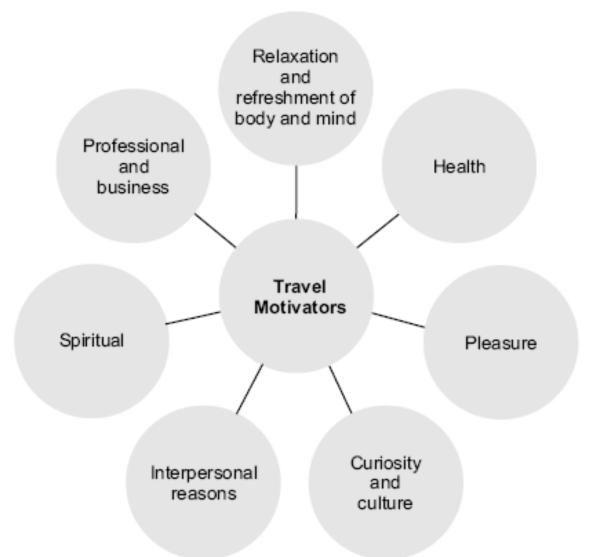
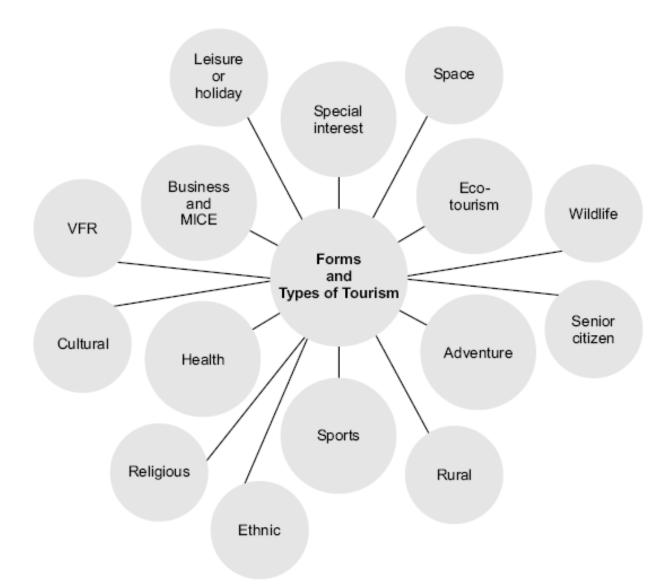
UNIT-II TYPES OF TOURISM

TRAVEL MOTIVATORS



DIFFERENT FORMS AND TYPES OF TOURISM



TEISURE OR HOLIDAY TOURISM

 Tourists may travel to experience a change in climate and place, to see and learn something new, enjoy pleasant scenery, or to learn and know more about the culture of a destination.





VISITING FRIENDS AND RELATIVES

- School vacations
- Major festivals
- Attend weddings and other rituals
- Tourists visit attractions
- Shopping and entertainment
- Hotels and Restaurants benefit least



CULTURAL TOURISM

- Culture is one of the most significant factors, which attracts tourists to a destination. Culture in terms of tourism gives the tourist an insight into the
- Way of life or lifestyle of the people which one can experience;
- Dress, jewelry, dance, music, architecture, and painting; and
- Customs and beliefs, fairs and festivals, and religion practiced in the region



ADVENTURE TOURISM

- Adventure travel is a type of tourism, involving exploration or travel to remote, exotic and possibly hostile areas. Adventure tourism is rapidly growing in popularity, as tourists seek different kinds of vacations.
- Adventure tourism gains much of its excitement by allowing its participants to step outside of their comfort zone or through the performance of acts, that require significant effort and involve some degree of risk (real or perceived) and/or physical danger.



LAND BASED TOURISM

- Mountain climbing
- Rock climbing
- Skiing
- Heli skiing
- Ice skating
- Camel safari
- Motor rally
- Wildlife tourism



WATER BASED ADVENTURE

- Diving
- SCUBA diving
- Snorkeling
- Rowing
- Surf boarding
- Wind surfing
- Water skiing
- Kayaking
- Canoeing
- White water rafting



- The rivers are categorized into 5 grades.
- Famous rivers are: Ganga, Alaknanda, Bhagirathi, Tons (III-V), Zanskar, Chenab (III-V), Sutlej (IV-V), Indus (II-III), Teesta

AIR BASED ADVENTURE

- Ballooning
- Para sailing
- Para gliding
- Parachuting
- Hang Gliding
- Micro Lighting
- Sky Diving
- Gliding & Soaring
- Bungee Jumping



SPORTS TOURISM

 All forms of active and passive involvement in sporting activity, participated in casually or in an organized way for non-commercial or business/commercial reasons that necessitates travel away from home and work locality.



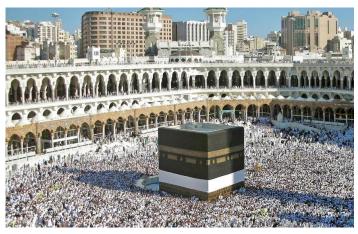




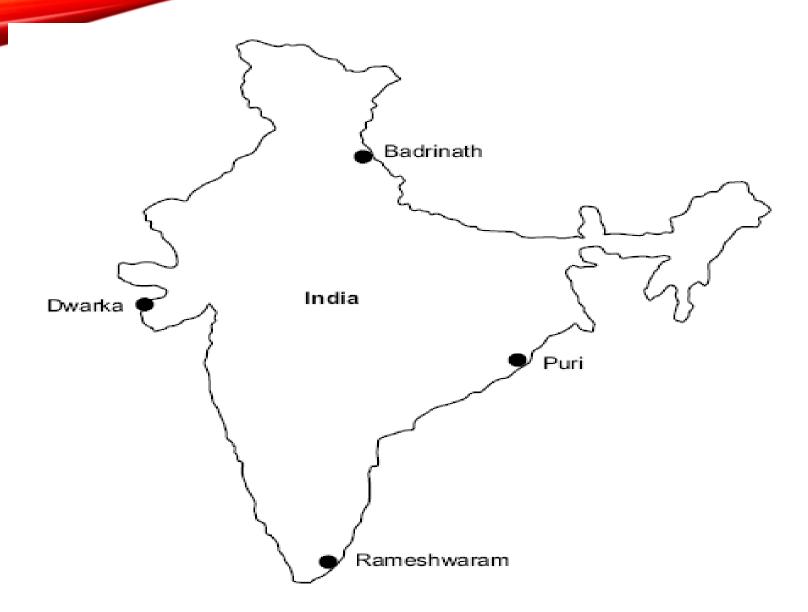
RELIGIOUS TOURISM

- Also known as pilgrimage or spiritual tourism.
- religious tourism is a journey, undertaken for the sake of worship and/or to pay respect to a site of special religious significance.









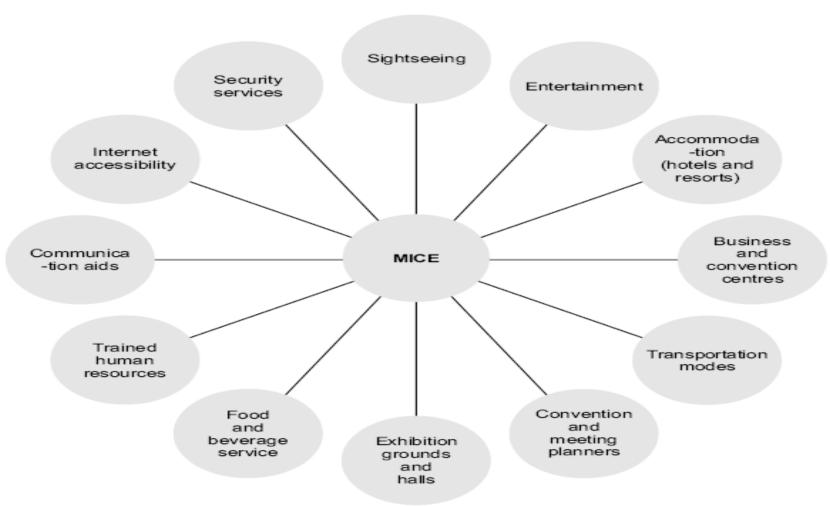
BUSINESS TOURISM

- Main motive for travel is work
- 80-85 percent of all air travel is business related
- Most important segment for revenues
- Looks for the best
- Not worried about the cost
- Decides trip at the last minute
- Needs comfort during Travel
- Does not choose destination
- Trips are also shorter in duration
- Business travellers are frequent and experienced travellers
- Demanding customers
- Services are specially designed

MEETINGS, INCENTIVES, CONVENTIONS, AND EXHIBITIONS (MICE)

- Meetings
- Incentives
- Conventions
- Exhibitions

INFRASTRUCTURE REQUIRED FOR MICE

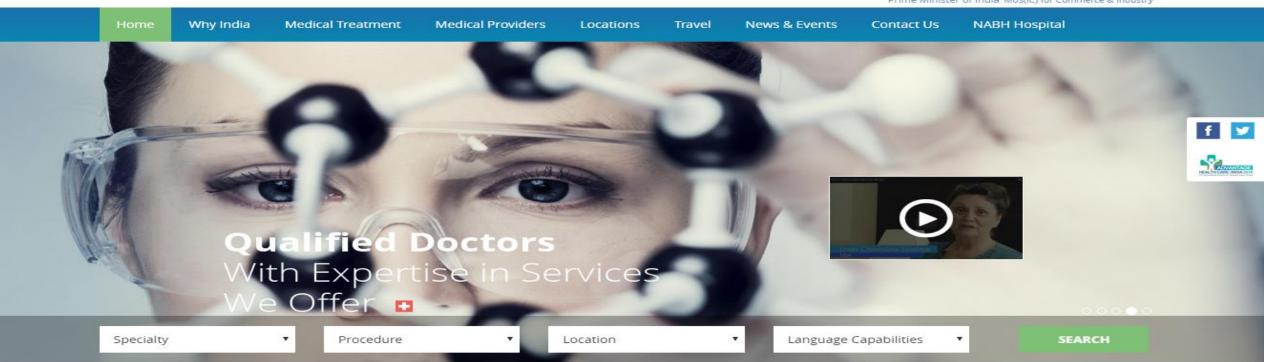


HEALTH TOURISM



INCLUDES:

- Medical treatment
- Wellness and rejuvenation
- Ayurveda and alternate medicine



- Travel of tourists from wealthy nations in the west and the middle-east for cheaper medical and healthcare services in other countries coupled with rest and recreation.
- Medical students / physicians travelling for the purposes of elective experiences, volunteer medical work.
- A result of skyrocketing private medical care in the US, as well as long waiting period in the national health systems of some European countries.
- A product of improved medical skills, technology and facilities in the developing world.
- Desperate patients with incurable conditions seeking miracle cures

- Chennai, Jalandhar, Kolkata, Mumbai, Hyderabad and the National Capital Region received the highest number of foreign patients primarily from South Eastern countries.
- The city of Chennai has been termed "India's health capital".
- Multi- and super-specialty hospitals across the city bring in an estimated 150 international patients every day. Chennai attracts about 45 per cent of health tourists from abroad arriving in the country and 30 to 40 per cent of domestic health tourists.

MHA INDIA S

- Excellent health care treatment
- World-class treatment at competitive price.
- Got the benefit of English speaking populace.
- India has got the specialist in and around the world
- Availability of skills, knowledge and resources.

ALTERNATIVE FORMS OF TOURISM

- Special Interest Tourism
- Ecotourism
- Rural Tourism
- Ethnic Tourism
- Wild life Tourism

SPECIAL INTEREST TOURISM

- Special interest tourism involves group or individual tours by people who wish to develop certain interest and visit sites and places connected with a specific subject.
- Generally speaking the people concerned exercise the same profession or have a common hobby.

FEATURES OF SIT

- A counter point to mass tourism.
- A set of practices that differentiates the tourist.
- Greater opportunities
- More meaningful set of experience
- Meeting specific needs and interest
- Also known as niche tourism

CLASSIFICATION

- Active: sports, cycling, hiking, sailing
- Social: youth tours, clubbing, singles trip
- Educational: cooking, language schools
- Discovery: antarctica exploring, Galapagos expeditions
- Hobbies: wine tasting, flower shows
- Challenge/exciting: climbing Mt. Everest
- Relaxation: cruising
- Health and therapy: spa holiday, medical tours

RURAL TOURISM



BASIC PRINCIPLES OF RURAL TOURISM

- Have something for visitors to see: Animals, birds, farms, culture of the village, dress and festivals.
- Have something for visitors to do: Participating in agricultural operations, riding camel, buffalo, cooking and participating in the rural games i.e. gillidanda, gotti (marble etc.).
- Have something for visitors to buy: Rural crafts, dress materials, farm gate fresh processed food are few items.

RURAL TOURISM IN INDIA

- Agriculture in India is not mere business but is still 'the true culture of India"
- For the visitor, whose expenditure creates revenue for host community service providers, rural tourism adds value through packaged programmes in art & craft imparted by skilled local artisans. Village entertainment groups unveil local history and culture, natural and oral treasures.
- So far, 172 rural tourism projects in 29 States/Union Territories have been sanctioned by the Ministry of Tourism including 36 rural sites where UNDP has supported for capacity building.

RURAL TOURISM SITES

- Raghurajpur, Orissa: It is a heritage craft village known for its Pattachitra Painters & Gotipua dance troups
- 2. Pipli, Orissa: The region is popular for the artistic rendition of Applique.
- 3. Jageshwar, Uttarakhand
- 4. Mana, Uttarakhand: Falls on Indo tibet border
- 5. Lachen, Sikkim: the simple life of the village folk, take a trip to the Lachen Gommpa and enjoy treks and walks in the surrounding regions,
- Durgapur & Sualkuchi, Assam: Sualkuchi is popular for its community which weaves muga silk products
- 7. Puttur, Andhra Pradesh: Enjoy the grand tour of the silk saree making process
- 8. Chitrakote, Bastar Distt., Chattisagarh: Popular for the folk arts and handicrafts and waterfalls, exciting festivals such as the Goncha that sport the usage of bamboo guns and fruits as ammunition

- 1. Srikalahasti & Pochampalli, Andhra Pradesh
- 2. Ballabhpur Danga & Mukut manipur, W.Bengal
- 3. Jyotisar, Kurkshetra, Haryana
- 4. Naggar, Kullu, Himachal Pradesh
- 5. Banavasi, Karnataka
- 6. Ballabhpur Danga, West Bengal: located 220 km from Kolkata in West Bengal. The region consisting of the Santhal Adivasi tribal community which is known for its art and craft such as Batik, carpentry, leather work, mat weaving etc.
- 7. Kumbalagini island village, kerala: explore the artists' village of Kalagramam, the well nurtured mangroves and try your hand at bait fishing
- 8. Aranmulla in pathanmthitha distt., Kerala: It is a temple village famous for the famous tourist attraction 'Vallam Kali', boat pageantry, Aranmula is a global heritage site enlisted by the United Nations.

ECO TOURISM

- Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial mass tourism. It means responsible travel to natural areas conserving the environment and improving the well-being of the local people.
- Its purpose may be to educate the traveler, to provide funds for ecological conservation, to directly benefit the economic development and political empowerment of local communities, or to foster respect for different cultures and for human rights.
- Since the 1980s, ecotourism has been considered a critical endeavor by environmentalists, so that future generations may experience destinations relatively untouched by human intervention.
- Several university programs use this description as the working definition of ecotourism.

WILDLIFE TOURISM

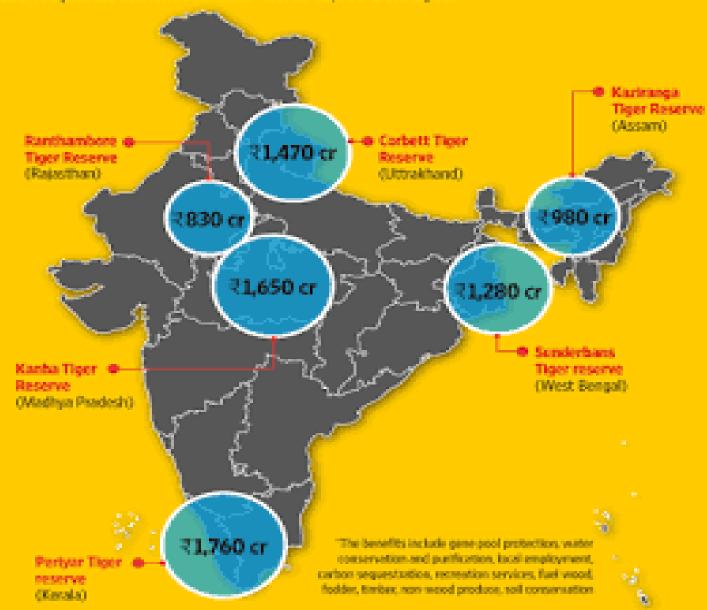
 Protected areas in North India: Cold desert Biosphere reserve, Pin valley national park Great Himalayan national park, Kullu Valley Desert National park, Rajasthan. Sariska National park, Alwar Sultanpur Bird Sanctuary, Gurgaon Gangotri National park, Uttarakhand Rajaji National Park, Uttarakhand Hemis National park, Ladakh Inderkilla National Park, H.P. Khirganga National park, H.P.

 Protected areas in Central & West India Bandhavgarh National park Pench National park, Seoni Kuno Wildlife sanctuary, Sheopur Madhav National Park, Shivpuri Panna National park, Khajuraho, Ken Gharial wildlife sanctuary Mandla plant fossil National Park, M.P. Van Vihar National park, Bhopal Achanakamar- Amarkantak Biosphere reserve Sanjay National park, Singrauli Guru Ghasidas (Sanjay) National park, Chattisgarh Indravati National park, Chattisgarh Blackbuck National park, Velavadar Little Rann of Kutch wild ass Sanctuary Marine National Park, Gulf of Kutch Tadoba National park, Chandrapur Sanjay Gandhi National park, Mumbai

Chandoli National park, MH

WHAT TIGER RESERVES ADD TO THE ECONOMY

A study 'Economic Valuation of Tiger Reserves' released on Tuesday shows that six tiger reserves provide economic benefits' worth ₹8,000 crore a year



ALL-INDIA TIGER ESTIMATES

| Shiusile-Gangetic Main Landscape Complex | | | |
|---|----------|----------|----------|
| | 2006 | 3010 | 2014 |
| Utterskhand | 178 | 227 | 340 |
| Utter Prodesh | 399 | 318 | 117 |
| Bhor | 10 | 8 | 28 |
| Shivalik-Gangetic | 297 | 353 | 485 |
| Central Indian Landscape Complex and Exeters Ghats Landscape Complex | | | |
| Anchro Pradesh dedudes Telenomo | | I I | 410 |
| Chartisonh | 95 26 | 72 26 | 46 46 |
| Wadyo hodish | | | |
| Milwoodita | 300 | 257 | 306 |
| Olida | | 359 | 190 |
| Rainthus | 45 | 12 | 20 |
| | 32 | 36 | 45 |
| Rethant | <u> </u> | 10 | 39 |
| Central India | 601 | 601 | 688 |
| Western Ghats Landscape Complex | | | |
| Karnsteka | 290 | 300 | 406 |
| Kesta | 46 | 71 | 136 |
| Tamil Node | 76 | 363 | 229 |
| Goa | | | 5 |
| Weston Chets | 402 | 574 | 776 |
| North Eastern Hills and Brohmoputes Flood Plains | | | |
| Assam | 70 | 143 | 167 |
| Arusschell Fradesh | 14 | | 28 |
| Majorani | 6 | 5 | 3+ |
| Nothern West Bengal | 10 | - | |
| North East Hills, and Brahmaputto | 300 | 348 | 201 |
| Similarbans | | 70 | 76 |
| TOGAL | 1,411 | 1,704 | 2,226 |

