

e-content for PMIR- Semester-III Paper Code-AEC-I
Tourism Management

Dr. Sunita Roy
Associate Professor
P.G. Deptt. Of PMIR
Darbhanga House
Patna University

What is tourism?

Tourism is defined and understood as the activity of travelling and touring. It is basically a set of inter-connected activities of tourists while travelling to a place. Tourism is an activity for recreational or leisure activities of people. It is also an essential part of our life as it refresh the mind and reduce the stress of our life.

Tourism refers to the business of providing accommodation & associated services to the people visiting places. Tourism involves two elements i.e. the journey to the destination & stay.

Tourism is a temporary short term moment of people of destinations outside the place of their residence. Tourism is undertaken for recreation, sight seen, pilgrimage for medical reasons, for adventure etc.

Types of tourism:

Following are some types of tourism:

1. Recreational tourism:

Tourism is an often activity for recreational purpose. Most tourism took for a change and rest; this is the reason why package tours have become so popular.

2. Environmental tourism:

Rich and affluent tourist are preferred to spend more visits to remote places where they get pollution free airs to breath.

3. Historical tourism:

Tourist is interested to know how our forefather lived and administered in a particular area. They visit heritage locations, temples, churches, museums, forts etc.

4. Ethnic tourism:

This refers to people traveling to distance places looking to their roots and attending to family obligations. Marriage and death bring people together to their native places. Persons who are settled overseas during later part of life visit place of their birth for giving boost to ethnic tourism.

5. Cultural tourism:

Some people are interested to know how other people or communities stay, survive and prosper. The kind of culture they practice their art and music is different from ours. So in order to acquire knowledge, understand culture well, to become familiar with the culture, they undertake journey.

6. Adventure tourism:

There is a trend among the youth to take adventure tour. They go for trekking,

rock climbing, river rafting etc. They organized camp fire and stay under the blue sky. This tourism is meant for people with strong nerves who can tolerate stress.

7. Health tourism:

In recent years, health tourism has become highly popular. People visit nature cure centers and hospitals providing specialist treatment. Many foreigners visit India for treatment because similar services in their country are costly.

8. Religious tourism:

India represents multi-religious composition of population. Various package tours are organized to enable people to attend the religious duties and visit places of religious importance. E.g. Char Dham yatra.

9. Music tourism:

It can be part of pleasure tourism as it includes moment of people to sing and listen music and enjoy it.

10. Village tourism:

It involves traveling and arranging tours in order to popularize various village destinations.

Tourism industry;An Overview

Tourism as an industry means and covers the same things but from an economic and monetary point of view. **Tourism industry** is and comprises of all the companies which provide the products and services that are meant and used by tourists at different stages of travel and tourism. Tourism is a very vast, vibrant, dynamic and growth oriented industry. Tourism as an industry is the set of all business activities which serves the needs tourists while they visit different places by way of tourism, touring or travelling. The industry is also referred to as travel and tourism industry and also simply as travel industry. Travel is although little different and does not always mean tourism yet tourism industry is often called as travel industry. This is due to the fact that in business, monetary and economics terms travel is usually considered as tourism.

Tourism is in fact a very broad industry comprises of different sectors or sub industries which produce and offer various similar and different products and services which create the demand for tourism and actually make the act of touring and travelling for tourism possible. Tourism industry therefore can be defined as the set of industries which facilitate by providing infrastructure and products and services and make possible travelling for different purposes and travelling to places of leisure and business interests. Tourism industry is all about providing necessary means to assist tourists throughout their travelling.

There are two ways to look at the definition of tourism industry, 1)demand side and 2)supply side.

By the definition of tourism, it is an activity of tourists or people travelling for some purpose and it includes all the things they do during their travel. This way tourism as

industry becomes the sum of all the products and services consumed or used by tourists which directly and indirectly support their tourism activity. This way, travel bookings, transportation, hotel stay, food, destination visits, etc., all become part of tourism.

The supply side is just looking at the other side of this. So, the supply side tourism industry definition is the sum of all the industries which provide all the products and services which make directly and indirectly help tourists in their travel and make it possible for people to travel and do tourism activity.

Importance of studying tourism

The main reason to study tourism is to work in the fields as Hotels, destination, attractions, transportation, cruises, tourist services, travel agents, tour operators and many others together form together a huge industry. It is a practice-oriented field and an interesting one. It is in constant growth and needs more and more skilled workers and innovators every year. There are so many reasons to study tourism:

1. Tourism is a service industry

By studying tourism you position yourself right in the very center of service. You will learn skills that are transferable to many other industries. Being a service and human-to-human industry, it is also one of those that will need hard-working and creative people in the future.

2. Tourism is an experience economy

Most jobs in the tourism industry are about creating experiences for the traveler. This is what makes this industry especially interesting. When we are studying tourism we learn how to create these memorable experiences.

3. Every day is different

No matter where you study or what position you get in the tourism industry, it is guaranteed that almost every day is different.. Every tourist has different expectations, motivations, moods, experiences and opinions that will make the job interesting and also most likely a little bit challenging.

4.Tourism is growing

Tourism is witnessing huge global growth every year and it is forecast to grow far into the future. It is definitely an industry of the future. Growth means that more and more skilled workers are needed all over the world. By studying tourism you give yourself the skills and knowledge to be a part of this growth

5.Tourism is global

First and foremost tourism is a global industry. By studying tourism only the sky is the limit to where you can work and what you can do.

6..Tourism is local

Despite being a global industry, it is also very local. Most of the tourism businesses are small- and medium-sized companies that provide income and jobs for local people. When you are working for the tourism industry there are many possibilities for you to contribute to your local community.

7.Opportunity to travel

There are many positions in the field that enables you to travel a lot. You have to familiarize yourself with tourism destinations, attractions, and services, maybe guide tourists in exotic places or do research in foreign countries. Travel broadens your perspective on everything and tourism industry has plenty of possibilities to travel.

8.Tourism is fun

Tourism might not be the best option in terms of money. But many things such as having fun, meeting new people, enjoying life and doing what you like, tourism and hospitality offers plenty of options.

People studying and working in the field are typically relaxed, outgoing and international.