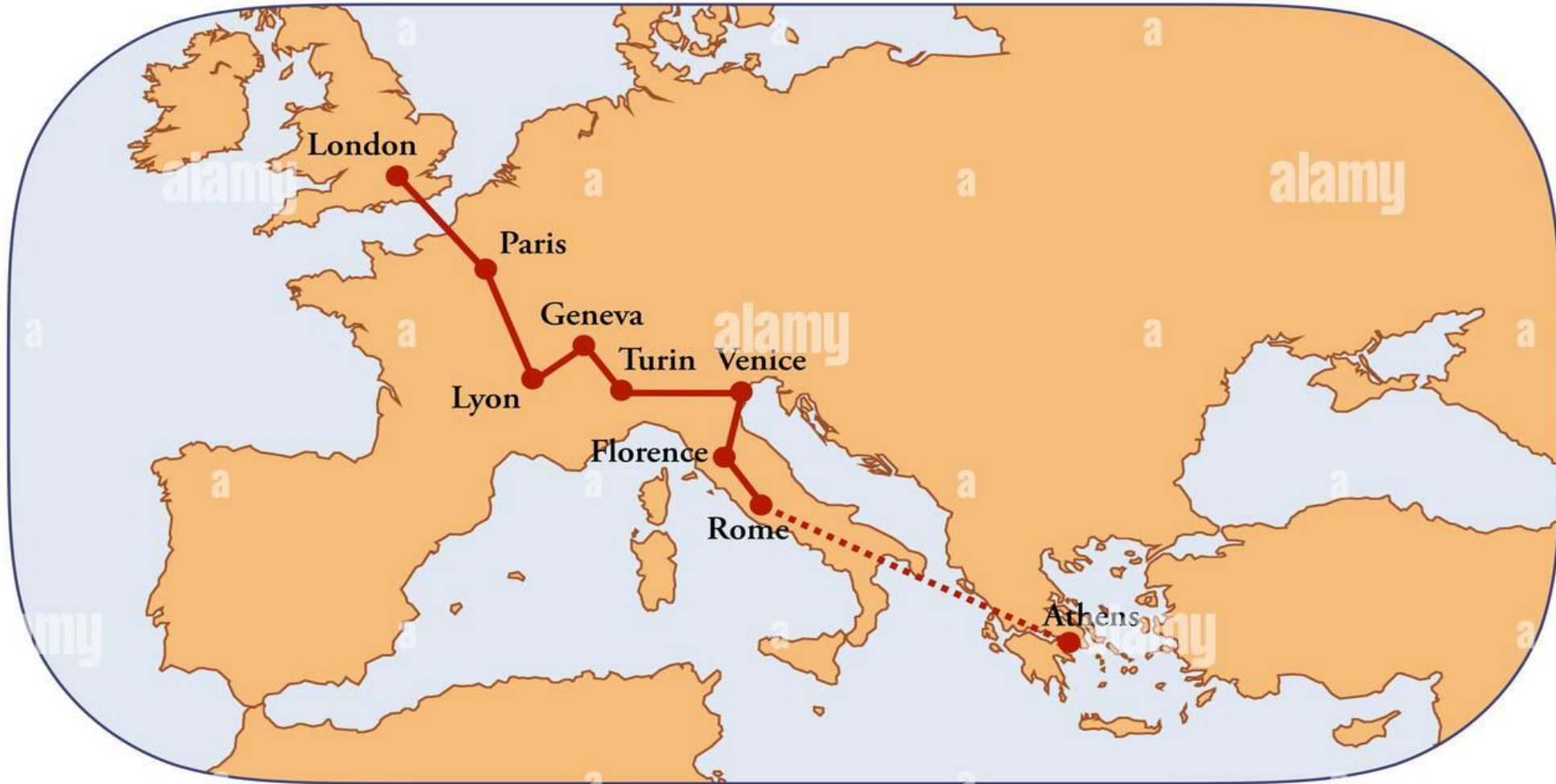
Origins of the Grand Tour

Emergence: Originated in the early 17th century.

First Mention: Term coined by Richard Lassels in 1670.

Target Group: Primarily young men from noble families

The Grand Tour of Europe



The Grand Tour

The Grand Tour was the traditional travel of Europe undertaken by mainly upper-class European young men. The custom flourished from about 1660.

The Grand Tour enabled the publication of books that contained personal experiences.

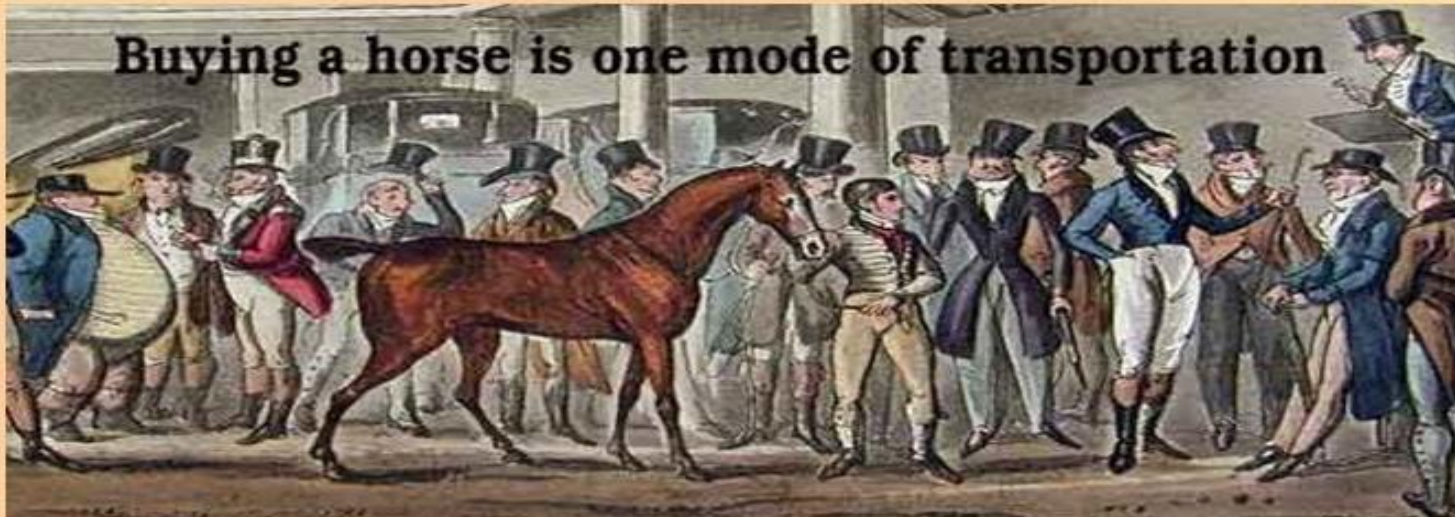
According to the Oxford English Dictionary, the term was coined by Richard Lassels in his book "An Italian Voyage".



The traveller during his journey not only studied and received a liberal education but he could also buy some souvenirs that increase his prestige.

The Grand Tour usually cost about 300 pounds per year for the traveller but he had to add 50 pounds per servant.

From the second half of 19th century for the education of women, which belong to the Upper classes, the Grand Tour consisted in a fashionable trip to Italy.



Key Destinations:

Paris: Language, manners, fashion.

Italy (Rome, Venice, Florence): Art, history, architecture.

Other stops: The Low Countries, Germany, Switzerland, Greece.

Focus: Study of classical literature, philosophy, art, and ancient civilizations.

Educational and Cultural Impact

Art and Architecture:

Exposure to classical and Renaissance art influenced neoclassical styles.

Travellers often returned with art collections and architectural inspirations.

Personal Development:

Instilled taste, sophistication, and knowledge.

Enhanced leadership and societal roles.

Social and Economic Implications

Status Symbol: Display of wealth, education, and worldliness.

Economic Growth:

Boosted tourism and hospitality industries.

Increased demand for accommodations, guides, and cultural services.

Cultural Exchange: Development of art markets and museums.

Decline of the Grand Tour

Napoleonic Wars: Made travel dangerous in the late 18th century.

Industrial Revolution: Democratized travel, leading to the rise of modern tourism.

Mass tourism

Mass tourism is a form of tourism that involves the movement of large numbers of people to popular holiday destinations.

While mass tourism has been a boon for many destinations, it has also been criticized for its negative impact on local cultures, economies, and environments.

The number of tourists can overwhelm local infrastructure and resources, leading to overcrowding, pollution, and strain on natural resources.

In addition, mass tourism can also lead to the commodification of local cultures, where traditional practices and customs are adapted to suit the needs and expectations of tourists. This can result in the loss of cultural authenticity and homogenization of local cultures.

Mass tourism has a long and exciting history from the 19th century. The growth of leisure travel and its importance resulted from increased spending power, personal mobility, the development of public transport, and internationalization in modern communities.

Mass tourism began in **1851** when **Thomas Cook** led a mass of tourists to the Great Exhibition in London. A British entrepreneur, **Cook is the father of modern tourism**. He organized the first package tour, which involved people travelling together on a pre-planned itinerary. Cook's innovation made travel affordable and accessible to the masses and quickly became popular.

The introduction of paid holidays in the early 20th century further fueled the growth of mass tourism. Workers were given time off from work to travel and explore new destinations. The concept of paid holidays was first introduced in the UK in 1938, and it quickly spread to other parts of the world. This increased the number of people travelling, creating a new market for the tourism industry.

The post-World War II period saw a significant increase in mass tourism. The airline industry's growth, the development of new destinations, and the introduction of new technologies, such as the jet engine, made travel faster, cheaper, and more comfortable. This led to an explosion in the number of people travelling, creating a new industry that catered explicitly to mass tourism.

In conclusion, mass tourism has a rich and fascinating history that dates back to the 19th century. The growth of leisure travel, the introduction of paid holidays, and the development of new technologies have all contributed to the growth of mass tourism. Today, mass tourism is a significant industry that generates billions of dollars in revenue and employs millions worldwide.



The concept of holidays has evolved significantly over time, originating from a mix of religious, cultural, and societal practices. Here's a look at how the idea of holidays developed:

Ancient Origins

1. Religious Festivals: Many early holidays were rooted in religious practices and ceremonies. Ancient civilizations, such as the Egyptians, Greeks, and Romans, had various festivals to honor their gods and goddesses. These festivals often included rituals, feasts, and communal activities.

2. Seasonal Celebrations: Early societies also celebrated seasonal changes, such as solstices, equinoxes, and harvests. These celebrations marked the passage of seasons and agricultural cycles, often involving communal gatherings and feasts.

Medieval and Early Modern Period

1. Christian Holidays: With the spread of Christianity, religious holidays became central to the concept of holidays in many parts of Europe. Celebrations like Christmas, Easter, and Pentecost were established, focusing on key events in the Christian liturgical calendar.

2. Public Holidays: The idea of public holidays, where entire communities or nations would take time off, began to take shape in the medieval period. These were often tied to religious observances, but over time included secular events and national celebrations.

Development of Modern Holidays

1.Industrial Revolution: The Industrial Revolution in the 18th and 19th centuries brought about significant changes in work patterns. With longer work hours and labour conditions, the concept of taking time off for rest and recreation became more formalized. This led to the establishment of more structured public holidays and vacations.

2.Labor Movements: The labour movements of the 19th and early 20th centuries played a crucial role in formalizing holidays. For example, Labor Day (or International Workers' Day) emerged as a holiday to celebrate workers' rights and achievements, reflecting the growing importance of leisure and work-life balance.

3.Cultural and National Holidays: As societies became more diverse and globalized, the concept of holidays expanded to include a variety of cultural, historical, and national celebrations. These holidays often reflect a country's history, significant events, and cultural heritage.

Contemporary Understanding

1.Commercialization: In modern times, holidays have also become commercialized, with significant marketing and economic activities associated with them. For example, holidays like Christmas and Valentine's Day have substantial economic impacts due to gift-giving, decorations, and events.

2.Globalization and Diversity: Globalization has led to the sharing and blending of holiday traditions across cultures. For instance, Halloween, originally a Celtic festival, is now widely celebrated in many countries beyond its origins.

3.Secular Holidays: In addition to religious holidays, many secular holidays celebrate various aspects of life, culture, and national identity. Examples include New Year's Day, Independence Day, and various commemorative days.

In essence, the concept of holidays has evolved from ancient religious and seasonal observances to a broad spectrum of cultural, national, and secular celebrations. Holidays serve multiple purposes, including providing time for rest, honouring traditions, and celebrating significant events or achievements.

Post independence era of tourism in India

The post-independence era in India marked significant changes and growth in tourism, reflecting the country's evolving economic, political, and social landscape. Here's an overview of how tourism developed in India after gaining independence in 1947:

Early Post-Independence Period (1947-1960s)

- 1.Establishment of Tourism Infrastructure:** In the early years following independence, the Indian government recognized the potential of tourism as a means of promoting the country and boosting its economy. The Ministry of Tourism was established in 1958 to oversee and promote tourism activities.
- 2.Tourism Promotion:** Initial efforts focused on promoting India's rich cultural heritage and historical sites. Efforts were made to attract international tourists and showcase India's diverse attractions, including historical monuments, temples, and natural beauty.
- 3.Limited Reach:** Tourism infrastructure was still developing, with limited facilities and services for tourists. The primary focus was on attracting visitors to major landmarks and heritage sites, with less emphasis on holistic tourism development.