



BASICS OF TOURISM

WHAT IS TOURISM?

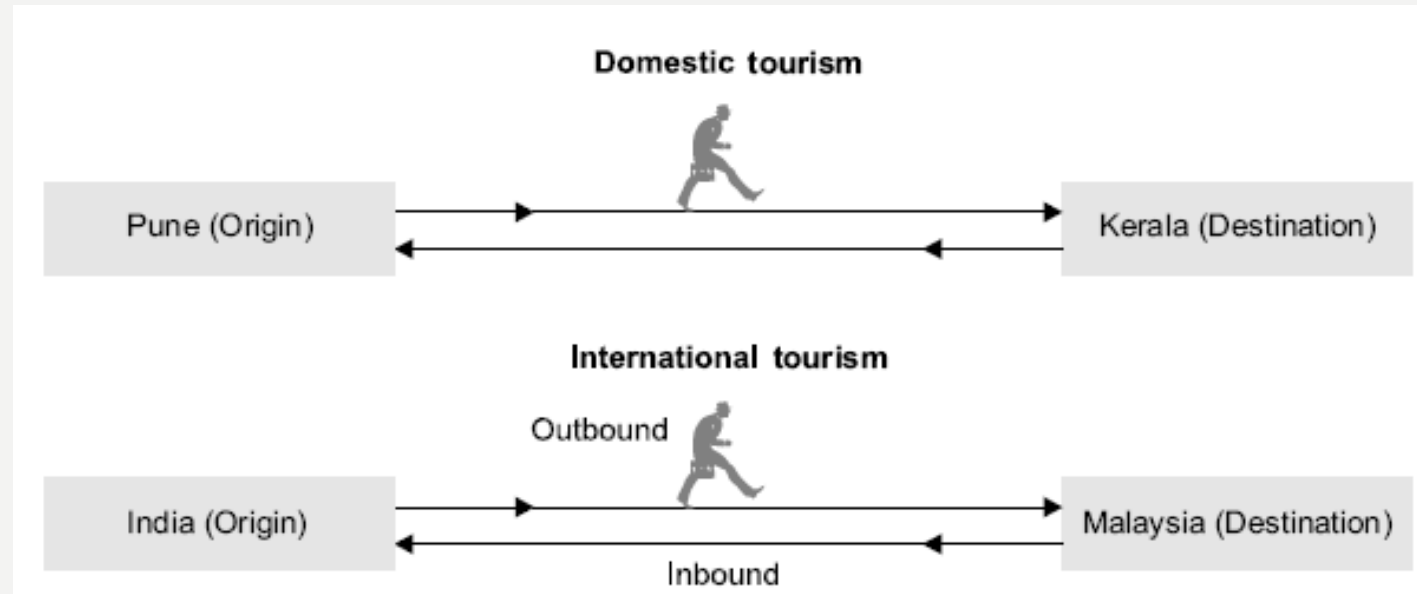


- **Tourism is a socio-economic phenomenon**
- Tourism accounts for the single largest peaceful movement of people across cultural boundaries of the world.
- Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours.
- Tourism may be international, or within the traveler's country.
- The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".
- It is formed from the word *tour*, which is derived from Old English *turian*, Ancient Greek *tornos*.

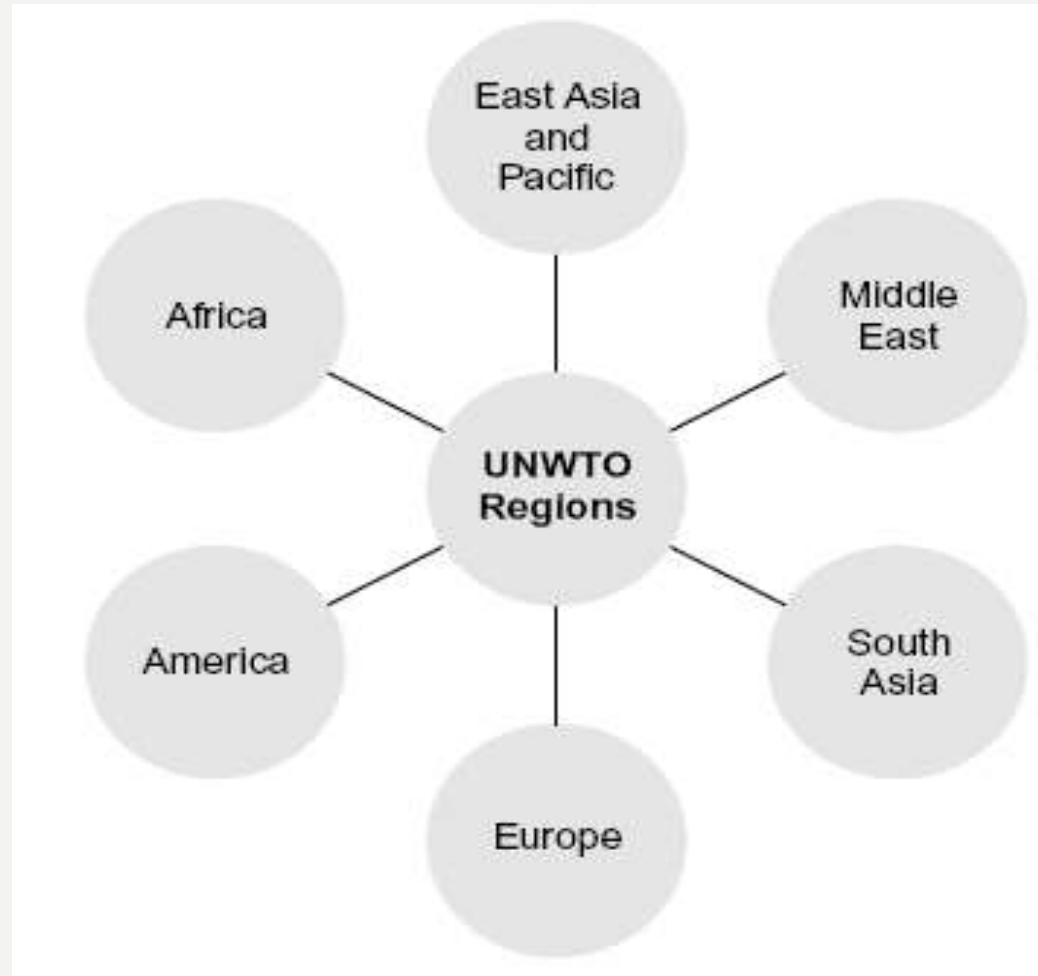
TYPES OF TOURISM

- Adventure tourism
- Medical tourism
- Pilgrimage tourism
- Cultural tourism
- Sports tourism
- Religious tourism
- Space tourism
- Eco tourism
- Escorted tour
- Heritage tourism
- Literary tourism
- Music tourism
- Water tourism
- Wildlife tourism
- Winter Tourism

DOMESTIC AND INTERNATIONAL TOURISM



TOURISM REGIONS OF THE WORLD



REASONS FOR RAPID GROWTH

- Greater disposable incomes
- Women entering the workforce
- Leave travel allowance (LTA) facility
- Availability of low cost carriers
- Greater awareness about travel and tourism
- Discretionary time and money available
- Double income no kids (DINK) policy
- An unquenchable thirst or desire to travel
- Stress and strain of routine work

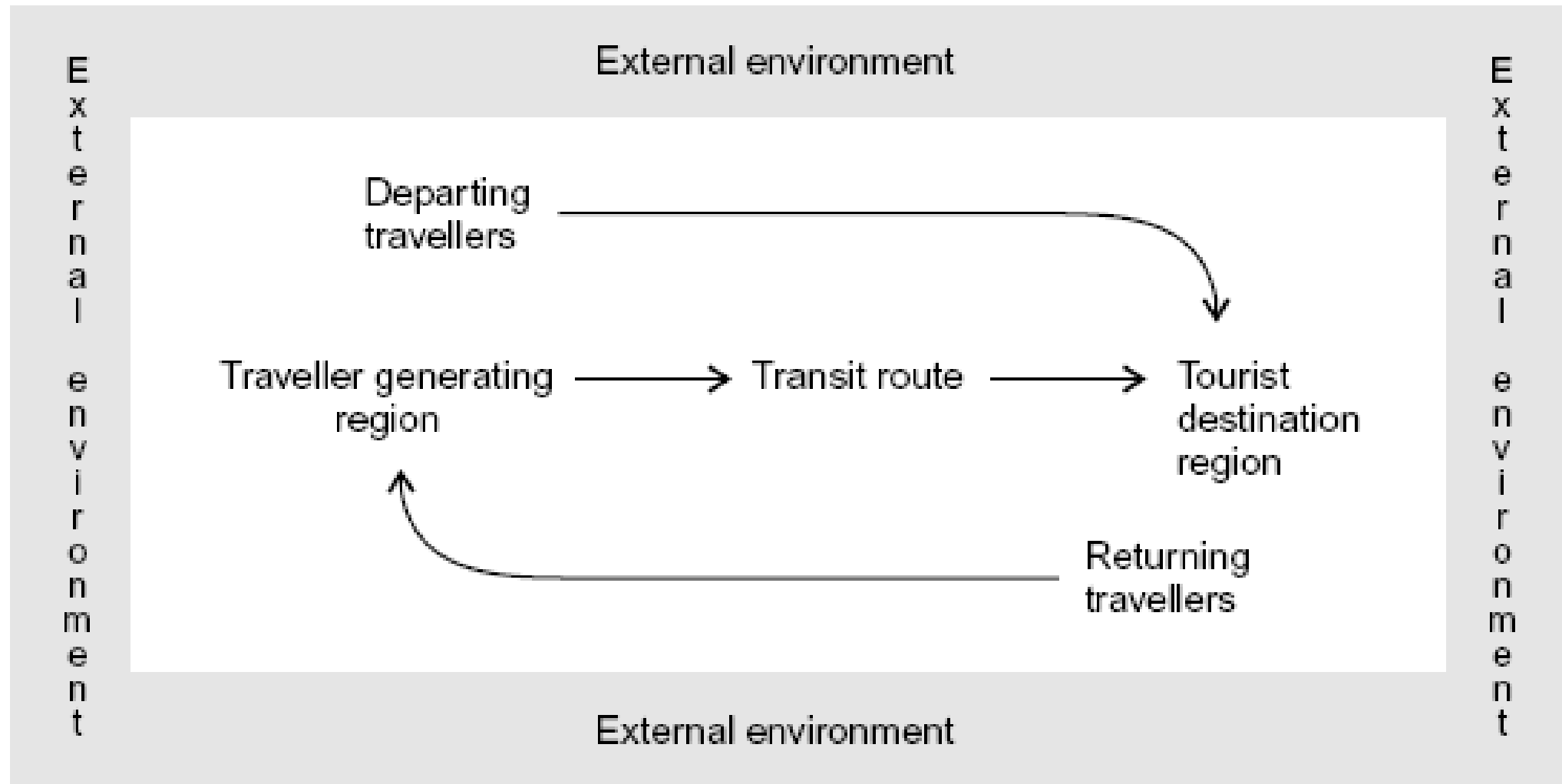
TOURISM INDUSTRY

- Tourism in India is economically important and is growing rapidly.
- The World Travel & Tourism Council calculated that tourism generated ₹15.24 lakh crore (US\$230 billion) or 9.4% of the nation's GDP in 2017 and supported 41.622 million jobs, 8% of its total employment.
- Over 10 million foreign tourists arrived in India in 2017 compared to 8.89 million in 2016, recording a growth of 15.6%.
- Domestic tourist visits to all states and Union Territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011.
- In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists. Delhi, Mumbai, Chennai, Agra and Jaipur have been the five most visited cities of India by foreign tourists during the year 2015. Worldwide, Delhi is ranked at 28 by the number of foreign tourist arrivals, while Mumbai is ranked at 30, Chennai at 43, Agra at 45, Jaipur at 52 and Kolkata at 90.

THE TOURISM SYSTEM

- Traveler generating region
- Transit region
- Tourist destination region
- Tourists and
- Tourism industry

LEIPER'S BASIC TOURISM SYSTEM



FIVE A'S OF TOURISM

Accessibility

Accommodation

Amenities

Attractions

Activities

EVOLUTION OF TOURISM

Prehistoric period

Early Civilizations

Imperial Era

Pilgrimage

Renaissance

The Grand Tour

The Industrial Era

Advent of Technology

Impact of World Wars

Modern Tourism

DEVELOPMENTS IN HISTORY

Humans travelled for

Survival

Trade

Conquests

Curiosity

PREHISTORIC PERIOD

40,000 BC to 10,000 BC

No written records exist

Travel undertaken in search of food

Or to save one's skin

EARLY CIVILIZATIONS

10,000 BC to
500 BC

Settlements
were formed

Farming
techniques
developed

Domestication
of Animals to
hunt for food
and to pull
sledges

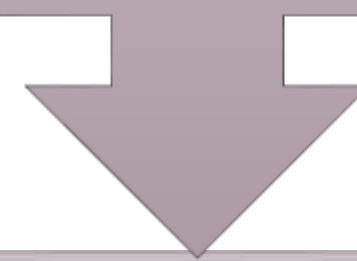
Trade began

Invention of
wheel

Sail boats were
used

THE INDUS VALLEY CIVILIZATION

Indus Valley Civilization was the
earliest civilization recorded in 3000
BC



Remains of modern cities and seals
of trade have been unearthed which
show that people indulged in trade

THE SPHINX

- Sphinx and all major pyramids were built between 2800 BC and 2175 BC by the Egyptian Pharaohs

THE IMPERIAL ERA

Established during the early empires of Egypt, Persia, Rome, China, and India

Road networks

Accommodation

Security

Aristocrats travelled in style

Sporting events

Performing events

Performing arts

Pilgrimage

Bathing in Mineral springs

IMPERIAL ERA

- Gladiators battle to death in an arena in Ancient Rome to entertain spectators
- The Mauryan Emperor Ashoka was responsible for the spurt in development of formal travel facilities

INDIA

Grand Trunk Routes with Trees and Ashoka Pillars



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graph TD; A[Grand Trunk Routes with Trees and Ashoka Pillars] --> B[Caravan serais]; B --> C[Schools and colleges established]; C --> D[Summer Retreats for royalty]
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Caravan serais

Schools and colleges established

Summer Retreats for royalty

The old Silk Route ran over 9700 kilometers, connecting China with Rome and pre-Christian Europe

EUROPEAN RENAISSANCE

**THE
RENAISSANCE
OR REBIRTH WAS
A PERIOD OF
CHANGE AND
REVIVAL OF
GREEK AND
ROMAN
CULTURES**

THE GRAND TOUR

The Grand Tour was a tour of the principal cities and places of interest in Europe, the focus of the tour being cultural enrichment



THE INDUSTRIAL ERA

Human or animal power was replaced by steam power created by burning coal

The Industrial Revolution, which occurred in the late eighteenth and early nineteenth century, was a period when major changes occurred in agriculture, manufacturing and transportation

The development of the steam engine affected tourism

THOMAS COOK

- In 1841, Thomas Cook, the pioneer travel agent organized a special train to carry 570 passengers from Leicester to Loughborough to attend a meeting

**THE WORLD'S FIRST
SUCCESSFUL AIRPLANE
– THE WRIGHT
BROTHER'S 'FLYER'**

INDIA – POST INDEPENDENCE

Facilities created by the Britishers were used to develop tourism

- Hill stations
- Beaches
- Circuit houses
- Dak bungalows
- Railway network

MODERN TOURISM

Air travel

Affordable for the masses

Reduction in travel time

Tourism Organisations formed

Private sector encouraged to
invest in tourism.

Thank You!

