



BOARD OF OPEN SCHOOLING AND SKILL EDUCATION

Near Indira Bypass, NH-10, Gangtok, East Sikkim- 737102

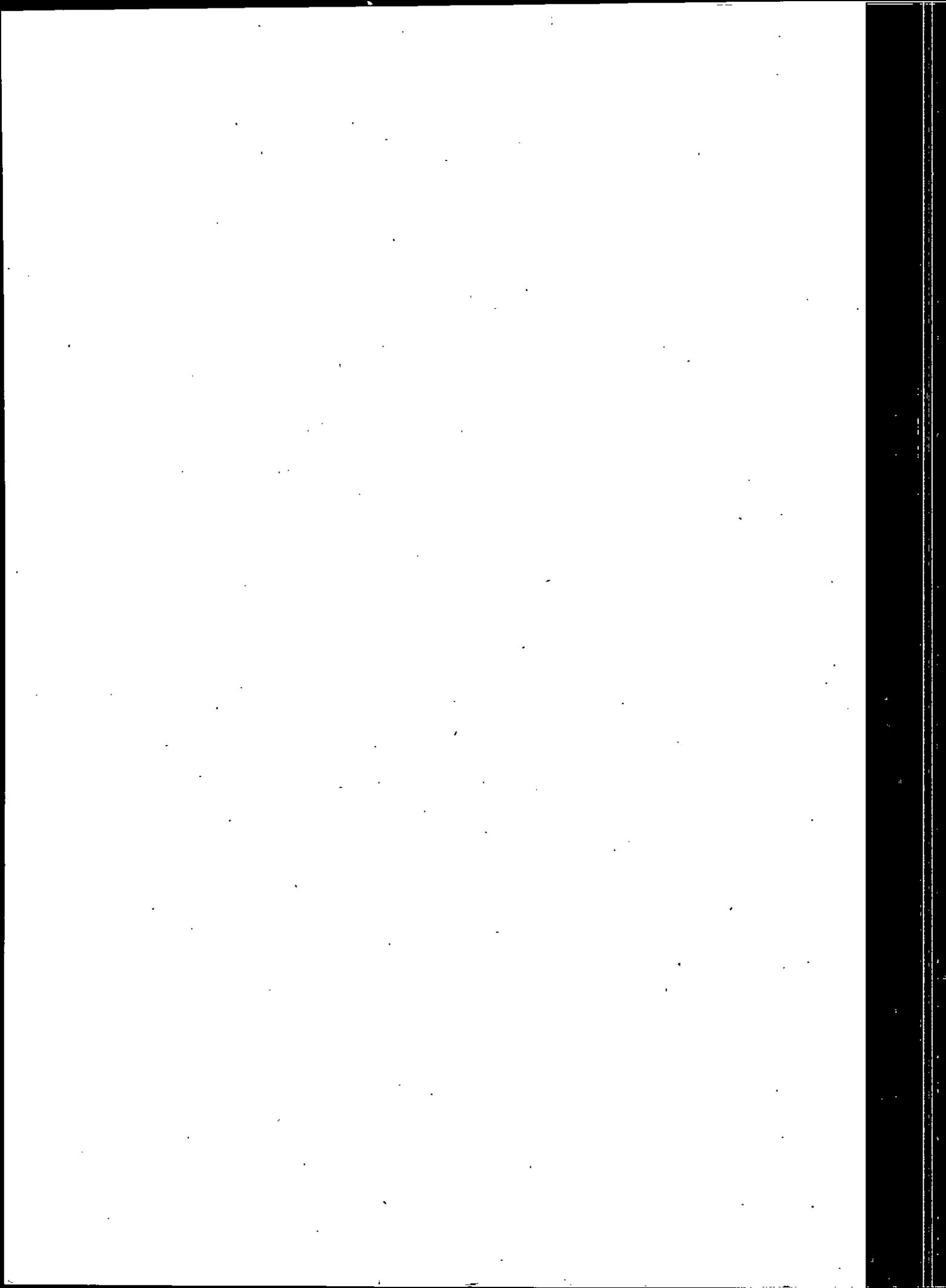
Telephone : 03592-295335, 94066 46682 Email : bosse.org.in



The Pathways To Higher Studies

Tourism

Class-XII





TOURISM
CLASS 12

Developed & Published by:
Board of Open Schooling and Skill Education

Copyright:
Board of Open Schooling and Skill Education

Warning

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, without the prior permissions of the publishers

Note:

While writing and printing the book every attention has been given to make it free from all sorts of errors. However, no such assurance can be given that no errors creep. In case of any error and consequently any loss should not be a matter of liability for the publisher, the author or any concern person.

SYLLABUS

| Module No. | Chapter No. | Chapter Name | Duration (Hrs.) | Marks |
|------------------|-------------|--|-----------------|-------|
| 1 | 1 | Evolution of Tourism | 50 | 20 |
| | 2 | Tourism Industry and its Organization | | |
| | 3 | Impact of Tourism | | |
| | 4 | Fundamentals of travel and Tourism Geography | | |
| 2 | 5 | Understanding Indian culture and heritage | 40 | 16 |
| | 6. | Performing Art Heritage in India | | |
| 3 | 7 | Culture and Heritages in India: Hinduism, Jainism and Buddhism | 41 | 18 |
| | 8 | Culture and Heritages in India: Sikhs, Islam and Christianity | | |
| 4 | 9 | Natural Tourist Attractions in India | 41 | 18 |
| | 10 | Growth and Patterns of tourism in India | | |
| 5 | 11 | Tourism Management | 40 | 16 |
| | 12 | Human Resource Management-I | | |
| | 13 | Human Resource Management-II | | |
| 6(A) Optional | 14 | Fundamentals of Travels Agency and Tour Operation Business | 28 | 12 |
| Total | | | 240 | 100 |



1

EVOLUTION OF TOURISM

- Understand the concept of tourism.
- Discuss the nature of tourism.
- Describe the evolution of tourism.
- Discuss the scope of tourism.

Objective of the chapter:

The basic objective of this chapter is to throw some light on the initial concepts of tourism so that the fundamentals of tourism can be learned.

Introduction

Tourism is one of the world's fastest-growing industries and a major foreign exchange and employment generation for many countries. It is one of the most remarkable economic and social phenomena.

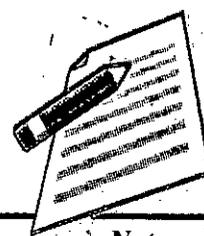
The word 'tour' is derived from the Latin word *tornus*, meaning 'a tool for making a circle'. **Tourism may be defined as the movement of the people from their normal place of residence to another place (with the intention to return) for a minimum period of twenty-four hours to a maximum of six months for the sole purpose of leisure and pleasure.**

According to WTO (1993) "Tourism encompasses the activities of persons traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes."

The Rome conference on tourism in 1963 defined tourism as 'a visit to a country other than one's own or where one usually resides and works. This definition, however, did not take into account domestic tourism, which has become an important money-spinner and job generator for the hospitality industry.

The UNWTO defines tourists as 'people who travel to and stay in place outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited'.

According to the **Tourism Society of Britain**, "tourism is the temporary short-period movement of people to destination outside the places where they normally live, work; and activities during their stay at these destinations." This definition includes the movement of people for all purposes.



The development of technology and transportation infrastructure, such as jumbos jets, low-cost airlines, and more accessible airports have made tourism affordable and convenient. There have been changes in lifestyle – for example, now retiree-age people sustain tourism around the year. The sale of tourism products on the internet, besides the aggressive marketing of the tour operators and travel agencies, has also contributed to the growth of tourism.

September 27 is celebrated as world tourism every year. This date was chosen as on that day in 1970, the Statutes of UNWTO were adopted. The purpose of this day is to raise awareness of the role of tourism within the international community.

History of Travel and Tourism

Travel is as old as mankind on the earth. The man at the beginning of his existence roamed about the surface of the earth in the search of food, shelter, securities, and better habitat. However, in course of time, such movements were transformed into wanderlust. About five thousand year ago, changes in climate, dwindling food and shelter conditions hostile invaders made the people leave their homes to seek refuge elsewhere like the Aryans left their homes in Central Asia due to climate changes. Perhaps, this leads to the development of commerce, trade, and industry.

During Hindu and Chinese civilization a movement of religion, education and culture began. Christian missionaries, Buddhist monks and other travelled far and wide carrying religious messages and returned with fantastic images and opinions about alien people.

For centuries movement of people continued to grow due to the efficiency of transport and the assistance and safety which the people could travel. By the end of the 15th century, Italy had become the intellectual and cultural center of Europe. It represented the classical heritage both for the intelligentsia and the aristocracy.

During the 16th Century, travel come to be considered as an essential part of the education of every young Englishman. Travel thus became a mean of self – development, and education in its broadest sense. The educational travel was known as ‘**Grand Tour**’.

The industrial revolution brought about significant changes in the pattern and structure of British society. Thus, the economy of Britain was greatly responsible for the beginning of modern tourism. It also created a large and prosperous middle class and because of great improvement in transportation systems in latter half of the 18th century and the first quarter of the 19th century, an increasing number of people began to travel for pleasure.

Travel was originally inspired by the need for surviving (food, shelter, and security), the desire to expand trade and quest to conquer. As the transportation system improved the curiosity for transforming the vast and virgin world into a close neighbourhood created a new industry i.e. **Travel and Tourism**.

However, the developments of rails, roads, steamships, automobiles, and airplanes helped to spread technology across the globe. Earlier travel was a privilege

CLASS-12

Tourism



Notes

only for wealthy people but with the industrial revolution, the scenario altogether changed. Transportation, as well as accommodation, became affordable to middle and working-class citizens.

Essentially, with the development of jet travel, communication, new technology, tourism, and travel became the world's largest and fastest-growing industry.

Travel and tourism, recently have emerged as a dominant economic force on the global scene accounting for more than 12% of total world trade and growing at the rate of 8 percent annuals.

Types of Tourism

Tourism has two types and many forms on the bases of the purpose of visit and alternative forms of tourism. Tourism can be categorized as **international** and **domestic tourism**.

Tourism has two types and various forms. On the basis of the movement of people tourism categorized into two types. These are following as:

International Tourism

When people visit a foreign country, it is referred to as **International Tourism**. In order to travel to a foreign country, one needs a valid passport, visa, health documents, foreign exchange, etc.

International tourism further divides into two types; **Inbound Tourism & Outbound Tourism**.

Inbound Tourism

This refers to tourists of outside origin entering a particular country. When people travel outside their host/native country to another country, then it is called inbound tourism for that country where he/she is travelling. For example when a tourist from Indian origin travels to Japan then it is Inbound tourism for Japan because foreign tourist comes to Japan.

Outbound Tourism

This refers to tourists travelling from the country of their origin to another country. When tourists travel a foreign region than it is outbound tourism for his own country because he/she is going outside their country. For example when a tourist from India travel to Japan then it is outbound tourism for India and Inbound tourism for Japan.

Domestic Tourism

The tourism activity of the people within their own country is known as **domestic tourism**. Traveling within the same country is easier because it does not require formal travel documents and tedious formalities like compulsory health checks and foreign exchange. In domestic tourism, a traveller generally does not face many language problems or currency exchange issues.

Forms of Tourism

Tourism has various forms on the basis of the purpose of visit and alternative forms. These are further divided into many types according to their nature. Forms of tourism are following as:-

Some most important forms of tourism are following as:

1. Adventure Tourism
2. Atomic Tourism
3. Bicycle Tours
4. Beach Tourism
5. Cultural Tourism
6. Ecotourism
7. Geotourism
8. Industrial Tourism
9. Medical Tourism
10. Religious Tourism
11. Rural Tourism
12. Sex Tourism
13. Space Tourism
14. Sports Tourism
15. Sustainable Tourism
16. Virtual Tourism
17. War Tourism
18. Wildlife Tourism

Classification of Tourism

Tourism can be classified into **six distinct categories** according to the purpose of travel. These are following as:

- 1) **Recreational:** Recreational or leisure tourism takes a person away from the humdrum of everyday life. In this case, people spend their leisure time at the hills, sea beaches, etc.
- 2) **Cultural:** Cultural tourism satisfies cultural and intellectual curiosity and involves visits to ancient monuments, places of historical or religious importance, etc.
- 3) **Sports/Adventure:** Trips have taken by people with a view to playing golf, skiing and hiking, fall within this category.
- 4) **Health:** Under this category, people travel for medical, treatment or visit places where there are curative possibilities, for example, hot springs, spa yoga, etc.
- 5) **Convention Tourism:** It is becoming an increasingly important component of travel. People travel within a country or overseas to attend conventions relating to their business, profession or interest.

CLASS-12

Tourism



Notes



- 6) **Incentive Tourism:** Holiday trips are offered as incentives by major companies to dealers and salesmen who achieve high targets in sales. This is a new and expanding phenomenon in tourism, These are in lieu of cash incentives or gifts, Today incentive tourism is a 3-billion-dollar business in the USA alone.

Nature of Tourism

Tourism as a socio-economic phenomenon comprises the activities and experiences of tourists and visitors away from their home environment and serviced by the travel and tourism industry and host destination. The sum total of this activity experience and services can be seen as a tourism product.

The tourism system can be described in terms of supply and demand. Tourism planning should strive for a balance between demands and supply. This requires an understanding not only of market characteristics and trends but also of the planning process to meet the market needs.

Often tourist from core generating markets are identified as the demand side; the supply side includes all facilities, programmes, attraction, and land uses designed and managed for the visitors. These supply-side factors may be under the control of private enterprise, non-profit organizations, and government. New and innovative forms of partnerships are also evolving to ensure the sustainable development and management of tourism related resources.

The supply and demand side can be seen to be linked by flows of resources such as capital, labour, goods and tourist expenditures into the destination, and flows of marketing, promotion, tourist artifacts and experiences from the destination back into the tourist generating region.

In addition, some tourist expenditures may leak back into the visitors generating areas through repatriation of profits of foreign tourism investors and payment for improved goods and services provided to tourists at the destination. Transportation provides an important linkage both to and from the destination.

For planning purposes, the major components that comprise the supply side are:

- Various modes of transportation and other tourism-related infrastructure.
- Tourist information.
- Marketing and promotion.
- The community of communities within the visitor's destination area.
- The political and institutional frameworks for enabling tourism.

The tourism system is both dynamic and complex due to many factors linked to it and because of the existence of many sectors contributing to its success. These factors and sectors are linked to the provision of the tourist experience and generation of tourism revenue and markets.

The dynamic nature of tourism system makes it imperative to scan the external and internal environment of the destinations on a regular basis so as to makes changes when necessary to ensure a healthy and viable tourism industry.



Thus, it is now an accepted fact that tourism development can no longer work in isolation of the environment and the local communities, nor can it ignore the social and cultural consequences of tourism.

Importance of Tourism

Tourism and hospitality, which are inextricably linked to each other, are among the major revenue-earning enterprises in the world. They happen to be among the top employers too. There has been an upmarket trend in tourism over the last few decades as travel has become quite common. People travel for business, vacation, pleasure, adventure or even medical treatments.

With several business-related activities associated with tourism, the industry has a tremendous potential of generating employment as well as earning foreign exchange. There are many countries in the world, such as Mauritius, Malaysia, Singapore, Fiji, and the Caribbean, whose economies are primarily driven by tourism. Tourism can contribute to the economic growth of a country in the following's ways:

Employment Generation

It creates a large number of jobs among direct services providers (such as hotel, restaurants, travel agencies, tour operators, guide and tour escorts, etc.) and among indirect services providers (such as suppliers to the hotels and restaurants, supplementary accommodation, etc.)

Infrastructure Development

Tourism spurs infrastructure development. In order to become an important commercial or pleasure destination, any location would require all the necessary infrastructure, like good connectivity via rail, road, and air transport, adequate accommodation, restaurants, a well-developed telecommunication network, and, medical facilities, among others.

Foreign Exchange

The people who travel to other countries spend a large amount of money on accommodation, transportation, sightseeing, shopping etc. Thus, an inbound tourist is an important source of foreign exchange for any country.

The World Travel and Tourism Council (WTTC) predict in 1997 that the twenty-first-century economy would be dominated by three industries: telecommunications, information technology, and tourism. The travel and tourism industry has grown by 500 percent in the last 25 years.

Now withstanding this bright outlook and prospects, the tourism and hospitality industries are very vulnerable to the fluctuations of national economies and happenings in the world, especially terrorist attacks that have at times dealt severe blows to business.



In recent years, there have been a few setbacks in tourism, such as the terrorist siege of the Taj and Oberoi in Mumbai, India (26 November 2008); the attack of the World Trade Centre in the United States of the America (11 September 2001); bombing in a hotel on the Indonesian island of Bali (12 October 2002); tsunami in Southeast Asia and South Asia on 26 December 2004, in which thousands of the lives were lost and consequently tourism was hit. Nonetheless, the sector is now getting back to business.

SUMMARY

Tourism has been changing over time. In the very beginning of civilization, travel was confined to the local walkable distances. With the surplus production of agricultural products and the trade of spice and silk, promoted tourism in these trading zones. Due to trade, the movement of the people spread to longer distances. Tourism got a big boost due to religion. Religious and pilgrimage tourism has been very popular from the very beginning and is considered to be a reason for mass tourism. The growth of educational institutions in the past has led to growing tourist activities as scholars from China visited and studied at Nalanda and Vikramshila university.

EXERCISE

MCQ

1. FIT is applicable to a -----tourist.

| | |
|------------|------------------|
| a. Foreign | b. Domestic |
| c. India | d. None of these |
2. In ancient time the mode of transport was.

| | |
|-----------------|-------------|
| a. Animals | b. Boats |
| c. Bullock cart | d. By walk. |
3. As a mode of transport the sailing of vessels started in-

| | |
|-----------|------------|
| a. Europe | b. America |
| c. Asia | d. Egypt |
4. Who invented wheel and money during ancient time?

| | |
|----------------|------------------|
| a. Shulgi | b. Sumarians |
| c. Babylonians | d. None of these |
5. "Splendour and rags that one country under the sun with an imperishable interest the one land that all men desires to see" which country is mentioned here?

| | |
|-----------|------------|
| a. Europe | b. America |
| c. China | d. India |

Answers:-

1.A 2.D 3.D 4.B 5.D

**Review Questions**

1. Write an account of the evolutionary changes in the human lifestyle.
2. Give a description of the early human migration.
3. Explain tourism in the early period.
4. Discuss tourism in the colonial and modern period.
5. What are the silk and spice routes? Explain their importance in expanding tourism.
6. Write the importance of education and its association with tourism.
7. How did sea voyages help to know the world and what was its contribution to tourism?
8. Write an account of tourism and its status in historical perspective.



Notes



TOURISM INDUSTRY AND ITS ORGANIZATION

- Understand the concept of tourism industry.
- Discuss the development of tourism industry.
- Describe the organization of tourism industry.
- Discuss the scope of tourism industry.

Objective of the chapter:

The basic objective of this chapter is to through some light on the initial concepts of tourism industry so that the organization of tourism industry can be learned.

Introduction

Development of tourism industry requires tourism planning. Tourism Planning leads to tourism development. Tourism Planning is the process for tourism development. Planning refers to methods and means used in making decisions about the future. Tourism Planning helps in problem solving and arriving at decisions which help planner in achieving desired objectives. Planning for tourism is very crucial. Several Countries of the world, especially the developing countries have lately realized the importance of tourism and benefits which it brings out. The use of macroeconomic planning techniques for tourism sector are relatively new. The use of macroeconomic planning methods for national economic development which have been largely utilized since the end of world war second, did not always cover tourism development as a particular field. The increasing significance of tourism as a source of income, employment generation, regional development, foreign exchange and major factor in balance of payment for many countries has been attracting the attention of many government as well as others with an interest in economic development.

Tourism Policy in India

Tourism emerged as the largest global industry of the 20th century and is projected to grow even faster in the 21th century. India has immense possibilities of growth in the tourism sector with vast culture and religious heritage, varied natural attractions, but a comparatively small role in the world tourism scene. Tourism policy strengthens the tourism sector and envisages new initiatives towards making tourism the catalyst in employment generation, environmental regeneration, development of remote areas and development of women and other disadvantaged groups in the country. It would lead to larger foreign exchange earnings and create conditions for more foreign direct investment.



Origin of Tourism policy in India

Tourism planning in India was started after Independence. The conscious and organized efforts to promote tourism in India were made in 1945, when a committee was set up by the Government under the leadership of Sir John Sargent, then Educational Adviser to the Government of India (Krishna.A.G. 1993). Thereafter systematic tourism development took place in India. The tourism planning approach has been evolved in Second and Third five-year plans. The sixth five-year plan emphasizes tourism as an instrument for economic development, integration and maintains social harmony. After 1980s tourism activity gained momentum as employment generator, source of income, foreign exchange earnings and as a leisure industry. The government has taken several significant measures to promote tourism industry.

So, what is the tourism industry? First, it is important to define what is meant by the 'tourism industry'. Essentially, it refers to all activity related to the short-term movement of people to locations away from where they usually reside. It is one of the world's largest industries and the economies of many nations are driven, to a large extent, by their tourist trade.

It is also a wide-ranging industry, which includes the hotel industry, the transport industry and a number of additional industries or sectors. It is vital to understand that the tourist industry is linked to movement to different locations, based not only on leisure, but also business and some additional travel motivators.

With that being said, according to the most common definitions, the tourism industry does not cover activities related to travel where the person intends to stay in their destination for longer than one year. As an example, this means that expatriates and long-term international students are not technically classed as tourists.

The Tourist

In simple terms, a tourist is a person travelling to another location, away from their usual social environment, for business, pleasure or social reasons. By most accepted definitions, to be classed as a tourist, a person needs to stay at that location for longer than 24 hours, but for no longer than one year.

Tourists may be motivated to travel by a range of different factors, such as refreshment of body and mind, or the pursuit of excitement, entertainment or pleasure. Alternatively, travellers may be driven by cultural curiosity, self-improvement, business, or by a desire to visit friends and family, or to form new relationships.

While business travellers are usually classed as tourists, it is worth noting that many definitions of the word exclude those who travel with the intention of making an income in the place that they travel to.

What Are the Benefits of the Tourism Industry?

Tourism offers a wide range of benefits, including economic benefits for countries attracting a large number of visitors, due to the money they spend not only on their actual stay, but also in local businesses. It also provides a large number of jobs for people working in the transport and hospitality industry, among others.



Moreover, tourism has the potential to improve relationships between nation-states or businesses, to create opportunities for entertainment and recreation, and to improve the value of a currency. It can also open up cultural exchange opportunities, while for tourists, it can lead to improved happiness, well-being and education.

What Are the Sectors Within the Tourism Industry?

1) Transportation

The transportation sector is concerned with helping tourists to get where they need to go, via the provision of transport. This may include providing them with the means to get to their intended holiday destination in the first place, but may also include assisting them with getting around after they arrive at their destination.

Included within this sector are services related to road, rail, air and sea travel.

Airline Industry

The airline industry plays a vital role in the modern travel industry, providing passengers with access to both domestic and overseas flights, allowing them to quickly reach their intended destinations via commercial aircraft. Airline services are generally divided into scheduled and chartered flights.

Car Rental

For many tourists, having access to a car is an important part of their tourist experience, ensuring they have the freedom to explore and travel freely. Car rental services provide this kind of access and often operate in close proximity to airports, or even in partnership with particular airlines or travel companies.

Water Transport

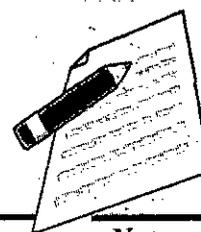
As the name suggests, the water transport sub-section is concerned with movement across the water. This includes things like ocean liners and ferry transport, where the objective is usually to get passengers from A to B, but also includes cruise liners, where being on the cruise liner itself forms the main part of the travel experience.

Coach Services

Coach and bus services are an important part of the tourism industry, offering long-distance travel, assisting airport passengers with travel to their accommodation, taking groups of tourists on day trips to local attractions or popular tourist destinations, and offering access to other nearby towns and cities.

Railway

Rail travel has played a key role in the tourism industry since the 19th century and continues to do so. Railways not only provide a means for travellers to get to their destination, but over ground and underground rail services also provide options for navigating many of the major towns and cities that tourists visit as well.



Spacecraft

A new element of the transport sector – and one that will become increasingly important in the years ahead – involves the use of spacecraft to carry tourists into space. Indeed, Virgin Galactic, recently sent the VSS Unity spaceplane into outer space and is planning to offer commercial flights to ‘space tourists’ in the near future.

2) Accommodation

The accommodation sector is central to the travel and hospitality industry, because people travelling to different areas require somewhere to stay, rest, sleep and unwind. In fact, by many definitions, a tourist is only classed as such if their stay exceeds 24 hours and they use some form of overnight accommodation.

Within this subsection, there are a number of different components, ranging from the hotel industry to camping, hostels and cruises. These sub-sections are explained in greater detail below:

Hotels

Hotels are the most obvious and popular form of accommodation for tourists and the hotel industry is inextricably linked to the tourism industry. Put simply, hotels provide paid lodgings for guests. With that being said, aside from beds and other essential facilities, the services they provide can vary quite drastically.

Shared Accommodation

In more recent times, shared accommodation has emerged as a major option for tourists. One of the most popular services offering shared accommodation is Airbnb, where users are able to list spare rooms and rent them out to travellers on a short-term basis. These could be individual, private rooms, or common areas shared with others.

Hostels

A hostel is typically a lower-priced accommodation option, suitable for those operating on a lesser budget, or those who are attempting to reduce their travel costs. It is a form of sociable accommodation, where multiple guests will rent beds in a shared space, typically with communal bathroom and kitchen facilities.

Camping

Camping is the practice of staying outdoors overnight, in a tent or similar type of shelter. While tourists may opt to camp in public areas, commercial camp sites are extremely popular and often more convenient. These commercial sites will typically charge for access, but will also provide additional facilities or utilities.

Bed & Breakfast

B&B accommodation offers a small number of rooms for guests and offers overnight stays and breakfast in the morning. In most cases, guests will have a private bedroom and bathroom, although bathroom facilities are sometimes shared. The owners or hosts of these establishments will often live in the bed & breakfast too.



Cruises

Cruises also come under the accommodation sector, because cruise liners serve as a form of accommodation in their own right. Typically, on a cruise, travellers will be allocated their own cabin and the cruise itself will last a set length of time, with tourists staying on the cruise ship for the majority of the duration.

Farmhouse Accommodation and Agri-Tourism

Travellers are increasingly willing to stay in farmhouse accommodation, usually on a self-catering basis. This is linked to the idea of Agri-tourism, where tourists visit farms, learn about the work that goes on there, and sometimes even participate in the daily work themselves as part of the travel experience.

Time-Share Accommodation

Finally, time-share accommodation, also known as vacation ownership accommodation, refers to accommodation where ownership or usage rights are divided between multiple individuals. These individuals are allotted their own time frame – typically a week or two weeks out of the year – where they have the right to use the property.

3) Food and Beverage

The food and beverage sector has an interesting role within the tourism industry, providing tourists with essential refreshments at all stages of their travel experience, including during travel, when spending time in their chosen accommodation, and when they are out and about exploring the location they have travelled to.

In addition to catering for travellers' basic requirements, however, the food and beverage sector also offers them opportunities to socialise, meet new people and enjoy themselves.

Restaurants

Restaurants or eateries provide one of the main ways in which tourists eat food and socialise on their travels. This category includes everything from fast-food restaurants like McDonald's and KFC, through to family restaurants, and luxury restaurants offering high-end cuisine.

Catering

Catering is usually recognised as the provision of food services at more remote locations. Within this sub-section would be the various food and drink offerings found at hotels and other accommodation types, as well as on planes, cruise ships or trains. It also includes offerings at many tourist attractions or entertainment sites.

Bars & Cafés

Bars and cafés are an important part of the local economy in many travel destinations, offering tourists a more relaxed location to consume refreshments, drink alcohol and socialise with locals or other tourists. They tend to be smaller than restaurants and may have a theme or serve a fairly general range of products.



Nightclubs

Nightclubs are one of the single most essential parts of the food and beverage sector, providing travellers with entertainment during the night and actually attracting many tourists to some destinations in the first place. Indeed, some travel hotspots base their entire industry around the nightlife that is on offer there.

4) Entertainment

Some tourists travel to new locations in the pursuit of entertainment. Such travellers may be drawn to entertainment options that are not available in their home location, or they may simply require more general entertainment, which would be accessible almost anywhere in the world, as part of their trip.

Entertainment attractions or venues are sometimes the main things drawing travellers to a particular tourist location. On the other hand, many other entertainment offerings are set up to capitalise on existing tourism.

Casino

Casinos are an entertainment facility centred around gambling activities. The majority of these activities are games of chance, although casinos do also offer games where there is some element of skill involved. Additionally, casinos are commonly connected to hotels and may offer further entertainment, such as music or comedy performances.

Tourist Information

In the modern travel and hospitality industry, tourist information exists both online and offline. Examples of online tourist information include informational websites highlighting local attractions, tourist sites or facilities. Meanwhile, offline services include tourist information centres and literature produced by the tourist board.

Shopping

The retail industry and the travel industry are closely connected and most major tourist destinations will also provide shopping facilities. Shopping can even, in some cases, attract tourists in the first place, while the shopping sub-section of the entertainment sector also includes things like duty-free shopping and local market trading.

Tourist Guides & Tours

Tourist guides provide tourists with access to organised tours of local attractions, landmarks, educational buildings and other places of interest. In doing so, they are able to offer assistance, expert insight, and context, often making the experience more enjoyable, convenient and worthwhile for the tourist(s).

5) Connected Industries

Finally, there are also a number of industries that are either directly or indirectly connected to the tourism industry. These include industries based on actually connecting customers with travel services, as well as industries based on providing customers with important information that can assist them in their travels.

CLASS-12

Tourism



Notes

Some of the most notable related industries are detailed in greater depth below:

Financial Services

Financial services can be linked to the travel industry in a number of ways, with the most obvious being the provision of insurance products, which offer financial protection in emergency situations, or in cases where medical treatment is needed. Additionally, financial services may be connected to things like currency exchanges.

Travel Agents

Travel agents sell travel or tourism-related products to customers on behalf of suppliers. They generally receive a commission from suppliers and also offer travellers advice on the best travel products to suit their particular needs or preferences. Some travel agents also offer business travel services.

Tour Operators

Tour operators tend to sell package holidays, which combine multiple travel and tour services into a single product. A package holiday might, for example, include charging tourists for flights, airport transfers, a hotel stay, and services from a local rep. It could also include holiday experiences or a set itinerary.

Online Travel Agencies (OTAs)

Online travel agencies, or OTAs, offer similar services to other travel agents, although these services are delivered over the internet, providing more of a self-service experience. Some of the most popular OTAs include Expedia, Booking.com, Kayak and lastminute.com. These OTAs may also double as meta research engines.

Tourism Organisations

Tourism organisations are essentially organisations that exist to look out for the tourism industry and act on its behalf. They may have influence over national tourism policies, might lobby governments in the interests of the tourism industry, and could also work to bring the various sectors together.

Educational

Finally, the travel industry also increasingly includes an educational component, with many people travelling to attend conferences or exhibitions, which are often centred around specialised topics. Additionally, schools and training programmes form part of this sub-section of the travel and hotel industry.

Tourism and Economic Development

Travel Agencies to Boost Bookings in the Tourism Industry

Travel agencies can be essential for maximising the number of customers a travel company reaches and attracts bookings from. However, different agencies specialise in different areas in the tourism industry and appeal to different types of customers.

With this in mind, it is important to work with the right travel agency to further your strategic objectives.

The Latest Tourism Marketing Tips

From social media sites to remarketing, the world of the Internet offers hundreds of ways for the travel and tourism businesses to connect with their niche audience. Just as the travelling needs and behaviour of tourists have changed, so has the way tourism businesses market their services. This is where tourism marketing plays an important role as an effective strategy to promote touristic services, such as hotels, restaurants, transportation, and destinations.

Trends in Tourism

Tourism has evolved faster than ever before as the modern traveller is now caring more about their carbon footprint and their travelling needs. For businesses, emerging tourism trends are extremely important in order to remain relevant in this fast-changing industry. In the article 'Tourism Trends: Opportunities for The Tourism Industry', get to know all the latest trends that are playing a major role in the tourism industry.

The Emerging Technology Trends in the Tourism Industry

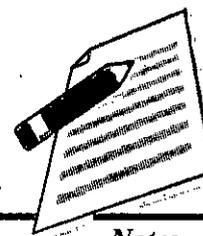
Technology has played a vital role in the tourism industry for over a decade now by helping businesses minimise costs, improve efficiency, and enhance the customer experience. Businesses as well as customers can highly benefit from technology trends for improved reservations, guest services, and communication. 'Key Technology Trends Emerging in the Travel & Tourism Industry' is an informative guide that explains the key tech trends in the tourism sector.

Revenue Management & Tourism Industry

Revenue management is highly relevant in the tourism industry as well as in airlines, restaurants, coaches, railway, cruises, and car rentals. This concept is about increasing profits and generating more revenue. Income growth can be multiplied in the hospitality sector if revenue management is adopted by all the company's departments. After all, it's all about selling the service to the right customer at the right time. The best examples of revenue management and its importance can be found in this article, 'Revenue Management; clearly explained!'.

Tourism Industry: Job Boards for Finding Tourism Jobs Online

If you are looking to advance a career within tourism, job boards represent one of the best options available. After all, a wide range of employers will use these platforms to advertise vacancies, and different job boards will provide you with access to a range of roles, in different sectors of the tourism industry.



*Notes*

Tourism Industry: List of Websites to Find Tourism Management Jobs

For anyone seeking tourism management jobs, it is important to understand that there will be high levels of interest from candidates. For this reason, in order to maximise your chances, you should apply for as many positions as possible and this means using a variety of websites, including those that specialise in advertising tourism industry jobs.

Tourism Industry: Tourism Manager Tips and Job Description

As the tourism industry is so diverse, consisting of a number of different sub-sectors, tourism manager jobs can actually vary quite significantly. Nevertheless, these positions tend to share similarities too, in terms of responsibilities, duties and entry requirements, which makes it possible to provide tips for actually securing such a role.

Tips to Find Tourism Industry Careers

The tourism industry is broad in its definition and offers a variety of different roles, from entry-level positions, right the way up to senior management roles, across several different sectors. Yet, competition can be fierce for many roles, which can make applying for tourism careers somewhat challenging.

Tourism Management

The tourism industry has a wide and deep impact on many other sectors that it's involved in. From the infrastructure and the country's economy to the cultural and social environment, tourism plays a vital role that you may not otherwise get in other industries. Working in tourism management opens up a world of new opportunities that are few and far between in other sectors.

The tourism industry is extremely diverse, but plays an essential role in the economic prosperity of many countries. Tourists are typically defined as people travelling to locations away from their home, on a short-term basis, for non-financial reasons, and the tourism industry encompasses all services connected to this process.

SUMMARY

Tourism is an ever-increasing industry at world scale. It is the third sector providing largest employment to the people. It is facilitating the host country to get a good amount of foreign exchange due to foreign tourists. It helps the host country to balance the international trade. It has many components. Like space to operate, huge capital and manpower to operate and other important components like accommodation, food and beverage, travel trade, transport, cultural attractions and events also work as tourism services. All of them are required in the area where the tourists go. Personal security of the tourist and their safety helps in the numbers of tourist visiting the country which ultimately bring economic benefits to the local people of the area.

EXERCISE

CLASS-12

Tourism



MCQ

- 1) Who was the founder of inclusive tour?
 - a) Thomas cook
 - b) Dennis
 - c) wright brothers
 - d) none of these.
- 2) The wright brothers invented the aero plane in-----
 - a) 1927
 - b) 1903
 - c) 1873
 - d) 1829.
- 3) ----- tourism involves people travel within the country.
 - a) domestic tourism
 - b) international tourism
 - c) inbound tourism
 - d) outbound tourism.
- 4) The peak season of international tourism in India.
 - a) oct to feb
 - b) feb to march
 - c) oct to march
 - d) April to September.
- 5) ----- tourism is the time when an individual can do what he likes to refresh.
 - a) international tourism
 - b) leisure tourism
 - c) recreational tourism
 - d) none of these.

Answers:-

1)A 2) B 3)A 4)C 5)B

Review Questions

1. What is the concept of tourism industry? What are different factors of tourism industry?
2. How is tourism an industry? Write five reasons.
3. Explain the role of the Union Ministry of Tourism, Government of India in the field of Human Resource Development.



Notes

3

IMPACTS OF TOURISM

- Understand the concept of tourism.
- Discuss the positive and negative social impacts of tourism.
- Describe the economic impacts of tourism.
- Discuss the environmental impact of tourism.

Objective of the chapter:

The basic objective of this chapter is to through some light on the initial concepts of tourism so that the impacts of tourism can be learned.

Introduction

Tourism is a sector that can contribute to the economic, environmental, and also social growth of a region or country at large. At the same time, it can also adversely affect the growth. If the negative outcomes of tourism are not allowed to outweigh the economic benefits, then it can keep good balance between its beneficial outcomes and investments made towards tourism. Not all impacts of tourism are overt. They are often indirect and assessed by the judgement of the observer. Establishing or developing a tourism industry involves expenditure as well as gains, costs, and benefits. If these impacts are taken into consideration from the outset of planning, strengths and opportunities can be maximized while weaknesses and threats can be minimized.

Each destination will be different in terms of tourism characteristics. The cost and benefits of tourism will vary in each destination and can change over time, depending on tourism and other activities in a destination's local and regional context.

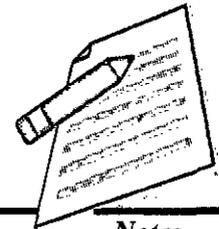
Let us see how tourism impacts economy, environment, and society.

Economic Impacts of Tourism

Tourism activities impact the economy of the country as well as the local economy of the destination. Let us see the positive and negative impacts of tourism on economy

Positive Economic Impacts of Tourism

- Inbound tourism helps to generate revenue from foreign shores.
- Inbound and domestic tourism create job opportunities.
- Inbound and domestic tourism stimulate the development of infrastructure.
- It generates opportunities for small scale local businesses.



Negative Economic Impacts of Tourism

- Outbound tourism creates economic leakage.
- All types of tourism create a sense of dependency on the customer or economic recession.
- It can also promote parallel economies.
- The revenue earned from the tourism business seldom is beneficial to the local population if the destination has accommodation provided by international hotels.

Environmental Impacts of Tourism

Tourism impacts on the environment in positive as well as negative way. These impacts are following below.

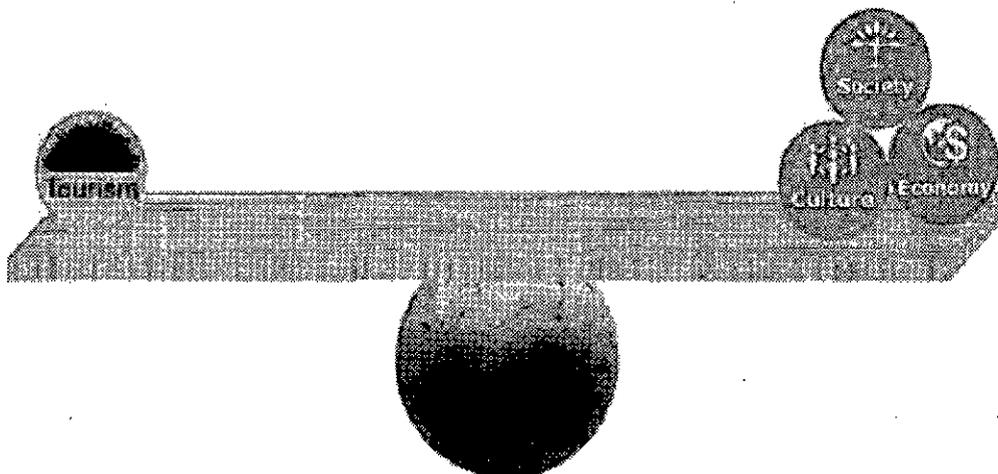
Let us see the impacts of tourism on environment –

Positive Impacts of Tourism on Environment

- It promotes investment in conservation of natural habitats.
- It thus in turn, contributes to the stability of the ecosystem.
- In developing countries, it discourages deforestation and over-fishing in large water bodies.
- It contributes to creating awareness of the value of environment for humans.

Positive Impacts of Tourism on Environment

- It promotes vandalism and littering.
- It makes way for destruction of wild life and vegetation.
- It invites air, and water pollution.
- It creates a large carbon footprint.
- It creates a sense of dependency on the natural resources.



CLASS-12

Tourism



Notes

Social Impacts of Tourism

Tourism also affects the society of the destination in good as well as bad ways. It benefits and costs the local communities.

Let us see the impacts of tourism on society –

Positive Impacts of Tourism on Society

- The infrastructure development also benefits the local population.
- It tends to make people aware of the superfluous customs prevailing in the region.
- It helps eradicate poverty by promoting the arts and crafts made by people who search for a source of income.
- It fosters a sense of pride among locals.
- The bonds among communities are strengthened.

Negative Impacts of Tourism on Society

- It impedes the life of local population because of congestion, noise, and pollution.
- It can bring problems of alcoholism, drug addiction, and prostitution in the local society.
- To make place for new accommodations or recreational facilities, the locals may be displaced by acquiring their lands and violating human rights.
- It may act as a platform for the spread of contagious diseases.
- Tourism can change local community structure, family relationships, collective traditional life styles, ceremonies and morality.

Cultural Impacts

Tourism activities also affect the culture of the host country. There are many positive and negative cultural impact of tourism.

Cultural Benefits

- Tourism can enhance local cultural awareness.
- Tourism can generate revenue to help pay for the preservation of archaeological sites, historic buildings, and districts.
- Despite criticism about the alteration of cultures to unacceptable levels, the sharing of cultural knowledge and experience can be beneficial for hosts and guests of tourism destinations and can result in the revival of local traditions and crafts.

Cultural Costs

- Youth in the community begin to emulate the speech and attire of tourists.
- Historic sites can be damaged through tourism development and pressures.
- There can be long-term damage to cultural traditions and the erosion of cultural values, resulting in cultural change beyond a level acceptable to the host destination.

SUMMARY

Tourism is impacting the areas visited by tourists. Tourism provides a very good opportunity to learn about different areas when tourists visit them and write their experiences about them. It's can be grouped into four broader groups : (i) Economic impacts (ii) Socio-cultural impacts (iii) Political impacts (iv) Environmental impacts. The four groups of impact are further divided into two positive and negative impacts. In another words, all four groups mentioned above have some positive as well as negative impacts. Tourism is providing of livelihood to a large number of people all over the globe. It is reducing the unemployment. It is leading to both positive and negative impacts. Large number of tourists and their interaction with local people gives an opportunity to know the socio-cultural conditions of a place. This is a positive impact, but socio-cultural conflicts can be negative. Political decisions taken by the government or the political stability or instability determine the growth and development of tourism. Environment is equally important for tourism. Every environment/surrounding has its own level of tourist carrying capacity. If the tourist inflow is greater than the carrying capacity, the environment gets degraded. To sum up, a proper balance is needed to reap the sweet fruit of tourism otherwise the end product would be a bitter one.

EXERCISE

MCQ

1.

- a) they are all beneficial impacts b) they include indirect impacts
c) they tend to overlap d) they are far-reaching

Answer:-C

2. In Smith's classification of tourists, the 'elite' tourist is:

- a) an experienced frequent tourist on an expensive tailor-made tour
b) a very limited tourist
c) a mass tourist
d) a tourist who likes to experience local culture by going on side trips from organised tours

Answer:-A

3. Which of the following authors have developed typologies of tourism?

- a) Brian Archer b) Erik Cohen
c) Valene Smith d) Richard Butler

Answer:- C

CLASS-12

Tourism



Notes

CLASS-12

Tourism



Notes

4. What type of analysis did Stanley Plog develop?

- a) Psychographic
- b) Biological
- c) Ethnographical
- d) Anthropological

Answer:- A

5. What is the term for tourists directly influencing the behaviour of the host through observation of their behaviour or apparel?

- a) The Remonstrance effect
- b) The Demonstration effect
- c) The Behavioural effect
- d) The Lifecycle effect

Answer: B

Review Questions

1. Describe positive and negative impacts of tourism by giving at least three points for each.
2. Explain the socio-cultural impacts of tourism.
3. How does political stability or instability affect tourism?
4. "Environment is under great strain due to increasing tourism" Explain the statement with examples.



4

FUNDAMENTALS OF TRAVEL AND TOURISM GEOGRAPHY

- Understand the concept of tourism.
- Discuss the concept of tourism geography.
- Describe the nature of tourism geography.
- Discuss the interrelation between tourism and geography.

Objective of the chapter:

The basic objective of this chapter is to throw some light on the initial concepts of tourism geography so that the inter relation between tourism and geography can be learned.

Introduction

Tourism geography is the study of travel and tourism, as an industry and as a social and cultural activity. Tourism geography covers a wide range of interests including the environmental impact of tourism, the geographies of tourism and leisure economies, answering tourism industry and management concerns and the sociology of tourism and locations of tourism.

Tourism geography is that branch of human geography that deals with the study of travel and its impact on places.

Geography is fundamental to the study of tourism, because tourism is geographical in nature. Tourism occurs in places, it involves movement and activities between places and it is an activity in which both place characteristics and personal self-identities are formed, through the relationships that are created among places, landscapes and people. Physical geography provides the essential background, against which tourism places are created and environmental impacts and concerns are major issues, that must be considered in managing the development of tourism places.

The approaches to study will differ according to the varying concerns. Much tourism management literature remains quantitative in methodology and considers tourism as consisting of the places of tourist origin (or tourist generating areas), tourist destinations (or places of tourism supply) and the relationship (connections) between origin and destination places, which includes transportation routes, business relationships and traveller motivations. Recent developments in human geography have resulted in approaches such as those from cultural geography, which take more theoretically diverse approaches to tourism, including a sociology of tourism, which



extends beyond tourism as an isolated, exceptional activity and considering how travel fits into the everyday lives and how tourism is not only a consumption of places, but also produces the sense of place at a destination. The *Tourist* by Dean MacCannell and *The Tourist Gaze* by John Urry are classics in this field.

Role of Geography in Tourism

Geographical Phenomenon- Geography plays an important role in the growth of tourism. It has a great influence on the development of tourism industry. Basically, tourism depends much more on the geographical phenomenon than any other subjects.

Tourism Geography - It is a special branch of Geography called Tourism Geography. It is the study of travel and tourism as an industry and as a social and cultural activity. It covers a wide range of interest including the environmental impact of tourism. The geography of tourism and leisure economics, answering tourism industry, management concerns, the sociology of tourism and locations of tourism.

Geographical Aspects - The physical geography includes location, space, scenery, climate, vegetation, landscape and animal life attract a large number of tourists from different parts of the World. So we see that the scenic beauty of Kashmir, Darjeeling, Mahabaleshwar, Kathmandu and various coastal beaches are the major tourist centres which attract tourists. The Niagara falls in America, Jog falls in Karnataka, Grand Canyon in U.S.A., Himalayan region etc. and so many are some places which attract people for their beautiful geographical locations.

Human Geography - Apart from physical geography, human geography also has a great influence on the tourism. Different types of tourists come into contact with each other and exchange their cultural values.

The tourists of the developed countries are generally rich people and therefore, when they come into contacts with the people of developing countries, they imposed a profound effect upon the life styles of that region as well as upon their society as a whole. On the other hand the tourists have great attractions about the life and culture of tribal people or ancient people. Today in many countries the tribal villages are one of the main visiting spots to the tourists or travellers.

Tourist maps - Tourist maps are the essential for the tours and tourists are basically are drawn by cartography geographical methods.

The study of climatology - Climate influences the development of the tourism. The tourist places should be developed in cool temperate regions than hot tropical regions as purpose of travelling is only the pleasure and recreation. Finally it is to be said that geography and tourism are co-related. Basically without geography, the concept of tourism will be meaningless so, the study of geography hold key point to know the subject matter of tourism. **Aspects/Components/Elements of tourism**
The development of Tourism depends on various aspects or there are some major requirements for the growth of tourism they are as follows-



Elements of Tourism

1. Location
2. Accommodation
3. Transport
4. Attraction
5. Historical and Cultural Aspects.

1) **Location-** Location is one of the first important aspects for the development of tourism. The region located in the sea side or mountainous ranges have a great attraction to the tourists. The natural scenery of these places always attracts people. Besides this, tourism has been developing much more in cool temperate region than the hottest climatic region. People feel much more comfortable where climate is pleasant and easy transport system is available. In India the Himalayan belts and the sea plans are the main tourist centres for their beautiful location

2) **Accommodation-** Accommodation is one of the basic components of tourist system and includes all such provisions such as meals of food, rest houses, recreation etc. necessary for the visitors or tourists. Hotels, motels, tourist's rest houses, traveller lodges, circuit houses, youth hostels, dharmshalas, inns, etc. are the various types of accommodation. In India, most of the states, the state tourism development corporation and in many states ITDC have established their own complexes. There are other establishments which are run by religious institutions, charitable trust and community association.

3) **Transport -** Transport is one of the most important elements for visitors. There are various mode of transportation. There is very close relationship between transport and visitors. Air transport is fastest and comfortable transportation mode. Air transport is useful for long distance travel. Road transport is important for both long and short distance. It is also important means of transport in the interior regions. There are four types of roadways national high ways, state highways, district highways and local roads. Rail transport is an equally important as road transport. It is a cheap, comfortable and easy of travel within and between cities and states. The Indian railways network is the fourth largest in the world. Water is another easy or cheapest way of transportation. The water bodies like river, lake, canal, sea or oceans provide means to system.

4) **Attraction -**The growth of tourism also depends on the attraction of the places. The regions with full of natural resources and beauty attract people very much. Lakes, rivers, coastal area, hill station etc. are some attractive points to visitors. Many parts of the Himalayan belts and the south Indian regions attract a large number of tourists for their religious values.

5) **Historical and Cultural aspects**

The historical and cultural significance plays an important role for developing tourism in a country the forts, historical sculptures; the battle fields', temples etc. attract tourists of different places of the world. India is an ancient land having a rich historical past and so it has a great attraction from all over the world on the other hand literature, art, paintings etc. have a great cultural value which attract tourists and help to develop tourism.

**Nature and Scope of Tourism**

Introduction - Tourism is an important economic industry all over the world. As taking into account today's situation for tourism industry there is no necessary of any raw material, machinery as it is required in other industries. By seeing nations economic, social and regional importance every nation from the world should give special emphasis on the development of tourism industry. Hence tourism industry is a kind of developing industry day by day. India is developing nation so there should be immense importance to this industry. Ancient day's tourism was taken as only entertainment. There were various purposes behind this industry like natural beauty arts by visiting a broad place and getting enjoyment. From the last decades the tourism has become, economic industry.

Nature of tourism will understand help of following Points.

- 1) **Speciality** - Tourism is a particular activity in which we took ourselves away from our home and day to day work. There are different purposes of tourism such as religious, recreations, heritage, adventure, health, sports, natural beauty, etc. Hence the nature of tourism is based on speciality.
- 2) **Diversity**- Tourism is an economic activity. It has many benefits for development. It has invisible benefit through by this industry many people have been working in various places. So that many tourists have attracted towards this industry. As considering the development of our country this industry has bright future. This industry has made vital role in development of our nation.
- 3) **Recreational** - There are three basic needs of humankind except these needs now days education and entertainment these are also prime needs of humbling. As considering the recreational nature of tourism many tourists make plan to go other destination due to the purpose of entertainment. Due to this purpose tourist can watch particular nature, beauty of monuments, and experience of weather and climate, nowadays people have been visiting one place to other place due to their recreational value.
- 4) **Dynamic Nature**- The nature of tourism is dynamic, it always change. Tourism is a part of wandering; with the help of travel and tourism we make relations with other people and learn many things from them. Tourism is a multi-facet phenomenon. There are geographical-social-economic and a psychological aspect of tourism hence is a complex industry. There are two kinds of activities such as moveable and non-moveable. If we stay in a hotel for a little bit of time at that time the tourism becomes non-moveable.
- 5) **Seasonal Nature** - The nature of tourism is seasonal. There is an important slogan for Indian tourism "A Country of all seasons and all Reasons". According to season tourist make their plans. In summer season tourist visits to cold places where they can get cool and calm climate, in rainy season they visit to waterfalls because its natural beauty is magnate for tourist. So the nature of tourism is a seasonal.
- 6) **Interdisciplinary** - Tourism is an important economic industry. The nature of tourism is interdisciplinary. We study various elements that are appearing around us which are studied in geography, economics, and social sciences subject. There is a close relationship with other subject it indicate interdisciplinary nature of tourism.



- 7) Cultural and Religious :- There are various religious groups in India, every group have their religious place, it is known as worship place such as Hindu religious tourist must to visit God and Goddess temple's, Muslim religious tourist visit to mosque, Christian religious tourist visit church etc. all these examples are indicators of cultural and religious things.
- 8) Geographical Nature- There is close relationship between geography and tourism. Without geography the development of tourism activities are difficult. There are many geographical elements which play role as magnet that means, they attract to mass tourist or number of tourists. In Geography subject tour is compulsory because in nature there are various things that should learn by experience, which things we cannot understand within four walls, hence at college and school levels we arrange the study tours.
- 9) Historical Nature- The tourism has a historical touch. According to this historical touch tourist visits to many historical places. Such as forts, monuments, historical sculptures, temples, caves, painting, architectural work, handcraft etc. By visiting such places we get real information about our history. As well as we can prevent our historical culture and beauty.

Scope of Tourism

From ancient time to present day, tourism sectors have got changed. Now days this industry has developed well in manner. The Scope of tourism is vast can understand with the help of following points=

1. Tourism a basic need - Tourism is one of the basic needs of human being. Human being want to take rest wants to take rest and pleasure apart from his busy scheduled. So he makes plan to rest from daily work and visit to many tourist places and try to get satisfaction and freshness. It is also necessary for our health. Through by tourism we get mental satisfaction too.
2. Tourism as Product – The 'Product' may be defined as the sum of the physical, psychological satisfactions, provides to the buyer. Marketing is the development of on product to meet the needs of the consumer and then employing the techniques of direct sales, publicity and advertising to bring this product to the consumer. The tourist product is the country's natural beauty, climate, history, culture and the people. Transport, accommodation and of entertainment which hopefully result in consumers satisfaction. Attraction, facilities and accessibility are three basic components of the tourist products.
 - A) Attraction - It is one of the important factors, except the attraction, the tourist will not attract to particular tourist place. The attraction is related to the purpose of tourist it means purpose is basic for attraction. The attraction could by geographical, cultural, historical, exhibitions arts and music festivals, games etc.
 - B) Facilities - Facilities are those things in the tourist product that are a necessary did to the tourist place. The facilities complement the attractions. These include accommodation, mode of transportation, entertainments, recreation and many others.



- C) Accessibility -It is another important component in the tourist product. It is a means by which a tourist can reach the area where attraction are located. If the tourist attractions are located at a place where no means of transport can reach or share there are inadequate transport facilities, these become of little value. The tourist attractions which are located near to the tourist generating markets and are linked by a network of efficient transport receive the maximum number of tourists.
- 3) Transportation and Tourism- Transport is the backbone of modern economy. A quality network of transport leads to tourism development hence there is very close relationship between transport and tourism. A good transport system promotes tourism services at domestic as well as international level. It helps to earn foreign exchange. Transport and tourism development are interrelated. Hence substantial efforts should be made to improve the efficiency of transport.
- 4) Natural Environment and Tourism - This is also one of the important elements of tourism. Environment is a basic part of tourist. On the earth there are various tourist places with different environment background. Good environment, cool climate, good sunshine, etc. are the factors of environment so that tourist visit to many places according to environmental background. Tourist places like forest, hills and mountains, birds and wild animals. They feel satisfied, pleased when they visit such type of places.
- 5) Culture and Tourism - India has cultural background. Tourist visits to tribal regions to know culture of tribal people. These are original habitat. Their culture has remained as it is; there life is closely related with natural environment. They stay in the forest and away from the city area. They use to collect various medicines from the trees of forest. Their lives are changing due to contact with the outside world. There are many tribes all over the world. For examples 1) Warli in Thane district 2) Bhills in Madhya Pradesh, Maharashtra and Gujarat 3) Santhals in Bihar 4) Todas in Nilgiri region.

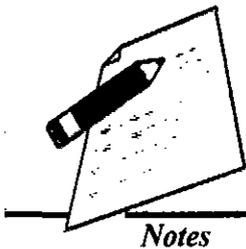
These tribes have their own core, monies, festivals dance and music, people travel to these areas to study their lifestyles and this way tourist is encouraged.

Religious Tourism - India has many religions people belonging to different religions throng to their pilgrimage centres and other comes for sight-seeing. Religious is one of the major factors which attract to huge numbers of tourist all over the world. Each and every religious group visit with in one year one time to their religion place or worship place, hence tourism development is there. Above explanation help us to understand the scope of tourism.

- 1) Eco-Tourism - This is one of the important types of tourism with cosies manner, environment is a major attracting factor, it provides us many things freely so keeping in mind these things, we should take care of surrounding environment of tourist destination. Ecology-oriented green tourists in which they seek out environmentally sensitive travel or vacation. This is helpful to improve the knowledge of an environment of the area. The concept of ecotourism is to make a person feel and sense the beautiful nature surrounding. This type of tourism does not travel for entertainment, enjoyment, but they travel for protecting the environment of particular destination. The tourism which creates awareness among common people regarding surrounded environment is known as ecotourism.



- 2) Agro-Tourism - Agriculture is a back bone of our country. Our economic and social development is depending on agricultural practice. Through by agricultural practice we get raw material, foods, fruits and many other things which necessary for human survival and development. Many tourists uses to visit to other country for taking the knowledge of agricultural practice. For example from India to Israel country many tourists visit for this purpose and they learn many recent things which is useful for the development of agricultural field. Agro-tourism is related with economic growth.
- 3) Heritage Tourism:- India has got cultural heritage hence is a special destination for tourism related industry. No doubt that cultural heritage is a necessary for tourism because it gives information about our ancient culture. When foreigner visits to India they feel the impact of cultural heritage. There are many historical things in India such as forts, ancient architecture, historical monuments, handicrafts thing's caves, etc. tell us the history of cultural heritage. There are two types of the features of cultural heritage • Ancient Architectural Tradition • Religious Tradition. 4) Adventure Tourism. A type of tourism which presents a challenge to the tourist as it requires testing of the tourist's skills and physical fitness. India offers a wide range of adventure sports for tourists. Trekking in the Himalayas, swimming find out new geographical region, sea suffering, travelling in forest, river rafting, parasailing, scuba diving etc. are types of adventure tourism.
- 5) Religious Tourism - India has many religious groups who are living together in harmony and unity. The tourists who visit to places for religious purposes are known as religious tourist. Each and every religious group have their particular religious worship place that's way many religious tourist visits to these places.
- 6) Health Tourism - It is an old saying that, "Health is wealth". Health represents a state of physical and mental wellbeing. Good health helps to improve mental status of human being so there is direct relationship between good health and tourism. India is the birthplace of Yoga and Ayurveda, which has a particular appeal to foreign tourists who are searching for spiritual and physical healing. There are many places such as 'spa', hot spring which is helpful for improving and reducing health problems, so health tourism is growing now days. 7) Sport Tourism:- The sports authority of India has seven regional centres such as at 1) Bangalore 2) Gandhinagar 3) Kolkata 4) Sonipat 5) Delhi 6) Mumbai 7) Imphal and two sub-centres 1) Guwahati 2) Aurangabad. Netaji Subhash National Institute of sports Patiala, the Lakshmibai National college of Education, Thiruvananthapuram are the major sports institutes run by this body. The tourist who will travel for sport purpose is known as sport tourist. People travel to sports centres to enjoy live tournaments i.e. cricket, tennis, football, world-cup world cup etc.
- 8) Grand Tour - The idea of 'Grand Tour' was born in Great Britain which means an educational journey. The development of the Grand Tour followed a shift in the focus of culture and of economic and political power. Rich and educated person visited countries that had passed their peak of prestige but has historical land, cultural significance.



Geographical time-lag

We all know that the earth is rotating on its axis in twenty-four hours. The rotation of the earth is a complete circle. A complete circle has 360° which is covered in twenty-four hours. If the angle of 360° is divided by 24 hours, the result would be that one hour is covered by 15° . One hour is equal to 60 minutes which means that the earth rotates by 1° in four minutes. This is an apparent position of the earth surface in relation to the sun. The actual time of a particular place is determined by the position of the sun.

When the sun is exactly over the head, it is considered to be noon and accordingly the time is distributed in next twenty-four hours. The adjustment of the time in our clock in this way gives an idea of local time of the place. The longitudinal extent of any country is not very small and hence, no country follows the local time of any place to be a representative time of the country. To avoid different timings in a single country, a standard time of the country is computed/ determined by considering the central meridian as the representative standard time. For example, the longitudinal extent of India is from 68° to 97° East longitudes. The central meridian for India is $82^\circ 30'$ East longitude (Naini Allahabad). If it is multiplied by 4 minutes, it would be 330 minutes which is equal to 5 hours and 30 minutes.

The numbering of $82^\circ 30'$ East longitude is from the prime meridian (0°) which is passing from the Greenwich, near London. Hence, the time is 5 hours and 30 minutes forward to the Greenwich time because it is towards east of Greenwich. The local time difference between the easternmost and the westernmost points is approximately two hours. When people of Arunachal Pradesh are taking breakfast to leave for their offices, the people of Gujarat are just waking up. Still the time for whole of the country is considered to be the same everywhere. This is done to avoid the problems of dual/ multi timings.

Some countries are very big in their longitudinal extent. Such countries have many time zones as one time zone does not serve the purpose. Australia has three time zones, the mainland of USA has four, Canada has six and Russia has nine time zones. Hence, information about the time is very important as it helps to understand the location of the visited place in relation to their own country. It also helps in understanding the time-lag. The human body needs acclimatisation in terms of the climate as well as the problem of time arising out of the longitudinal distance travelling. It determines the sleep disorder as tourists need to adjust their biological clocks. This problem arises more with east-west departure.

International Date Line

The International Date Line (IDL) is an imaginary line on the surface of the earth that runs from North Pole to South Pole and separates one calendar day from one side to another. To avoid passing through the International Date Line from a single nation the line deviated around the Far East of Russia and then around various Island groups in the Pacific Ocean. These various deviations (East or West) generally accommodate the Political and/or Economic affiliations of the affected areas. A tourist crossing the



International Date Line eastbound reduces one day or 24 hours so that the calendar date to the west of the line is repeated. A tourist crossing the IDL westbound adds 24 hours or one calendar day. The International Date Line is necessary to calculate date and time correctly.

Determining time on the globe

As mentioned above, the spinning of earth along every longitude of the earth takes four minutes to come in front of the sun. If the globe is kept in front of you and you are looking at the globe, the spinning direction of the earth on its axis is anti-clock-wise. The sun is supposed to be stationed in the east direction. The surface of the earth is changing due to its rotation. The western part of the globe moves eastward (sunward). Therefore, the places nearer east come first in front of the sun and those to be west come later. Due to this, the place lying towards east has advance time in comparison to the place lying towards west. East or west is again decided by the values of the longitudes. The place/ country lying in the east has advance time.

The advancement of the time is determined by the east-west expansion. Our country's local time is decided by the longitude and time on this central meridian is known as the Indian Standard Time (IST) which is $82^{\circ}30'$ East from the Greenwich. Hence, the time in India is 5 hours and 30 minutes in advance as compared to the Greenwich time.

Steps to Calculate the Time

The following steps should be followed:

- Determine the longitude of both the places between which you are trying to find out the time. Calculate the difference between the longitudes in degrees.
- If both the places are in the same hemisphere (east or west), the difference is found by subtracting the smaller value from the bigger one.
- If both the places lie in different hemisphere, the figures are to be added to get the difference. After getting the difference, multiply the value by four, because earth takes four minutes to rotate one degree of longitude.
- The value thus arrived would be in minutes.
- Divide this value by 60 to convert into hours, because one hour is equal to 60 minutes.
- The time difference you get the difference would be between those two places.
- If the time of reference is to be taken from west to east, then that much time should be added to get the time of eastern place, because east time is forward in comparison to west.
- If the time of reference is from east to west, then that much time would have to be deducted to get the time in the western place, because west time is behind the time in East.



Communicating through maps and charts

Illustration of information through maps and charts is one of the techniques used in geography. They help a lot to represent many things very clearly and help in making the information more understandable. If a person has visited any particular area with keeping the mind open to visualise the space, he/she could explain it well what he/she has already seen at the time of visit. But if the events are illustrated through maps, it could be understandable even for a person who has not visited the area.

Map is of great importance because:

it brings a large area/surface of the earth more comprehensible by plotting various items of the surface.

visualisation through map for a bigger area is easily understandable,

spatial differentiation and pattern of distribution can easily be understood than expressing it in words,

map is a well-organised and substantiated form of storing spatial information and a map speaks louder and appropriately than words.

Map Projections

Transferring information from the spherical, or ball-shaped, surface of Earth onto a flat piece of paper is called projection. A globe, a spherical model of Earth, accurately represents the shapes and locations of the continents. But if a globe were cut in half and each half were flattened out into a map, the result would be wrinkled and torn. The size, shape, and relative location of land masses would change.

Projection is a major challenge for cartographers. Every map has some sort of distortion. The larger the area covered by a map, the greater the distortion. Features such as size, shape, distance, or scale can be measured accurately on Earth, but once projected on a flat surface only some, not all, of these qualities can be accurately represented. For example, a map can retain either the correct sizes of landmasses or the correct shapes of very small areas, but not both.

Depending on the map's purpose, cartographers must decide what elements of accuracy are most important to preserve. This determines which projection to use. For example, conformal maps show true shapes of small areas but distort size. Equal area maps distort shape and direction but show true relative sizes of all areas. There are three basic kinds of projections: planar, conical, and cylindrical. Each is useful in different situations.

In a planar projection, Earth's surface is projected onto a plane, or flat surface. Imagine touching a globe with a piece of cardboard, mapping that point of contact, then projecting the rest of map onto the cardboard around that point. Planar projections are most accurate at their centers, where the plane "touches" the globe. They are often used for maps of one of the poles.

Imagine you wrapped a cone around Earth, putting the point of the cone over one of the poles. That is a conical projection. The cone intersects the globe along one or



two lines of latitude. When the cone is unwrapped and made into a flat map, latitude lines appear curved in circles or semicircles. Lines of longitude are straight and come together at one pole. In conical projection, areas in the mid-latitudes—regions that are neither close to the Equator nor close to the poles—are represented fairly accurately. For this reason, conical projections are often used for maps of the United States, most of which lies in the mid-latitudes.

For a cylindrical projection, imagine that Earth's surface is projected onto a tube that is wrapped around the globe. The cylinder touches Earth along one line, most often the Equator. When the cylinder is cut open and flattened into a map, the regions near the Equator are the most accurate. Regions near the poles are the most distorted.

Surveying and Remote Sensing

Cartographers rely on survey data for accurate information about the planet. Surveying is the science of determining the exact size, shape, and location of a piece of land. Surveyors gather information from regions both above sea level and beneath bodies of water.

Surveying can be done on foot. Surveyors use many instruments to measure the features, or topography, of the land. A compass, measuring device, and theodolites are often used by surveyors doing field work. A theodolite is an instrument that measures angles. A surveyor may calculate the angle of hills, valleys, and other features by using a theodolite, which is usually mounted on a tripod, or three-legged platform.

Today, many surveyors use remote sensing to collect data about an area without actually physically touching it. Sensors that detect light or radiation emitted by objects are mounted to airplanes or space satellites, collecting information about places on Earth from above. One method of remote sensing is aerial photography, taking photographs of Earth from the air. Aerial photography has eliminated much of the legwork for surveyors and has allowed precise surveying of some places that are impossible to reach on foot. Satellites, spacecraft that orbit Earth, perform remote sensing. For example, Landsat, a satellite that circles Earth 14 times a day, transmits huge volumes of data to computers on Earth. The data can be used to quickly make or correct maps.

How Maps Are Made

Before making a map, cartographers decide what area they want to display and what type of information they want to present. They consider the needs of their audience and the purpose of the map. These decisions determine what kind of projection and scale they need, and what sorts of details will be included.

The language of the map is one thing a cartographer must consider. A blind reader needs a map that has information in braille, for instance. The audience for a map can determine how widely a map is used. A map might use red and green symbols to show the location of maple and pine trees. This information might be easily displayed in a simple legend. However, such a map could not be used by people who are colour-blind.

CLASS-12

Tourism



Notes

Lines of latitude and longitude are mathematically plotted on a flat surface. Features are drawn in their appropriate location.

Before the development of advanced computer and printing techniques, maps were drawn by hand. Cartographers would draw, or scribe, the map on a sheet of coated plastic with a special etching tool, scraping away the coloured coating to leave clear, sharp lines. Several different sheets of plastic were layered on top of each other to add shading and place names. The plastic sheets were used to make a metal printing plate, or proof, for publishing the map.

Today, most mapping is done with the help of computers. The coordinates of every point are entered into a computer. By feeding new data into the computer or deleting old data, map changes can be made quickly and easily. Colours can be changed, new roads added, and topographic features, such as the flow of a river, altered. The new map can then be printed out easily.

Types of Maps

Cartographers make many different types of maps, which can be divided into two broad categories: general reference maps and thematic maps.

General reference maps show general geographic information about an area, including the locations of cities, boundaries, roads, mountains, rivers, and coastlines. Government agencies such as the U.S. Geological Survey (USGS) make some general reference maps. Many are topographic maps, meaning that they show changes in elevation. They show all the hills and valleys in an area. This is useful to everyone from hikers trying to choose a route to engineers trying to determine where to build highways and dams.

Thematic maps display distributions, or patterns, over Earth's surface. They emphasize one theme, or topic. These themes can include information about people, other organisms, or the land. Examples include crop production, people's average income, where different languages are spoken, or average annual rainfall.

Many thematic maps are now made with the help of geographic information system (GIS) technology. GIS are computer systems that capture, store, and display data related to positions on Earth's surface. This technology combines information from maps with other data about people, the land, climate, farms, houses, businesses, and much more, allowing multiple sets of data to be displayed on a single map. Many industries and governments use GIS technology for analysis and decision making. For example, GIS data helps officials determine which streams are most in danger of being polluted. It can also help a business decide where to locate a new store.

Political Maps A political map does not show topographic features like mountains. It focuses solely on the state and national boundaries of a place. These maps also include the locations of cities large and small, depending on the detail of the maps.

A typical example of a political map would be one showing the 50 U.S. states and their borders along with the United States' international borders.



Physical Maps A physical map is one that documents landscape features of a place. These maps generally show things like mountains, rivers, and lakes. Bodies of water are commonly shown in blue. Mountains and elevation changes are sometimes shown with different colours and shades to show elevation. On physical maps, greens usually indicate lower elevations while browns usually indicate higher elevations.

This map of Hawaii is a physical map. Low elevation coastal regions are shown in dark green, while the higher elevations transition from orange to dark brown. Rivers are shown in blue.

Topographic Maps

A topographic map similar to a physical map in that it shows different physical landscape features. Unlike physical maps, though, this type of map uses contour lines instead of colours to show changes in the landscape. Contour lines on topographic maps are normally spaced at regular intervals to show elevation changes (e.g. each line represents a 100-foot elevation change). When lines are close together, it means the terrain is steep.

Climate Maps

A climate map shows information about the climate of an area. These maps can show things like the specific climatic zones of an area based on the temperature, the amount of snow an area receives, or the average number of cloudy days. These maps normally use colours to show different climatic areas.

This climate map for Australia uses colours to show differences between the temperate area of Victoria and the desert region in the center of the continent.

Economic or Resource Maps

An economic or resource map shows the specific types of economic activity or natural resources present in an area through the use of different symbols or colours depending on what is being depicted.

This economic activity map for Brazil, for example, uses colours to show different agricultural products of given areas, letters for natural resources, and symbols for different industries.

Road Maps

A road map is one of the most widely used map types. These maps show major and minor highways and roads (depending on the degree of detail), as well as things like airports, cities, and points of interest such as parks, campgrounds, and monuments. Major highways on a roadmap are generally shown with thick, red lines, while minor roads are lighter in colour and drawn with narrower lines.

A road map of California, for example, would depict Interstate highways with a wide red or yellow line, while state highways would be shown in a narrower line in the same colour. Depending on the level of detail, the map may also show county roads, major city arteries, and rural routes. These would be depicted in shades of grey or white.



Notes

Types of graphs in geography

Graphs are a useful way to show numerical data. There are a variety of graphs that can help highlight patterns and be used to reach conclusions. Choosing the right graph is very important.

Line graphs

Line graphs show how data changes over time or space. The x-axis shows time or distance. A line chart could be used to show the changes in a country's employment structure over time. This graph shows that in the post-industrial era approximately 11 per cent of unemployed people work in primary industries, 31 per cent in secondary industries, 54 per cent in tertiary industries and 4 per cent work in quaternary industries. Note how the total adds up to 100 per cent.

Bar charts

Bar charts show grouped data as rectangular bars, e.g. the number of tourists visiting a resort each month. Divided bar charts split up each rectangular bar to break the information down further. A divided bar chart could be used to show the age breakdown of tourists visiting a resort.

Population pyramids are bar charts that show how many people of different ages are living in a place or country. Population pyramids show the bars arranged sideways, rather than upwards. The x-axis shows the number of people, the y-axis shows their ages. The bars on the left show the number of males and the bars on the right show the number of females.

This pyramid is using absolute figures but population pyramids can also use percentage figures on the x-axis.

The UK's population pyramid has most people in the 30 to 39 age range, with numbers decreasing sharply after 55

Bar charts and line graphs can be combined together. **Climate graphs** are an example of this. The x-axis shows the months of the year and there are two y-axes to show average temperature and total rainfall. The temperature is shown as a green line and the rainfall as bars.

Discrete bar graphs are required when the data to be presented is not continuous. Therefore discrete bar graphs will always have gaps (of equal distance) between them.

The UK's average temperature peaks in July and August at 23°C. Rainfall happens all year round, peaking in October at 63 mm

When reading climate graphs there are five readings which are standard:

- maximum temperature = the highest temperature recorded
- minimum temperature = the lowest temperature recorded
- range of temperature = the difference between the max and min
- total annual rainfall = total of the 12 months
- rainfall pattern = the variation throughout the year



Interpreting climate graphs

You may need to look at the information in a graph and describe the area's climate. Look for patterns in the temperature data.

- Is the temperature the same all year round? If it is different, how many seasons does the location experience?
- Which season is the warmest? Is it warm (10 to 20°C), hot (20 to 30°C) or very hot (above 30°C)?
- Which season is the coolest? Is it mild (0 to 10°C), cold (-10 to 0°C) or very cold (below -10°C)?
- What is the range of temperature? (Subtract the minimum temperature from the maximum temperature).

Look for patterns in the rainfall data.

- Does the rainfall occur all year round?
- What is the pattern of the rainfall? Check which season(s) is/are drier or wetter than others.
- What is the total annual rainfall? Add each month's total together to get the annual total.
- Then put the rainfall and temperature information together - what does it tell you about this area?

Describe the patterns in temperature and rainfall, including how they relate to each other. You now have a description of the climate.

- Now look again at the climate graph above. What can you deduce about the climate?

Histograms

Histograms are similar to bar charts, but they show frequencies rather than groups of data. A histogram could be used to show frequencies of earthquakes of each magnitude on the Richter scale.

SUMMARY

Geography is a core and significant discipline and integral part of Travel and Tourism. It gives a lot of in depth understanding of a place. It contributes a lot in the growth and development of tourism industry. Tourism is a kind of travel with the purpose of leisure, recreation, enjoyment, rejuvenation or way of parting with the hectic work schedule. Travel and Tourism geography talks about the geographical aspects which increase the possibility of tourism. This discipline imparts various types of information to help the tourist which in turns promotes tourism. Latitude and Longitude lines help us to locate any place on the earth's surface. Besides this, we can also understand the climate and different time zones. Determining time on the globe is very essential for tourists. Our country's time is decided by the longitude that passes from the centre and

CLASS-12

Tourism



Notes

bears the longitude value of $82^{\circ} 30'$ East from the Greenwich. Hence, time of India is 5 hours 30 minutes advance in comparison to International Standard Time or the Greenwich time. Preparing and reading maps is very important area of Geography. Maps are broadly put into two major categories: (a) General Reference Map and (b) Special or Thematic Maps. General reference maps provide information about any spatial unit like continents, countries, districts, cities, rivers, mountains, plateaus etc. But, special on thematic maps showing vegetation, rainfall, temperature, mineral, industry, roads, railways, air routes are useful for travellers.

EXERCISE

MCQ

- Which is the only drive -in beach in Kerala?
 - Muzhuppilangad
 - Cherai
 - Kovalam
 - Bakel.
- Bharatha Natyam is the classical dance form of-
 - Kerala
 - Tamil Nadu
 - Andhra Pradesh
 - Karnataka.
- Which of the following is not a UNESCO World Heritage Site?
 - Taj Mahal
 - Western Ghats
 - Bakel Fort
 - Red Fort.
- Which of the following is not a sub division of physical geography?
 - Coastal Geography
 - Oceanography
 - Climatology
 - Tourism Geography.
- An imaginary line drawn along the earth from North Pole to South Pole which divide the globe into Eastern Hemisphere and Southern Hemisphere is known as-
 - Equator
 - Prime Meridian
 - Latitude
 - Longitude

Answers:-

1.a 2. b 3.c 4.d 5.b

Review Questions

1. How does the understanding of Geography help promote tourism.
2. Distinguish between latitude and longitude.
3. What are special or thematic maps? Explain any four thematic maps?
4. Define international Date Line.
5. Explain geographical time lag.
6. Distinguish between Bar and Pie chart.

CLASS-12

Tourism



Notes



Notes

1

UNDERSTANDING INDIAN CULTURE AND HERITAGE

- Understand the concept of culture.
- Discuss the nature of Indian culture.
- Describe the concept of Indian heritage.
- Discuss the features of Indian heritage.

Objective of the chapter:

The basic objective of this chapter is to throw some light on the initial concepts of culture and heritage so that the features of Indian culture and heritage can be learned.

Introduction

Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving.

Culture is the systems of knowledge shared by a relatively large group of people.

Culture is communication, communication is culture.

Culture in its broadest sense is cultivated behaviour; that is the totality of a person's learned, accumulated experience which is socially transmitted, or more briefly, behaviour through social learning.

A culture is a way of life of a group of people--the behaviours, beliefs, values, and symbols that they accept, generally without thinking about them, and that are passed along by communication and imitation from one generation to the next.

Culture is symbolic communication. Some of its symbols include a group's skills, knowledge, attitudes, values, and motives. The meanings of the symbols are learned and deliberately perpetuated in a society through its institutions.

Culture consists of patterns, explicit and implicit, of and for behaviour acquired and transmitted by symbols, constituting the distinctive achievement of human groups, including their embodiments in artifacts; the essential core of culture consists of traditional ideas and especially their attached values; culture systems may, on the one hand, be considered as products of action, on the other hand, as conditioning influences upon further action.



India is a diverse country, a fact that is visibly prominent in its people, culture and climate. From the eternal snows of the Himalayas to the cultivated peninsula of far South, from the deserts of the West to the humid deltas of the East, from the dry heat and cold of the Central Plateau to the cool forest foothills, Indian lifestyles clearly glorify the geography.

The food, clothing and habits of an Indian differ in accordance to the place of origin.

The Indian culture varies like its vast geography. People speak in different languages, dress differently, follow different religions, eat different food but are of the same temperament. So whether it is a joyous occasion or a moment of grief, people participate whole-heartedly, feeling the happiness or pain. A festival or a celebration is never constrained to a family or a home. The whole community or neighbourhood is involved in bringing liveliness to an occasion. Likewise, an Indian wedding is a celebration of union, not only of the bride and groom, but also of two families, maybe cultures or religion too! Similarly, in times of sorrow, neighbours and friends play an important part in easing out the grief.

Science

The global image of India is that of an upcoming and progressive nation. True, India has leaped many boundaries in all sectors- commerce, technology and development etc in the recent past, yet she has not neglected her other creative genius. Wondering what it is? Well, it is the alternative science that has been continuously practiced in India since times immemorial. Ayurveda, is a distinct form of medicine made purely of herbs and natural weeds, that can cure any ailment of the world. Ayurveda has also been mentioned in the Ancient Indian epics like Ramayana. Even today, when the western concept of medicine has reached its zenith, there are people looking for alternative methods of treatment for its multifarious qualities.

With increasing complexities in one's lives these days, people are perpetually looking for a medium through which they get some peace of mind. This is where another science, that of meditation and spirituality comes into the scene. Meditation and Yoga are synonymous with India and Indian spirituality. Meditation is one of the most important components of Yoga, which is a mind-body therapy involving a series of exercises. The word 'meditation' covers many disparate practices from visualizing situations, focusing on objects or images, thinking through a complex idea, or even getting lost in a provocative book, all qualifying as meditation in the broad sense. However in Yoga, meditation generally refers to the more formal practice of focusing the mind and observing oneself in the moment. Many people from India and abroad are resorting to yoga and meditation to de-stress and rejuvenate their mind.

Another widely followed phenomena in India is the Doctrine of Karma that preaches that every person should behave justly as every act or deed comes back in full circle in one of the births of an individual.



A very important aspect of India in the recent past is the emergence of the New Age woman. Women in India are predominantly homemakers, though this perspective is changing. In many places, especially metros and other cities, women are the bread earners of the house or are at par with their male counterparts. The increase in the cost of living/economy has also contributed to the rise in this aspect.

The beauty of the Indian people lies in their spirit of tolerance, give-and-take and a composition of cultures that can be compared to a garden of flowers of various colours and shades of which, while maintaining their own entity, lend harmony and beauty to the garden - India!

Characteristics of Indian culture

1. Its diversity or diverse cultural traits
2. Its unity or the fundamental underlying flame of unity.

The present name of the country "India" refers to ancient "Bharatavarsha" or the Land of Bharata of mythological fame. Various Muslim nations to the west of India prefer to call it as Hind or Hindustan. Thus we find diversity in the nomenclature of the land itself. For a better understanding on the diverse elements of Indian culture we shall first should focus on its various aspects. Then we shall examine how among these diverse elements there is the eternal flow of unity which is the fundamental characteristic of Indian culture.

1. Physical Diversity:

Geography has given India different physical diversities in its very structure. It has vast varieties of soil, wide differences of the frontiers with four distinct geographical divisions.

They are as follows:

1. The Himalayan Mountains with its Eastern and Western ranges
2. The Northern plains enriched by Indus, Ganga, Brahmaputra and their tributaries
3. The Central Indian plateau and the Deccan plateau
4. Long strips of coastal lands between the sea and the Western Ghats and the Eastern Ghats Mountain ranges

These different geographical units very well show that India represents extreme diversities of mountains, plains, rivers, deserts, plateaus and coastal areas in its physical features. Thus it is referred to as a sub-continent rather than a mere country. Physical diversity has its side effects. Differences in physical features automatically have brought differences in altitude, climate, temperature, rainfall, flora and fauna.

It is very interesting to note that India represents the three main climates of the earth:

1. The Polar Climate
2. The Temperate Climate
3. The Tropical Climate



The Great Himalayan region is known for its snowy and cold climate having its impact on the North and North Eastern states. The Southern Indian states are typically prone to tropical climate whereas in other parts of India we find the prevalence of a temperate climate. This is a unique example of the diversity of the country with multi-climatic zones.

The climatic conditions very well affect the soil of the region. If we have comparatively barren and rocky lands in the extreme north, we have a contrast in the very fertile and productive lands of the Gangetic plains and the Malabar territories. Physical diversity is again found in case of seasons. All the traditional six seasons are experienced in India.

They are:

1. Summer Rains
2. Autumn
3. Dewy
4. Winter
5. Spring

Out of the six seasons the main four seasons such as Summer, Rains, Winter and Spring amply justify the existence of striking varieties in the climate of the country. Similarly differences are also found in the percentage of rainfall in various parts of the country. The rainfall varies from 7.5 cms. to 1200 cms. per year. As a result the temperature varies from the eternal snowy mountains to the scorching heat of the Thar desert.

The North-Eastern region and the marshy lands of Bengal have the highest degrees of rainfall whereas Western India has relatively scanty rainfall. Thus if we have the rich alluvial soil in the Gangetic plain we also have the high table lands of Deccan plateau and the sandy deserts of Rajasthan.

The differences in the rainfall, soil and temperature have their impact on the flora and fauna of the country. India possesses many of the striking varieties of botanical as well as zoological specimens found all over the world. If we have the rare variety of Olive Ridley at Gahirmatha in Orissa, the forests of Assam have the unique one-horned rhinoceros.

Further the geographical division of the country has stood on the way of a united history of the country. We find the growth of different regional kingdoms, different dynasties and different ideals of kingship through the ages. This is mainly due to the physical diversity of the land.

2. Racial Diversity:

In the words of the prominent historian V.A. Smith: "India is an ethnological museum." Even the ancient Greek historian Herodotus remarked: "Of all the nations that we know of India has the largest population." In the 21st century also India is the second most populous country of the world. This population is composed of so many races and it represents primarily all the ethnographical dimensions of mankind.

**They are:**

1. White type constituting Caucasian group
2. Yellow type signifying the Mongolian group
3. Black type of the Ethiopian group

These three basic types of human races are present in India.

The 1901 census of India gives the following eight ethnic groups present in the land:

1. Pre-Dravidian
2. Dravidian
3. Indo-Aryan
4. Turko-Iranian
5. Scytho-Dravidian
6. Arya-Dravidian.
7. Mongoloid
8. Mongoloid-Dravidian

These ethnic groups prove one thing. The Dravidians, Aryans, Greeks, Parthians, Sakas, Hunas, Arabs, Turks, Mughals, Afghans, Anglo-Indians, tribals like Bhils, Kurals, Nagas, Mizos etc. have all merged with the Indian population to form a greater human race. Because of this racial diversity, the physical features of her inhabitants are bound to differ. That is why the people of sub-Himalayan regions resemble the mongoloids while in the Gangetic plain they have similarities with the people of the middle-East. Likewise the Southern Indian region also has lots of dissimilarities.

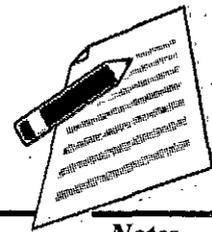
3. Linguistic Diversity:

Racial diversity of India has its direct reflection on the linguistic variety of India. As per the Linguistic Survey of India, India possesses 179 languages and 544 dialects. These languages and dialects are spoken by the people of different regions and different races.

The Constitution of India has given recognition to 18 languages as modern Indian languages. Among the prominent Indian languages mention may be made of Hindi, Bengali, Assamese, Oriya, Gujarati, Telugu, Tamil, Kannada, Malayalam, Manipuri, Sindhi, Punjabi and Urdu. Even foreign languages like Arabic and Persian are still in vogue.

4. Scriptural and Literary Diversity:

India being a multi-lingual country has a vast treasure of different scripts and literatures. When the languages are many, naturally scripts are of different types. No wonder then literatures have emerged in various languages and dialects, both major and minor, thus contributing to the richness of a Pan-Indian literature including Sanskrit. So far as script is concerned India has got a good number of scripts.



The major ones among them are:

1. Brahmi
2. Kharosthi
3. Devnagari
4. Persian
5. Roman
6. Olchiki

Similar is the case with literature. We have a vast variety of Indian literature such as Hindi literature, Oriya literature, Bengali literature, Tamil literature, Dingal literature, so on and so forth. The literature of one language exhibits its own specific characteristics, easily distinguished from the literature of other languages.

5. Socio-Cultural Diversity:

The variations in physical features, racial structure and languages have resulted in considerable differences in dress, food habits, social customs and beliefs of the people. The people of India differ considerably in their social practices and cultural differences vary from state to state.

For example the dress habit of the people of a hot place like Rajasthan will definitely differ from that of Kashmir because of a very cold climate. The North-Eastern people have their traditional dress whereas the tribal dress is unique of its own. Even the style of wearing a dhoti or a saree differs from Uttar Pradesh to Bengal to Tamil Nadu to Maharashtra and Gujarat.

In matters of diet and mode of living Indians also show extreme diversities. The North-Western people are mainly wheat-eaters but in Eastern India it is rice and fish which constitute the staple food of the people. In the South people prefer hot and spicy dishes. Though majority of the people of the country are vegetarians the number of non-vegetarian people is no less.

The Hindu society as such is divided into a four-fold caste system which include:

The Brahmanas, The Kshatriyas, The Vaisyas and The Sudras.

In fact the social structure of the Indian society is composed of the social organisation of her original inhabitants, the Aryans and the invaders who settled here later.

The traditions, customs, rituals in Indian society have their regional variations. Diverse elements are found in the performance of social rites, festivals and ceremonies.

6. Religious Diversity:

India is a country of many religions. All the major religions of the world are found here. Mention may be made of Hinduism, Buddhism, Jainism, Christianity, Islam, Sikhism, Zoroastrianism etc. People of different religions live here in sizeable numbers. All these religions have grown here quite freely with their different sects and sub-sects.



India is in a sense unique that it is the motherland of four major religions of the world — Hinduism, Jainism, Buddhism and Sikhism. Hinduism which is the religion of the majority has various sects like Saivism, Vaishnavism, Shaktism, Tantricism, Sun-cult, Ganapatya-cult etc. Buddhism with Mahayana, Hinayana, Vajrayana and Kalachakrayana sects, Jainism with Svetambar and Digambar sects, Islam with Shia, Suni, Shafi and Hannafi sects, Christians with Catholic and Protestant sects live in this country alongside each other quite peacefully. The primitive tribes of the country have their own peculiar cults too.

Fairs and festivals peculiar to each religion are celebrated here with much gaiety and pomp. Religious preachers of different religions have preached their sermons in different ages of history. We cannot claim any single religion as the religion of the entire land. Rather it is a land which encourages people of various religions to live in peace and harmony. Thus India is a land of religious variety— both old and new.

7. Economic Diversity:

Since ancient times India has been regarded as the land of milk and honey. It is for this economic prosperity of the land India has been invaded and occupied by the foreigners many a time though at present the picture is not so rosy.

Rather from economic point of view India presents a picture of diversity. It is a country of princes and paupers, aristocrats and middle-class people, highly rich and extremely poor people. If India is proud of possessing some richest people of the world, it is also a matter of shame that millions go without two square meals a day. Crores of Indians live below the poverty line for generations while the rich continue to grow richer and richer.

Besides these two extreme classes we have a middle class who maintain a balanced standard of living. Interestingly this rising middle class has formed a strong backbone of the country's economy in various fields like infrastructure, agriculture, science and technology.

States like Punjab, Maharashtra and Union Territories like Delhi and Goa are economically far ahead of states like Bihar, Orissa and Nagaland. The per capita income of a Delhite is far more than that of a Bihari or an Oriya. Some states continue to function better economically than the average national level while many others lag behind pathetically. The reasons behind such economic disparity are many and varied and quite puzzling too. Thus richness and poverty go side by side.

8. Political Diversity:

The vastness of the country, its geographical diversities, various races with various languages, religions, creeds and systems of belief have all contributed significantly to the political unification of India. Regionalism and local identity have played a great role in the path of maintaining this unity. Interestingly, history has time and again proved that Indians never presented a united front in the face of foreign invasion.



Heritage

Heritage means what we inherit from our ancestors and from our past. India is a land of varied cultures and traditions. People from numerous castes, religions, and creeds reside in our country. Each ethnic group in our country has its own tale of origin and its set of unique traditions and culture. They have all contributed to the making of Indian history and culture. Nature has made India into a distinct geographical entity.

Indian Heritage: A Gift from the Older Generations

Indian heritage and culture are vast and vivid because of the large number of religious groups residing in our country. Every community has its own set of customs and traditions which it passes on to its younger generation.

However, some of our customs and traditions remain the same throughout India. Our traditions teach us to inculcate good habits and make us a good human being. Our cultural heritage is thus a beautiful gift from our older generation that will help us become a better human being and build a harmonious society.

Respect for our Indian Heritage

The elders should take responsibility to invoke love for the Indian heritage in the younger generations. This must be done from the very beginning only then we can preserve our rich heritage. It is the duty of the elders to invoke love for the Indian heritage in the younger generations.

This must be done from the very beginning only then we can preserve our rich heritage. Schools must teach students about Indian heritage and how it has survived for centuries. They must also share the importance of preserving it. This would help in invoking a feeling of pride in them and they would be inspired to continue the tradition and also pass it on to the new generation. This needs a collective effort by the teachers as well as parents.

Our Literature

Indian literature is as rich as its culture. We have various books written on many topics since ancient times. We have the Vedic literature, epic Sanskrit literature, Classic Sanskrit literature and Pali literature among other kinds of Indian literature. Many of our books are being translated to other languages to provide access to a greater number of readers so that more and people can benefit from the knowledge. Such a wonderful and rich literature must be preserved at any cost.

Beautiful Geological Structures

Numerous beautiful geological structures found in different parts of India. Best of the splendid geological structures that form a part of our country include Lonar Crater Lake, Siachen Glacier, Jammu and Kashmir, Pillar Rocks, Kodaikanal, Barren Island, Andamans, Magnetic Hill, Leh, Columnar Basaltic Lava, Udupi, and Toad Rock. All these structures are true wonders of nature. A lot of tourists every year from around the world especially visit these places just to catch a glimpse of these marvellous creations of God.

**UNESCO World Natural Heritage Sites in India**

The below geological places have been enlisted in UNESCO World Natural Heritage Sites. These sites include:

1. Home for the rare one-horned rhinoceros, Kaziranga National Park, in 1985.
2. Home for numerous species of beautiful birds, Keoladeo National Park, in 1985.
3. A beautiful wildlife sanctuary, Manas Wildlife Sanctuary, in 1985.
4. The biggest mangrove forest, Sundarbans, in the year 1987.
5. Nanda Devi and Valley of Flowers National Park, in 2004.
6. The Western Ghats, in 2012.
7. The Great Himalayan National Park was declared a UNESCO World Heritage Site in the year 2014.

Types of heritage***Natural heritage***

Natural heritage places are definable locations or areas of land and sea that can be identified and defined as heritage values by applying assessment criteria such as those used to assess places for the National Heritage List. The place either has been or should be formally identified, and set aside for conservation purposes or actively managed for these purposes (along with other uses). Such places might include national parks, marine protected areas, other reserves, botanic gardens and private conservancies, significant fauna and flora habitats, and geological sites.

Indigenous heritage

Aboriginal and Torres Strait Islander heritage extends back across many tens of thousands of years and is of continuing significance, creating and maintaining links between the people and the land. Human occupation of the Australian continent has left a rich legacy of places that bear witness to our evolving human history. Indigenous heritage places include occupation sites, rock art, carved trees, places with known spiritual values, important waters or landscapes laden with meaning to people from that Country, and places with contemporary value to Indigenous people. Recognition of all aspects of Indigenous heritage is fundamentally important to protecting that heritage, and to the relationship between Indigenous and non-Indigenous people in Australia.

Historic heritage

Historic heritage places relate particularly to the occupation and use of the continent since the arrival of European and other migrants, including pre-1788 Asian and European exploration, contact and settlement sites. Historic places tell us about the society we have formed in Australia during the past 2.5 centuries, and provide a tangible link to past events, processes and people. The Australian environment includes rare remnants of early convict history, contact sites, pastoral properties, small remote



settlements and large urban areas, engineering works, factories and defence facilities, shipwrecks, and archaeological sites. Historic heritage illustrates the way in which the many cultures of Australian people (both Indigenous and non-Indigenous) have modified, shaped and created our cultural environment. By its nature, historic heritage will continue to evolve to represent the flow of history and changing community perceptions.

SUMMARY

Now let us discuss some general characteristics, which are common to different cultures throughout the world. Culture is learned and acquired: Culture is acquired in the sense that there are certain behaviours which are acquired through heredity. Individuals inherit certain qualities from their parents but socio-cultural patterns are not inherited. These are learnt from family members, from the group and the society in which they live. It is thus apparent that the culture of human beings is influenced by the physical and social environment through which they operate. Culture is shared by a group of people: A thought or action may be called culture if it is shared and believed or practiced by a group of people. Culture is cumulative: Different knowledge embodied in culture can be passed from one generation to another generation. More and more knowledge is added in the particular culture as the time passes by. Each may work out solution to problems in life that passes from one generation to another. This cycle remains as the particular culture with time. Culture changes: There is knowledge, thoughts or traditions that are lost as new cultural traits are added. There are possibilities of cultural changes within the particular culture as time passes. Culture is dynamic: No culture remains in a permanent state. Culture is changing constantly as new ideas and new techniques are added and as time passes they keep modifying or changing the old ways. This is the characteristic of culture that stems from the culture's cumulative quality. Culture gives us a range of permissible behaviour patterns: It involves how an activity should be conducted, how an individual should act appropriately. Culture is diverse: It is a system that has several mutually interdependent parts. Although these parts are separate, they are interdependent on one another forming culture as a whole entity. Culture is idealistic: Often it lays down an ideal pattern of behaviour that is expected to be followed by individuals so as to gain social acceptance from the people belonging to the same culture.

EXERCISE

MCQ

1. Which are the first cereals grown by Indians.
 - a. Rice
 - b. Sugarcane
 - c. Wheat and barley
 - d. None of these.

CLASS-12

Tourism



Notes

2. The name Inida was derived from the river name
 - a. Ganga
 - b. Kaveri
 - c. Sindhu
 - d. Krishna.

3. Which is first Indus Site.
 - a. Mohanjedaro
 - b. Harappa
 - c. Lothal
 - d. Banavali.

4. In which year the Harappan Site was excavated.
 - a. 1921
 - b. 1920
 - c. 1922
 - d. 1923.

5. Who is the archaeologist, Harappan Site was discovered.
 - a. R.D Banerjee
 - b. D. R Sanhi
 - c. T.K Taper
 - d. None of these

Answers:-

1. C 2. C 3. b 4. a 5. b

Review Questions

1. What are the different components of culture?
2. Give the meaning of material and non-material culture.
3. Define the secular character of Indian culture.
4. Describe the distinctive features of Indian culture.
5. Write short notes on the following:
 - a) Cultural synthesis in India
 - b) Spirituality
 - c) Adaptability as a characteristic of Indian culture.
6. Explain in detail unity in diversity in the context of Indian culture.
7. What is Culture? Discuss with examples the main characteristics and values of Indian Culture.
8. How do Culture and Heritage form core components of Tourism?
9. Discuss the different kinds of heritages with appropriate examples from India.



Notes

2

PERFORMING ART HERITAGE IN INDIA

- Understand the concept of performing art.
- Discuss the types of Indian performing art.
- Describe the concept of music.
- Discuss the concept of dance and theatre.

Objective of the chapter:

The basic objective of this chapter is to through some light on the initial concepts of culture and heritage so that the features of Indian culture and heritage can be learned.

Introduction

Music

Two main schools of classical music-Hindustani and Carnatic continue to survive through oral tradition being passed on by teachers to disciples. This has led to the existence of family traditions called gharanas and sampradayas.

Owing to India's vastness and diversity, Indian Music encompass numerous genres, multiple varieties and forms which include classical music, folk (Bollywood), rock, and pop. It has a history spanning several millennia and developed over several geo-locations spanning the sub-continent. Music in India began as an integral part of socio-religious life.

Styles and types of Indian music

There are two main schools of Indian classical music: the Hindustani style of the North and the Karnatak (also spelled Karnatak and Karanatic) of the South. The Hindustani style features a number of Turko-Persian musical elements not found in the more varied and, in some ways, complex Karnatak style. Well-known Hindustani styles include Dhrupad, Dhamar, Khayal, Tappa and Thumri.

A gharana (literally meaning «extended family») is a school of music. Certain ones have good reputations. Gharanas are more like philosophical schools than formal institutions. There are ones for singing and various instruments and they often distinguished by style and mode of thought. They have usually been founded by famous musicians.

*Notes*

Traditionally musical traditions have been passed on orally and musical skills have often been taught from father to son or teacher to pupil. Students pay respect to their instructors by kissing their feet. The relationship between teachers (known as pandits and gurus among Hindus and ustad among Muslims) and their pupils is very important in Indian music. Teachers and pupils are often related, and the spiritual element of the instrument is often as important as technical virtuosity. In northern India, the spiritual relationship is symbolized by a ceremony in which a teacher ties a string around the wrist of a pupil.

Some styles of Indian music are associated with a specific faith. Bhajans and kirtis, for example, are Hindu devotional songs; and qawali is a form rooted in Sufi Islam. As a rule Hindu styles are performed by Hindu performers and Islamic styles are performed by Muslim performers.

Hindustani Music

Hindustani Music is the term used to describe the music of northern India, which is regarded by many people as true Indian music. Influenced by music from Persia and Central Asia, it also refers to vocal styles mentioned below: dhrupad, khyal, dadra and thumri. Music from southern India features shorter pieces without the long, slow tempo phases. Even though it is less well known in the West it arguably is more accessible to Western ears.

Music from the north can be divided into two types: 1) classical and 2) light classical (also referred to as semi-classical).

The classical form requires stricter adherence to the raga formula while light classical allows more opportunities for deviations and does not require the intense concentration that classical Indian music requires.

Light classical music is defined as a style of music that follows the rules of raga and taal but adheres to them less strictly than with classical music. The alaap is usually very short or doesn't exist and the melodies are often derived from popular folk music and are rendered in medium (madhya kaal) or fast (teevra gati) tempo. Types of light classical music include jugalbandi, an instrumental duet. Dadra, thumri, ghazal and qawwali refer to light classical singing styles as well as music styles.

Classical ragas have gone through changes similar to those of classical Western music. Alaaps have been shortened. Popular ragas are heard over and over again in easily digestible forms.

Karnatak

Karnatak (also spelled Karnatak and Karanatic) is the classical music of southern India. It is similar to Hindustani classical music except it is freer and has a more positive and upbeat mood that reflects a lack of influence of music from Persia and Central Asia and the fact it has remained close to its Hindu origins. Purandara Dasa is regarded as the Father of Karnatak music.



Notes

The structure of Karnatak is similar to that of Hindustani music. Both have ragas (in Karnatak they are called ragams) but the rhythms, musical instruments and melodies used in Karnatak are different from those used in Hindustani. With Karnatak music there is more emphasis on vocal music and the music itself is freer, more complex and more open to improvisation. The thaalam (the equivalent of the taal) is especially rich and complex. During concerts you will often see people in the audience “keeping the tala,” marking the time cycle with hand and finger counts.

Compared to Hindustani music, music from southern India features shorter pieces without the long, slow tempo phases. Even though it is less well known in the West it arguably is more accessible to Western ears. Spirituality and devotion are key to understanding Karnatak music. The lyrics to all the famous traditional pieces are devotional and philosophical in nature and their composers—Tyagaraja (1767-1846), Mutuswamy Dikshitar (1776-1835) and Syama Sastri (1762-1827)—are regarded as saints. The music itself is comprised of 62 Melkarta Ragams, which are composed by seven notes. Seven different “Sapta Talas” provide the basis for rhythm.

A typical Karnatak classical vocal performance begins with a varnum (a composition with three parts: pallavi, anupallavu and chittaswaram), dedicated to Ganesh, followed by one or two short tempo-building kriti, which in turn are followed by an alpana (the Karnatak equivalent of the alaap) and thaalam (the equivalent of a jor) The singer sings without words, concentrating on the notes of the raga, improvising within its structure. A performance might end with a light classical piece such as a ragamalika, bhajan or thirupugazh.

Dhrupad

Dhrupad is the most austere form of classical singing and playing. Closely connected to the famous Mughal singer Tansen, it is a northern Indian style that features a straight delivery and no embroidery or embellishment. Singers are accompanied by a tanpura and pakhawaj barrel drum. Performance begins with a long, complex alaap and focuses more on the nuances of the raga and the text and less on technical feats. *Dhamar is a form similar to dhrupad but has more embellishments.*

Dhrupad is regarded as a sacred art. Ramakant Gundecha, a Dhrupad performer told the Asahi Shimbun, “It is a music of peace. It has its roots in the Vedas. As it is prayer music that used to be sung in Hindu temples, it addresses the gods.” Dhrupad was played in the courts of the maharajas and was patronized by the Mughals.

Describing the dhrupad singer F Wasifuddin Dagar, Mark Jenkins wrote in the Washington Post, «He began the piece with a slow, meditative chant that was only slightly more assertive than the external drone of the two tanpura players who accompanied him. By the time the 90-minute raga ended, he conjured an entire orchestra....The singer employed a call-and-response style in which his voice produced duelling tones: It was alternatively high and throaty, clear, distorted, sustained and *staccato.*”



A Dhrupad performance often puts more emphasis on the *alap* (introductory part of the music) than the *raga*. Gundecha said, “The *alap* of Dhrupad is fully based on improvisation. The singer behaves as a composer, conductor and performer. We are free to express ourselves within the periphery of the stylistic characteristics... We unfold the melody step by step with increasing tempo.”

Khayal and Thumri

Khayal (also spelled *khyal*, derived from a Persian word meaning “imagination”) is a form of classical singing that is less austere and more popular today than Dhrupad. It features elaborate embroidery and embellishments. The singer begins with a short *alap* in which the characteristics of the *raga* are developed. No words are sung: the singer concentrates on the notes of the *raga* while improvising within its structures. Each phase that the singer sings may be repeated by the accompanist.

Khayals are fixtures of Hindustani light classical pieces. A *bandish* (*Bada Khayal*) is often the first composition to begin after the *raga* has been properly introduced. The *tabla* meter is often very very slow—with one cycle of the *taal* taking a minute or more to complete. Most of the music is improvised. The composition acts as a refrain for the improvised material.

Thumri is another fixture of Hindustani light classical music. Created by Nawab Ali Shah, who governed Lucknow from 1847 to 1856, it is an emotional song style known for its graceful, lyrical melodies. It's regarded as more accessible than *dhrupad* or *khayal* and features *ragas* and *taals* usually associated with *kathak* dance. *Dadri*, *Hori*, *Chaiti*, *Kajri* and *Jhool* are sub genres of Thumri.

Thumri is primarily a vocal style of romance music written from the perspective of the woman and sung in a literary dialect of Hindi called *Braj Bhasha*. In the old days it was often associated with court courtesans and prostitutes. Despite the feminine orientation, some of the most famous thumri singers are men such as *Ustad Bade Ghulam Ali Khan*, an overweight, middle aged Muslim who sang about “bracelets slipping off” and being “struck with his magic.”

Hindu Devotional Music

Bhajans are forms of devotional songs that are especially popular in northern India. They often honor a particular deity or recall an episode from Hindu mythology. Pilgrims chant them at festivals and along the banks of the Ganges. They are chanted by worshipers at temples. Many of the compositions date back to the period of the Hindu reformation in A.D. first millennium, when Hinduism re-established itself after a period when Buddhism was dominant. *Bhajans* have also been influenced by Sufi devotional music.

Kriti is the most important form of devotional music from southern India. Often based on religious text and performed at temples, it pantheon of deities. . Other vocal styles associated with southern India include *bhajan* (Hindu devotional love songs), *ragamalika* (a series of *ragas*), or *thirupugazh*.



Ghazal

A ghazal is a light style of classical Persian love music adored by the Mughals. Originally more of a poetic than musical form, the name is derived from an Arabic word meaning «to talk amorously to women.» Although sometimes referred to as the Urdu equivalent of khayal, it is based as often on folk melodies as on ragas. The lyrics are often taken from famous Urdu poems. Famous ghazal singers are mostly women. They include Shabha Urtu, Najma Akhtar and Begum Akhtra (1914-1974).

Ghazals are also performed in Central Asia, Iran and Turkey. In India they often heard on the radios or in films popular in northern India. But they are most often associated with court music from the Mughal Golden Age. These songs were often linked with stories of maharajahs who seduced deadly snakes into performing dances, Mughal shahs who transformed day into night with their songs and musicians who calmed rampaging elephants.

Some ghazal stick close to the raga format. Others bring folk rhythms to the forefront and verge on being pop songs. Essential elements found in Ghazal are shayari (“eloquent poetry”), mausiqui (“gentle music”) and jazbat (“fragile emotions”). The music is very slow paced and the lyrics are repeated two or three times. The first couplet is a matla. The second couplet is the makta. The remaining couplets are misra and antara.

Sufi Devotional Music

Sufism is a kind of mystical Islam in followers sometimes go into trancelike states. Sufi spiritual music is often highly-syncoated and hypnotic. One Sufi dancer said, «The music takes you over completely. It's a healing thing.» The union of the body, spirit and music lies at the heart of Sufism. Sufis believe: «Music is the food of the spirit; when the spirit receives food, it turns aside from the government of the body.»

Sufis are credited with keeping the spirit of music alive in the Muslim world while orthodox Muslims tried to stamp it out. Sufis traditionally criticized those who criticized music. According to 9th-century Baghdad philosopher Abu Suliman al-Darani Sufis believe that «music and singing do not produce in it that which is not in it» and music «reminds the spirit of the realm for which it constantly longs.»

Some Sufi songs are popular villages songs about love with lyrics changed so the Mohammed is the object of love rather than a woman or a man. One song goes, “It is he; it is only he who lives in my heart, only he whom I give my love, our beautiful Prophet Mohammed, whose eyes are made-up with kohl,”

Fixtures of Sufism include secret recitations and annual 40-day retreats known as chilla . Sufi mulids , religious festivals that honor the saints of mosque, sometimes attracts hundreds of thousands of people. Describing a Sufi ritual at such a festival David Lodge wrote in the Rough Guide to World Music: «To a binding hypnotic rhythm, heaving movements and respiratory groans, the leader conducts the congregation by reciting Sufi poetry, guiding them from one maqam mode to another. Bodies sway, head roll upwards on every stroke as they chant religious devotions with spiralling intensity.”



Qawwali Music

Qawwali is a kind of Sufi devotional music with a high-pitched and fast-paced style of singing. It developed in the 13th century when Sufism was becoming popular on the Indian subcontinent. Qawwali literally means «philosophical utterance» in Arabic and has come to mean performing Sufi poetry to music. Qawwali songs are based on devotional Sufi poems and often have romantic themes that can be interpreted as love between a devotee and his God or between a man and a woman.

Qawwali has a very distinct sound. The «sweeping melodies» and rhythmic hand clapping and the drone of the harmonium is instantly recognizable. It is often featured in Indian films and clubs and gatherings. Describing the appeal of qawwali music, Jon Pareles wrote in the New York Times, it is music «a rocker could love; it favours rock-hewn, hearty voices and an unstoppable beat.»

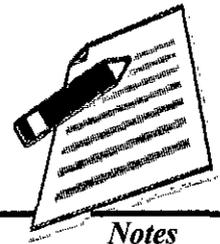
Qawwali music evolved out of Sufi poems and chants of God's name (zikr) to achieve a trancelike state. The poems are regarded as links to Sufi saints and ultimately to God. The origin of qawwali is attributed to Amir Khusrau (1253-1325), a talented Sufi poet and composer who has also been credited with inventing the sitar and the tabla. He was a disciple of the Delhi-based Sufi saint Nizamuddin Auliya. Poems by Khusrau are the core of the qawwali repertoire. Qawwali music has endured through the tradition of Mahfil-e-Sama («Assembly for Listening»), which remains the central ritual today. The act of listening to music (sama) is an expression of mystical love and the desire to be unified with the Sufi saints and God.

Qawwali musicians view themselves as religious people entrusted with the responsibility of evoking the name of God. They are trained and led by a religious leader called a sheik and traditionally have performed during ceremonies to mark the death of a saint at the saint's shrine. Qawwali musicians also have traditionally performed at shrines on Thursdays, the day Muslim remember the dead; Friday, the day of congregational prayer; and times when many pilgrims arrive. Musicians who perform at Sufi shrines are often descendants of the saints for which the shrine is dedicated.

Qawwali Songs

Qawwali songs tend to be long and have a structure and organization similar to that of northern Indian music. They feature a singing melodic line supported by drones and rhythms. A typical qawwali song features «solo verses punctuated by a choral refrain and instrumental interludes.» Qawwali songs also feature «a steady, accelerating beat, a refrain that is repeated with increased passion» and «a voice that rises to joyful, inspired testimonials of faith.»

Qawwali songs often have a structure defined by strict rules. They usually begin with a slow prelude, featuring the harmonium and drumming. After the prelude ends the singer begins intoning texts quietly as if in prayer. As the song progresses the tempo speeds up with calls of praises of Allah, the Prophet and Sufi saints. This is followed by call-and-response style exchanges between the soloist and the junior singers. The rhythms become more lively and up tempo, building to crescendo-like climax.



Most tradition qawwali songs are written in Persian or an old form of Hindi called Braj Bhasha—the languages used by Khursrau. Many new songs are in Punjabi or Urdu. On the surface many qawwali lyrics seem to be about unrequited love. A closer look reveals that are about longing for god. Both musicians and listeners talk about how the music intoxicates them with divine love. The words to one famous Qawwali song goes: “I have forsaken all and I stand forlorn at your doorstep/ Just one glance from you would fulfil my life’s dream/ Take one look at me, and I’ll never look back on the world I have spurned in order to cling to you.”

Songs are often extended with girahs, additional verses added spontaneously in the middle of a song. There is a repertoire of girahs that singer choose from and skilled singers now to thrown in girahs in unexpected way to keep a song fresh. Tarana is a vocalization technique «using syllables derived from esoteric Sufi tradition.»

Qawwali Music Parties and Performances

A group that plays qawwali music is called a party. It usually includes a lead singer called a mohri, secondary singers who usually play the harmonium, and at least one percussionist. Every member of the group joins in the singing and the youngest members provide the rhythmic hand claps.

Describing a qawwali performance, Mark Jenkins wrote in the Washington Post, «The party’s lead vocal sang the principal lyrics...His verses were answered by the higher-pitched solo singing of his brother Mehr and the call-and-response and unison of the other eight musicians. While two harmoniums provided the drone.» The tabla player «did an exemplary job of keeping and embroidering the beat. Still, much of the evening’s music was made simply with trilling voices and clapping hands.»

Qawwali refers to a performance and singer as well as a kind of music. At a traditional show, the audiences is made up of exclusively men in accordance with Sufi traditions. In the old days, qawwali was performed at a Sufi shrine on important religious days. These days it is performed in the West at concerts and in Pakistan and India at gatherings call mehfil.

Qawwali has traditionally been performed at a mehfil. Mehfil are social events in which the audiences and performers relax in comfortable positions on the floor. There is great deal of communication between the audience and performers, with performers adapting their music and performances to the likes and spiritual needs of the audience. Many Qawwali performs don’t like performing in auditoriums because the feel intimacy is compromised there.

At marfils, musicians often direct their music towards an experienced group of senior listeners, who often show their appreciation by throwing money on the stage or handing musicians gifts (nazir) in appreciation for a particular phrase or riff. These gifts date back to a time when they were the performers principal source of income.



Folk Music in India

There are almost as many different kinds of folk music in India, Pakistan and Bangladesh as there are ethnic groups and cultures. The most well-known styles come from Uttar Pradesh, Rajasthan, the Punjab and Bengal. Bengal has a rich tradition of religious folk music, especially associated with Sufism among Muslims and with the devotional worship of Krishna and the goddess Kali among Hindus. Dogri love songs from the Jammu hills and chants from Uttar Pradesh have done well on the World Music charts.

Folk music is often called Desi. It has traditionally been associated with events from everyday life and is often performed at festival and life-cycle events such as marriages and births. It is much more festive, celebratory, for-the-moment and fun than Indian classical music but has suffered as a result of the mass market of Bollywood and Film Music.

Some of the most interesting folk music is music from the tribal areas. The music that comes from tribal areas often more closely resembles the music of Southeast Asia than it does the music associated with India.

Kerala is famous for its ritual drumming featuring chenda drums (hollow meter-long cylindrical drum held like a guitar with a shoulder strap and played standing up), often played with Kuzhai oboes, bronze cymbals and C-shaped kombu horns. Chendra drums are the chief accompaniment for Kathakali and are played in many temples in Kerala. Large drumming groups called chenda melas, play at festivals and other large gatherings. The performances are exhilarating and entertaining. Sometimes elephant trumpeting is worked into shows and the drumming is so intense and fast it is said to sound like a roaring lion.

Music from Kashmir and Rajasthan

Chakri is one of the most popular types of traditional music played in Jammu & Kashmir. Chakri is a responsorial song form with instrumental parts, and it is played with instruments like the harmonium, the rubab, the sarangi, the nout, the geger and the chimta. It is performed in folk and religious spheres, by the Muslim and Hindu Kashmiris. Chakri was also used to tell stories like fairy tales or famous love stories.

Soofiyna Moosaqi is traditional form of Kashmiri choral music performed by four to five musicians playing traditional Kashmiri musical instruments such as the saze kashmore (a violin-like instrument), the stringed santoor zither, sarang (bowed viol), surnai oboe the Kashmiri sitar and a percussion from loud dhol drums and more subtle dhorkas, a double headed drum made from a hollow tree trunk.

Rajasthan has a very lively folk music scene. Members of the manganiyar, a musician caste, perform at weddings, theatre events and other gatherings. A pair of male singers often perform a devotional call-and-response style of wailing accompanied by stringed instruments like the kamayacha, ravanhata (two-string fiddle) and drums. Other musicians include jogis, wandering mystics who play the one-stringed bhajang and bhopa, and epic bards who play the ravanhartha or jantar (a zither supported by two gourds).



The Rajputs love to sing and dance they have songs about everything the monsoon to the trials of everyday life. Their musical instruments include the satara, which is sort of like a bag pipe without the bag. It is a double flute with one flute providing a drone and the other playing the melody. Instead of a bag it uses the musician's lungs to supply the drone. The satara is often the instrument of choice among snake charmers of the sapers caste. It and the sumai (oboe) and murali (double clarinet) are the favoured instrument of langa, a caste of musicians and camel traders.

Bauls and Bengali Folk Music

Bengali Baul music has found some followers in the world music scene. Western Indo-pop bands such as Fundamental have drawn on emotional baul melodies. Bengali singer Paban Das Baul has produced rock-flavoured album called Real Sugar that has done well on the World Music charts. Bengal has a rich tradition of religious folk music, especially associated with Sufism among Muslims and with the devotional worship of Krishna and the goddess Kali among Hindus.

Bauls are a religious and cultural group most active in West Bengal in India and Bangladesh. They are known as traveling minstrels who perform ecstatic songs and poems and live an unconventional lifestyle. The term "Baul" is understood to mean "madness.". The Baul often describe themselves as "crazy for God." Most Bauls are men who sing their songs while playing instruments such as the harmonium, small cymbals, drums or dotara (two-string lute with a long neck) . Usually they play a gopi yantra (or ektara, a one-stringed instrument ,made from a gourd and split bamboo).

Bauls fall into three major groups: 1) those with links to Tantric Buddhism and Shaktism (goddess worship), 2) those associated with Bengali Vaishnava (Vishnu worship); and Muslim fakirs. Some Bauls are married and perform daily rites in their homes. Some are ascetics who go through an initiation ritual, and wander the countryside, living in ashrams or monasteries. Bauls often gather in large numbers at festivals known as melas to sing songs and share stories.

Bauls usually dress in orange or saffron, with small bells around the ankles. They often have beards and longhair tied in a topknot. Sometimes they wear rudraksha beads (sacred to the god Shiva). They believe that god dwells within the human body and their songs bring him out. One type of song called sahaja emphasizes spontaneity and attempts to induce a state of ecstasy and creativity.

The Bauls reject caste and Muslim-Hindu religious distinctions and sometimes their way of life embraces Tantric ideas about sexuality. These Bauls believe that god dwells in sexual fluids. There are sexual rituals that unite the male and female essence. Many of their songs contain metaphors for unions of these fluid such a catching fish at high tide and piercing the moon. Baul beliefs are influenced by Tantric Buddhism, Sufism, Kundalini yoga and the Shaktism (the worship of Kali).



Notes

Bhangra

Bhangra is a funky, beat-driven style of Punjabi folk-dance music. Popular in India and Pakistan and among South Asians in Britain and the United States, it combines traditional Punjabi drum-and-percussion music of field workers with Western dance music “in every-shifting East-West hybrids.” It is known for driving, danceable rhythms, ecstatic singing and goofy keyboard riffs.

Traditional bhangra music is performed at harvest festivals called *bisakh*. The name of the music is derived from the word *bhang*—Punjabi for hemp or marijuana—the crop that was often being harvested. The chanting lyrics are meant to entertain fields workers and keep their mind off their work. It often incorporates humorous references to wives and mothers-in-law. Bhangra dancing is very popular and performed during the *Baisakhi* festival in the Punjab. It is performed by men and is very robust and energetic. Drummers playing *dholak* drums usually play at the center of the dancers.

The rhythm for the music is intended to match the movement of a reaper with a scythe. It is provided by a *dhol*, a large barrel drum found in many places in western Asia. It is struck with a stick for the basic rhythm on one side. Complicated cross rhythms are played with the hand on the other side and embellished with rhythms from *tablas* and *dholak* drums. Dances were developed to accompany the music.

Around 200 years ago, bhangra became a popular form of entertainment. The *dhol* was replaced by the *dlolak*, which is quieter and better suited for playing more complex rhythms. Other instruments such as the *alghoza* (duct flute), *thumbi* (one-stringed fiddle), Indian harmonium, *santoori* were added.

Modern Bhangra

In the 1970s, second- and third-generation young South Asian Britons began playing Bhangra music at parties and clubs and groups began making their own music. The ground breaking recording was the album *Teri Chuni De Siare* by a group called *Alaap*, one of many groups in Britain that played for Punjabi immigrants at parties at weddings. They used a violin, accordion, acoustic guitar, *dhol* and *tabla* and stayed pretty close to traditional forms.

Over time *Alaap* and groups like *Heera*, *Premi* and *Holle* began incorporated more modern elements into their music and molding a unique sound. The music became a fixture of all-day or day timer clubs, geared towards Asian youths, particularly girls, that had trouble getting permission from their tradition-bound parents to go out late at night. It was not long before bhangra concerts were attracting 2,000 people.

As bhangra grew the groups began using electric guitars, synthesizers, Western drum kits and drum machines. By the late 80s, bhangra began showing up in clubs frequented by white and black youths and the London music press began hailing bhangra as a possible next big thing. A lot of modern bhangra has a Jamaican influence, particularly dancehall reggae, and hip-hop influence. Bhangra parties were all the rage at American universities in the early 2000s. *Meadow on The Sopranos* is shown boogying to it in her car.



Kalbelia Folk Songs and Dances of Rajasthan

In 2010, Kalbelia folk songs and dances of Rajasthan were placed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity. According to UNESCO: “Songs and dances are an expression of the Kalbelia community’s traditional way of life. Once professional snake handlers, Kalbelia today evoke their former occupation in music and dance that is evolving in new and creative ways.

Today, women in flowing black skirts dance and swirl, replicating the movements of a serpent, while men accompany them on the khanjari percussion instrument and the poongi, a woodwind instrument traditionally played to capture snakes. The dancers wear traditional tattoo designs, jewellery and garments richly embroidered with small mirrors and silver thread. Kalbelia songs disseminate mythological knowledge through stories, while special traditional dances are performed during Holi, the festival of colours. The songs also demonstrate the poetic acumen of the Kalbelia, who are reputed to compose lyrics spontaneously and improvise songs during performances. Transmitted from generation to generation, the songs and dances form part of an oral tradition for which no texts or training manuals exist. Song and dance are a matter of pride for the Kalbelia community, and a marker of their identity at a time when their traditional travelling lifestyle and role in rural society are diminishing. They demonstrate their community’s attempt to revitalize its cultural heritage and adapt it to changing socioeconomic conditions.

The music and dances were placed on the Representative List of the Intangible Cultural Heritage of Humanity because: 1) Kalbelia folk songs and dances have been creatively adapted by their community of Rajasthani snake handlers to changing socioeconomic circumstances, while maintaining continuity over time and providing them with a strong feeling of identity and pride; 2) The inscription of Kalbelia folk songs and dances on the Representative List could help to raise awareness about the importance of safeguarding intangible cultural heritage by offering an example of a marginalized community’s adaptability and creativity;

Sankirtana, Ritual Singing, Drumming and Dancing of Manipur

In 2013, Sankirtana, ritual singing, drumming and dancing of Manipur was placed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity. According to UNESCO: “Sankirtana encompasses an array of arts performed to mark religious occasions and various stages in the life of the Vaishnava people of the Manipur plains. Sankirtana practices centre on the temple, where performers narrate the lives and deeds of Krishna through song and dance. In a typical performance, two drummers and about ten singer-dancers perform in a hall or domestic courtyard encircled by seated devotees.

The dignity and flow of aesthetic and religious energy is unparalleled, moving audience members to tears and frequently to prostrate themselves before the performers. Sankirtana has two main social functions: it brings people together on festive occasions throughout the year, acting as a cohesive force within Manipur’s



Vaishnava community; and it establishes and reinforces relationships between the individual and the community through life-cycle ceremonies. It is thus regarded as the visible manifestation of God. The Sankirtana of Manipur is a vibrant practice promoting an organic relationship with people: the whole society is involved in its safeguarding, with the specific knowledge and skills traditionally transmitted from mentor to disciple. Sankirtana works in harmony with the natural world, whose presence is acknowledged through its many rituals.

The singing, dancing and drumming of Manipur were placed on the Representative List of the Intangible Cultural Heritage of Humanity because: 1) Transmitted from generation to generation through formal and traditional education, Sankirtana music and dance reinforce the social and spiritual cohesion among the Vaishnava communities of Manipur; 2) Inscription of Sankirtana on the Representative List could contribute to the visibility of intangible cultural heritage while encouraging intercultural dialogue and promoting respect for cultural diversity;

Musical instruments from India

Indian musical instruments are divided into string instruments (tanru), wind instruments (susir), drums (avanda) and gongs bells and cymbals (ghana). Engravings on gold coins dating back to the year A.D. 330 depict string instruments not all different from those used today.

Amir Khusrau (1253-1325) is credited with inventing the sitar and the tabla but it is clear if he really did (see the sitar below). Regarded as the father of Hindustani music, qawwalki and khayal, he melded Persian, Hindu, Sanskrit and Islamic influences. Khusrau was a talented Sufi poet and composer. He was a disciple of the Delhi-based Sufi saint Nizamuddin Auliya. Poems by Khusrau are the core of the qawwali repertoire.

The most famous singer was Tansen, a Rajput princess married to the Mughal Emperor Akbar. It was said that her voice was so beautiful and powerful it could ignite oil lamps. Europeans were enchanted by some of the music they heard from India. According to legend one Indian musician ripped open his instruments at Queen Victoria's coronation to prove that the «seemingly superhuman sounds he produced didn't come from a concealed mechanical device.» The greatest impact of European music on India was the introduction of brass bands by the British. Brass band music is very much alive today. Most towns have several competing bands, Brass bands are fixtures of wedding processions.

The violin is the only western instruments to be completely absorbed into Indian music. The strings of the violin are tuned differently in India than they are in the West. The light tone of the second strings and the tone of the fourth string lend themselves well to southern Indian music.

Sympathetic strings or resonance strings are auxiliary strings found on many Indian musical instruments, as well as some Western Baroque instruments and a variety of folk instruments. They are typically not played directly by the performer (except occasionally as an effect), only indirectly through the tones that are played



on the main strings, based on the principle of sympathetic resonance. The resonance is most often heard when the fundamental frequency of the string is in unison or an octave lower or higher than the catalyst note, although it can occur for other intervals, such as a fifth, with less effect.

Indian String Instruments

The sarangi is a fretless bowed string instrument with sympathetic strings, a broad fingerboard and double belly. The entire instrument is carved from a single piece of wood with a hollowed body covered with sheep skin. There are three or four main strings and up to 40 sympathetic strings.

The sarangi can produce a wide variety of sounds, many linked with the human voice. It was traditionally used in vocal recitals but now is featured as solo instrument. Some claim the sarangi is the most difficult instrument in the world to play. The right hand wields the bow while the left hand stops the strings with the fingernails rather than fingertips.

The tamboura (also spelled tambura) is a 4- or 5-stringed instrument plucked in the open string position only. The strings are tuned to the main tones of the raga and provide a continuous drone accompaniment. The ektara is the simplest string instrument. It has only a single a string that is plucked with the fingers. The string can provide melodic or rhythmic accompaniment and has traditionally been used by mendicants and traveling minstrels. It is made from a single piece of bamboo, with a large gourd attached to it.

The surmandal resembles a zither and is often used by singers to accompany themselves with a drone or melody. The santoor is a trapezoid-shaped, hammered zither. Believed to have originated in Persia, it has over a hundred strings, organized in pairs between two bridges and struck with upward-curving wooden sticks. It is popular in Kashmir and used in Indian ragas and film music.

The veena is the most important instrument of karnatak music. It is a plucked string instrument similar to a sitar except it has no sympathetic strings. It has curved musical boxes at each end that are associated with the Hindu god Shiva, regarded as both a creator and destroyer, and the Goddess Sarasvati, the deity of learning and fine arts. The veena is made of a hollow block of wood, with a neck attached so that it looks like the head of a dragon. It has seven strings and 24 fixed frets. The Vichitra veena is a northern version of the veena. It has a broad stem and six main strings fastened to wooden pegs fixed to the other end. The Chitra Veena is played by a plectrum and is capable of producing delicate nuances.

Sitar and Sarod

The sitar is the most famous Indian musical instrument. Used mainly in Hindustani music, it is a plucked stringed instrument with a metal fingerboard, movable frets, main strings, sympathetic strings, a teak neck and a seasoned gourd resonating chamber. It was invented for in the 13th century by Amir Khusrau. Its name comes from the Farsi word seh-tar, which literally means "three-stringed."

CLASS-12

Tourism



Notes

Modern versions of the instrument have six or seven main strings, of which four are played and the two or three others provide a drone. In addition there are eleven to nineteen sympathetic strings. The two sets of strings are fitted on different bridges. Sitar comes in varying size. Some have an extra gourd at the end of the neck that helps to amplify the sound further.

The main playing strings are the first two and occasionally the fourth string. They provide the melody and are plucked with a plectrum which is worn on the index finger of the right hand. Twenty or so bars and frets along the hollow neck can be moved to conform to the scale of particular raag. The strings can be pulled from side to side over the curving frets to create subtle pitch variations and provide the "gliding portamento"—gradual sliding from one note to another—so characteristic of Indian music.

«The sitar's invention had earlier been attributed to court musician and administrator Amir Khusrau,» Indian musicologist S.D. Pillai told AP. «but our research has shown that while he lived in the 11th century, the sitar was actually invented in the 17th century by a musician with a similar sounding name.»

The sarod is a traditional northern Indian string instrument that looks like a cross between a lute and a sitar and has a banjoey sound. Smaller than a sitar, it is unfretted and has 25 strings: with some strings for melodies and some for droning. It is widely used in Hindustani classical music and is known for its deep, rich tone and distinctive sound.

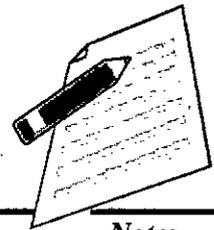
The sarod has a metal fingerboard and two resonating chambers (a large one made of goatskin-covered teak and a smaller one made of metal at the other end of the freeboard). Ten strings (four of which carry the melody) are plucked with a coconut shell fragment. The rest are sympathetic strings under the main strings.

The subahar (who mane means «spring melody») is an essentially a bass sitar. The neck is wide and longer than the sitar and the frets are fixed. The larger, longer strings produce a deep sound that can be sustained a long time. It is less flashy and has a lower voice than the sitar.

Indian Wind Instruments

Flutes are associated with Krishna, who is often shown playing one and entertaining his milk maidens with them. The ancient frescos at Ajanta and Ellora depict flute players. The basic Indian flute is made from a piece of bamboo and has a hole at one end for blowing into and six finger holes at the other end. Bansuri is the word used to describe a wide variety of bamboo flutes. Some are blown at the end and some are blown at the side. Even though most have a range of two octaves or less, some are used as concert hall solo instruments.

A shehnai is a single-reeded instrument that resembles a large oboe. Made of smooth, grained wood, it is narrow at the top and wider at the bottom. It usually has six holes but may have up to nine holes, some of which are stopped with wax for fine tuning for a particular raag. The word "shehnai" is a combination of the Persian words shah (king) and nai (flute).



The shehani is traditional instrument for wedding music and festival music and is widely used in classical and light classical music. It is often accompanied by a droning second shehnai. Great breath control and circular breathing skills are required to play this instrument, particularly for long passages and music with a fast tempo.

The pungli is the traditional double flute used by snake charmers. The satara, a double flute with one flute providing a drone and the other playing the melody, is favoured by snake charmers in Rajasthan. A surnai is a loud folk oboe. A kombu is a C-shaped wind instrument made of brass or copper and is often played in religious processions.

Tablas, Drums and Percussion Instruments

Tablas are traditional Indian hand drums, usually played in pairs with fingers and palms and tuned to the main tones of the raag. The word tabla is a shortened form of tabla-bayan (meaning on the right of the bayan). Most popular in northern India, it was reportedly invented by Amir Khusrau, the same man who invented the sitar.

The head of a tabla is made of skin with a circle in the center made with a paste made from iron fillings and flour. The pitch can be lowered or raised by pulling on the straps stretched over the body of the drums by leather braces. Expert tabla players can produce a seemingly infinite variety of timbre and pitch with their instruments, which are tuned to the dominant notes of the raag by knocking the tuning blocks, held by braces at the side of the instrument. The body of drum is wood.

The mridangam is a double-headed drum used mostly in southern India. It is made from a hollow block of wood and has animal skin hides at both ends. A wide variety of tones can be obtained by striking different parts of the instrument. It is a common instrument in south Indian classical music.

The pkhavaj is similar to a mridangam but slightly larger. It produces a deep, mellow sound. It is often used to accompany dhrupad singing and kathak dancing. In the old days it was made of clay; modern version, though are usually made of wood. It has two parchment heads, each tuned to different pitches. It is tuned like tabla and contains a center made from a paste made with boiled rice, iron fillings and tamarind juice, which helps produce the lower notes and has to be replaced after each performance.

Other percussion instruments include: the dhol (or dholak), a large barrel-drum played with the surnai in certain kinds of folk music and light classical pieces; and variety of bells, gongs and cymbals; and kattal, Indian castanets, often played with a harmonium.

Musical Instruments Used in Southern Indian Music

The veena is the most important instrument of Karnatak music. It is a plucked string instrument similar to a sitar except it has no sympathetic strings. It has curved musical boxes at each end that are associated with the Hindu god Shiva, regarded as both a creator and destroyer, and the Goddess Sarasvati, the deity of learning and fine arts. The veena is made of a hollow block of wood, with a neck attached so that it looks like the head of a dragon. It has seven strings and 24 fixed frets.

*Notes*

The nadasvaram is a difficult-to-play, oboe-like instrument that is nearly four feet long. It is believed to have been derived from the pungi, the instrument used by snake charmers. It has a wooden mouthpiece, a gourd with two bamboo or metal pipes that produce the sound. It is an important instrument in temples music and Karnatak music.

The mridangam is a double-headed drum used mostly in southern India. It is made from a hollow block of wood and has animal skin hides at both ends. A wide variety of tones can be obtained by striking different parts of the instrument. It is a common instrument in south Indian classical music.

The ghatam is a large clay pot used as both a water cooler and a percussion instrument. The jaltarang, a water xylophone, is made up of 18 different size cups with different amounts of water arranged in a semicircle and struck with a stick. The chenda is a hollow cylindrical drum made of soft wood and covered with cowhide. It is the chief accompaniment on Kathakali and is played in many temples in Kerala.

Dance

Dance in India has an unbroken tradition of over 2,000 years. Its themes are derived from mythology, legends and classical literature, two main divisions being classical and folk. Classical dance forms are based on ancient dance discipline and have rigid rules of presentation. Important among them are Bharata Natyam, Kathakali, Kathak, Manipuri, Kuchipudi and Odissi. Bharata Natyam though it derives its roots from Tamil Nadu, has developed into an all-India form. Kathakali is a dance form of Kerala. Kathak is a classical dance form revitalised as a result of Mughal influence on Indian culture. Manipur has contributed to a delicate, lyrical style of dance called Manipuri, while Kuchipudi is a dance form owing its origin to Andhra Pradesh. Odissi from Odisha, once practised as a temple dance, is today widely exhibited by artistes across the country. Folk and tribal dances are of numerous patterns.

Both classical and folk dances owe their present popularity to institutions like Sangeet Natak Akademi and other training institutes and cultural organisations. The Akademi gives financial assistance to cultural institutions and awards fellowships to scholars, performers and teachers to promote advanced study and training in different forms of dance and music, especially those which are rare.

Types of Dance

Both classical and folk forms of dances are performed in India. Dances forms vary, especially between the north and south. Indian dances are divided into three types: 1) nrta (rhythmic dancing without a story); 2) nrtya (dramatic dancing with a narrative or descriptive theme); 3) natya (acting).

All forms have traditionally been structured around the nine rasa (emotions): 1) hasaya (happiness); 2) shoka (sorrow); 3) krodha (anger); 4) karuna (compassion); 5) bhibatsa (disgust); 6) adbhuta (wonder); 7) bhaya (fear); 8) viram (courage); and 9) shanta (serenity).



They are four main schools of Indian dance:

- 1) Bharata natyam (a southern dance form which features women dancers doing a wide variety of dance movements accompanied by the rhythm of her stamping feet);
- 2) Kathakali (a southern dance from Kerala area featuring men doing martial arts like movements to the rhythm of drums);
- 3) Kathak (a northern dance done by women and men to the rhythm of feet slapping on the ground);
- 4) Manipuri (a dance from the Assam area of the northeast India with graceful swaying movements).

Classical dance forms have rigid rules for presentations. Classical dancers are known for angular posture, strange hand positions and strange facial expressions, tinkling ankle bells, feet smacking the floor, cocked heads, and hands bent upwards in awkward positions. Among the leading forms of classical dance are Bharata, Natyam, Kathakali, Kathak, Manipuri, Odissi, Kuchipudi and Mohini Attam.

Theatre

Theatre in India is as old as her music and dance. Classical theatre survives only in some places. Folk theatre can be seen in its regional variants practically in every region. There are also professional theatres, mainly city-oriented. Besides, India has a rich tradition of puppet theatre, prevalent forms being puppets, rod puppets, glove puppets and leather puppets (shadow theatre). There are several semi-professional and amateur theatre groups involved in staging plays in Indian languages and in English.

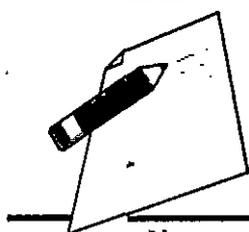
Street theatre and village theatre in India

Street fairs and performers are common in India. In some national elections, where politicians have been limited by how much money they could spend on their campaigns, many turned to street theatre to win supporters and get out the vote.

Street theatre and village theatre in India features impromptu skits used for political propaganda and to convey social and educational messages. Political street theatres satirizes corruption scandals with original songs, stinging jokes and clever choreography. Communists often employ street theatre. One group was so influential its founder was murdered and 10,000 people showed up for his funeral.

The most well know traveling village theatre groups are made up of West Bengalis that roam through northeast India in the cool months from September to April. They are peripatetic thespians who travel from places to place in buses and trains with steel trunks filled their gear. They perform Bengali dramas interspersed with songs, stage fights and fireworks. Shows in the early 2000s, featured men dressed up like Osama bin Laden.

The groups are particularly well-received in villages that have little else going on. It is not unusual for audiences of more than 10,000 people to show. With each of them paying 30 rupees for tickets, the profits can add up. Large groups have their own tents and buses. Sometimes the performances, known as jatras, last all night.



Folk Theatre in India

Dr. Jukka O. Miettinen of the Theatre Academy of Helsinki wrote: "It is not always easy to draw a clear borderline between folk (desi) and classical (margi) theatre in India. Both branches of theatre adapt stories from the Puranas, the epics Mahabharata and Ramayana, old Sanskrit dramas, and legends. Folk theatre, however, is more flexible in character, and so are modern love stories, and even the plots of popular movies have found their way into its repertoire.

"Folk theatre in India is by no means always "vulgar" or "low" in its style. Sometimes intricate classical music is employed, while the theatre director or master of ceremonies, so common in many folk styles, is clearly reminiscent of similar characters in the Sanskrit dramas. Common to both classical and folk theatre are also the stage preliminaries, including prayers and other ritual elements.

"In India there are, of course, numerous forms of folk theatre. One reason is the abundance of languages and local dialects, most of which have created their own types of folk theatre. Compared with classical forms, however, folk forms rely more on direct contact with the audience, and improvisation. Popular theatre must be entertaining and it must be brought near to the audience by relating it to current events etc. Although the themes may be religious, the plays, at the same time, may have humorous, or even frivolous, connotations.

Describing pilgrimage theatre in India, Miettinen wrote: "Northern India has two great theatrical traditions intended to commemorate the avatars or incarnations of God Vishnu. They are raslila, which enacts the turning points of Lord Krishna's life, and ramlila, which enacts the events of Prince Rama's life. Both of them are closely connected to the North Indian bhakti movement. They are both performed by amateur actors, while pre-adolescent boys play the main roles. Thus the focus is neither on the artistry of the performance nor on the skills of the actors. The performances are, in fact, offerings and rituals. Raslila is rather small in scale, and was originally performed in temple courtyards, while ramlila may grow into a huge pageant covering one month and gathering together hundreds of thousands of ecstatically worshipping pilgrims."

Puppet Theatre in India

Dr. Jukka O. Miettinen of the Theatre Academy of Helsinki wrote: "The next step in the development of storytelling was shadow theatre, in which the figures of the ancient picture panels and scrolls are, in a way, cut out into flat shadow puppets. The themes of shadow theatre in India deal mostly with the Puranas and the great epics, the Mahabharata and the Ramayana. Tolpavakoothu shadow theatre is described below. Other shadow theatre genres can be found in Maharashtra, Karnataka, Andhra Pradesh, and in Orissa. The sizes of the puppets vary from some ten centimetres to one metre. Usually at least one hand of the puppets can be moved by a rod. Stylistically the puppets are linked to the traditional visual arts of their respective regions.

"The forms of three-dimensional puppet theatre in India include rod puppets (operated from below with rods), marionettes (operated from above with strings), and glow puppets (operated with a hand inside the puppet). Puppet theatre usually



imitates, in its repertoire, style, dramaturgy, and movements, the live theatre forms of the respective areas. Kerala's phavakathakali glow puppet theatre, which imitates kathakali, is described below. Other forms of puppetry can be found in Orissa, Tamil Nadu, Karnataka, and West Bengal.

The life of an India puppeteer is not easy. One puppeteer living in the entertainers camp at Shadipur Depot in Delhi told Smithsonian magazine: «Like me and others here, like their fathers and forefather before them, they live by their arts and skills. It isn't easy—not anymore. I, Bala Bhatt, should know; for I was one of the first to come here on the run, pitch my tent and make this home...But we wouldn't have been able to do this if we hadn't fought hard to save our puppets. If we lost our nerve, you'd have found us in the poorhouse.» Wives of the puppeteers spend their time cooking meals on open fires, fetching water, looking after the children and embroidering fancy clothes for the marionettes.

SUMMARY

There are some prominent musicians whose name will always remain eternal. They are (1) Hazrat Amir Khusrau and (2) Miyan Tansen. South Indian music popularly known as Carnatic music is identified with Bhakti Saints, who sang in praise of God and associated themselves with the temple rituals from the 8th century. In western Rajasthan there is a community known as Dadis. Their profession was to accompany the rulers in the battlefield and to encourage soldiers to fight against the enemy. Folk music is a part of common masses and local tradition. In Kashmir the most popular folk music are the Chhakri, Tambur Naghma and Bcha Naghma. These are sung in chorus with often a little dancing. Various Indian musical instruments that are used by famous singers and performers are: Flute, Tanpura, Tabla, Veena, Sitar, Shehnai, Sarod, Sarangi, Santoor, Mridanga etc. Some very popular dance forms prevalent in India are Bharatnatyam, Mohini Attam, Manipuri, Odissi, Kathakali, Kathak and Kuchipudi. Drama comprises three main elements i.e. dialogues, music, and dance. z Dramas can be divided into following categories: (a) Stage Performance, (b) Street Theatre (c) Puppet Show (d) Nukkad Natak.

EXERCISE

MCQ

- Which was the main seaport of Pandyas.
 - Vanchi
 - Muzaris
 - Korkai
 - None of these.
- Which was the main seaport of Cholas.
 - Kaveripattanam
 - Muzaris
 - Korkai
 - Vanchi.



CULTURE AND HERITAGES IN INDIA: HINDUISM, JAINISM AND BUDDHISM



Notes

- Understand the concept of Hinduism.
- Discuss the concept of Jainism.
- Describe the concept of Buddhism.
- Discuss the teachings of Mahavira.

Objective of the chapter:

The basic objective of this chapter is to through some light on the initial concepts of culture and heritage so that the features of Hinduism, Jainism and Buddhism can be learned.

Introduction

Religion has historically influenced Indian society on a political, cultural and economic level. There is a sense of pride associated with the country's rich religious history as the traditions of Hinduism, Buddhism, Sikhism and Jainism all emerged out of India. Moreover, while a majority of people in India identify as Hindu (79.8%), the medley of religions that exist within the country continually impact contemporary society.

In India, religion is more publicly visible than it is in most English-speaking Western countries. This becomes evident when considering the numerous spaces that are thought to be sacred and holy. Examples include 'ashrams' (monasteries or congregation sites) consisting of large communities of scholars or monastics, temples (mandir), shrines and specific landscapes such as the Ganges river. There is a rich religious history visible in architecture, and it is not uncommon to find various places of worship, such as a Hindu temple, Muslim mosque and Christian church, all next to each other.

The 2011 Indian census indicated that 79.8% of Indians identified as Hindu, 14.2% identified as Muslim and 2.3% identified as Christian. A further 1.7% of the population identified as Sikh, 0.7% identified as Buddhist and 0.37% identified as Jain. Due to the massive population size of India, religious minorities still represent a significant number of people. For example, although only 0.37% of India may identify with Jainism, that still equates to over 4 million people. While not all religions in India can be discussed in detail, the following provides an overview of the major religions in the country as well as sizable religions that originated in India.



Hinduism in India

Hinduism – the most widely followed religion in India – can be interpreted diversely. Pinpointing what constitutes Hinduism is difficult, with some suggesting that it is an umbrella term that encompasses various religions and traditions within it. Nonetheless, Hinduism in all its forms has been particularly influential in Indian society.

Daily Life

Hinduism continues to thrive in modern-day India. The religion affects everyday life and social interactions among people through the many Hindu-inspired festivities, artistic works and temples. There is also a continuing revival of the classical 'epic' narratives of the Ramayana (Rama's Journey) and the Mahabharata (The Great Epic of the Bharata Dynasty) through the medium of film and television. The Krishna Lila (The Playful Activities of Krishna) is another popular tale among many villages:

It is common to find images of gods and goddesses in public and private spaces at all times of the year. The elephant-headed god, known as Ganesh, is particularly popular due to his believed ability to remove obstacles. Natural landscapes are also venerated, such as particular trees or rivers. The Hindu pantheon of deities extends into the hundreds of thousands due to the localised and regional incarnations of gods and goddesses. There are also many festivals celebrated throughout the country dedicated to the many Hindu narratives and deities.

Social Structure

One influential component of Hinduism impacting India is the large-scale caste system, known as the 'varna' system. The varna caste system represented the Hindu ideal of how society ought to be structured. This form of organisation classified society into four ideal categories: brahmin (priestly caste), kshatriya (warrior, royalty or nobility caste), vaishya (commoner or merchant caste) and shudra (artisan or labourer caste).

It is a hereditary system in that people are believed to be born into a family of a specific caste. Each caste has specific duties (sometimes known as 'dharma') they are expected to uphold as part of their social standing. For instance, a member of the Brahmin caste may be expected to attend to religious affairs (such as learning religious texts and performing rituals) while avoiding duties outside of their caste, such as cleaning. In contemporary times, Brahmin men who have been trained as priests often tend to temples and perform ritual activities on behalf of other members of Hindu society.

Hinduism is the world's oldest religion, according to many scholars, with roots and customs dating back more than 4,000 years. Today, with about 900 million followers, Hinduism is the third-largest religion behind Christianity and Islam. Roughly 95 percent of the world's Hindus live in India. Because the religion has no specific founder, it's difficult to trace its origins and history. Hinduism is unique in that it's not a single religion but a compilation of many traditions and philosophies.



Notes

Hinduism Beliefs

Some basic Hindu concepts include:

- Hinduism embraces many religious ideas. For this reason, it's sometimes referred to as a "way of life" or a "family of religions," as opposed to a single, organized religion.
- Most forms of Hinduism are henotheistic, which means they worship a single deity, known as "Brahman," but still recognize other gods and goddesses. Followers believe there are multiple paths to reaching their god.
- Hindus believe in the doctrines of samsara (the continuous cycle of life, death, and reincarnation) and karma (the universal law of cause and effect).
- One of the key thoughts of Hinduism is "atman," or the belief in soul. This philosophy holds that living creatures have a soul, and they're all part of the supreme soul. The goal is to achieve "moksha," or salvation, which ends the cycle of rebirths to become part of the absolute soul.
- One fundamental principle of the religion is the idea that people's actions and thoughts directly determine their current life and future lives.
- Hindus strive to achieve dharma, which is a code of living that emphasizes good conduct and morality.
- Hindus revere all living creatures and consider the cow a sacred animal.
- Food is an important part of life for Hindus. Most don't eat beef or pork, and many are vegetarians.
- Hinduism is closely related to other Indian religions, including Buddhism, Sikhism and Jainism.

Hinduism Symbols

A swastika symbol featured on a tile at Hindu temple on Diu Island, India. The symbol is one of good luck and good fortune.

John Seaton Callahan/Getty Images

There are two primary symbols associated with Hinduism, the om and the swastika. The word swastika means "good fortune" or "being happy" in Sanskrit, and the symbol represents good luck. (A diagonal version of the swastika later became associated with Germany's Nazi Party when they made it their symbol in 1920.)

The om symbol is composed of three Sanskrit letters and represents three sounds (a, u and m), which when combined are considered a sacred sound. The om symbol is often found at family shrines and in Hindu temples.

Hinduism Holy Books

Hindus value many sacred writings as opposed to one holy book.

The primary sacred texts, known as the Vedas, were composed around 1500 B.C. This collection of verses and hymns was written in Sanskrit and contains revelations received by ancient saints and sages.

CLASS-12

Tourism



Notes

The Vedas are made up of:

- The Rig Veda
- The Samaveda
- Yajurveda
- Atharvaveda

Hindus believe that the Vedas transcend all time and don't have a beginning or an end. The Upanishads, the Bhagavad Gita, 18 Puranas, Ramayana and Mahabharata are also considered important texts in Hinduism.

Origins of Hinduism

Most scholars believe Hinduism started somewhere between 2300 B.C. and 1500 B.C. in the Indus Valley, near modern-day Pakistan. But many Hindus argue that their faith is timeless and has always existed.

Unlike other religions, Hinduism has no one founder but is instead a fusion of various beliefs.

Around 1500 B.C., the Indo-Aryan people migrated to the Indus Valley, and their language and culture blended with that of the indigenous people living in the region. There's some debate over who influenced who more during this time.

The period when the Vedas were composed became known as the "Vedic Period" and lasted from about 1500 B.C. to 500 B.C. Rituals, such as sacrifices and chanting, were common in the Vedic Period.

The Epic, Puranic and Classic Periods took place between 500 B.C. and 500 A.D. Hindus began to emphasize the worship of deities, especially Vishnu, Shiva and Devi. The concept of dharma was introduced in new texts, and other faiths, such as Buddhism and Jainism, spread rapidly.

Hinduism vs. Buddhism

Hinduism and Buddhism have many similarities. Buddhism, in fact, arose out of Hinduism, and both believe in reincarnation, karma and that a life of devotion and honor is a path to salvation and enlightenment.

But some key differences exist between the two religions: Buddhism rejects the caste system of Hinduism, and does away with the rituals, the priesthood and the gods that are integral to the Hindu faith.

Medieval and Modern Hindu History

The Medieval Period of Hinduism lasted from about 500 to 1500 A.D. New texts emerged, and poet-saints recorded their spiritual sentiments during this time.

In the 7th century, Muslim Arabs began invading areas in India. During parts of the Muslim Period, which lasted from about 1200 to 1757, Islamic rulers prevented Hindus from worshipping their deities, and some temples were destroyed.



Mahatma Gandhi

Indian statesman and activist Mahatma Gandhi, 1940.

Between 1757 and 1947, the British controlled India. At first, the new rulers allowed Hindus to practice their religion without interference. But later, Christian missionaries sought to convert and westernize the people.

Many reformers emerged during the British Period. The well-known politician and peace activist, Mahatma Gandhi, led a movement that pushed for India's independence.

The partition of India occurred in 1947, and Gandhi was assassinated in 1948. British India was split into what are now the independent nations of India and Pakistan, and Hinduism became the major religion of India.

Starting in the 1960s, many Hindus migrated to North America and Britain, spreading their faith and philosophies to the western world.

Hindu Gods

An early 18th century depiction of Devi revered by Brahma, Vishnu, and Shiva.

Hindus worship many gods and goddesses in addition to Brahman, who is believed to be the supreme God force present in all things.

Some of the most prominent deities include:

- Brahma: the god responsible for the creation of the world and all living things
- Vishnu: the god that preserves and protects the universe
- Shiva: the god that destroys the universe in order to recreate it
- Devi: the goddess that fights to restore dharma
- Krishna: the god of compassion, tenderness and love
- Lakshmi: the goddess of wealth and purity
- Sarasvati: the goddess of learning

Hindu Places of Worship

Hindu worship, which is known as "puja," typically takes place in the Mandir (temple). Followers of Hinduism can visit the Mandir any time they please.

Hindus can also worship at home, and many have a special shrine dedicated to certain gods and goddesses.

The giving of offerings is an important part of Hindu worship. It's a common practice to present gifts, such as flowers or oils, to a god or goddess.

Additionally, many Hindus take pilgrimages to temples and other sacred sites in India.

Sects of Hinduism

Hinduism has many sects, and is sometimes divided into the following:

- Shaivism (followers of Shiva)
- Vaishnava (followers of Vishnu)



- Shaktism (followers of Devi)
- Smarta (followers of Brahman and all major deities)

Some Hindus elevate the Hindu trinity, which consists of Brahma, Vishnu and Shiva. Others believe that all the deities are a manifestation of one.

Hindu Caste System

The caste system is a social hierarchy in India that divides Hindus based on their karma and dharma. Many scholars believe the system dates back more than 3,000 years.

The four main castes (in order of prominence) include:

1. Brahmin: the intellectual and spiritual leaders
2. Kshatriyas: the protectors and public servants of society
3. Vaisyas: the skilful producers
4. Shudras: the unskilled laborers

Many subcategories also exist within each caste. The “Untouchables” are a class of citizens that are outside the caste system and considered to be in the lowest level of the social hierarchy.

For centuries, the caste system determined every aspect of a person’s social, professional and religious status in India.

When India became an independent nation, its constitution banned discrimination based on caste.

Today, the caste system still exists in India but is loosely followed. Many of the old customs are overlooked, but some traditions, such as only marrying within a specific caste, are still embraced.

Hindu Holidays

A Pakistani Hindu family offers prayers and light candles as they mark Diwali, the Festival of Lights, in Lahore, 2016.

Arif Ali/AFP/Getty Images

Hindus observe numerous sacred days, holidays and festivals.

Some of the most well-known include:

- Diwali: the festival of lights
- Navaratri: a celebration of fertility and harvest
- Holi: a spring festival
- Krishna Janmashtami: a tribute to Krishna’s birthday
- Raksha Bandhan: a celebration of the bond between brother and sister
- Maha Shivaratri: the great festival of Shiva

Buddhism in India

Buddhism originated as a countermovement to early Hinduism by presenting a universal ethic rather than basing ethical codes on an individual’s caste. The core doctrine of Buddhism, known as the ‘Four Noble Truths’, teaches that one can be liberated from the suffering that underpins the cycle of death and rebirth by practising



the 'Noble Eightfold Path'. Buddhism has become more widely practised in India over the last 30 years. This is partially due to the increased migration of exiled Buddhist monks from Tibet. However, its popularity has also increased as many from the 'untouchables' caste view it as a viable alternative to Hinduism in contemporary Indian society. Many Buddhists reside in the states of Maharashtra, Sikkim, Arunachal Pradesh, Jammu and Kashmir.

Buddhism Beliefs

Some key Buddhism beliefs include:

- Followers of Buddhism don't acknowledge a supreme god or deity. They instead focus on achieving enlightenment—a state of inner peace and wisdom. When followers reach this spiritual echelon, they're said to have experienced nirvana.
- The religion's founder, Buddha, is considered an extraordinary man, but not a god. The word Buddha means "enlightened."
- The path to enlightenment is attained by utilizing morality, meditation and wisdom. Buddhists often meditate because they believe it helps awaken truth.
- There are many philosophies and interpretations within Buddhism, making it a tolerant and evolving religion.
- Some scholars don't recognize Buddhism as an organized religion, but rather, a "way of life" or a "spiritual tradition."
- Buddhism encourages its people to avoid self-indulgence but also self-denial.
- Buddha's most important teachings, known as The Four Noble Truths, are essential to understanding the religion.
- Buddhists embrace the concepts of karma (the law of cause and effect) and reincarnation (the continuous cycle of rebirth).
- Followers of Buddhism can worship in temples or in their own homes.
- Buddhist monks, or bhikkhus, follow a strict code of conduct, which includes celibacy.
- There is no single Buddhist symbol, but a number of images have evolved that represent Buddhist beliefs, including the lotus flower, the eight-spoked dharma wheel, the Bodhi tree and the swastika (an ancient symbol whose name means «well-being» or «good fortune» in Sanskrit).

A gold Buddha figure at the Longhua Temple in the south of Shanghai, first built in 242 AD.

In Pictures Ltd./Corbis/Getty Images

Founder of Buddhism

Siddhartha Gautama, the founder of Buddhism who later became known as "the Buddha," lived during the 5th century B.C.

Gautama was born into a wealthy family as a prince in present-day Nepal. Although he had an easy life, Gautama was moved by suffering in the world.

*Notes*

He decided to give up his lavish lifestyle and endure poverty. When this didn't fulfil him, he promoted the idea of the "Middle Way," which means existing between two extremes. Thus, he sought a life without social indulgences but also without deprivation.

After six years of searching, Buddhists believe Gautama found enlightenment while meditating under a Bodhi tree. He spent the rest of his life teaching others about how to achieve this spiritual state.

Buddhism History

When Gautama passed away around 483 B.C., his followers began to organize a religious movement. Buddha's teachings became the foundation for what would develop into Buddhism.

In the 3rd century B.C., Ashoka the Great, the Mauryan Indian emperor, made Buddhism the state religion of India. Buddhist monasteries were built, and missionary work was encouraged.

Over the next few centuries, Buddhism began to spread beyond India. The thoughts and philosophies of Buddhists became diverse, with some followers interpreting ideas differently than others.

In the sixth century, the Huns invaded India and destroyed hundreds of Buddhist monasteries, but the intruders were eventually driven out of the country.

Islam began to spread quickly in the region during the Middle Ages, forcing Buddhism into the background.

Types of Buddhism

Today, many forms of Buddhism exist around the world. The three main types that represent specific geographical areas include:

- **Theravada Buddhism:** Prevalent in Thailand, Sri Lanka, Cambodia, Laos and Burma
- **Mahayana Buddhism:** Prevalent in China, Japan, Taiwan, Korea, Singapore and Vietnam

Tibetan Buddhism: Prevalent in Tibet, Nepal, Mongolia, Bhutan, and parts of Russia and northern India

Each of these types reveres certain texts and has slightly different interpretations of Buddha's teachings. There are also several subsets of Buddhism, including Zen Buddhism and Nirvana Buddhism.

Some forms of Buddhism incorporate ideas of other religions and philosophies, such as Taoism and Bon.

Dharma

Buddha's teachings are known as "dharma." He taught that wisdom, kindness, patience, generosity and compassion were important virtues.



Specifically, all Buddhists live by five moral precepts, which prohibit:

- Killing living things
- Taking what is not given
- Sexual misconduct
- Lying
- Using drugs or alcohol

Four Noble Truths

The Four Noble Truths, which Buddha taught, are:

- The truth of suffering (dukkha)
- The truth of the cause of suffering (samudaya)
- The truth of the end of suffering (nirhodha)
- The truth of the path that frees us from suffering (magga)

Collectively, these principles explain why humans hurt and how to overcome suffering.

Eightfold Path

The Buddha taught his followers that the end of suffering, as described in the fourth Noble Truths, could be achieved by following an Eightfold Path.

In no particular order, the Eightfold Path of Buddhism teaches the following ideals for ethical conduct, mental discipline and achieving wisdom:

- Right understanding (Samma ditthi)
- Right thought (Samma sankappa)
- Right speech (Samma vaca)
- Right action (Samma kammanta)
- Right livelihood (Samma ajiva)
- Right effort (Samma vayama)
- Right mindfulness (Samma sati)
- Right concentration (Samma samadhi)

Buddhist Holy Book

Buddhists revere many sacred texts and scriptures. Some of the most important are:

- **Tipitaka:** These texts, known as the “three baskets,” are thought to be the earliest collection of Buddhist writings.
- **Sutras:** There are more than 2,000 sutras, which are sacred teachings embraced mainly by Mahayana Buddhists.
- **The Book of the Dead:** This Tibetan text describes the stages of death in detail.

Dalai Lama

Nobel Laureate and exiled spiritual leader of Tibet, His Holiness the 14th Dalai Lama, 2001.



The Dalai Lama is the leading monk in Tibetan Buddhism. Followers of the religion believe the Dalai Lama is a reincarnation of a past lama that has agreed to be born again to help humanity. There have been 14 Dalai Lamas throughout history.

The Dalai Lama also governed Tibet until the Chinese took control in 1959. The current Dalai Lama, Lhamo Thondup, was born in 1935.

Buddhist Holidays

Every year, Buddhists celebrate Vesak, a festival that commemorates Buddha's birth, enlightenment and death.

During each quarter of the moon, followers of Buddhism participate in a ceremony called Uposatha. This observance allows Buddhists to renew their commitment to their teachings.

They also celebrate the Buddhist New Year and participate in several other yearly festivals.

Jainism in India

Jainism also originated as a countermovement that opposed some of the teachings and doctrines of early Hinduism. In modern-day India, layperson Jains usually uphold the ethical principle of 'ahimsa' ('non-harm' or 'non-violence'). As such, Jains tend to promote vegetarianism and animal welfare. Another common practice in the Jain lay community is samayika, a meditative ritual intended to strengthen one's spiritual discipline. Samayika is often practised in a religious setting, such as a temple, before a monk, or in one's home. Most Jains reside in Maharashtra, Gujarat and Rajasthan.

Jainism is an ancient religion from India that teaches that the way to liberation and bliss is to live lives of harmlessness and renunciation.

The essence of Jainism is concern for the welfare of every being in the **universe** and for the health of the universe itself.

- Jains believe that animals and plants, as well as human beings, contain living souls. Each of these souls is considered of equal value and should be treated with respect and compassion.
- Jains are strict vegetarians and live in a way that minimises their use of the **world's resources**.
- Jains believe in **reincarnation** and seek to attain ultimate liberation - which means escaping the continuous cycle of birth, death and rebirth so that the immortal soul lives for ever in a state of bliss.
- Liberation is achieved by eliminating all **karma from the soul**.
- Jainism is a religion of self-help.
- There are no **gods** or spiritual beings that will help human beings.
- The three guiding principles of Jainism, the '**three jewels**', are right belief, right knowledge and right conduct.
- The supreme principle of Jain living is non-violence (**ahimsa**).



- This is one of the 5 **mahavratas** (the 5 great vows). The other mahavratas are non-attachment to possessions, not lying, not stealing, and **sexual restraint** (with celibacy as the ideal).
- **Mahavira** is regarded as the man who gave Jainism its present-day form.
- The texts containing the teachings of Mahavira are called the **Agamas**.
- Jains are divided into **two major sects**; the Digambara (meaning “sky clad”) sect and the Svetambara (meaning “white clad”) sect.
- Jainism has no priests. Its professional religious people are **monks and nuns**, who lead strict and ascetic lives.

Most Jains live in India, and according to the 2001 Census of India there are around 4.2 million living there. However, the Oxford Handbook of Global Religions, published in 2006, suggests that census figures may provide lower than the true number of followers as many Jains identify themselves as Hindu. The Handbook also states that there are around 25,000 Jains in Britain.

SUMMARY

There are three important and well-known religions that originated in India in the ancient times. These are Hinduism (Brahmanism), Jainism and Buddhism. Later on the brahmins made the Vedic religion or Brahmanism very complex and complicated. They introduced many rites and rituals for their own material gains. This led to the rise of new religions like Jainism and Buddhism as a reaction. Vardhaman Mahavira is accepted as the founder of Jainism. Jainism teaches the people to take four vows. These are: (i) not to injure life, (ii) not to tell lies, (iii) not to own property, (iv) not to steal. Mahavira preached the threefold path. This was right belief, knowledge and aspects of true conduct. Siddha Sila is the highest goal according to Jainism. Gautama Buddha was the founder of Buddhism. According to Buddha, desire is the cause of all suffering. He preached the eightfold path, which meant right conduct, speech, action, means of livelihood, effort, mindfulness, meditation, resolution and view. Buddha is accepted as one of the ten avatars of God along with Rama and Krishna. You will be familiar with the most popular religion tourist sites of Hindus, Jains and Buddhas.

EXERCISE

MCQ

- Which is the largest religious community of India?

| | |
|---------------|------------|
| a) Hindus | b) Muslims |
| c) Christians | d) Sikhs |

ANSWER: a) Hindus

- Which is the largest minority community in India?

| | |
|---------------|-----------|
| a) Christians | b) Hindus |
| c) Muslims | d) Sikhs |

ANSWER: c) Muslims

CLASS-12

Tourism



Notes

3. Which is the largest tribe in India?

- a) Gond
- b) Bhils
- c) Santhal
- d) Munda

ANSWER: a) Gond

4. Which is the state with highest proportion of scheduled castes as per 2001 census?

- a) Chhattisgarh
- b) Mizoram
- c) Punjab
- d) Uttar Pradesh

ANSWER: c) Punjab

5. Which is the state with lowest proportion of scheduled castes as per 2001 census?

- a) Chhattisgarh
- b) Mizoram
- c) Punjab
- d) Uttar Pradesh

ANSWER: b) Mizoram

Review Questions

1. Point out the striking difference between Jainism and Buddhism.
2. Explain the significant values of Hindu culture.
3. Discuss any ten Hindu religious heritage sites in India.
4. Discuss the various teachings of Jainism.
5. Throw light on the major Jain heritage sites of India.
6. Discuss the main characteristics of Buddhist culture.
7. List any ten most popular Buddhist heritage sites in India.



2

CULTURE AND HERITAGES IN INDIA: SIKHS, ISLAM AND CHRISTIANITY

- Understand the concept of Sikhism.
- Discuss the concept of Islamic.
- Describe the concept of Christianity.
- Discuss the features of Islamic Region.

Objective of the chapter:

The basic objective of this chapter is to through some light on the initial concepts of culture and heritage so that the features of Sikhs, Islam and Christianity can be learned.

Introduction

Sikhism in India

Originating in India, Sikhism is a monotheistic religion that promotes devotion to a formless God. The religion is centred on a tenet of service, humility and equality, encouraging its followers to seek to help those less fortunate or in need. For example, it is common for Sikhs to offer food to those visiting a gurdwara (the primary place of worship for Sikhs). One of the most recognised symbols of the Sikh community is a Sikh turban (known as a 'dastar' or a 'dumalla') worn by many men and some women. Since the partition of India and Pakistan, most Sikhs in India have resided in the Punjab region.

Origins of Sikhism

Sikhism was born in the Punjab area of South Asia, which now falls into the present-day states of India and Pakistan. The main religions of the area at the time were Hinduism and Islam.

The Sikh faith began around 1500 CE, when **Guru Nanak** began teaching a faith that was quite distinct from Hinduism and Islam.

Nine Gurus followed Nanak and developed the Sikh faith and community over the next centuries.

Militarisation of the Sikhs

Sikhism was well established by the time of **Guru Arjan**, the fifth Guru.

Guru Arjan completed the establishment of Amritsar as the capital of the Sikh world, and compiled the first authorised book of Sikh scripture, the **Adi Granth**.

CLASS-12

Tourism



Notes

However, during Arjan's time Sikhism was seen as a threat by the state and Guru Arjan was eventually executed for his faith in 1606.

The sixth Guru, Hargobind, started to militarise the community so that they would be able to resist any oppression. The Sikhs fought a number of battles to preserve their faith.

The Sikhs then lived in relative peace with the political rulers until the time of the **Moghal Emperor, Aurangzeb**, who used force to make his subjects accept Islam.

Aurangzeb had the ninth Guru, **Tegh Bahadur**, arrested and executed in 1675.

The Khalsa

The tenth Guru, **Gobind Singh**, recreated the Sikhs as a military group of men and women called the **Khalsa** in 1699, with the intention that the Sikhs should for ever be able to defend their faith.

Gobind Singh established the **Sikh rite of initiation** (called *khandey di pahul*) and the **5 Ks** which give Sikhs their unique appearance.

Gobind Singh was the last human Guru. Sikhs now treat their scriptures as their Guru.

After the Gurus

The first military leader of the Sikhs to follow the Gurus was Banda Singh Bahadur.

He led a successful campaign against the Moghals until he was captured and executed in 1716.

In the middle of the century the Sikhs rose up again, and over the next 50 years took over more and more territory.

In 1799 Ranjit Singh captured Lahore, and in 1801 established the Punjab as an independent state, with himself as Maharaja.

He proved an adept ruler of a state in which Sikhs were still in a minority.

Although a devout Sikh, he took part in religious acts with **Muslims and Hindus** as well.

Defeated by the British

After Ranjit Singh died in 1839 the Sikh state crumbled, damaged by vicious internal battles for the leadership.

In 1845-6 troops of the British Empire defeated the Sikh armies, and took over much Sikh territory.

The Sikhs rebelled again in 1849, and were defeated by the British, this time conclusively.

The Sikhs and the British Raj

After this final battle, the Sikhs and the British discovered they had much in common and built a good relationship. The tradition began of Sikhs serving with great distinction in the British Army.



The Sikhs got on well with the British partly because they came to think of themselves less as subjects of the Raj than as partners of the British.

The British helped themselves get a favourable religious spin when they took control of the Sikh religious establishment by putting their own choices in control of the Gurdwaras.

Good relations between Sikhs and British came to an end in 1919 with the Amritsar massacre.

A gurdwara is a building in which Sikhs gather for congregational worship. However, wherever the Guru Granth Sahib is installed is a sacred place for Sikhs, whether this is a room in a private house or a gurdwara. The word is often translated as 'doorway to the Guru' and it means the place in which the Guru, embodied in the Guru Granth Sahib, is resident and honoured. In the 18th and 19th centuries the word gurdwara gradually replaced the earlier term 'Dharamshala' for rooms used for religious purposes during the Gurus' lifetimes.

There are gurdwaras in every country where Sikh communities have settled. In the UK alone there are probably about 300 gurdwaras. In the early years of Sikh settlement in the UK, rented premises served as gurdwaras. The next stage was to purchase a building and modify it for Sikh worship. An increasing number of gurdwaras are purpose-built, with architectural features inspired by historic gurdwaras in India.

Appropriate behaviour

In a gurdwara both men and women must wear a head covering to show their respect for the Guru Granth Sahib and footwear must be removed on entering the building. No tobacco or non-vegetarian food is allowed inside and no-one may enter under the influence of alcohol. In the worship hall it is respectful to bow before the enthroned Guru Granth Sahib and then sit on the floor, cross-legged and facing the Guru Granth Sahib.

Historic gurdwaras

Most of the Sikh historic gurdwaras are in north India though some are in Pakistan. (In the Gurus' time, and until 1947, the Punjab region was not bisected by a national frontier, as Pakistan had not been created.) The architecture of major historic gurdwaras, involving fluted cupolas (gumbads), is influenced by Mughal style. Famous gurdwaras in Pakistan commemorate Guru Nanak's life: in Nankana Sahib a gurdwara marks the place where he was born and at Kartarpur Sahib a gurdwara stands where he founded a settlement and (in 1539) passed away. Equally well-known is Panja Sahib gurdwara in Hasan Abdal (about 40 kilometres north-west of Islamabad), where a rock bears what is believed to be the imprint of Guru Nanak's hand.

The title 'sahib' in the names of cities (e.g. Anandpur Sahib) and major gurdwaras expresses Sikhs' reverence for locations associated with their Gurus' lives.



The takhts

Five notable gurdwaras in India are known as takhts: takht means throne or seat of authority.

The Akal Takht ('throne of the Timeless One') is in Amritsar (Punjab), facing the Harmandir Sahib (Golden Temple), and it is the highest seat of authority. The Akal Takht was first established by Guru Hargobind and the two nishan sahibs (pennants flying from flagpoles, honoured and clad in orange cloth) are a reminder of his two swords that signified the principle of miri piri (a balance of worldly and spiritual authority).

Kesgarh Sahib (in Anandpur Sahib, Punjab) marks the place where Guru Gobind Singh initiated the Khalsa in 1699, according to Sikh tradition. Damdama Sahib (in Bathinda district, Punjab) stands where, in 1705, Guru Gobind Singh compiled the complete Guru Granth Sahib, adding the compositions of his father, Guru Teg Bahadar, to the earlier content. Patna Sahib, further west in the state of Bihar, is the site of Guru Gobind Singh's birth, while Hazoor Sahib, further south, in Nanded (in Maharashtra state) is where Guru Gobind Singh spent the final days of his life in 1708. The gurdwara's full name is Takht Sachkhand Sri Hazur Abchalnagar Sahib.

Many smaller, less well-known historic gurdwaras were established in other locations that the Gurus visited, and they mark, for example, the place where the Guru's horse was tethered or where a miracle allegedly occurred.

Harmandir Sahib

The city of Amritsar is famous for Harmandir Sahib (also called Darbar Sahib), the gurdwara that has been popularly known as the Golden Temple ever since the early 19th century when Punjab's ruler, the maharaja Ranjit Singh, had the exterior of the upper storeys gilded. Two hundred years earlier Guru Arjan Dev had established the original building on this site, in the centre of a pool of holy water (the amrit sar) which gave its name to the city that grew up around it. According to tradition, the healing properties of this water were originally discovered when a woman's crippled husband was restored to health after immersion in the water.

Islam in India

Islam is the second most followed religion in India, influencing the country's society, culture, architecture and artistry. The partition of the subcontinent in 1947 led to mass emigration of roughly 10 million Muslims to Pakistan and nearly as many Hindus and Sikhs from Pakistan into India. This event changed the demographics of both countries significantly and is continually felt throughout India.

Nonetheless, the Islamic community in India continues to play a considerable role in the development of the country. For example, the Muslim community in India has contributed to theological research and the establishment of religious facilities, institutes and universities. The mystical strain of Islam (Sufism) is also popular, with people gathering to watch Sufi dance performances. The majority of Muslims are



Sunni, but there are also influential Shi'ite minorities in Gujarat. Most Sunnis reside in Jammu and Kashmir, Uttar Pradesh, West Bengal and Kerala as well as major cities.

Islam is the second largest religion in the world after Christianity, with about 1.8 billion Muslims worldwide. Although its roots go back further, scholars typically date the creation of Islam to the 7th century, making it the youngest of the major world religions. Islam started in Mecca, in modern-day Saudi Arabia, during the time of the prophet Muhammad's life. Today, the faith is spreading rapidly throughout the world.

Islam Facts

- The word "Islam" means "submission to the will of God."
- Followers of Islam are called Muslims.
- Muslims are monotheistic and worship one, all-knowing God, who in Arabic is known as Allah.
- Followers of Islam aim to live a life of complete submission to Allah. They believe that nothing can happen without Allah's permission, but humans have free will.
- Islam teaches that Allah's word was revealed to the prophet Muhammad through the angel Gabriel.
- Muslims believe several prophets were sent to teach Allah's law. They respect some of the same prophets as Jews and Christians, including Abraham, Moses, Noah and Jesus. Muslims contend that Muhammad was the final prophet.
- Mosques are places where Muslims worship.
- Some important Islamic holy places include the Kaaba shrine in Mecca, the Al-Aqsa mosque in Jerusalem, and the Prophet Muhammad's mosque in Medina.
- The Quran (or Koran) is the major holy text of Islam. The Hadith is another important book. Muslims also revere some material found in the Judeo-Christian Bible.
- Followers worship Allah by praying and reciting the Quran. They believe there will be a day of judgment, and life after death.
- A central idea in Islam is "jihad," which means "struggle." While the term has been used negatively in mainstream culture, Muslims believe it refers to internal and external efforts to defend their faith. Although rare, this can include military jihad if a "just war" is needed.

Muhammad

The prophet Muhammad, sometimes spelled Mohammed or Mohammad, was born in Mecca, Saudi Arabia, in 570 A.D. Muslims believe he was the final prophet sent by God to reveal their faith to mankind.

According to Islamic texts and tradition, an angel named Gabriel visited Muhammad in 610 A.D. while he was meditating in a cave. The angel ordered Muhammad to recite the words of Allah.



Muslims believe that Muhammad continued to receive revelations from Allah throughout the rest of his life.

Starting in about 613, Muhammad began preaching throughout Mecca the messages he received. He taught that there was no other God but Allah and that Muslims should devote their lives to this God.

Hijra

In 622, Muhammad travelled from Mecca to Medina with his supporters. This journey became known as the Hijra (also spelled Hegira or Hijrah), and marks the beginning of the Islamic calendar.

Some seven years later, Muhammad and his many followers returned to Mecca and conquered the region. He continued to preach until his death in 632.

Abu Bakr

After Muhammad's passing, Islam began to spread rapidly. A series of leaders, known as caliphs, became successors to Muhammad. This system of leadership, which was run by a Muslim ruler, became known as a caliphate.

The first caliph was Abu Bakr, Muhammad's father-in-law and close friend.

Abu Bakr died about two years after he was elected and was succeeded in 634 by Caliph Umar, another father-in-law of Muhammad.

Caliphate System

When Umar was assassinated six years after being named caliph, Uthman, Muhammad's son-in-law, took the role.

Uthman was also killed, and Ali, Muhammad's cousin and son-in-law, was selected as the next caliph.

During the reign of the first four caliphs, Arab Muslims conquered large regions in the Middle East, including Syria, Palestine, Iran and Iraq. Islam also spread throughout areas in Europe, Africa, and Asia.

The caliphate system lasted for centuries and eventually evolved into the Ottoman Empire, which controlled large regions in the Middle East from about 1517 until 1917, when World War I ended the Ottoman reign.

Sunnis and Shiites

When Muhammad died, there was debate over who should replace him as leader. This led to a schism in Islam, and two major sects emerged: the Sunnis and the Shiites.

Sunnis make up nearly 90 percent of Muslims worldwide. They accept that the first four caliphs were the true successors to Muhammad.

Shiite Muslims believe that only the caliph Ali and his descendants are the real successors to Muhammad. They deny the legitimacy of the first three caliphs. Today, Shiite Muslims have a considerable presence in Iran, Iraq and Syria.



Other Types of Islam

Other, smaller Muslim denominations within the Sunni and Shiite groups exist. Some of these include:

- **Wahhabi:** This Sunni sect, made up of members of the Tameem tribe in Saudi Arabia, was founded in the 18th century. Followers observe an extremely strict interpretation of Islam that was taught by Muhammad bin Abd al-Wahhab.
- **Alawite:** This Shiite form of Islam is prevalent in Syria. Followers hold similar beliefs about the caliph Ali but also observe some Christian and Zoroastrian holidays.
- **Nation of Islam:** This mostly African-American, Sunni sect was founded in the 1930s in Detroit, Michigan.
- **Kharijites:** This sect broke from the Shiites after disagreeing over how to select a new leader. They are known for radical fundamentalism, and today are called Ibadis.

Quran

The Quran (sometimes spelled Qur'an or Koran) is considered the most important holy book among Muslims.

It contains some basic information that is found in the Hebrew Bible as well as revelations that were given to Muhammad. The text is considered the sacred word of God and supercedes any previous writings.

Most Muslims believe that Muhammad's scribes wrote down his words, which became the Quran. (Muhammad himself was never taught to read or write.)

The book is written with Allah as the first person, speaking through Gabriel to Muhammad. It contains 114 chapters, which are called surahs.

Scholars believe the Quran was compiled shortly after Muhammad's death, under the guidance of Caliph Abu Bakr.

Islamic Calendar

The Islamic calendar, also called the Hijra calendar, is a lunar calendar used in Islamic religious worship. The calendar began in the year 622 A.D., celebrating the journey of Muhammad from Mecca to Medina.

The Islamic calendar indicates the proper days of Islamic holidays and celebrations, including the period of fasting and prayer known as Ramadan, which occurs during the ninth month of the calendar.

Islam Symbols

As in many religions, there is no single image or symbol of Islam that is universally accepted by all Muslims worldwide.

The crescent moon and star has been adopted in some predominantly Muslim countries as a symbol of Islam, though the crescent moon and star image is believed to pre-date Islam and was originally a symbol of the Ottoman Empire.



In some other applications, such as the International Red Cross and Red Crescent humanitarian aid movement, a red crescent indicates that followers of Islam are respected and treated accordingly.

The colour green is also sometimes associated with Islam, as it was reportedly a favourite colour of Muhammad's and is often featured prominently in the flags of predominantly Muslim countries.

Five Pillars of Islam

Muslims follow five basic pillars that are essential to their faith. These include:

- **Shahada:** to declare one's faith in God and belief in Muhammad
- **Salat:** to pray five times a day (at dawn, noon, afternoon, sunset, and evening)
- **Zakat:** to give to those in need
- **Sawm:** to fast during Ramadan
- **Hajj:** to make a pilgrimage to Mecca at least once during a person's lifetime if the person is able

Sharia Law

Islam's legal system is known as Sharia Law. This faith-based code of conduct directs Muslims on how they should live in nearly every aspect of their lives.

Sharia law requires men and women to dress modestly. It also outlines marriage guidelines and other moral principles for Muslims.

If crimes are committed, Sharia law is known for its harsh punishments. For example, the punishment for theft is amputating a person's hand. Adultery can carry the penalty of death by stoning. However, many Muslims do not support such extreme measures.

Muslim Prayer

The prophet Muhammad is credited with building the first mosque in the courtyard of his house in Medina. Mosques today follow some of the same principles he established in 622 A.D.

Muslim prayer is often conducted in a mosque's large open space or outdoor courtyard. A mihrab is a decorative feature or niche in the mosque that indicates the direction to Mecca, and therefore the direction to face during prayer.

Men and women pray separately, and Muslims may visit a mosque five times a day for each of the prayer sessions. In addition to hosting prayers, mosques often function as public gathering places and social centers.

Muslim Holidays

The two major Muslim holidays are:

Eid al-Adha: celebrates the Prophet Abraham's willingness to sacrifice his son for Allah.



Eid al-Fitr: marks the end of Ramadan—the Islamic holy month of fasting.

Muslims also celebrate other holidays, such as the Islamic New Year and the birth of Muhammad.

Islam Today

In recent years, Islam's supposed association with terrorism and mass murder has sparked a political debate in many countries. The controversial term "radical Islam" has become a well-known label to describe the religion's connection to acts of violence.

While some Muslims use their faith to justify terrorism, the vast majority do not. In fact, Muslims are frequently victims of violence themselves.

Recent surveys have found that in countries with high Muslim populations, the majority of Muslims have overwhelmingly negative views of terrorist groups like ISIS.

While Muslims aim to clear up misconceptions about their faith, the religion continues to spread rapidly. Today, Islam is the world's fastest growing religion. Experts predict Islam will surpass Christianity as the largest religion by the end of the century.

Dargahs-tourist attractions

A Dargah is a Sufi shrine built over the grave of a revered religious figure, often a Sufi saint or dervish. Muslims may visit a shrine as a form of pilgrimage known as *ziyarat*. Dargahs are often associated with Sufi meeting rooms and hostels, called *khanqah* or hospices. These may include a mosque, meeting rooms, Islamic religious schools (*madrassas*), residences for a teacher or caretaker. The term *dargah* is derived from a Persian word which can mean, among other uses, "portal" or "threshold". Some Sufis and other Muslims believe that dargahs are portals by which they can invoke the deceased saint's intercession and blessing (*tasawwuf*). Still others hold a less supernatural view of dargahs, and simply visit it for a paying their respects to the pious individual or to pray at the site for perceived spiritual benefits. Musical offerings to dervishes and sheikhs in the presence of the devout at these shrines, usually on the occasion of *Urs*, gave rise to musical genres like *Qawwali* and *Kafi*, wherein Sufi poetry is accompanied by music and sung as an offering to a *murshid*, a type of Sufi spiritual instructor. This makes Dargahs a natural choice as tourist attraction irrespective of religion and cultural differences. People from all parts of the world irrespective of caste, creed and religion visit the Dargah and pray for the fulfilment of their wishes by the blessings of the Saint. India is a home of thousands of Dargahs. In this lesson, Dargahs of international repute have been described.

The Most Popular Dargahs in India

Pir Haji Ali Shah Bukhari, Mumbai: Haji Ali Dargah is one of Mumbai's most famous and prestigious landmarks situated in the middle of the Arabian Sea.

As per its objectives all necessary rituals are performed as per Islamic traditions, and *Niyaaz* (Food / Sweets) is distributed to all devotees, visitors and fakirs. A special

CLASS-12

Tourism



Notes

programme of Milad and prayers is held on the 16th of every Islamic Month after Namaaz-e-Isha (17th Shab) in remembrance of the Urs of Pir Haji Ali Shah Bukhari. The Trust distributes Niyaz to all present. The Dargah of Hazrat Sheikh Alauddin Ali Ahmed, is known as Sabir Dargah, Kaliyar Roorkee (Uttarakhand): The Dargah of Hazrat Shaikh Alauddin Sabir Kaliyari is in Roorkee, in the Haridwar district. He was a Sufi revered by both Hindus and Muslims. The Dargah has been in existence for about 800 years where his Urs are celebrated by millions of people every year in Kaliyar. Khwaja Moin-ud-din Chisti's Ajmer: The Dargah Sharif is situated in the heart of the city of Ajmer and is easily accessible from all parts of the country. The best time to pay a visit to the Dargah is between the months of October to March when the weather is cool in Rajasthan. The annual Urs fair in the Dargah is the most celebrated occasion of the city that attracts thousands of pilgrims from all over the world. It is the occasion when the Dargah is decorated at its best and the whole environment turns festive.

Hazrat Nizamuddin Aulia Dargah at Delhi has the annual Urs which is held every year to celebrate the memory of one whose mysticism was not mysterious. This is the reason why the common masses then and now call him the beloved of God. Other tombs include the grave of Jahanara, the daughter of Shah Jahan, Amir Khusrau, a renowned poet, Ziauddin Barani, a famous historian (14th century) and the tomb of the noble Inayat Khan, a favourite of Emperor Humayun and his son, Emperor Akbar.

It is more than 500 years old and is topped by a golden dome and flanked by 5 minarets. A prominent five-acre dargah, a Muslim shrine dedicated to the 16th century saint Nagore Andavar serves as a pilgrim center. The 14-day Kandhuri Urs also spelled Kandoori or Kandhoori festival, dedicated to the saint, is held here annually. Popular Dargahs in India Here we have listed some popular Dargahs. You can also locate some other dargahs.

1. Qutbuddin Bakhtiar Kaki's Dargah
2. Tomb of Salim Chisti
3. Erwadi
4. Shaikh Chirag Delhi's Dargah
5. Karseri
6. Kattupalli
7. Kazimar Big Mosque
8. Madurai Maqbara
9. Manamadurai Maqbara
10. Meesal Kilavaneri
11. Meher Ali Shah
12. Melakkal Kanavai
13. Muthupet Dargah
14. Nagore Dargah
15. Pallichandai Silaiman



16. Peer Mohammed Dargah
17. Piran Kaliyar Sharif
18. Sundaramudayan
19. Thachoorani
20. Thiruparankundram
21. Thirurvedagam
22. Vaippar
23. Valinokkam
24. Charar-e Shareef

Christianity in India

Christianity is the third most followed religion in India, mostly concentrated in the far south and Mumbai. The most prominent denomination of Christianity in India is Roman Catholicism, but there are also localised Christian churches (such as the Church of North India and the Church of South India). Converts to Christianity have come mainly from traditionally disadvantaged minorities such as lower castes and tribal groups.

Christianity is the most widely practiced religion in the world, with more than 2 billion followers. The Christian faith centers on beliefs regarding the birth, life, death and resurrection of Jesus Christ. While it started with a small group of adherents, many historians regard the spread and adoption of Christianity throughout the world as one of the most successful spiritual missions in human history.

Christianity Beliefs

Some basic Christian concepts include:

- Christians are monotheistic, i.e., they believe there's only one God, and he created the heavens and the earth. This divine Godhead consists of three parts: the father (God himself), the son (Jesus Christ) and the Holy Spirit.
- The essence of Christianity revolves around the life, death and Christian beliefs on the resurrection of Jesus. Christians believe God sent his son Jesus, the messiah, to save the world. They believe Jesus was crucified on a cross to offer the forgiveness of sins and was resurrected three days after his death before ascending to heaven.
- Christians contend that Jesus will return to earth again in what's known as the Second Coming.
- The Holy Bible includes important scriptures that outline Jesus's teachings, the lives and teachings of major prophets and disciples, and offer instructions for how Christians should live.
- Both Christians and Jews follow the Old Testament of the Bible, but Christians also embrace the New Testament.
- The cross is a symbol of Christianity.
- The most important Christian holidays are Christmas (which celebrates the birth of Jesus) and Easter (which commemorates the resurrection of Jesus).



Notes

Who was Jesus?

Most historians believe that Jesus was a real person who was born between 2 B.C. and 7 B.C. Much of what scholars know about Jesus comes from the New Testament of the Christian Bible.

According to the text, Jesus was born to a young Jewish virgin named Mary in the town of Bethlehem, south of Jerusalem in modern-day Palestine. Christians believe the conception was a supernatural event, with God impregnating Mary via the Holy Spirit.

Very little is known about Jesus's childhood. Scriptures reveal that he grew up in Nazareth, he and his family fled persecution from King Herod and moved to Egypt, and his "earthly" father, Joseph, was a carpenter.

Jesus was raised Jewish, and according to most scholars, he aimed to reform Judaism—not create a new religion.

When he was around 30 years old, Jesus started his public ministry after being baptized in the Jordan River by the prophet known as John the Baptist.

For about three years, Jesus travelled with 12 appointed disciples (also known as the 12 apostles), teaching large groups of people and performing what witnesses described as miracles. Some of the most well-known miraculous events included raising a dead man named Lazarus from the grave, walking on water and curing the blind.

Jesus's Teachings

Jesus used parables—short stories with hidden messages—in his teachings.

Some of the main themes that Jesus taught, which Christians later embraced, include:

- Love God.
- Love your neighbour as yourself.
- Forgive others who have wronged you.
- Love your enemies.
- Ask God for forgiveness of your sins.
- Jesus is the Messiah and was given the authority to forgive others.
- Repentance of sins is essential.
- Don't be hypocritical.
- Don't judge others.
- The Kingdom of God is near. It's not the rich and powerful—but the weak and poor—who will inherit this kingdom.

In one of Jesus's most famous speeches, which became known as the Sermon on the Mount, he summarized many of his moral instructions for his followers.

Jesus's Death and Resurrection

Daniela Cammilli for Alinari/Alinari Archives, Florence-Reproduced with the permission of Ministero per i Beni e le Attività Culturali/Alinari via Getty Images



Notes

Many scholars believe Jesus died between 30 A.D. and 33 A.D., although the exact date is debated among theologians.

According to the Bible, Jesus was arrested, tried and condemned to death. Roman governor Pontius Pilate issued the order to kill Jesus after being pressured by Jewish leaders who alleged that Jesus was guilty of a variety of crimes, including blasphemy.

Jesus was crucified by Roman soldiers in Jerusalem, and his body was laid in a tomb. According to scripture, three days after his crucifixion, Jesus's body was missing. In the days after Jesus's death, some people reported sightings and encounters with him. Authors in the Bible say the resurrected Jesus ascended into Heaven.

The Christian Bible

The Christian Bible is a collection of 66 books written by various authors. It's divided into two parts: The Old Testament and the New Testament.

The Old Testament, which is also recognized by followers of Judaism, describes the history of the Jewish people, outlines specific laws to follow, details the lives of many prophets, and predicts the coming of the Messiah.

The New Testament was written after Jesus's death. The first four books—Matthew, Mark, Luke and John—are known as the “Gospels,” which means “good news.” These texts, composed sometime between 70 A.D. and 100 A.D., provide accounts of the life and death of Jesus.

Letters written by early Christian leaders, which are known as “epistles,” make up a large part of the New Testament. These letters offer instructions for how the church should operate.

The Acts of the Apostles is a book in the New Testament that gives an account of the apostles' ministry after Jesus's death. The author of Acts is the same author as one of the Gospels—it is effectively “part two” to the Gospels, what happened after Jesus's death and resurrection.

The final book in the New Testament, Revelation, describes a vision and prophecies that will occur at the end of the world, as well as metaphors to describe the state of the world.

History of Christianity

According to the Bible, the first church organized itself 50 days after Jesus's death on the Day of Pentecost—when the Holy Spirit was said to descend onto Jesus's followers.

Most of the first Christians were Jewish converts, and the church was centered in Jerusalem. Shortly after the creation of the church, many Gentiles (non-Jews) embraced Christianity.

Early Christians considered it their calling to spread and teach the gospel. One of the most important missionaries was the apostle Paul, a former persecutor of Christians.

Paul's conversion to Christianity after he had a supernatural encounter with Jesus is described in Acts of the Apostles. Paul preached the gospel and established churches throughout the Roman Empire, Europe and Africa.

*Notes*

Many historians believe Christianity wouldn't be as widespread without the work of Paul. In addition to preaching, Paul is thought to have written 13 of the 27 books in the New Testament.

Persecution of Christians

Early Christians were persecuted for their faith by both Jewish and Roman leaders. In 64 A.D., Emperor Nero blamed Christians for a fire that broke out in Rome. Many were brutally tortured and killed during this time.

Under Emperor Domitian, Christianity was illegal. If a person confessed to being a Christian, he or she was executed.

Starting in 303 A.D., Christians faced the most severe persecutions to date under the co-emperors Diocletian and Galerius. This became known as the Great Persecution.

Constantine Embraces Christianity

When Roman Emperor Constantine converted to Christianity, religious tolerance shifted in the Roman Empire.

During this time, there were several groups of Christians with different ideas about how to interpret scripture and the role of the church.

In 313 A.D., Constantine lifted the ban on Christianity with the Edict of Milan. He later tried to unify Christianity and resolve issues that divided the church by establishing the Nicene Creed.

Many scholars believe Constantine's conversion was a turning point in Christian history.

The Catholic Church

In 380 A.D., Emperor Theodosius I declared Catholicism the state religion of the Roman Empire. The Pope, or Bishop of Rome, operated as the head of the Roman Catholic Church.

Catholics expressed a deep devotion for the Virgin Mary, recognized the seven sacraments, and honoured relics and sacred sites.

When the Roman Empire collapsed in 476 A.D., differences emerged among Eastern and Western Christians.

In 1054 A.D., the Roman Catholic Church and the Eastern Orthodox church split into two groups.

The Crusades

Between about 1095 A.D. and 1230 A.D., the Crusades, a series of holy wars, took place. In these battles, Christians fought against Islamic rulers and their Muslim soldiers to reclaim holy land in the city of Jerusalem.

The Christians were successful in occupying Jerusalem during some of the Crusades, but they were ultimately defeated.

After the Crusades, the Catholic Church's power and wealth increased.



Notes

The Reformation

In 1517, a German monk named Martin Luther published 95 Theses—a text that criticized certain acts of the Pope and protested some of the practices and priorities of the Roman Catholic church.

Later, Luther publicly said that the Bible didn't give the Pope the sole right to read and interpret scripture.

Luther's ideas triggered the Reformation—a movement that aimed to reform the Catholic church. As a result, Protestantism was created, and different denominations of Christianity eventually began to form.

Types of Christianity

Christianity is broadly split into three branches: Catholic, Protestant and (Eastern) Orthodox.

The Catholic branch is governed by the Pope and Catholic bishops around the world. The Orthodox (or Eastern Orthodox) is split into independent units each governed by a Holy Synod; there is no central governing structure akin to the Pope.

There are numerous denominations within Protestant Christianity, many of which differ in their interpretation of the Bible and understanding of the church.

Some of the many denominations that fall under the category of Protestant Christianity include:

- Baptist
- Episcopalian
- Evangelist
- Methodist
- Presbyterian
- Pentecostal/Charismatic
- Lutheran
- Anglican
- Evangelical
- Assemblies of God
- Christian Reform/Dutch Reform
- Church of the Nazarene
- Disciples of Christ
- United Church of Christ
- Mennonite
- Christian Science
- Quaker
- Seventh-Day Adventist

Although the many sects of Christianity have differing views, uphold separate traditions and worship in distinct ways, the core of their faith is centred around the life and teachings of Jesus.



SUMMARY

Guru Nanak, founder of the Sikh faith, was born in Talwandi, near Lahore in Pakistan in 1469. He was one of the greatest saints of the Bhakti movement. The word 'Sikh' is derived from the Sanskrit word Shishya, meaning a disciple. The worship places of Sikhs are known as the Takhts which literally means 'the seat of the divine power' and Gurudwara stands for 'the doorway to the master' in India, there are several Gurudwaras but only five Takhts. Islam is a monotheistic religion. The literal meaning of Islam is 'Peace and Submission'. Islam as a religion was established by Hazrat Mohammad in Mecca in 570 CE. A Dargah is a Sufi shrine built over the grave of a revered religious figure, often a Sufi saint or dervish. One of the great religions of the world is Christianity. It is based on the teachings of Jesus Christ.

EXERCISE

MCQ

1. Which is the union territory with highest proportion of scheduled castes as per 2001 census?

- | | |
|---------------|----------------|
| a) Chandigarh | b) D&N Haveli |
| c) Puducherry | d) Lakshadweep |

ANSWER: a) Chandigarh

2. Which is the union territory with lowest proportion of scheduled castes as per 2001 census?

- | | |
|---------------|----------------|
| a) Chandigarh | b) D&N Haveli |
| c) Puducherry | d) Lakshadweep |

ANSWER: b) D&N Haveli

3. Which is the state with highest proportion of scheduled tribes as per 2001 census?

- | | |
|-----------------|-----------|
| a) Chhattisgarh | b) Goa |
| c) Mizoram | d) Punjab |

ANSWER: c) Mizoram

4. Which is the state with lowest proportion of scheduled tribes as per 2001 census?

- | | |
|-----------------|-----------|
| a) Chhattisgarh | b) Goa |
| c) Mizoram | d) Punjab |

ANSWER: b) Goa

5. Which is the youngest religion?

- | | |
|-----------------|-------------|
| a) Christianity | b) Hinduism |
| c) Buddhism | d) Sikhism |

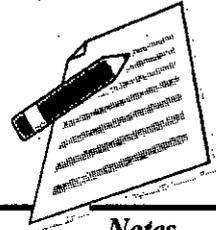
ANSWER: d) Sikhism

Review Questions

1. Describe the teachings of Sikhism.
2. Give a brief account of Sikh Heritages.
3. Discuss the main features of Islamic Culture.
4. Describe the most popular Islamic Heritage sites available to Tourists in India.
5. Discuss the main features of the Christian Culture and Traditions in India.
6. Describe any five most popular and significant Christian Heritage sites in India.

CLASS-12

Tourism



Notes



Notes

1

NATURAL TOURIST ATTRACTIONS IN INDIA

- Understand the concept of Tourist.
- Discuss the components of Indian Nature.
- Describe the natural tourist attractions in India.
- Discuss the physical features of India.

Objective of the chapter:

The basic objective of this chapter is to through some light on the initial concepts of Indian nature so that the natural tourist attractions in India can be learned.

Introduction

The physical features of India are grouped under the following physiographic divisions :

1. The Himalayan Mountains
2. The Northern Plains
3. The Peninsular Plateau
4. The Indian Desert
5. The Coastal Plains
6. The Islands

The Himalayan Mountains

Himalayan mountains are stretched over the northern borders of India. These mountain ranges run in a west-east direction from the Indus to the Brahmaputra. The Himalaya consists of 3 parallel ranges in its longitudinal extent.

1. The northern-most range is known as the **Great or Inner Himalayas or the Himadri**. It is the most continuous range consisting of the loftiest peaks with an average height of 6,000 metres.
2. The folds of the Great Himalayas are asymmetrical in nature. The core of this part of Himalayas is composed of granite.
3. The range lying to the south of the Himadri forms the most rugged mountain system and is known as **Himachal or lesser Himalaya**.
4. Pir Panjal range forms the longest and the most important range.
5. The outermost range of the Himalayas is called the **Shivaliks**. These ranges are composed of unconsolidated sediments.



6. The longitudinal valley lying between lesser Himalaya and the Shiwaliks are known as **Duns**. Dehradun, Kotli Dun and Patli Dun are some of the well-known Duns.

The Himalayas have also been divided on the basis of regions from west to east.

1. The part of Himalayas lying between Indus and Sutlej has been traditionally known as Punjab Himalaya but it is also known regionally as Kashmir and Himachal Himalaya from west to east, respectively.
2. The part of the Himalayas lying between Sutlej and Kali rivers is known as **Kumaon Himalayas**.
3. The Kali and Teesta rivers divide the Nepal Himalayas and the part lying between Teesta and Dihang rivers is known as **Assam Himalayas**.
4. The Brahmaputra marks the eastern-most boundary of the Himalayas.
5. Beyond the Dihang gorge, the Himalayas bend sharply to the south and spread along the eastern boundary of India, which is known as the **Purvachal or the Eastern hills and mountains**. The Purvachal comprises the Patkai hills, the Naga hills, the Manipur hills and the Mizo hills.

The Northern Plain

The northern plain has been formed by the interplay of the 3 major river systems – the Indus, the Ganga and the Brahmaputra along with their tributaries. It spreads over an area of 7 lakh sq. km.

The Northern Plain is broadly divided into 3 sections as mentioned below:

1. The Western part of the Northern Plain is referred to as the **Punjab Plains**. This plain is formed by the Indus and its tributaries – the Jhelum, the Chenab, the Ravi, the Beas and the Sutlej.
2. The **Ganga plain** extends between Ghaggar and Teesta rivers. It is spread over the states of North India, Haryana, Delhi, U.P., Bihar, partly Jharkhand and West Bengal.
3. **Brahmaputra plain** lies in the state of Assam.

According to the variations in elevation points, the Northern plains can be divided into 4 regions.

1. The rivers, after descending from the mountains, deposit pebbles in a narrow belt of about 8 to 16 km in width lying parallel to the slopes of the Shiwaliks, which is known as **bhabar**. All the streams disappear in this bhabar belt.
2. The streams and rivers re-emerge and create a wet, swampy and marshy region known as **terai**.
3. The largest part of the northern plain is formed of older alluvium. It lies above the floodplains of the rivers and presents a terracelike feature which is known as **bhangar**.
4. The soil in the bhangar region contains calcareous deposits and is known as **kankar**. The newer, younger deposits of the floodplains are called **khadar**.



The Peninsular Plateau

The Peninsular plateau is a tableland composed of the old crystalline, igneous and metamorphic rocks. It was formed due to the breaking and drifting of the Gondwana land. One of the distinct features of the Peninsular plateau is the black soil area known as **Deccan Trap**.

This plateau consists of 2 divisions:

1. **The Central Highlands:** The part of the Peninsular plateau lying to the north of the Narmada river, covering a major area of the Malwa plateau, is known as the Central Highlands. The eastward extensions of this plateau are locally known as the Bundelkhand and Baghelkhand.
2. **The Deccan Plateau:** It is a triangular landmass that lies to the south of the river Narmada. An extension of the Plateau is also visible in the northeast, which is known as the Meghalaya, Karbi-Anglong Plateau and North Cachar Hills.

The Western Ghats and the Eastern Ghats mark the western and the eastern edges of the Deccan Plateau respectively.

| Western Ghats | Eastern Ghats |
|---|--|
| Western Ghats lie parallel to the western coast. | The Eastern Ghats stretch from the Mahanadi Valley to the Nigris in the South. |
| They are continuous and can be crossed through passes only. | They are discontinuous and irregular. They can be dissected by rivers draining into the Bay of Bengal. |
| They are higher than the Eastern Ghats. Their average elevation is 900-1600 metres. | Their average elevation is 600 metres. |
| Anamudi is the highest peak in the Western Ghats. | Mahendragiri (1,501 metres) is the highest peak in the Eastern Ghats. |

The Indian Desert

The Indian desert lies towards the western margins of the Aravalli Hills.

- It is a sandy plain covered with sand dunes.
- This region receives very low rainfall below 150 mm per year.
- It has a dry climate with low vegetation cover.

The Coastal Plains

A coastal plain is a flat, low-lying piece of land next to the ocean. To the east and west of the peninsular plateau, 2 narrow strips of plain lands are found, which are respectively called Eastern Coastal Plain and Western Coastal Plain.



Eastern Coastal Plain

The Eastern Coastal Plains is a wide stretch of the landmass lying between the Eastern Ghats and the Bay of Bengal. In the northern part, it is referred to as the **Northern Circar**, while the southern part is known as the **Coromandel Coast**. Large rivers, such as the Mahanadi, the Godavari, the Krishna and the Kaveri have formed extensive delta on this coast. Lake Chilika is an important feature along the eastern coast.

Western Coastal Plain

The western coast is sandwiched between the Western Ghats and the Arabian Sea. It is a narrow plain and consists of 3 sections as mentioned below:

- The northern part of the coast is called the **Konkan** (Mumbai – Goa)
- The central stretch is called the **Kannad Plain**
- The southern stretch is referred to as the **Malabar coast**

The Islands

An island is a piece of sub-continental land that is surrounded by water. Lakshadweep Islands group is composed of small coral islands which were earlier known as Laccadive, Minicoy and Amindive.

The entire group of islands is divided into 2 broad categories:

1. The Andaman in the north
2. The Nicobar in the south

These islands lie close to the equator and experience equatorial climate and have thick forest cover.

The diverse physical features of India have immense future possibilities of development because of the following reasons.

- The mountains are the major sources of water and forest wealth.
- The northern plains are the granaries of the country. They provide the base for early civilisations.
- The plateau is a storehouse of minerals, which has played a crucial role in the industrialisation of India.
- The coastal region and island groups provide sites for fishing and port activities.

The Most Beautiful Places for Nature Lovers in India

The geographic terrain of India is rich and diverse, filled with lush green forests, scenic lakes, majestic mountain peaks, mosaics of grasslands, tropical beaches, and vast stretches of wilderness. From east to west, north to south, this South Asian country packs an assortment of treasures for nature lovers. Here is a rundown of some of the most beautiful places where you can be at one with nature.

Coorg, Karnataka

Famously known as the 'Scotland of India', Coorg is a tiny hill station located in Southern Karnataka in the lap of Western Ghats. This place is irresistible with its lush

CLASS-12

Tourism



Notes

coffee plantations, stunning landscapes, quaint villages, refreshing weather, cascading waterfalls, like Abbey and Iruppu falls, and a diversity of flora and fauna at Nagarhole National Park and Talakaveri Wildlife Sanctuary. It is a perfect place if you're looking to escape the monotony of daily life and get close to nature.

Khajjiar, Himachal Pradesh

Commonly known as the 'Mini Switzerland of India', Khajjiar sits at over 1981 meters (6500 feet) and is synonymous with picturesque beauty. Dense forest, swathes of green meadows and beautiful snow-capped mountain vistas make it an ideal destination for nature lovers. Visitors can partake of adventure activities, like zorbing, trekking, paragliding and horse-riding, and the must-visit sites include the Kalatop Wildlife Sanctuary that is home to exotic flora and fauna, Khajji Naga Temple that dates back to the 12th century, and the Khajjiar Lake set at 1920 meters and encircled by hills, grasslands and deodar forests..

Pithoragarh, Uttarakhand

Located in the eastern district of Uttarakhand, Pithoragarh boasts of irresistible natural beauty, high altitude grasslands and historic charm. It is the starting point for treks to the holy shrines of Kailash and Mansarovar. And, the panoramic views of the mighty peaks of Nanda Devi, Appi of Nepal and Panchachuli are clearly visible from this place. Some of the tourist spots include the Pithoragarh Fort, Askot Sanctuary that is home to a wide range of flora and fauna, and Kafni Glacier Trek, among many others. And, visitors can also indulge in adventure activities, like hiking, skiing, canoeing, kayaking and fishing. This tiny place is an ideal place for those looking for a nature retreat.

Kaas Plateau, Maharashtra

Another ethereal beauty is the Kaas Plateau, which is a UNESCO World Biodiversity Site. It attracts visitors with more than 850 different and unique species of flowering plants. When these flowering plants are in full bloom in the months of August-September, its beauty is incomparable. Being relatively undiscovered, you can experience this beauty in utmost serenity and breathe in the fresh, unpolluted air.

Munnar, Kerala

Spend some "me" time in nature's lap in Munnar, a hill station famous for its tea and spice plantations. Camping, parasailing, birdwatching, trekking, wildlife spotting, fishing, boating and rock climbing are the popular activities here. Some of the must-visit attractions include Echo Point, and Kundala Lake where you can enjoy boating and shikara rides amidst the natural beauty and views of rolling hills; Devikulam is home to an assortment of temples, Attakud waterfall and Anamudi Peak, among many others. For tea lovers, there's a Tata Tea Museum where you can learn about the history of tea and its processing.



Valley of Flowers, Uttarakhand

Nestled in the Nanda Devi Biosphere, the Valley of Flowers is the most attractive place in Uttarakhand. Every inch of this place is blessed with unparalleled natural beauty in the form of endemic alpine flowers and diversity of flora, including medicinal herbs. Besides, it is also home to a variety of endangered species of animals, including the snow leopard, Asiatic black bear, blue sheep and musk deer, to name a few. Also, there are a host of gushing waterfalls and streams in this scenic valley. You need to trek to this beautiful valley, so be aware that July to September is the only time when trekking is allowed here.

Chail, Himachal Pradesh

Sitting amid the Shivalik hills, Chail is a peaceful and secluded hill station that once served as a summer retreat for the Maharaja of Patiala. Surrounded by deodar and pine forests and replete with spectacular views of the mountains, this place is a delight for nature lovers and photographers. A visit to Sadhupul lake, Chail Palace, Kali temple and the Chail Wildlife Sanctuary is a must when in Chail.

Ziro, Arunachal Pradesh

Unscathed by modern civilization, the Ziro in north-eastern India is blessed with abundant natural beauty. Vast expanses of paddy fields, rolling green hills with abundant flora, quaint villages and its virgin beauty attract many nature lovers. Besides, this place is also a treat for adventure seekers, trekkers and wildlife explorers. Some of the must-visit attractions include Talley Valley Wildlife Sanctuary that is home to a variety of exotic flora and fauna, Kile Pakho where you can soak in the natural beauty, and Dolo Mando and Midey are trekkers' paradise.

Araku, Andhra Pradesh

The vast grasslands, rose gardens of varying hues, coffee fields, fruit-laden orchards, gushing waterfalls, and the diversity of flora and fauna mean Araku Valley is a spot with prolific scenic beauty. The famous attractions here include coffee plantations, Padmapuram botanical garden, a Tribal museum that features tribal lifestyle and handicrafts, and waterfalls, like Sangda falls, Dumbriguda falls and Katiki falls. Also, the natural Borra Caves situated near the valley are a must visit.

Dzukou Valley, Nagaland

Sandwiched between north-eastern states of Manipur and Nagaland, Dzukou Valley is home to lush green forest, mosaic of grasslands, flowers of varying hues, and an abundance of flora and fauna, making it a perfect spot to spend some time in the lap of Mother Nature. The Japfu hills add to the splendour of the place and make it a perfect spot for trekking. If you're not up for trekking, take a stroll among the ubiquitous flowers. This is home to a variety of flowers, including the rare and unique Dzukou lily, multi-coloured rhododendrons and aconitum. The best time to visit is



Notes

October to May. To reach the valley, you need to trek either from Zakhama village or Visvema village. Indian visitors need an inner line permit for Nagaland and foreign visitors must register themselves at the local state government office in Kohima or Dimapur, Nagaland.

Distribution of tourist places of India is as under

Places of tourist interest are so numerous and of varied nature that it is not easy to describe these places comprehensively. These include places of archaeological and historical importance, pilgrimage centres, sanctuaries and national parks, hill resorts, sea beaches, etc. (Fig. 30.4). They are distributed throughout the length and breadth of the country.

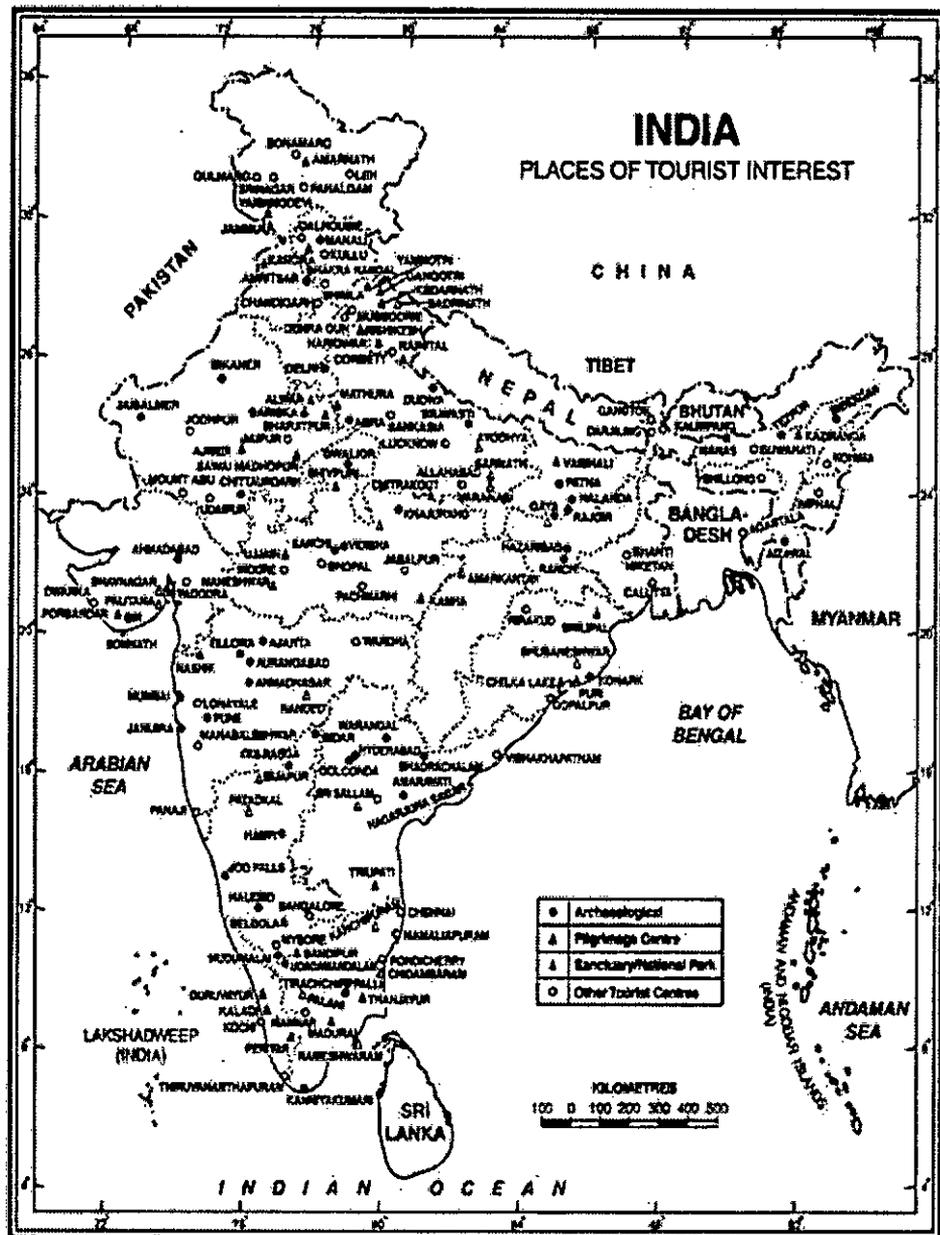


FIG. 30.4. India : Places of Tourist Interest



1. The Himalayan Region:

The Himalayan is at present, one of the main tourist destinations, not only in India but in the whole of South Asia. Its lofty peaks, snow clad ranges, lush green valleys, turbulent rivers and varied fauna and flora offer a large variety of tourist attractions, games and for hiking and trekking. The entire length of the Himalayas starting from Jammu and Kashmir in the west to Arunachal Pradesh and Meghalaya in the east is dotted with different types of tourist centres.

Srinagar, Gulmarg, Pahalgam, Patnitop, Jammu, Sonamarg, Amamath, Vaishno Devi and Leh are the important tourist centres of Jammu and Kashmir. In Himachal Pradesh, there are places like Shimla, Dalhousie, Kangra, Kullu-Manali, Chamba, Kasauli, etc. which attract tourists from far and wide.

In the adjoining Himalayan region of Uttaranchal are located famous religious places like Haridwar, Rishikesh, Kedarnath, Badrinath, Gangotri, Yamnotri, Gomukh, etc. Mussoone, Almora and Nainital are hill stations. The Valley of Flowers presents a unique site in the higher Himalayas. Corbett has the world-famous national park.

Towards the east are the famous hill resorts of Darjeeling, Mirik and Kalimpong in West Bengal, Gangtok in Sikkim and Shillong in Meghalaya. Some other places of tourist interest are Kohima in Nagaland, Imphal in Manipur, Aizawl in Mizoram and Agartala in Tripura. At the foothills in Assam are Mannas sanctuary, Soni-Rupa sanctuary and Pabha sanctuary for protection of animals like one homed rhinoceros, wild buffaloes, etc.

2. The Great Plain of North India:

Although monotonous from the view point of relief, this vast plain extends from the sandy stretches of Rajasthan in the west to the Sundarbans in the east and possesses a large number of tourist places. These places are of historical, archaeological, religious and industrial importance. It includes large parts of Rajasthan, Punjab, Haryana, Uttar Pradesh, Bihar, West Bengal and Assam, besides the union territories of Delhi and Chandigarh.

The whole of Rajasthan is famous for its palaces, forts, religious places and above all the vast stretches of sand dunes. More than half of the state to the west of the Aravalli Range forms part of the Great Plain of North India. Here, Jaisalmer has become very popular during the recent years.

Along with Jodhpur and Bikaner, it forms the famous desert triangle. In Punjab, Amritsar is an important seat of Sikh religion. Jalandhar, Ludhiana, Patiala, Bhatinda and Sirhind are other tourist centres of Punjab. Haryana Tourism has developed several places as tourist centres.

It has almost all sorts of tourist attractions including historical and administrative buildings, religious places, museums, parks and gardens, art galleries, etc. Chandigarh, the city beautiful, is one of the few planned cities of India. It is well known for its world-famous rock garden, rose garden and Sukhna Lake.



The plains of Uttar Pradesh present a grand mixture of Hindu and Islamic cultures. Mathura, Vrindaban, Allahabad, Varanasi, Ayodhya, Samath are the sacred cities of Hindu religion. Lucknow, Agra and Aligarh represent Islamic religion, culture and history.

Samath is an important Buddhist religious centre. Agra is known for its world-famous Taj Mahal. Any foreign tourist who visits Delhi makes it a definite point to visit the Taj at Agra. As a matter of fact, Delhi, Agra and Jaipur form the world-famous Golden Triangle. In the Bihar Plain are located Patna, Nalanda, Vaisali, Munger and Sitamarhi.

In West Bengal, Kolkata is the most important place. This is the capital of West Bengal and is the second largest metropolitan city of India, after Mumbai. Kolkata is often called the nerve centre of the entire eastern region.

Shanti Niketan is famous for being the work place of Nobel laureate Gurudev Rabindranath Tagore. Sundarbans, the abode of the Royal Bengal Tigers offers much to the tourists. Murshidabad, Malda and Bishnupur are historical centres. In the Assam plain are located Barpeta, Hajo, Tejpur, Sibsagar and Guwahati. Besides, Orang, Ladkhowa, Golaghat and Kaziranga have wild life sanctuaries.

3. The Peninsular Plateau and the Coastal Plains:

This is a vast area with varied types of physical and cultural landscape and offers wide choice to the tourists. It encompasses a large number of states like Gujarat, Maharashtra, Goa, Madhya Pradesh, Chhattisgarh, Jharkhand, Orissa, Andhra Pradesh, Karnataka, Tamil Nadu and Kerala and the union territories of Pondicherry, Daman and Diu and Dadra and Nagar Haveli. Besides it includes eastern parts of Rajasthan extending up to Aravalli range.

In Rajasthan there are several places of tourist interest along the Aravalli range and in areas to the east of this range. These include Jaipur, Ajmer, Chittorgarh, Udaipur, Mount Abu, Alwar, Sariska, Bharatpur, Dholpur, Bundi, Ranthambhor, Sawai Madhopur and many more.

Gujarat was ruled by princely states and is dotted by places of historical and cultural significance. Some of the important towns of this type are Vadodara, Rajkot, Jamnagar, Bhavnagar and Junagadh. Somnath and Dwarka are important places of Hindu religion.

Palitana is the sacred hill of Jains. Porbandar is famous for being the birth place of Mahatma Gandhi. Gir forest is the sanctuary for lions, the only of its kind in India. Ahmedabad is an important industrial and archaeological centre.

Maharashtra is very rich in tourist resorts. The state has the world-famous Ajanta, Ellora and Aurangabad Caves. There are about 1,545 caves created in India by followers of Buddhist-Hindu and Jain creed, out of which more than 1,200 caves are clustered in Deccan Trap formation of Western Maharashtra.

Panchaghani, Mahabaleshwar, Khandala, Lonavala and Matheran are important hill stations on the Western Ghats. The important among the cultural, historical and



religious centres are Pune, Nagpur, Nashik, Kolhapur, Aurangabad, Ahmednagar, Shirdi, Nanded, Wardha and Melghat. Above all, Mumbai is the commercial capital of India and offers several opportunities to tourists.

Goa is a picturesque land full of scenic beauty and abounding places of tourist interest. Tourism forms a major segment of Goa's economy, contributing over 16 per cent of the total earnings of the state. About 20 per cent Goans earn their livelihood directly and indirectly through tourism.

Nowhere in India, will a tourist find such a large number of tourist places, in such a small area as in Goa. Goa's forts, churches, temples, evergreen hills, winding rivers, bays, creeks and above all the pearl white palm fringed beaches would leave any visitor to the state spell bound.

Goa has more beaches than any other state of comparable size. Among the important beaches are Anjuna, Calangute, Kolva, Vagator, Kandoli, Betul and Palolen. The Western Ghats just touch the coast giving this area a unique combination of sea and hill topography of scenic beauty.

Madhya Pradesh is the state with varied landforms and a unique mixture of Indo-Aryan and the aboriginal cultures. As many as 125 places with potential for tourist attraction have been identified, out of which 16 major tourist places have been taken into account for development to attract foreign tourists.

They include places of different varieties such as historical and archaeological (Gwalior, Mandu, Khajuraho, Orchha, Sanchi, Udaigiri, Gyaraspur), natural setting (Marble rocks, Panchmarhi), religious (Amarkantak, Chitrakoot, Maheshwar, Ujjain) and wildlife (Bandhavgarh National Park, Kanha National Park and Shivpuri National Park). In Chhattisgarh, most of the places of tourist interest are in Bastar area.

The Chota Nagpur plateau of Jharkhand is a combination of mineral wealth, cultural heritage and natural beauty. Ranchi, Gunha, Dumka, Jamshedpur, Dhanbad, etc. are the main centres of tourist interest.

Orissa has several tourist centres. The major centres are Puri, Bhubaneswar, Cuttack, Konarka, Chilka Lake and Gopalpur beach. The other places are Baripada, Khiching, Bauda, Koraput, Bolangir, Jajpur and Udayagiri.

Andhra Pradesh attracts large number of tourists, both foreign and domestic, for its historical places like Hyderabad, Golconda Fort and Warangal and religious centres like Tirupati, Tirumala, Sri Kalahasti, Sri Sailam, Mahannadi and Mukhalingapuram. Besides, there are other tourist centres like Nagarjuna Sagar, Kolleru and Mangunapudi.

Karnataka is famous for its gardens, historical and religious places and natural beauty spots. The Brindavan Garden near Mysore could be the envy of any beautiful garden in the world. Bangalore, the garden city, is the capital of the state and is famous for many industries.

Some of the important historical and religious centres are Mysore, Bijapur, Gulbarga, Bidar, Nandi Hill, Shravan Belgola, Shrirangapattam, Chamundi, Belur, Halebid, Chitradurga, etc. Ranganthitto bird sanctuary, Bandipur and Dendilio wildlife sanctuary, Jog Falls on Sharavati River along with Madog Falls and Lushington falls and the beaches of Murudesvar, Maravanthe, Malpe, etc. are the other major tourist attractions.



Tamil Nadu is famous for its renowned temples at Rameshwaram, Madurai, Thanjavur, Tiruchchirappalli, Tiruvannamalai, Kanchipuram, etc. The state also boasts of famous hill stations like Udagamnadlam (Ooty), Kodaikanal, Coonoor and Yercaud.

The capital city of Chennai with its Marina beach and Golden beach and several religious and historical buildings, is a great tourist attraction. Kanniyakumari is the southern-most tip of the mainland of the country where waters of Arabian Sea, Bay of Bengal and Indian Ocean merge with one another. It is world famous for its Rock Memorial. Mudumalai, Annamalai and Mundanthurai have wildlife sanctuaries.

Kerala is not lagging behind with respect to tourism. The state is blessed with several places having buildings of historical and architectural importance, beautiful sea beaches, wildlife sanctuaries and some hill resorts. The main places of tourist interest are Thiruvananthapuram, Kochi, Alappuzha, Kannur, Thrissur, Kozhikode, Emakulam, Malayattoor, Idukki, Periyar, etc.

Among the union territories, Pondicherry has the famous Aurobindo Ashram along with some other places of historical and religious importance. Daman and Diu on the Arabian Sea coast have a beach and some religious and historical places.

4. Islands:

India has two groups of islands. They are having picturesque landscape and are fast becoming major tourist attractions. The Andaman and Nicobar Islands in the Bay of Bengal have beautiful beaches, lush green tropical rain forests and a vast variety of oceanic life in the blue seas surrounding them. Port Blair is the main tourist spot. The Lakshadweep group of islands is of coral origin and attracts tourists from far and wide places.

SUMMARY

India is divided into four major physiographic divisions. They are (a) Northern Mountains, (b) Great Northern Plains, (c) Peninsular Plateau and (d) Coastal Plains and Islands. All of them are very important for tourism perspectives. They provide great diversity in the country. The diversity may be seen as major attractions for tourism. The diversity is in terms of physiography, climate, culture and tradition, historical and cultural heritage. In fact, the greater diversity of the country provides immense opportunities for tourists to visit different places. Some areas are very suitable for scenic beauty and good for adventure tourism. Nature tourism is also very popular. One example may be the Himalayas. The desert of Rajasthan is also very rich in culture and tradition. The coastal area is very rich in beach tourism. Tourists from the country and outside the country prefer to visit. In the same way the islands are also very popular. The hills and the slope of the Himalayas are also great in demand as hill stations. Therefore, the greater diversity of the country provides greater opportunity for tourism. Hence, the proper accelerating policy of the government is encouraging tourism greatly in the country.

EXERCISE

CLASS-12

Tourism



Notes

MCQ

1. Which of the following statement is not true about Ellora's caves?
- A. Ellora caves are situated in Aurangabad (Maharashtra).
 - B. Ellora caves built by Kalachuri, Chalukya and Rashtrakuta dynasties.
 - C. Ellora caves made during the 6th and 9th centuries.
 - D. These caves are dedicated only to Hinduism.

Ans: D

2. Who takes care of Ellora caves?
- A. Government of Maharashtra
 - B. Archaeological Survey of India
 - C. Ministry of Culture
 - D. Ministry of Tourism

Ans: B

3. Where are The Elephanta Caves situated in India?
- A. Kerala
 - B. Tamil Nadu
 - C. Maharashtra
 - D. Madhya Pradesh

Ans: C

4. Which of the following is not true about elephant caves?
- A. In 1987, Elephanta Caves were designated a UNESCO World Heritage Site.
 - B. Caves are made from solid rock.
 - C. Portuguese renamed these caves as Elephanta
 - D. These caves are excavated during the 11th century.

Ans: D

5. Which of the following statement is not true about Sanchi Stupa?
- A. It is situated at Sanchi in Raisen district of Madhya Pradesh.
 - B. It is situated in Aurangabad district of Maharashtra
 - C. Sanchi tagged as the World Heritage site by UNESCO in 1989.
 - D. Stupa at Sanchi is the oldest stone composition in India and was originally commissioned by the emperor Bindusara.

Ans: D

Review Questions

1. Describe the different geographic regions of India.
2. How physiography of India promotes the tourism activities?
3. Write an account on tourist centers in India.



Notes

2

GROWTH AND PATTERNS OF TOURISM IN INDIA

- Understand the concept of Tourist.
- Discuss the types of tourist.
- Describe the growth of tourist in India.
- Discuss the pattern of tourist in India.

Objective of the chapter:

The basic objective of this chapter is to through some light on the initial concepts of tourist so that the growth and pattern of tourist in India can be learned.

Introduction

We have studied that there is a clear-cut difference between visitors and tourists. A person is not considered as an international tourist when he/ she goes and gets any job in the destination country. For example, like diplomats or armed forces do not qualify as international tourists. So, a tourist visits for various purposes which include recreation, holiday, leisure, health, study, religious faith, business, meeting with friends and relatives without any remunerative job.

There are two levels of tourists - Domestic and International Tourist.

International Tourist - A person visiting India on a foreign passport, stays at least 24 hours in India. The purpose of journey may be leisure, recreation, holiday, health, study, religious belief, sport, business, family, mission and meeting. But that person is not taking any remunerative assignment is called an international tourist.

Domestic Tourist - A person who travels within the country to a place other than his/her usual place of residence or work and stays in any accommodation for not less than 24 hours is known as a domestic tourist. The purpose should be holiday, leisure, sports, pilgrimage, religious belief, study, health and social functions. But, persons visiting their home town or native place on leave or a short visit for meeting relatives and friends, attending social and religious functions are not considered as tourist.

Other Types of Tourists

When we visit a place, we find different kinds of travellers. The aim of each traveller is different. Let us discuss the types of visitors



in recruiting old, handicapped, and minor individuals, minority group members, part-time employees and relatives of present employees. In addition, the recruitment policy may also involve the organisation system to be developed for implementing the recruitment programme and procedures to be employed. Explicitly, an organisational system is a function of the size of an enterprise. In smaller enterprises, there may be merely informal recruiting procedures and the line official may be responsible to handle this function along with their usual responsibilities. On the other hand, in larger organisations, there is usually a staff unit attached with personnel or an industrial relations department designated as employment or recruitment office. This specialisation of recruitment enables staff personnel to become highly skilled in recruitment techniques and their evaluation. However, recruitment remains the line responsibility as far as the personnel requisition forms are originated by the line personnel, who have also the final word in the acceptance or rejection of a particular applicant. Despite this, the staff personnel have adequate freedom in respect of sources of manpower to be tapped and the procedure to be followed for this purpose.

Recruitment policy covers the following areas:

- To prescribe the degree of emphasis. Inside the organisation or outside the organisation.
- To provide the weightage that would be given to certain categories of people such as local population, physically-handicapped personnel, personnel from scheduled castes/tribes and other backward classes.
- To prescribe whether the recruitment would be centralised or decentralised at unit levels.
- To specify the degree of flexibility with regard to age, qualifications, compensation structure and other service conditions.
- To prescribe the personnel who would be involved in recruitment process and the role of human resource department in this regard.
- To specify the budget for meeting the expenditures incurred in completing the recruitment process.

Prerequisites of a Good Recruitment Policy: The recruitment policy of an organisation must satisfy the following conditions:

- It should be in conformity with its general personnel policies;
- It should be flexible enough to meet the changing needs of an organisation;
- It should be so designed as to ensure employment opportunities for its employees on a long-term basis so that the goals of the organisation should be achievable; and it should develop the potentialities of employees;
- It should match the qualities of employees with the requirements of the work for which they are employed; and
- It should highlight the necessity of establishing job analysis.



1. Process of Recruitment

Recruitment process passes through the following stages:

Recruitment process begins when the personnel department receives requisitions for recruitment from any department of the company, The personnel requisitions contain details about the position to be filled, number of persons to be recruited, the duties to be performed, qualifications expected from the candidates, terms and conditions of employment and the time by which the persons should be available for appointment etc.

Locating and developing the sources of required number and type of employees.
Identifying the prospective employees with required characteristics.

Developing the techniques to attract the desired candidates. The goodwill of an organisation in the market may be one technique. The publicity about the company being a good employer may also help in stimulating candidates to apply. There may be others of attractive salaries, proper facilities for development etc.

Evaluating the effectiveness of recruitment process.

The explanation of these is described below:

1. **Recruitment Policy:** It specifies the objectives of recruitment and provides a framework for the implementation of the recruitment programme. It also involves the employer's commitment to some principles as to find and employ the best qualified persons for each job, to retain the most promising of those hired, etc. It should be based on the goals, needs and environment of the organisation.
2. **Recruitment Organisation:** The recruitment may be centralised like public sector banks or decentralised. Both practices have their own merits. The choice between the two will depend on the managerial philosophy and the particular needs of the organisation.
3. **Sources of Recruitment:** Various sources of recruitment may be classified as internal and external. These have their own merits and demerits.
4. **Methods of Recruitment:** Recruitment techniques are the means to make contact with potential candidates, to provide them necessary information and to encourage them to apply for jobs.
5. **Evaluation of Recruitment Programme:** The recruitment process must be evaluated periodically. The criteria for evaluation may consist of cost per applicant, the hiring ratio, performance appraisal, tenure of stay, etc. After evaluation, necessary improvements should be made in the recruitment programme.

2. Recruitment Policy

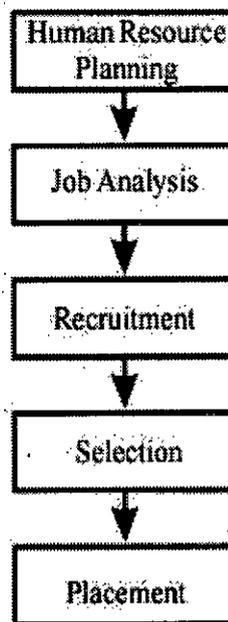
As Yoder et al observe recruitment policy spells out the objectives of the recruitment and provides a framework for implementations of the recruitment programme in the form of procedures. It may involve a commitment to broad principles such as filling vacancies with the best qualified individuals. The recruitment policy may embrace several issues such as the extent of promotion from within, attitudes of enterprise



According to Edwin B. Flippo, —Recruitment is the process of searching for prospective employees and stimulating them to apply for jobs in the organisation.□

According to Lord, —Recruitment is a form of competition. Just as corporations compete to develop, manufacture, and market the best product or service, so they must also compete to identify, attract and hire the most qualified people. Recruitment is a business, and it is a big business.□

In the words of Dale Yoder, —Recruiting is a process to discover the sources of manpower to meet the requirements of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force.



Recruitment to Human Resource Acquisition Process

Recruitment to Human Resource Acquisition Process

According to Werther and Davis, —Recruitment is the process of finding and attracting capable applicants for employment. The process begins when new recruits are sought and ends when their applications are submitted. The result is a pool of applicants from which new employees are selected.□

Dales S. Beach writes, —Recruitment is the development and maintenance of adequate manpower resources. It involves the creation of a pool of available labour upon whom the organisation can depend when it needs additional employees.□

Thus, recruitment process is concerned with the identification of possible sources of human resource supply and tapping those sources. In the total process of acquiring and placing human resources in the organisation, recruitment falls in between different sub-processes as shown in Figure 4.2.



3. There should be some centralization with respect to HRP responsibilities in order to have co-ordination between different levels of management.
4. Organization records must be complete, up to date and readily available.
5. Techniques used for HR planning should be those best suited to the data available and degree of accuracy required.
6. Data collection, analysis, techniques of planning and the plan themselves need to be constantly revised and improved in the light of experience.

Barriers to HRP

Human Resource Planners face significant barriers while formulating an HRP. The major barriers are elaborated below:

- 1) HR practitioners are perceived as experts in handling personnel matters, but are not experts in managing business. The personnel plan conceived and formulated by the HR practitioners when enmeshed with organizational plan, might make the overall strategic plan of the organization ineffective.
- 2) HR information often is incompatible with other information used in strategy formulation. Strategic planning efforts have long been oriented towards financial forecasting, often to the exclusion of other types of information. Financial forecasting takes precedence over HRP.
- 3) Conflict may exist between short term and long-term HR needs. For example, there can be a conflict between the pressure to get the work done on time and long-term needs, such as preparing people for assuming greater responsibilities. Many managers are of the belief that HR needs can be met immediately because skills are available on the market as long as wages and salaries are competitive. Therefore, long times plans are not required, short planning are only needed.
- 4) There is conflict between quantitative and qualitative approaches to HRP. Some people view HRP as a number game designed to track the flow of people across the department. Others take a qualitative approach and focus on individual employee concerns such as promotion and career development. Best result can be achieved if there is a balance between the quantitative and qualitative approaches.
- 5) Non-involvement of operating managers renders HRP ineffective. HRP is not strictly an HR department function. Successful planning needs a co-ordinated effort on the part of operating managers and HR personnel.

RECRUITMENT

Recruitment forms a step in the process which continues with selection and ceases with the placement of the candidate. It is the next step in the procurement function, the first being the manpower planning. Recruiting makes it possible to acquire the number and types of people necessary to ensure the continued operation of the organisation. Recruiting is the discovering of potential applicants for actual or anticipated organisational vacancies.

**HR Supply Forecast:**

Supply forecast determines whether the HR department will be able to procure the required number of workers. Supply forecast measures the number of people likely to be available from within and outside an organization, after making allowance for absenteeism, internal movements and promotions, wastage and changes in hours, and other conditions of work.

Supply forecast is required because it is needed as it

1. Helps to quantify the number of people and positions expected to be available in future to help the organization realize its plans and meet its objectives
2. Helps to clarify the staff mixes that will arise in future
3. It assesses existing staffing in different parts of the organization.
4. It will enable the organization to prevent shortage of people where and when they are most needed.
5. It also helps to monitor future compliance with legal requirements of job reservations.

Supply analysis covers the existing human resources, internal sources of supply and external sources of supply.

HR Programming:

Once an organization's personnel demand and supply are forecasted the demand and supply need to be balanced in order that the vacancies can be filled by the right employees at the right time.

HR Plan Implementation:

HR implementation requires converting an HR plan into action. A series of action are initiated as a part of HR plan implementation. Programmes such as recruitment, selection and placement, training and development, retraining and redeployment, retention plan, succession plan etc when clubbed together form the implementation part of the HR plan.

Control and Evaluation:

Control and evaluation represent the final phase of the HRP process. All HR plan include budgets, targets and standards. The achievement of the organization will be evaluated and monitored against the plan. During this final phase organization will be evaluating on the number of people employed against the established (both those who are in the post and those who are in pipe line) and on the number recruited against the recruitment targets. Evaluation is also done with respect to employment cost against the budget and wastage accrued so that corrective action can be taken in future.

Requisites for Successful HRP

1. HRP must be recognized as an integral part of corporate planning
2. Support of top management is essential



- Demographic changes including age, composition and literacy,
- Political and legislative issues, including laws and administrative rulings Social concerns, including child care, educational facilities and priorities.
- By scanning the environment for changes that will affect an organization, managers can anticipate their impact and make adjustments early.

Organizational Objectives and Policies: HR plan is usually derived from the organizational objectives. Specific requirements in terms of number and characteristics of employees should be derived from organizational objectives

Once the organizational objectives are specified, communicated and understood by all concerned, the HR department must specify its objective with regard to HR utilization in the organization.

HR Demand Forecast:

Demand forecasting is the process of estimating the future quantity and quality of people required to meet the future needs of the organization. Annual budget and long-term corporate plan when translated into activity into activity form the basis for HR forecast.

For e.g.: in the case of a manufacturing company, the sales budget will form the basis for production plan giving the number and type of products to be produced in each period. This will form the basis upon which the organization will decide the number of hours to be worked by each skilled category of workers. Once the number hours required is available organization can determine the quality and quantity of personnel required for the task.

Demand forecasting is influenced by both internal factors and external factors: external factors include-competition, economic climate, laws and regulatory bodies, changes in technology and social factors whereas internal factors are budget constraints, production level, new products and services, organizational structure and employee separations.

Demand forecasting is essential because it helps the organization to

1. Quantify the jobs, necessary for producing a given number of goods,
2. To determine the nature of staff mix required in the future,
3. To assess appropriate levels in different parts of organization so as to avoid unnecessary costs to the organization,
4. To prevent shortages of personnel where and when, they are needed by the organization.
5. To monitor compliances with legal requirements with regard to reservation of jobs.

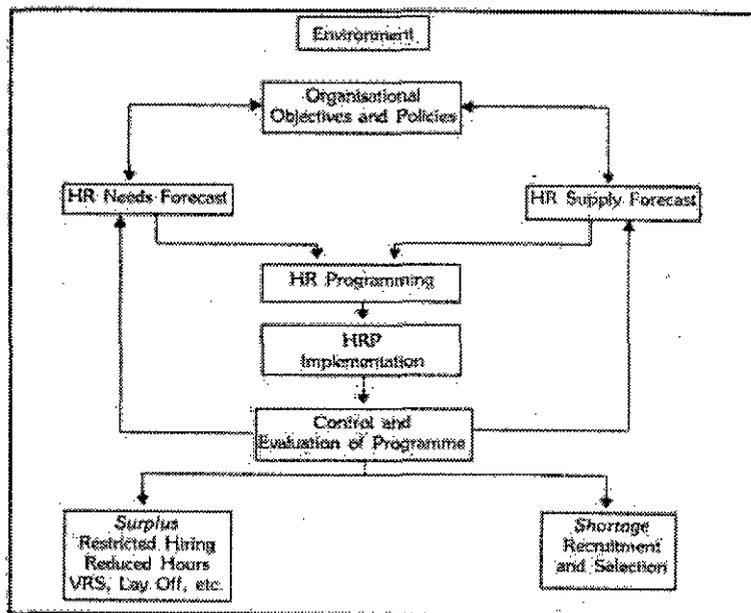
Techniques like managerial judgment, ratio- trend analysis, regression analysis, work study techniques, Delphi techniques are some of the major methods used by the organization for demand forecasting.



9. **Succession Planning:** Human Resource Planning prepares people for future challenges. The stars are picked up, trained, assessed and assisted continuously so that when the time comes such trained employees can quickly take the responsibilities and position of their boss or seniors as and when situation arrives.
10. **Other Benefits:** (a) HRP helps in judging the effectiveness of manpower policies and programmes of management. (b) It develops awareness on effective utilization of human resources for the overall development of organization. (c) It facilitates selection and training of employees with adequate knowledge, experience and aptitudes so as to carry on and achieve the organizational objectives (d) HRP encourages the company to review and modify its human resource policies and practices and to examine the way of utilizing the human resources for better utilization.

HRP Process:

HRP effectively involves forecasting personnel needs, assessing personnel supply and matching demand –supply factors through personnel related programmes. The HR planning process is influenced by overall organizational objectives and environment of business.



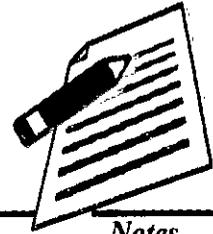
The HRP Process

The HRP Process

Environmental Scanning:

It refers to the systematic monitoring of the external forces influencing the organization. The following forces are essential for pertinent HRP.

- Economic factors, including general and regional conditions. Technological changes



3. **Creating Highly Talented Personnel:** Even though India has a great pool of educated unemployed, it is the discretion of HR manager that will enable the company to recruit the right person with right skills to the organization. Even the existing staff hope the job so frequently that organization face frequent shortage of manpower. Manpower planning in the form of skill development is required to help the organization in dealing with this problem of skilled manpower shortage
4. **International Strategies:** An international expansion strategy of an organization is facilitated to a great extent by HR planning. The HR department's ability to fill key jobs with foreign nationals and reassignment of employees from within or across national borders is a major challenge that is being faced by international business. With the growing trend towards global operation, the need for HRP will as well will be the need to integrate HRP more closely with the organizations strategic plans. Without effective HRP and subsequent attention to employee recruitment, selection, placement, development, and career planning, the growing competition for foreign executives may lead to expensive and strategically descriptive turnover among key decision makers.
5. **Foundation for Personnel Functions:** HRP provides essential information for designing and implementing personnel functions, such as recruitment, selection, training and development, personnel movement like transfers, promotions and layoffs.
6. **Increasing Investments in Human Resources:** Organizations are making increasing investments in human resource development compelling the increased need for HRP. Organizations are realizing that human assets can increase in value more than the physical assets. An employee who gradually develops his/ her skills and abilities become a valuable asset for the organization. Organizations can make investments in its personnel either through direct training or job assignment and the rupee value of such a trained, flexible, motivated productive workforce is difficult to determine. Top officials have started acknowledging that quality of work force is responsible for both short term and long-term performance of the organization.
7. **Resistance to Change:** Employees are always reluctant whenever they hear about change and even about job rotation. Organizations cannot shift one employee from one department to another without any specific planning. Even for carrying out job rotation (shifting one employee from one department to another) there is a need to plan well ahead and match the skills required and existing skills of the employees.
8. **Uniting the Viewpoint of Line and Staff Managers:** HRP helps to unite the viewpoints of line and staff managers. Though HRP is initiated and executed by the corporate staff, it requires the input and cooperation of all managers within an organization. Each department manager knows about the issues faced by his department more than anyone else. So communication between HR staff and line managers is essential for the success of HR Planning and development.

*Notes*

increasing the number of employees in certain areas. Factors to consider include the current employees' knowledge, skills, and abilities and the expected vacancies resulting from retirements, promotions, transfers, and discharges. To do this, HR planning requires efforts by HR professionals working with executives and managers.

Objectives of Human Resource Planning:

1. To ensure optimum utilization of human resources currently available in the organization.
2. To assess or forecast the future skill requirement of the Organization.
3. To provide control measures to ensure that necessary resources are available as and when required.
4. A series of specified reasons are there that attaches importance to manpower planning and forecasting exercises. They are elaborated below:

To link manpower planning with the organizational planning

To determine recruitment levels.

To anticipate redundancies.

To determine optimum training levels.

To provide a basis for management development programs.

To cost the manpower.

To assist productivity bargaining.

To decide whether certain activity needs to be subcontracted, etc.

HRP is the subsystem in the total organizational planning. Organizational planning includes managerial activities that set the company's objective for the future and determines the appropriate means for achieving those objectives. The **importance of HR** is elaborated on the basis of the key roles that it is playing in the organization.

1. **Future Personnel Needs:** Human resource planning is significant because it helps to determine the future personnel needs of the organization. If an organization is facing the problem of either surplus or deficiency in staff strength, then it is the result of the absence of effecting HR planning. All public sector enterprises find themselves overstaffed now as they never had any planning for personnel requirement and went of recruitment spree till late 1980's. The problem of excess staff has become such a prominent problem that many private sector units are resorting to VRS _voluntary retirement scheme'. The excess of labour problem would have been there if the organization had good HRP system. Effective HRP system will also enable the organization to have good succession planning.
2. **Part of Strategic Planning:** HRP has become an integral part of strategic planning of strategic planning. HRP provides inputs in strategy formulation process in terms of deciding whether the organization has got the right kind of human resources to carry out the given strategy. HRP is also necessary during the implementation stage in the form of deciding to make resource allocation decisions related to organization structure, process and human resources. In some organizations HRP play as significant role as strategic planning and HR issues are perceived as inherent in business management.



of skills will be needed for jobs of the future compared to future human resource capabilities (such as the types of skilled employees you already have) and developing human resource policies and practices to address potential problems for example, implementing training programmes to avoid skill deficiencies.

Definition of HRP:

According to Vetter, —HRP is the process by which management determines how the organization should move from its current man power position to desired manpower position. Through planning, management strives to have the right time, doing things which result in both the organization and individual receiving maximum long run benefits.

According to Gordon Mc Beath, —HRP is concerned with two things: Planning of manpower requirements and Planning of Manpower supplies□.

According to Beach, —HRP is a process of determining and assuming that the organization will have an adequate number of qualified persons, available at proper times, performing jobs which meet the needs of the enterprise and which provides satisfaction for the individuals involved□

HRP is a Four-Phased Process.

The first phase involves the gathering and analysis of data through manpower inventories and forecasts,

The second phase consists of establishing manpower objectives and policies and gaining top management approval of these.

The third phase involves designing and implementing plans and promotions to enable the organization to achieve its manpower objectives.

The fourth phase is concerned with control and evaluation of manpower plans to facilitate progress in order to benefit both the organization and the individual. The long run view means that gains may be sacrificed in the short run for the future grounds. The planning process enables the organization to identify what its manpower needs is and what potential manpower problems required current action. This leads to more effective and efficient performance.

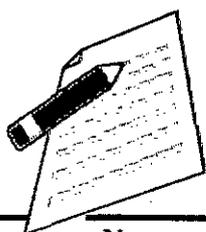
Nature of Human resource planning:

It is the process of analysing and identifying the availability and the need for human resources so that the organization can meet its objectives. The focus of HR planning is to ensure that the organization has the right number of human resources, with the right capabilities, at the right times, and in the right places. In HR planning, an organization must consider the availability and allocation of people to jobs over long periods of time, not just for the next month or the next yearl.

HRP is a sub system in the total organizational planning. Actions may include shifting employees to other jobs in the organization, laying off employees or otherwise cutting back the number of employees, developing present employees, and/or

CLASS-12

Tourism



Notes

Benefits are another form of compensation to employees other than direct pay for the work performed. Benefits include both legally re discretion. Benefits are primarily related to the area of employee maintenance as they provide formany basic employee needs.

Risk Management and Worker Protection: HRM addresses various workplace risks toensure protection of workers by meeting legal requirements and being more responsive to concerns for workplace health and safety along with disaster and recovery planning.

Employee and Labour Relations: The relationship between managers and their employees must be handled legally and effectively. Employer and employee rights must be addressed. It is important to develop, communicate, and update HR policies and procedures so that managers and employees alike know what is expected. In some organizations, union/management relations must be addressed as well.

The term labour relation refers to the interaction with employees who are represented by a trade union. Unions are organization of employees who join together to obtain more voice in decisions affecting wages, benefits, working conditions and other aspects of employment. With regard to labour relations the major function of HR personnel includes negotiating with the unions regarding wages, service conditions and resolving disputes and grievances.

Human Resource Management in Tourism

Given the size and complexity of the travel and tourism industry, going it alone simply isn't an option. To work as a manager or business owner, you'll need a capable workforce to join you for the ride. Therefore, the importance of identifying, nurturing and retaining the best HR talent available cannot be overemphasised. Regardless of the size or nature of your business, the strength of your HR contingency will determine your success. Likewise, your skills as an HR manager will be directly reflected in the performance of your team. By getting to grips with the fundamentals of **human resource management in tourism**, you'll stand the best possible chance of building a world-class workforce.

This advanced tutorial has been designed for anyone interested in a career in **human resource management in tourism**. Discover the true importance of human resources, how to create an effective HR development strategy and the value of ongoing education and training. Study workforce recruitment, retention and turnover, provision of rewards, benefits and compensation, the powerful influence of incentives and the importance of providing the best possible working conditions.

Human resource planning

Human resource planning is important for helping both organizations and employees to prepare for the future. The basic goal of human resource planning is to predict the future and based on these predictions, implement programmes to avoid anticipated problems. Very briefly humans resource planning is the process of examining an organization's or individual's future human resource needs for instance, what types



the future supply of and demand for employees and the nature of workforce issues, including the retention of employees. So HRP precedes the actual selection of people for organization.

These factors are used when recruiting applicants for job openings. The selection process is concerned with choosing qualified individuals to fill those jobs. In the selection function, the most qualified applicants are selected for hiring from among the applicants based on the extent to which their abilities and skills are matching with the job.

Talent Management and Development: Beginning with the orientation of new employees, talent management and development includes different types of training. Orientation is the first step towards helping a new employee to adjust himself to the new job and the employer. It is a method to acquaint new employees with particular aspects of their new job, including pay and benefit programmes, working hours and company rules and expectations. Training and Development programs provide useful means of assuring that the employees are capable of performing their jobs at acceptable levels and also more than that. All the organizations provide training for new and in experienced employee. In addition, organization often provide both on the job and off the job training programmes for those employees whose jobs are undergoing change.

Likewise, HR development and succession planning of employees and managers is necessary to prepare for future challenges. Career planning has developed as result of the desire of many employees to grow in their jobs and to advance in their career. Career planning activities include assessing an individual employee's organization. Performance appraisal includes encouraging risk taking, demanding innovation, generating or adopting new tasks, peer evaluation, frequent evaluations, and auditing innovation processes.

This function monitors employee performance to ensure that it is at acceptable levels. This strategy appraises individual and team performance so that there is a link between individual innovativeness and company profitability. Which tasks should be appraised and who should assess employees' performance are also taken into account.

Total Rewards: Compensation in the form of pay, incentives and benefits are the rewards given to the employees for performing organizational work. Compensation management is the method for determining how much employees should be paid for performing certain jobs.

Compensation affects staffing in that people are generally attracted to organizations offering a higher level of pay in exchange for the work performed. To be competitive, employers develop and refine their basic compensation systems and may use variable pay programs such as incentive rewards, promotion from within the team, recognition rewards, balancing team and individual rewards etc.

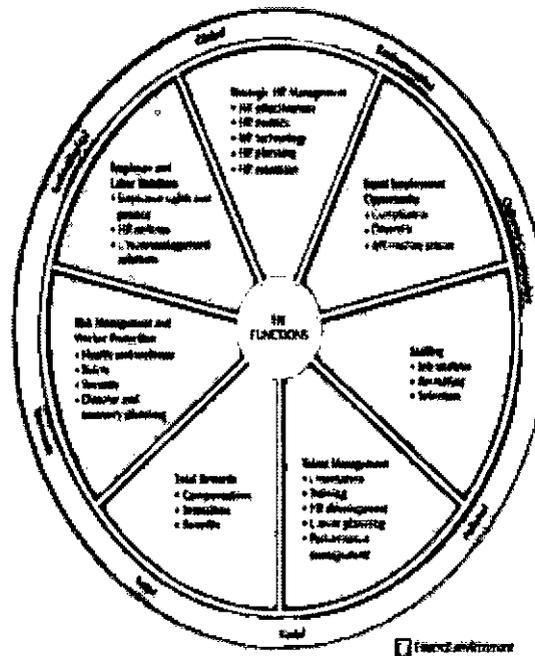
This function uses rewards to motivate productivity, innovation and profitability. Compensation is also related to employee development in that it provides an important incentive in motivating employees to higher levels of job performance to higher paying jobs in the organization.



Notes

resources management. The functions are responsive to current staffing needs, but can be proactive in reshaping organizational objectives. All the functions of HRM are correlated with the core objectives of HRM (Table 1.1). For example personal objectives is sought to be realized through functions like remuneration, assessment etc.

Functions of HRM



Strategic HR Management:

As a part of maintaining organizational competitiveness, strategic planning for HR effectiveness can be increased through the use of HR metrics and HR technology. Human resource planning (HRP) function determine the number and type of employees needed to accomplish organizational goals. HRP includes creating venture teams with a balanced skill-mix, recruiting the right people, and voluntary team assignment. This function analyses and determines personnel needs in order to create effective innovation teams. The basic HRP strategy is staffing and employee development.

Equal Employment Opportunity: Compliance with equal employment opportunity (EEO) laws and regulations affects all other HR activities.

Staffing: The aim of staffing is to provide a sufficient supply of qualified individuals to fill jobs in an organization. Job analysis, recruitment and selection are the main functions under staffing. Workers job design and job analysis laid the foundation for staffing by identifying what diverse people do in their jobs and how they are affected by them.

Job analysis is the process of describing the nature of a job and specifying the human requirements such as knowledge, skills, and experience needed to perform the job. The end result of job analysis is job description. Job description spells out work duties and activities of employees. Through HR planning, managers anticipate



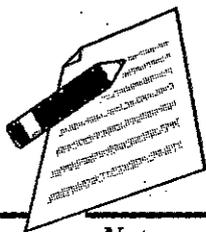
- 2) Developing organizational climate: helping to create a climate in which employees are encouraged to develop and utilize their skills to the fullest and to employ the skills and abilities of the workforce efficiently.
- 3) Helping to maintain performance standards and increase productivity through effective job design: providing adequate orientation, training and development; providing performance-related feedback; and ensuring effective two-way communication.
- 4) Helping to establish and maintain a harmonious employer/employee relationship
- 5) Helping to create and maintain a safe and healthy work environment
- 6) Developing programs to meet the economic, psychological, and social needs of the employees and helping the organization to retain the productive employees
- 7) Ensuring that the organization is in compliance with provincial/territorial and federal laws affecting the workplace (such as human rights, employment equity, occupational health and safety, employment standards, and labour relations legislation). To help the organization to reach its goals
- 8) To provide organization with well-trained and well-motivated employees.
- 9) To increase the employees satisfaction and self-actualization
- 10) To develop and maintain the quality of work life
- 11) To communicate HR policies to all employees.
- 12) To help maintain ethical polices and behaviour.

Objectives of HRM

- 1) **Societal Objectives:** seek to ensure that the organization becomes socially responsible to the needs and challenges of the society while minimizing the negative impact of such demands upon the organization. The failure of the o benefit in ethical ways may lead to restriction.
- 2) **Organizational Objectives:** it recognizes the role of HRM in bringing about organizational effectiveness. It makes sure that HRM is not a standalone department, but rather a means to assist the organization with its primary objectives. The HR department exists to serve the rest of the organization.
- 3) **Functional Objectives:** is to maintain the department's and the organization's needs. Human resources demands. The department's should not become too expensive at the cost of the organization it serves.
- 4) **Personnel Objectives:** it is to assist employees in achieving their personal goals, at least as far as these goals enhance the Personal individual's objectives of employees must be met if they are to be maintained, retained and motivated. Otherwise employee performance and satisfaction may decline giving rise to employee turnover.

Functions of HRM

Human Resources management has an important role to play in equipping organizations to meet the challenges of an expanding and increasingly competitive sector. Increase in staff numbers, contractual diversification and changes in demographic profile which compel the HR managers to reconfigure the role and significance of human

**b) Design of Organization and Job:**

This is the task of laying down organization structure, authority, relationship and responsibilities. This will also mean definition of work contents for each position in the organization.

Job specification identifies the attributes of persons who will be most suitable for each job which is defined by job description.

c) Selection and Staffing:

This is the process of recruitment and selection of staff. This involves matching people and their expectations with which the job specifications and career path available within the organization.

d) Training and Development: This involves an organized attempt to find out training needs of the individuals to meet the knowledge and skill which is needed not only to perform current job but also to fulfil the future needs of the organization.

e) Organizational Development: This is an important aspect which is generated in an organization i.e. healthy interpersonal and inter-group relationship within the organization.

f) Compensation and Benefits: This is the area of wages and salaries administration where wages and compensations are fixed scientifically to meet fairness and equity criteria. In addition labour welfare measures are involved which include benefits and services.

g) Employee Assistance: Each employee is unique in character, personality, expectation and temperament. By and large each one of them faces problems every day. Some are personal some are official. In their case he or she remains worried. Such worries must be removed to make him or her more productive and happier.

h) Union-Labour Relations: Healthy Industrial and Labour relations are very important for enhancing peace and productivity in an organization. This is one of the areas of HRM.

i) Personnel Research and Information System: Knowledge on behavioural science and industrial psychology throws better insight into the workers expectations, aspirations and behaviour. Advancement of technology of product and production methods have created working environment which are much different from the past. Globalization of economy has increased competition many folds. Science of ergonomics gives better ideas of doing a work more conveniently by an employee. Thus, continuous research in HR areas is an unavoidable requirement. It must also take special care for improving exchange of information through effective communication systems on a continuous basis especially on moral and motivation.

Objectives of HRM

The primary objective of HRM is to ensure the availability of competent and willing workforce to an organization. The specific objectives include the following:

- 1) Human capital: assisting the organization in obtaining the right number and types of employees to fulfil its strategic and operational goals.



5. Identifies person for the future :-Since employees are constantly trained, they are ready to meet the job requirements. The company is also able to identify potential employees who can be promoted in the future for the top-level jobs. Thus one of the advantages of HRM is hiring people for the future.
6. Allocating the jobs to the right person :-If proper recruitment and selection methods are followed, the company will be able to select the right people for the right job. When this happens the number of people leaving the job will reduce as they will be satisfied with their job leading to decrease in labour turnover.
7. Improves the economy:-Effective HR practices lead to higher profits and better performance by companies due to this the company achieves a chance to enter into new business and start new ventures thus industrial development increases and the economy improves.

Scope of HRM

The major HRM activities include HR planning, job analysis, job design, employee hiring, employee and executive remuneration, employee motivation, employee maintenance, industrial relations and prospects of HRM.

The scope of Human Resources Management extends to:

- All the decisions, strategies, factors, principles, operations, practices, functions, activities and methods related to the management of people as employees in any type of organization.
- All the dimensions related to people in their employment relationships, and all the dynamics that flow from it.

The scope of HRM is really vast. All major activities in the working life of a worker –from the time of his or her entry into an organization until he or she leaves it comes under the purview of HRM. American Society for Training and Development (ASTD) conducted fairly an exhaustive study in this field and identified nine broad areas of activities of HRM.

These are given below: Human Resource Planning

Design of the Organization and Job Selection and Staffing

Training and Development Organizational Development Compensation and Benefits

Employee Assistance Union/Labour Relations

Personnel Research and Information System

a) Human Resource Planning: The objective of HR Planning is to ensure that the organization has the right types of persons at the right time at the right place. It prepares human resources inventory with a view to assess present and future needs, availability and possible shortages in human resource.

Thereupon, HR Planning forecast demand and supplies and identify sources of selection. HR Planning develops strategies both long-term and short-term, to meet the man-power requirement.



Nature of HRM

HRM is a management function that helps manage members for an organization. HRM is concerned

The following constitute the core of HRM

1. **HRM Involves the Application of Management Functions and Principles.** The functions and principles are applied to acquiring, developing, maintaining and providing remuneration to employees in organization.
2. **Decision Relating to Employees must be Integrated.** Decisions on different aspects of employees must be consistent with other human resource (HR) decisions.
3. **Decisions Made Influence the Effectiveness of an Organization.** Effectiveness of an organization will result in betterment of services to customers in the form of high-quality products supplied at reasonable costs.

HRM Functions are not Confined to Business Establishments Only but applicable to non-business organizations such as education, health care, recreation and like. HRM refers to a set of programmes, functions and activities designed and carried out in order to maximize both employee as well as organizational effectiveness.

Features of HRM or characteristics or nature

1. HRM involves management functions like planning, organizing, directing and controlling
2. It involves procurement, development, maintenance of human resource
3. It helps to achieve individual, organizational and social objectives
4. HRM is a mighty disciplinary subject. It includes the study of management psychology communication, economics and sociology.
5. It involves team spirit and team work.

Significance/importance/need of HRM

HRM becomes significant for business organization due to the following reasons.

1. **Objective :-HRM helps a company to achieve its objective from time to time by creating a positive attitude among workers. Reducing wastage and making maximum use of resources etc.**
2. **Facilitates professional growth :-Due to proper HR policies employees are trained well and this takes them ready for future promotions. Their talent can be utilized not only in the company in which they are currently working but also in other companies which the employees may join in the future.**
3. **Better relations between union and management :-Healthy HRM practices can help the organization to maintain co-ordinal relationship with the unions. Union members start realizing that the company is also interested in the workers and will not go against them therefore chances of going on strike are greatly reduced.**
4. **Helps an individual to work in a team/group :-Effective HR practices teach individuals team work and adjustment. The individuals are now very comfortable while working in team thus team work improves.**



Notes



HUMAN RESOURCE MANAGEMENT-I

- Understand the concept of HRM.
- Discuss the nature of HRM.
- Describe the concept of training.
- Discuss the concept of HRP.

Objective of the chapter:

The basic objective of this chapter is to through some light on the initial concepts of HRMso that the fundamentals of HRM can be learned.

Introduction

HRM is the study of activities regarding people working in an organization. It is a managerial function that tries to match an organization's needs to the skills and abilities of its employees.

Definitions of HRM

Human resources management (HRM) is a management function concerned with hiring, motivating and maintaining people in an organization. It focuses on people in organizations. **Human resource management** is designing management systems to ensure that human talent is used effectively and efficiently to accomplish organizational goals.

HRM is the personnel function which is concerned with procurement, development, compensation, integration and maintenance of the personnel of an organization for the purpose of contributing towards the accomplishments of the organization's objectives. Therefore, personnel management is the planning, organizing, directing, and controlling of the performance of those operative functions (Edward B. Philippo).

According to the Invancevich and Glueck, —HRM is concerned with the most effective use of people to achieve organizational and individual goals. It is the way of managing people at work, so that they give their best to the organization□.

According to Dessler (2008) the policies and practices involved in carrying out the —peol□or human resource aspects of a management position, including recruiting, screening, training, rewarding, and appraising comprises of HRM.

CLASS-12

Tourism



Review Questions

1. Describe major managerial functions with suitable examples.
2. Explain various managerial roles and their relevance in tourism organisations
3. Discuss the types of managerial skills and their importance for enhancing individual and organizational effectiveness.
4. Compare and contrast Maslow's Need Hierarchy with Herzberg's two factor theory of motivation
5. Explain the major contributions of McGregor in motivating employees? Outline the major assumptions of Theory Y and its implications for managers.
6. To what extent are various theories of leadership likely to influence your leadership styles? 7. Explain five stage life cycle model and its implication in developing groups.
8. Describe the trait theories and behavioural theories of leadership with suitable examples from tourism operations
9. Outline Fiedler's contingency model of leadership and its relevance in today business environment.
10. Trace the different types of leadership styles and their significance to tourism operations. 11. Critically review the types of groups and their application in organization.
12. What are reasons for joining groups?

spokesman) and decisional roles(entrepreneur, disturbance handler, resources allocator, negotiator) and to be effective exercise various conceptual, technical and interpersonal skills. These skills are inter-related and vary with the level of managerial responsibility. A manager provides meaningful direction to the organisation, maintains a firm's efficiency, meets the challenges of competition, creates a team spirit, manages innovations, protects the interests of employees, helps in retaining talent and upgrading skills and maintains proper relations with various segments of society. Various monetary and non-monetary incentives motivate the workers. Monetary incentives have a direct bearing on the employees and help them to satisfy their basic needs. Groups are also sub-classified as command, task, interest, or friendship groups. The individual workers join groups for their need for security, identity, affiliation, power and engaging in common tasks. Group are developed in the organisation following forming, storming, norming, performing and adjourning stages.

**EXERCISE****MCQ**

1. The Practice of Management written by _____.
- A. Peter F. Drucker. B. Terry.
C. Louis Allan. D. Henry Fayol.

ANSWER: A

2. Luther Gullik classifies the function of management as _____.
- A. POSDCORB. B. POSTCARD.
C. POSDCORB. D. POSDORBC.

ANSWER: C

3. Father of Administrative management _____.
- A. Mary Parkett.
B. Lillian Gilbert.
C. Henry Fayol.
D. Elton Mayo.

ANSWER: C

4. F.W. Taylor is associated with _____.
- A. Scientific Management.
B. Future management.
C. Modern management.
D. Principles of management.

ANSWER: A

5. Management is _____.
- A. an art.
B. a science.
C. an art and a science.
D. an art not science.

ANSWER: C

CLASS-12

Tourism



Notes

- Affiliation with groups can meet one's social needs.
 - Work groups significantly contribute to meet the need for friendships and social relations.
- One of the appealing attitudes of groups is that they represent power.
 - What mostly cannot be achieved individually becomes possible with group effort.
- Power might be aimed to protect themselves from unreasonable demands.
- Informal groups additionally provide options for individuals to practice power.
- Finally, people may join a group for goal achievement.
 - Sometimes it takes more than one person to accomplish a particular task.

Group Roles

The concept of roles is applicable to all employees within an organization as well as to their life outside the organization. A role is a set of expected behaviour patterns attributed to the one who occupies the position demanded by the social unit.

Individuals play multiple roles at the same time. Employees attempt to understand what kind of behaviour is expected from them. An individual when presented by divergent role expectations experiences role conflict.

Group roles are divided into three types –

Task-oriented Roles

Roles allotted to individuals according to their work and eligibility is known as task-oriented roles. Task-oriented roles can broadly divide individuals into six categories initiator, informer, clarifier, summarizer, reality tester and information seekers or providers respectively.

- **Initiator** – The one who proposes, suggests, defines.
- **Informer** – The one who offers facts, expresses feelings, gives opinions.
- **Clarifier** – The one who interprets, defines, clarifies everything.
- **Summarizer** – The one who links, restates, concludes, summarizes.
- **Reality Tester** – The one who provides critical analysis.
- **Information seekers or providers** – The one who gives information and data.

These roles present the work performed by different individual according to their marked designation.

SUMMARY

Management is the process of getting things done through others. Main functions performed by a tourism manager include planning, organising, directing, coordinating, motivating and controlling of human and other resources. While the planning function involves the process of defining goals, establishing strategy and integrating and coordinating activities, controlling process involves examining and evaluating the work of subordinates and ensuring that all the activities of an organisation are being carried out as originally planned. A manager performs interpersonal roles (figure head role, personnel leader Role, liaison role); informational roles (monitor, disseminator,

Informal Groups

These groups are formed with friendships and common interests.



These can be further classified into two sub-groups –

- **Task group** – Those working together to finish a job or task is known as a task group.
- **Friendship group** – Those brought together because of their shared interests or common characteristics is known as friendship group.

For example – A group of workers working on a project and reporting to the same manager is considered as command group, while a group of friends chilling out together is considered as an interest group or say members of a club.

Why Do People Join Groups?

There is no particular reason answering why individuals join groups. Group helps individuals to feel stronger, have fewer self-doubts, and be more contrary to threats. The following points helps us understand the need of joining a group by individuals.

- Security mirrors strength in numbers.
- Status pinpoints a prestige that comes from belonging to a specific group.
 - Inclusion in a group is considered as important as it provides recognition and status.
- Self-esteem transmits people's feeling of self-worth.
 - Membership can sometimes raise feelings of self-esteem like being accepted into a highly valued group.





Notes

Now we have a clear idea about what are the factors responsible for the way we behave. We never think about these elements and how they affect our daily life but we can't ignore the fact that they are responsible for the way we walk, talk, eat, socialize, etc.

Group Behaviour

A group can be defined as two or more interacting and interdependent individuals who come together to achieve particular objectives. A group behaviour can be stated as a course of action a group takes as a family. For example – Strike.

Types of Groups

There are two types of groups individuals form. They are formal groups and informal groups. Let us know about these groups.

Formal Groups

These are the type of work groups created by the organization and have designated work assignments and rooted tasks. The behaviour of such groups is directed toward achieving organizational goals.



Formal groups can be further classified into two sub-groups –

- **Command Group** – It is a group consisting of individuals who report directly to the manager.
- **Interest Group** – It is a group formed by individuals working together to achieve a specific objective.



It can be divided into six types namely –

- **Of sound** – The ability to receive sound by identifying vibrations.
- **Of speech** – The competence of interpreting and understanding the sounds of language heard.
- **Touch** – Identifying objects through patterns of its surface by touching it.
- **Taste** – The ability to detect flavour of substances by tasting it through sensory organs known as taste buds.
- **Other senses** – Other senses include balance, acceleration, pain, time, sensation felt in throat and lungs etc.
- **Of the social world** – It permits people to understand other individuals and groups of their social world.

For example – Priya goes to a restaurant and likes their customer service, so she will perceive that it is a good place to hang out and will recommend it to her friends, who may or may not like it. However, Priya's perception about the restaurant remains good.

Attribution

Attribution is the course of observing behaviour followed by determining its cause based on individual's personality or situation.

Attribution framework uses the following three criteria –

- **Consensus** – The extent to which people in the same situation might react similarly.
- **Distinctiveness** – The extent to which a person's behaviour can be associated to situations or personality.
- **Consistency** – The frequency measurement of the observed behaviour, that is, how often does this behaviour occur.

The framework mentioned says it is all about how an individual behaves in different situations.

For example – Rohit invites Anisha and two more friends for a movie and they agree to bunk and watch the movie, this is consensus. Bunking of class says that they are not interested in their lectures, this is distinctiveness. A little change in the situation, like if Rohit frequently starts bunking the class then his friends may or may not support him. The frequency of their support and their rejection decides consistency.

Attitude

Attitude is the abstract learnt reaction or say response of a person's entire cognitive process over a time span.

For example – A person who has worked with different companies might develop an attitude of indifference towards organizational citizenship.

CLASS-12

Tourism



Notes

In order to understand how these affect a person's behaviour, we need to know what these abilities are.

- **Intellectual abilities** – It personifies a person's intelligence, verbal and analytical reasoning abilities, memory as well as verbal comprehension.
- **Physical abilities** – It personifies a person's physical strength, stamina, body coordination as well as motor skills.
- **Self-awareness abilities** – It symbolizes how a person feels about the task, while a manager's perception of his abilities decides the kind of work that needs to be allotted to an individual.

Thus the psychological, physical, self-assurance traits owned by a person defines the behaviour of a person in social and personal life. For ex: Ram has a high IQ level, whereas Rahul can lift a bike and is a strong guy.

Gender

Research proves that men and women both stand equal in terms of job performance and mental abilities; however, society still emphasizes differences between the two genders. Absenteeism is one area in an organization where differences are found as women are considered to be the primary caregiver for children. A factor that might influence work allocation and evaluation in an organization is the manager's perception and personal values.

For example – An organization encourages both genders to work efficiently towards the company's goal and no special promotion or demotion is given or tolerated for any specific gender.

Race & Culture

Race is a group of people sharing similar physical features. It is used to define types of persons according to perceived traits. For example – Indian, African. On the other hand, culture can be defined as the traits, ideas, customs and traditions one follows either as a person or in a group. For example – Celebrating a festival.

Race & culture have always exerted an important influence both at the workplace as well as in the society. The common mistakes such as attributing behaviour and stereotyping according to individual's race & culture basically influences an individual's behaviour.

In today's diverse work culture, the management as well as staff should learn and accept different cultures, values, and common protocols to create more comfortable corporate culture.

For example – A company invites candidates for a job post and hires one on the basis of eligibility criteria and not on the basis of the country a person belongs to or the customs one follows.

Perception

Perception is an intellectual process of transforming sensory stimuli into meaningful information. It is the process of interpreting something that we see or hear in our mind and use it later to judge and give a verdict on a situation, person, group, etc.



Inherited Characteristics

The features individuals acquire from their parents or from our forefathers are the inherited characteristics. In other words, the gifted features an individual possesses by birth is considered as inherited characteristics.

Following features are considered as inherited characteristics –

- Colour of a person's eye
- Religion/Race of a person
- Shape of the nose
- Shape of earlobes

Learned Characteristics

Nobody learns everything by birth. First our school is our home, then our society followed by our educational institutions. The characteristics an individual acquires by observing, practicing and learning from others and the surroundings is known as learned characteristics.

It consists of the following features –

- **Perception** – Result of different senses like feeling, hearing etc.
- **Values** – Influences perception of a situation, decision making process.
- **Personality** – Patterns of thinking, feeling, understanding and behaving.
- **Attitude** – Positive or negative attitude like expressing one's thought.

Factors Influencing Individual Behaviour

The way an individual addresses a situation single-handedly or say in a group is influenced by many factors. The key factors influencing an individual's attitude in personal as well as social life are –

- Abilities
- Gender
- Race and culture
- Attribution
- Perception
- Attitude

Let's take a quick look over these major elements that imprints a person's behaviour inside and outside of the organization.

Abilities

Abilities are the traits a person learns from the environment around as well as the traits a person is gifted with by birth. These traits are broadly classified as –

- Intellectual abilities
- Physical abilities
- Self-awareness abilities



Notes

Individual Behaviour

Individual behaviour can be defined as a mix of responses to external and internal stimuli. It is the way a person reacts in different situations and the way someone expresses different emotions like anger, happiness, love, etc.

To get a brief idea about the individual behaviour let us learn about the individual behaviour framework and other key elements related to it.

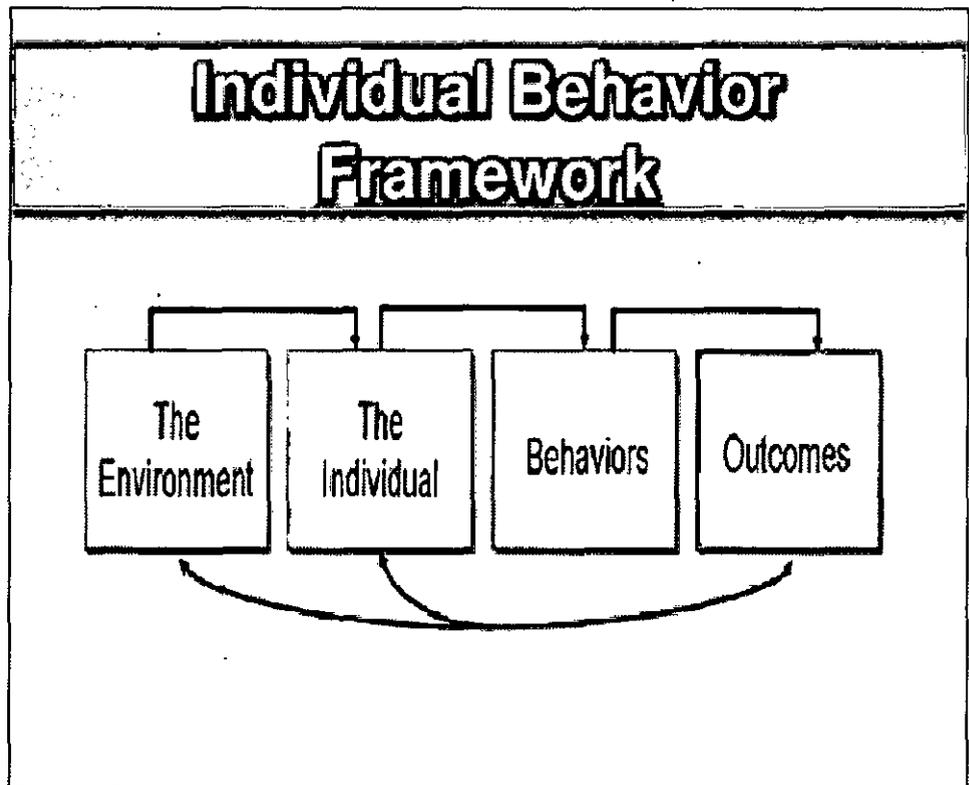
Individual Behaviour Framework

On the basis of these elements, psychologist Kurt Lewin stated the Field theory and outlined the behaviour framework. This psychological theory studies the patterns of interaction between an individual and the environment. The theory is expressed using the formula

$$B = F(P,E)$$

where, B – Behaviour, F - Behaviour Function, P – Person, and E - Environment around the person.

Say for example, a well-paid person who loses his job in recession may behave differently when unemployed.



Causes of Individual Behaviour

Certain individual characteristics are responsible for the way a person behaves in daily life situations as well as reacts to any emergency situations. These characteristics are categorized as –

- Inherited characteristics
- Learned characteristics



Individual & Group Behaviour - Introduction

Organizational behaviour is the study of both group and individual performance and action within an enterprise. This field of study scans human behaviour in the working atmosphere.

It determines its effect on job structure, performance, communication, motivation, leadership, decision making abilities etc. The way an individual behaves and behaviour as a group have two perspectives – internal and external.

Behaviour Analysis at Different Levels

Behaviour as an individual or in a group is always analysed by everyone in the organization. It is analysed at three different levels –

- Individual level of analysis
- Group level of analysis
- Organizational level of analysis

Individual Level of Analysis

Organizational behaviour, at this level of analysis massively draws upon psychology, engineering, and medicine. At the individual level of analysis, organizational behaviour includes the study of learning, perception, creativity, motivation, and personality.

In addition, it also includes the study of turnover, task performance and evaluation, coordinated behaviour, deviant work behaviour, ethics, and cognition.

For example – Ram joins a company as an intern and is very open to learning new things but as time passes and he gets promoted his attitude towards his interns becomes rude. This is a fine example of individual level of analysis.

Group Level of Analysis

Organizational behaviour, at this level of analysis, draws upon the sociological and socio-psychological discipline. At the group level of analysis, organizational behaviour includes the study of group gesture, intra-group and intergroup dispute and attachment.

It is further extended to the study of leadership, power, norms, interpersonal communication, networks, and roles.

An example of this level of analysis – Board of directors of company X decide to give bonus to their workers as they have really worked hard on a certain project.

Organizational Level of Analysis

Organizational behaviour, at this level of analysis draws upon sociology and political science. At this level of analysis, organizational behaviour includes the study of organizational culture, structure, cultural diversity, inter-organizational cooperation and coordination.

It further includes the study of dispute, change, technology, and external environmental forces. Some other fields of study that adds to the interest of organizational behaviour are ergonomics, statistics, and psychometrics.

**4. Participative Leadership:**

Assumptions

- **Involvement in decision-making** improves the understanding of the issues involved by those who must carry out the decisions.
- **People are more committed to actions where they have involved in the relevant decision making.**

Description

A Participative Leader, rather than taking autocratic decisions, seeks to involve other people in the process, possibly including subordinates, peers, superiors and other stakeholders. Often, however, as it is within the managers' whim to give or deny control to his or her subordinates, most participative activity is within the immediate team. The question of how much influence others are given thus may vary on the manager's preferences and beliefs, and a whole spectrum of participation is possible.

5. Situational Leadership:

Assumptions

- **The best action of the leader depends on a range of situational factors.**

Description

When a decision is needed, an effective leader does not just fall into a single preferred style. In practice, as they say, things are not that simple. Factors that affect situational decisions include motivation and capability of followers. This, in turn, is affected by factors within the particular situation. The relationship between followers and the leader may be another factor that affects leader behaviour as much as it does follower behaviour. The leaders' perception of the follower and the situation will affect what they do rather than the truth of the situation. The leader's perception of themselves and other factors such as stress and mood will also modify the leaders' behaviour.

6 Contingency Theory:

Assumptions

- **The leader's ability to lead is contingent upon various situational factors, including the leader's preferred style, the capabilities and behaviours of followers and also various other situational factors.**

Description

Contingency theories are a class of behavioural theory that contend that there is no one best way of leading and that a leadership style that is effective in some situations may not be successful in others. An effect of this is that leaders who are very effective at one place and time may become unsuccessful either when transplanted to another situation or when the factors around them change.

Contingency theory is similar to situational theory in that there is an assumption of no simple one right way. The main difference is that situational theory tends to focus more on the behaviours that the leader should adopt, given situational factors (often about follower behaviour), whereas contingency theory takes a broader view that includes contingent factors about leader capability and other variables within the situation.



Leadership Theories

The various leadership theories are

1. Great Man Theory:

Assumptions

- **Leaders are born and not made.**
- **Great leaders will arise when there is a great need.**

Description

Gender issues were not on the table when the 'Great Man' theory was proposed. Most leaders were male and the thought of a Great Woman was generally in areas other than leadership. Most researchers were also male, and concerns about androcentric bias were a long way from being realized.

2. Trait Theory:

Assumptions

- **People are born with inherited traits.**
- Some traits are particularly suited to leadership.
- **People who make good leaders have the right (or sufficient) combination of traits.**

Description

Early research on leadership was based on the psychological focus of the day, which was of people having inherited characteristics or traits. Attention was thus put on discovering these traits, often by studying successful leaders, but with the underlying assumption that if other people could also be found with these traits, then they, too, could also become great leaders. McCall and Lombardo (1983) researched both success and failure identified four primary traits by which leaders could succeed or 'derail': Emotional stability and composure: Calm, confident and predictable, particularly when under stress.

3. Behavioural Theory:

Assumptions

- **Leaders can be made, rather than are born.**
- **Successful leadership is based in definable, learnable behaviour.**

Description

Behavioural theories of leadership do not seek inborn traits or capabilities. Rather, they look at what leaders actually do. If success can be defined in terms of describable actions, then it should be relatively easy for other people to act in the same way. This is easier to teach and learn than to adopt the more ephemeral 'traits' or 'capabilities'.



Leadership

Definition

Leadership is defined as influence, the art or process of influencing people so that they will strive willingly and enthusiastically toward the achievement of group goals. - Leaders act to help a group attain objectives through the maximum application of its capabilities. - Leaders must instil values – whether it be concern for quality, honesty and calculated risk taking or for employees and customers.

Importance of Leadership

- Aid to authority
- Motive power to group efforts
- Basis for co operation
- Integration of Formal and Informal Organization.

Leadership Styles

The leadership style we will discuss here are:

- Autocratic style
- Democratic Style
- Laissez Faire Style

Autocratic style

Autocratic leadership is a classical leadership style with the following characteristics:

- Manager seeks to make as many decisions as possible
- Manager seeks to have the most authority and control in decision making
- Manager seeks to retain responsibility rather than utilize complete delegation
- Consultation with other colleagues in minimal and decision making becomes a solitary process.
- Managers are less concerned with investing their own leadership development, and preferto simply work on the task at hand.

Democratic Style

Democratic Leadership is the leadership style that promotes the sharing of responsibility, the exercise of delegation and continual consultation.

Laissez-Faire Style

This French phrase means “leave it be” and is used to describe a leader who leaves his/her colleagues to get on with their work. The style is largely a “hands off” view that tends to minimize the amount of direction and face time required.

Concepts and theories for motivation of tourism

Motivation

According to Koontz and O'Donnell, "Motivation is a class of drives, needs, wishes and similar "Motivation" is a Latin word, meaning "to move". Human motives are internalized goals within individuals. Motivation may be defined as those forces that cause people to behave in certain ways. Motivation encompasses all those pressures and influences that trigger, channel, and sustain human behaviour. Most successful managers have learned to understand the concept of human motivation and are able to use that understanding to achieve higher standards of subordinate work performance forces".

Motivation Theories

Some of the motivation theories are discussed below

McGregor's Theory X and Theory Y

McGregor states that people inside the organization can be managed in two ways. The first is basically negative, which falls under the category X and the other is basically positive, which falls under the category Y. After viewing the way in which the manager dealt with employees, **McGregor concluded that a manager's view of the nature of human beings is based on a certain grouping of assumptions and that he or she tends to mould his or her behaviour towards subordinates according to these assumptions.**

Under the assumptions of theory X

- **Employees inherently do not like work and whenever possible, will attempt to avoid it.**
- **Because employees dislike work, they have to be forced, coerced or threatened with punishment to achieve goals.**
- **Employees avoid responsibilities and do not work fill formal directions are issued.**
- **Most workers place a greater importance on security over all other factors and display little ambition.**

In contrast under the assumptions of theory Y

- **Physical and mental effort at work is as natural as rest or play.**
- **People do exercise self-control and self-direction and if they are committed to those goals.**
- **Average human beings are willing to take responsibility and exercise imagination, ingenuity and creativity in solving the problems of the organization.**
- **That the way the things are organized, the average human being's brainpower is only partly used.**

On analysis of the assumptions it can be detected that theory X assumes that lower-order needs dominate individuals and theory Y assumes that higher-order needs dominate individuals. An organization that is run on Theory X lines tends to be authoritarian in nature, the word "authoritarian" suggests such ideas as the "power to enforce obedience" and the "right to command."





Notes

6. To delegate authority:

Manager can't do all the work as his own, so he have to delegate the authority to his employees or to perform the work. There should be a parity of authority and responsibility; so that the employees can carry out their duties efficiently.

7. To resolve Conflicts:

There may be conflicts in the organisation between employer and employer, employee and employee or between employer and employee. It is the duty of the manager to solve the problems between the employee and employee and he want to give amicable solution.

8. To make decision:

Manager should take a rational decision in connection to his job, for that he want to understand the situation. Usually he will take routine decision to run his department.

9. To handle crisis:

Mangers have to handle the crisis period wisely, he cannot ignore such situation for example, employee's strike, natural calamities etc.

Managerial Skills

A skill is an individual ability to translate knowledge into action.

A skill is an individual ability to translate knowledge into action. Skill is not necessarily inborn. It can be developed through practises and learning. To be a successful manager he should posses three major skills Technical Skills, Human Relation Skills and Conceptual Skills.

Technical Skills

Technical skills are concerned with What is done. This includes proficiency in Process, Procedures, Methods and Techniques which are used in doing a work. This skill can be visible in person and can be developed by actual practise in job

Human Relation Skills

Human relation skills are one's ability to work effectively with others and to build up a group relation to attain the goal. Management is a process of getting things done through others. So the managers can attain the goal only with the help of employees.

Conceptual Skills

Conceptual skills are related to concepts and mental conception – conceptual framework intended to development of new product and/or idea. Since conceptual skills are in the form of imagination – chimerical, fantasy, national, or vision.



Figure 1.5 Controlling

Role of Manager

Manager perform different roles in the organisation are stated below.

1. To have figure- head role:

Managers have to maintain contact with many people and welcome official visitors and sign legal document as the head of the organisation or department for smooth functioning.

2. To act as a leader:

All managers have a leadership role. They have to Co-ordinate the works of the departments and integrate them to attain the goal. As a leader he have to hire, motivate, give training and maintain discipline. As a leader he should be a role model to his employees.

3. To act as a Liaison officer:

As a liaison officer he have to act as a bridge between top management and lower-level management. He has to communicate and encourage the team and to give orders and instructions given by top level executives and communicate the grievances of lower-level worker to top management.

4. To supervise:

Every manager have to supervise the work done by their subordinates and help them to do it effectively and efficiently. He has to motivate the employees to avoid absenteeism and to work without waste of time and resources.

5. To attain targets:

Task will be assigned to each department as well as to the organisation. On attaining the fixed targets only, the organisation can earn profit. He have to encourage the workers to attain the target , because manager is answerable.



of employees at all levels of management. The staffing function is different from other functions because it deals only with people.

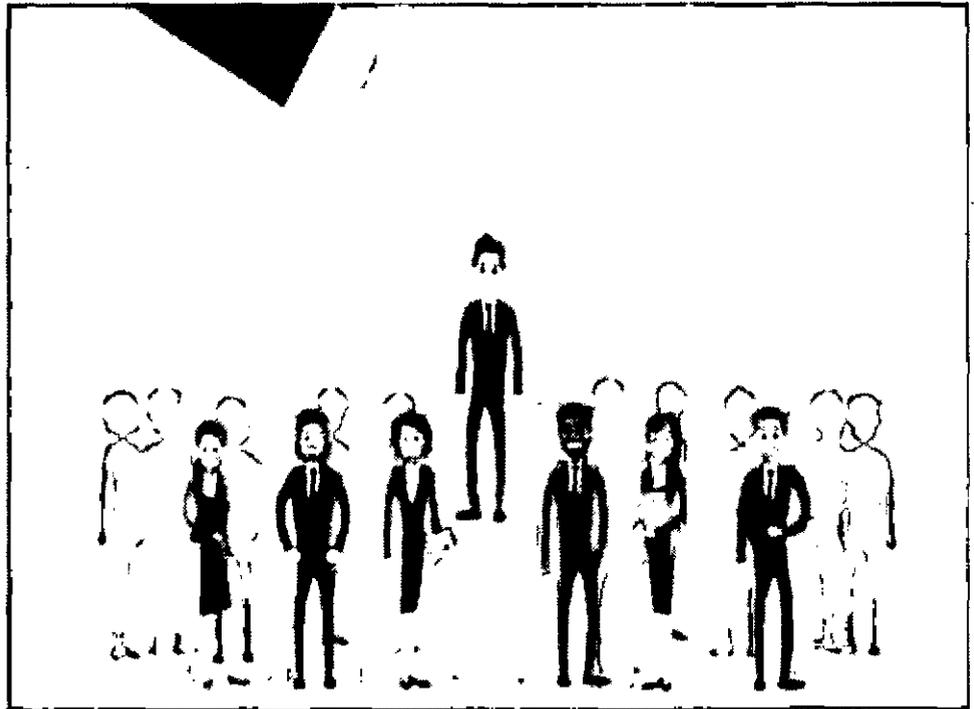


Figure 1.4 Staffing

4. Directing

Direction is process by which the employees are guided to contribute towards organisational objectives. The term directing refers to that the managerial function which initiates organised action.

Formulating the policies and plans which will be useful if it is converted into action. According to Earnest Dale, "Direction is telling people what to do and seeing that they do it to their abilities. It includes making assignments, corresponding procedures, seeing that mistakes are corrected, providing on the job instructions and of course, issuing orders". It includes the following sub function. 1. Motivation 2. Leadership 3. Supervision 4. Communication and 5. Coordination.

5. Controlling

Controlling is an important element in the management process. Controlling involves setting standards measuring the performance comparing the actual with the standards and find out the deviations and taking corrective actions. Hence business enterprises can accomplish the goals only by establishing a proper control system. Control activities generally relate to the measurement and achievement. Each measure shows whether plans are working out or not.



3. To gain economical operation, and
4. To facilitate control.

Planning is the basic function of management and all other functions of management are greatly influenced by the planning process. Planning is an inevitable function of management at levels of an organisation.

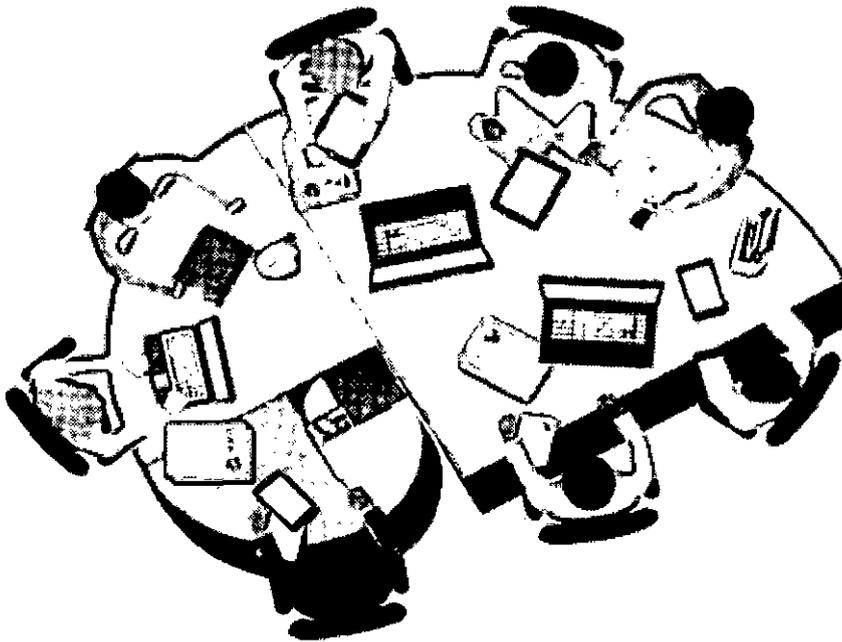


Figure 1.3 Professional way of Planning

2. Organising

Organising involves establishment of the formal structure of authority through which work subdivisions are arranged, defined and coordinated to accomplish the defined objective of the organization.

Designing and maintaining these systems of roles is basically the managerial function of organising.

Organising is:

- a) Identification and classification of required activities.
- b) Grouping of activities necessary to attain objectives
- c) Assignment of each grouping to a manager with the authority (delegation) necessary to supervise it, and
- d) Provision for coordination horizontally (same organisation) and vertically (headquarters and departments) in the organisation structure.

3. Staffing

Staffing involves the process of filling positions in the organisation structure. The staffing function relates to the recruitment, selection, training, promotion and transfer



Most widely accepted functions of management given by koontz and O Donnel (i.e.) Planning, Organising, Staffing, Directing and Controlling.

Functions of Management



Figure 1.2 Functions of Management

Functions of management are overlapping in nature. Each function affects the performance of other.

1. Planning

It includes determination of objectives, setting rules, procedure, policies, strategies, budgeting etc., Planning may be short term or long term. Manager at all levels want to prepare plans, so it is considered as a pervasive function. Planning looks into future without planning organization cannot achieve anything in future. Planning is deciding in advance what has to done, and how and when it has to be done. It bridges the gap between the present and the future.

Harold Koontz says that planning has the following four important objectives:

1. To offset uncertainty and change,
2. To focus attention of objectives,



4. **Management facilitates growth and expansion:** Management reduces waste and increase efficiency and helps to utilize the available resources to the maximum. It motivates the employees and reduce absenteeism and helps for the growth of the organisation.
5. **Improves life of workers:** Management helps the workers to works in a good environment. Management share some of the profit to workers. Workers may get financial and non-financial incentives which helps to improve their efficiency.
6. **Management helps in the development of the society:** Efficient management improves the economic condition of the employee by paying good remuneration and incentives. It improves the standard of living of the employee and helps to develop the society.
7. **Increase Efficiency:** Efficiency is the relationship between returns and cost, management uses many techniques to increase the return and reduce the cost. Increasing the efficiency brings many benefits to the organisation.
8. **Optimum use of resources:** Management brings together the resources such as men, material, machinery and money in organisation. Management plan to utilize the resources without any wastage and increase the profit of the organisation.
9. **Encourages teamwork:** Employees work are integrated together and encourage to work as a team. Management develops the team spirit in the organisation. Unity of the employees on working together as team brings success to the organisation.

Functions of Management

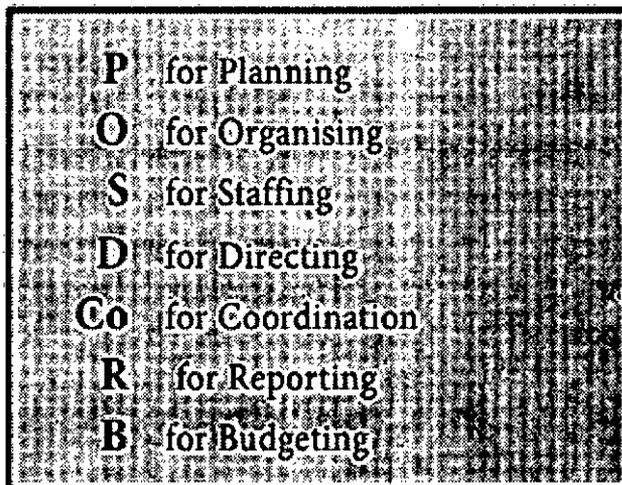
Different experts have classified functions of management in different manner

According to George and Jerry,

“There are four fundamental functions of management, (i.e.) Planning, Organising, Actuating and Controlling”.

According to Henry Fayol, **“To manage is to forecast and plan, to organise, to command and to control”.**

Luther Gullick has given a keyword, ‘**POSDCORB**’ where





Management is essential in all organised efforts, be it a business activity or any other activity. Principles of management are now universally used not for managing business organisation, they are also applied to various other type of organisations, such as educational, social, military and Government.

What is Tourism Management?

It involves the management of multitude of activities such as studying tour destination, planning the tour, making travel arrangements and providing accommodation. It also involves marketing efforts to attract tourists to travel to particular destinations.

There is a subtle difference between just travelling and tourism.

- **Travelling** is going from the place of residence or work to another distant or a neighbouring place by any means of transport. Routine commutation can be termed as travelling.
- **Tourism** is travelling with an objective. All tourism necessarily include travel but all travel does not necessarily include tourism. We can say, travelling is a subset of tourism.

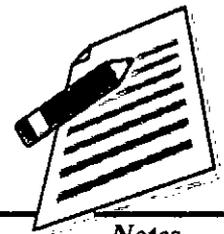
One similarity between travel and tourism is, they both are temporary movements.

Characteristics of Management

1. It is continuous and never-ending process.
2. Management is an art of getting things done through people.
3. It is a group activity and not an individual activity.
4. It follow Principles or rules.
5. Management is both science and an art.
6. Management is all pervasive.
7. It is intangible.
8. Dynamic in nature

Importance of Management

1. **Management helps in achieving Group Goals:** Management integrates the resources and directs group towards achievement of pre-determined goals. By defining the objectives of the organisation clearly and allocating the resources, it ensures to attain the goal.
2. **Establishes sound Organisation:** To establish sound organisation structure the authority and responsibility relationship should be defined clearly. Management helps to fill positions with right persons at right job.
3. **Encourages innovation:** Management encourages the innovation in the organisation. Innovation brings new ideas, new technology, new methods, new products, new services etc. This makes the organisation to face the competitive world.



Factors that Motivate People to Travel

The most common reasons for the people to travel away from home are –

- To spend holidays leisurely
- To visit friends and relatives
- To attend business and professional engagements
- To get health treatment
- To undertake religious pilgrimages
- Any other personal motives

Traditional and Niche Tourism

The following table lists down a few points that differentiate traditional tourism from niche tourism –

| Traditional Tourism | Niche Tourism |
|---|---|
| The tour is decided and planned a number of days or weeks ahead of the actual travelling day. | The tour is decided and planned spontaneously as well as ahead of the date of travelling. |
| The tour operators generally suggest famous places and there is comparatively less study done on the destination place. | In this tourism, local language preparation and the study of local culture and norms is recommended. |
| It generally takes the form of social activity being large number of people involved. | It is a personal, family, or friends' activity being small number of people involved. |
| The tourists mainly desire for souvenirs and site-seeing. | The tourists desire for experience and knowledge. |
| The tourists may or may not care for local economics, culture, and environment. | The tourists are keen to cooperate in keeping local economy, culture, and environment thereby generating a positive experience for the locals, the tourism business, and the tourists themselves. |

Management is a wide term. It is described as an “activity”, a “process”, and a “group of people” vested with the authority to make decisions.

According to Harold Koontz, “Management is an art of getting things done through and with the people in formally organized groups. It is an art of creating an environment in which people can perform and individuals and can cooperate towards attainment of group goals”. Management is the process of reaching organizational goals by working with and through people and other organizational resources.



1

TOURISM MANAGEMENT

- Understand the concept of Tourist.
- Understand the concept of management
- Discuss the nature of management.
- Describe the objective of management.
- Discuss the concept of tourism management.

Objective of the chapter:

The basic objective of this chapter is to through some light on the initial concepts of tourism and management so that the fundamentals of tourism management can be learned.

Introduction

Tourism has turned out to be an economic booster contributing to the economic development of many countries over the last few decades. People see holidays as a necessity, and not as luxury in the present scenario. Tourism calls for coordination and cooperation between travel agents, tour operators, and tourists. Tourism has a few major elements – destinations, attractions, sites, accommodation, and all ancillary services.

What is Tourism?

Tourism involves the activities of people travelling and staying in a place away from their home environment for leisure, business or other purposes.

Mathieson and Wall (1982) define tourism as follows –

“The temporary movement of people to destinations outside their usual places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.”

Tourism was mainly been traditional in its early form. With the evolution of cultures, economies, and knowledge, tourism took a different form called sustainable tourism with the aspect of well-planned tour, well-studied destination, and conservation of destination.



- 5) ----- tourism is non-resident visiting a country other than their own is termed as:
- a) out bound tourism
 - b) domestic tourism
 - c) inbound tourism
 - d) international tourism.

Answers:-

- 1) A 2) C 3) B 4) C 5) C

Review Questions

1. Discuss the growth and patterns of International tourists visiting India.
2. Explain the factors affecting the growth of tourism.
3. Examine the steps taken by the Government of India for promoting tourism.



SUMMARY

A tourist visits a place for various purposes which include recreation, holiday, leisure, health, study, religious belief, business, meeting with friends and relatives without any remunerative job. All types of tourism in India can be divided into two major categories Natural and Cultural landscapes-based tourism. Tourism is very dynamic in nature which varies in spatial and temporal contexts. The growth of tourism in any area or region depends upon a number of reasons. There are a number of factors like socio-economic, political, natural, epidemics etc. which influence tourism influx. The growth in the domestic tourism is due to a number of reasons. But the most significant reasons include increase in income levels, purchasing power and emergence of a dynamic middle class. There has been a continuous increase in domestic tourist. Decadal growth rates during 2001 - 2011 were 260% whereas it was 432% during 1997- 2011. Top ten states of the country account for about 85% of domestic tourists. About two-third (63.3%) domestic tourists come from only five states - Uttar Pradesh, Andhra Pradesh, Tamil Nadu, Karnataka, and Maharashtra. When a tourist spends money to get tourist services and facilities, it is called tourist receipt. In 2011, foreign exchange earnings from the tourism were US\$ 16.56 billion as compared to US\$ 14.19 billion in 2010, showing an annual growth of 16.7%. Central and State governments are taking a number of initiatives for promoting tourism in the country.

EXERCISE

MCQ

- 1) ----- tourism involves people travel within the country.

| | |
|---------------------|--------------------------|
| a) domestic tourism | b) international tourism |
| c) inbound tourism | d) outbound tourism. |

- 2) The peak season of international tourism in India.

| | |
|-----------------|------------------------|
| a) oct to feb | b) feb to march |
| c) oct to march | d) April to September. |

- 3) ----- tourism is the time when an individual can do what he likes to refresh.

| | |
|--------------------------|--------------------|
| a) international tourism | b) leisure tourism |
| c) recreational tourism | d) none of these. |

- 4) Who stays at least one night in collective accommodation in the country visited.

| | |
|------------|-------------------|
| a) visitor | b) excursionist |
| c) tourist | d) none of these. |



citing provisional data. The Forex earnings from inbound tourists rose 8.2% to Rs 2.2 lakh crore in the past year. The growth was 9.6% in 2018 and 15% in 2017, according to figures from the ministry and the Reserve Bank of India.

The government hasn't made any assessment of the impact on tourism from agitations against the Citizen Amendment Act (CAA), minister of state for tourism Prahalad Singh Patel said in his reply to a query in the Lok Sabha on February 3. But travel industry experts said this was one of factor.

Steps taken by Govt. to promote tourism in India

Tourism is the biggest industry in the world from the point of view of turnover. The capital investment in this industry is now even more than oil-industry. Many countries in Europe and Asia now completely depend on the income coming from tourism. Again being labour oriented industry, tourism generates maximum number of employments directly or indirectly.

In India, tourism is a late started industry. After the independence, the Govt. started taking plans to organize and develop the tourism destinations scattered all over the country. Now tourism in India is in such a position which is desirable countries economy. From the civil aviation to hotel industry, everywhere the infrastructural development is remarkable. After the reformation of Indian economy in 1990 with the open policy taken by the then Finance Minister Dr. Manmohan Singh, the Foreign Direct Investment (FDI) is now increasing gradually.

The steps taken by Govt –

- 1} Plans for regional development with the help of tourism where other industries are not in their best.
- 2} Started one – window policy to boost the direct and as well as indirect investment in tourism.
- 3} Plans preservation of cultural, heritage and environment at tourist destinations to attract more tourists.
- 4} Development of infrastructure to meet the present and future needs of tourist.
- 5} Started different types of luxurious trains like Palace on Wheels, Royal Orient or Deccan Queens.
- 6} Developing basic infrastructure.
- 7} Started overseas offices at different countries to promote India as a tourism destination.
- 8} Proper coordination between the states and central tourism departments been ordered to develop the destinations.
- 9} Started different packages to attract for those destinations attracting more tourists.
- 10} Developed different Tourism Circuits like Golden Triangle or Buddhist Circuit to attract more tourists.
- 11} ITDC is now taking part in different tourism fairs all over the world.
- 12} Trying to provide best of the services in Air India and in Indian Rail.
- 13} Building accommodation in Govt. level and encouraging the private companies to invest in accommodation sector by giving them different tax benefits.

**2. Landscape Resources:**

Geology and physiography are two major bases of landscape resources. These two aspects influence the landscape and determine the rocky peaks for climbing, cliffs or scarp for hand gliding, steep snowy slopes for skiing and caves for exploiting them for sightseeing. Rock formation exposed in areas like Deccan plateau or Ladakh attract tourists interested in trekking.

There is ample scope for rural tourism also. Water bodies and water-points like riversides, gorges, waterfalls, springs, etc. provide spectacular views to the tourists. Sunbathing and adventurous rafting and rowing are associated with water tourism.

Although all sorts of landscape resources attract tourists, yet the degree to which different types of landscapes act as tourist's attraction varies greatly. According a research report by A. Gilg of Exter University in U.K., mountains comprise the greatest attraction for the tourist. The other features, in descending order are bold hills, hilly country, plateau uplands and lowlands.

Forest landscape is found to be equally attractive, irrespective of topography. It is for this reason that National Parks, Sanctuaries as well as Biosphere Reserves are used as tourist spots. Seeing wildlife in its natural habitat rather than in a zoo or a safari-park is termed as Nature Tourism these days. Vegetation in wilderness and wildlife which depends on it constitutes a very important element of tourist landscape.

3. Seascape Tourist Resources:

Coastal waters of the mainland of India and that of the groups of islands (Andaman & Nicobar Islands in Bay of Bengal and Lakshadweep in Arabian Sea) comprise another major source of tourist attraction. Sandy beaches, coves, spits and lagoons, reefs and seaside cliffs are tourist's hot spots. These are visited for sunbathes, swimming, boating and surfing. This type of tourism flourishes only in those areas where waves are gentle and tidal currents are not dangerous.

4. Historical and Cultural Resources:

These are manmade features and are found in almost all parts of the country. Such resources are associated with historical, religious or cultural events. A rich historical and cultural heritage has developed during long course of history of India. These include statues, shrines, tombs, minarets, forts, palaces, ancient monuments as well as recent buildings and are famous for their architectural designs and structural beauty.

Pattern of tourist in India

Tourism industry experts and airline executives attributed the slowdown to multiple factors, including street protests over the new citizenship law and elevated levels of pollution in northern India, including Delhi. Several countries had issued travel advisories to their citizens over both issues.

About 10.89 million foreign tourists visited India in 2019, an increase of 3.1% from the year before, the tourism ministry informed Parliament earlier this month,



some other aspects of its tourism infrastructure remain somewhat underdeveloped. The nation has many hotel rooms per capita by international comparison and low ATM penetration. The World Tourism Organization reported that India's receipts from tourism during 2012 ranked 16th in the world, and 7th among Asian and Pacific countries.

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various central ministries/agencies, state governments, union territories and private sector representatives. Concerted efforts are being made to promote niche tourism products such as rural, cruise, medical and eco-tourism. The Ministry of Tourism maintains the Incredible India campaign focused on promoting the tourism in India.

Some of the natural factors that affects Tourism are:

1. **Weather and Climate Resources**
2. **Landscape Resources**
3. **Seascape Tourist Resources**
4. **Historical and Cultural Resources!**

Nature is bountiful and provides vast opportunities in form of gifts to enhance tourism.

1. Weather and Climate Resources:

India is vast country and its different parts experience different types of climate. This extraordinary asset in the form of varied climates can be encashed to promote tourism in the country by attracting tourists from far and near.

Regional variations in the climate of India are caused by five main factors, viz., (i) the vast size of the country, (ii) tapering of the peninsular India towards the south, (iii) the latitudinal extent astride the Tropic of Cancer, (iv) situation at the head of the Indian Ocean, and (v) role played by the Himalayas as a climatic barrier between India and central Asia, protecting the country from cold and dry winds from central Asia.

A tourist will find different types of climate in the Great Plain of North India, the snow-covered Himalayas, in the peninsular plateau area and in the coastal regions. There are climatic variations from one state to another and even from one district to another. These climatic variations are of great advantage to engage tourists in a variety of activities during their stay in the country.

However, strong influence of the monsoons along with their typical rhythm provides underlying unity to India's climatic diversity. This unity in diversity of the Indian climate is a potent factor which works to attract tourists. The visiting tourist can choose to stay in any type of climate and enjoy the changing status of weather while moving from one place to another.

Temporal changes in weather are no less pronounced than the spatial changes. India is one of the few countries where there is change in weather after every two months. The spatial and temporal changes in India's climate and weather act as a great magnet to attract tourists and enable them to enjoy the gift of nature. Larger the diversity, greater is the potential of climate resources to develop tourism.



India is the centre of **spiritualism**. It is the confluence of different religions: Hinduism, Sikhism, Islam, Christianity, Buddhism and Jainism. The followers of religious belief have built many attractive temples, mosques, monasteries and churches in different parts of the country. These religious places are attracting a huge number of domestic and international tourists in India.

Adventure tourism and nature tourism is gaining popularity. The geographical diversity makes India as a good place for adventurers. Maximum adventure activities are taking place in the areas of higher altitude:

Meetings, Incentives, Conferences and Exhibitions (MICE) tourism is a fast-emerging sector particularly after the liberalisation of the Indian economy since 1991. Now, Indian tourism industry is well - equipped with all facilities and infrastructure to welcome business tourists. Such facilities and infrastructure are still being improved and investments are made for the same.

Rural tourism involves interaction of tourists with local people and their cultural life. **Sustainable tourism** meets the needs of the present without compromising the ability of future generation to meet their needs. It also includes the minimum impact of tourist activities on environment.

Growth of Tourist in India

Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated ₹16.91 lakh crore (US\$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US\$450 billion) by 2028 (9.9% of GDP). In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion, and it is projected to grow to US\$7–8 billion by 2020. In 2014, 184,298 foreign patients travelled to India to seek medical treatment.

Over 10.04 million foreign tourists arrived in India in 2017 compared to 8.89 million in 2016, representing 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 were the five most visited cities of India by foreign tourists during the year 2015. Worldwide, Delhi is ranked 28th by the number of foreign tourist arrivals, while Mumbai is ranked 30th, Chennai 43rd, Agra 45th, Jaipur 52nd and Kolkata 90th.

The Travel and Tourism Competitiveness Report 2019 ranked India 34th out of 140 countries overall. India improved its ranking by 6 places over the 2017 report which was the greatest improvement among the top 25% of countries ranked. The report ranks the price competitiveness of India's tourism sector 13th out of 140 countries. It mentions that India has quite good air transport infrastructure (ranked 33rd), particularly given the country's stage of development, and reasonable ground and port infrastructure (ranked 28th). The country also scores high on natural resources (ranked 14th), and cultural resources and business travel (ranked 8th). However,



1. Incentive tourist- These tourists did not plan for the tour earlier. Suppose you have been rewarded with two tickets from the office because of your performance. You and your colleagues came for the trip.
2. Business tourist- This type of tourist travel for their business purpose. They will always prefer a hotel with a conference room. They don't come to enjoy luxury, but they would like the hotel to serve them everything on time.
3. Leisure tourist- This type of tourist comes to enjoy the vacation. They love those hotels who serve them something extra, like drinks. They choose hotels that give them comfort and luxury at its best.
4. Special interest tourists- They often plan their tour very well. This tourist doesn't need comfort but loves to do adventure.
5. The foodie tourist- This type is quite common. They just wish to taste various foods in various places. The signature dishes of those areas and various kinds of foods.

Types of a tourist attraction

We have to keep in mind that the attraction varies from person to person. Suppose Rahul and Sheela are travelling to Kashmir. Rahul is interested in climbing the mountains to see snowfall, whereas Sheela is much excited to visit the temples in Kashmir.

Mainly tourist attraction could be classified in the following two categories:-

1. **Natural attraction**– If you are a nature lover, don't miss The Valley of Flowers in Uttarakhand, Coorg, which is known as 'Scotland of India'.
2. **Events and heritage attraction**– Goa is a place for heritage lovers. Pack your bag, take the camera and start your journey towards Goa. I am sure you will have an unforgettable lesson in Goa's history. Fort Aguada, Chandor and some of the famous museums are places to be visited.

Emerging dimensions in tourism

Apart from traditional tourism, new type of tourism activities are being created. Emerging dimensions in Indian tourism are :

Health tourism

Spiritual tourism

Adventure tourism

Meetings, Incentives, Conferences and Exhibitions (MICE) tourism

Rural tourism

Sustainable tourism

Health tourism in India provides world class treatment at low cost. It includes the Indian system of medicine like Ayurveda, naturopathy, umami, sidha and allopathy. Indian medical tourism attracts many tourists from the developed world like US, Europe and Middle East regions where medical treatment remains very costly.



Factor Affecting Recruitment

The factors affecting recruitment can be classified as internal and external factors.

The internal factors are:

- Wage and salary policies;
- The age composition of existing working force; Promotion and retirement policies;
- Turnover rates;
- The nature of operations involved the kind of personnel required; The level and seasonality of operations in question;
- Future expansion and reduction programmes; Recruiting policy of the organisation;
- Human resource planning strategy of the company;
- Size of the organisation and the number of employees employed;
- Cost involved in recruiting employees, and finally;
- Growth and expansion plans of the organisation.

The external factors are:

- Supply and demand of specific skills in the labour market;
- Company's image perception of the job seekers about the company.
- External cultural factors: Obviously, the culture may exert considerable check on recruitment. For example, women may not be recruited in certain jobs in industry.
- Economic factors: such as a tight or loose labour market, the reputation of the enterprise in the community as a good pay master or otherwise and such allied issues which determine the quality and quantity of manpower submitting itself for recruitment.
- Political and legal factors also exert restraints in respect of nature and hours of work for women and children, and allied employment practices in the enterprise, reservation of Job for SC, ST and so on.

Methods of Recruitment

Methods of recruitment are different from the sources of recruitment. Sources are the locations where prospective employees are available. On the other hand, methods are way of establishing links with the prospective employees. Various methods employed for recruiting employees may be classified into the following categories:

1. Direct Methods:

These include sending recruiters to educational and professional institutions, employees, contacts with public, and manned exhibits. One of the widely used direct methods is that of sending of recruiters to colleges and technical schools. Most college recruiting is done in co-operation with the placement office of a college. The placement office usually provides help in attracting students, arranging interviews, furnishing space, and providing student resumes.

CLASS-12

Tourism



Notes

For managerial, professional and sales personnel campus recruiting is an extensive operation. Persons reading for MBA or other technical diplomas are picked up in this manner. For this purpose, carefully prepared brochures, describing the organisation and the jobs it offers, are distributed among students, before the interviewer arrives. Sometimes, firms directly solicit information from the concerned professors about students with an outstanding record. Many companies have found employees contact with the public a very effective method. Other direct methods include sending recruiters to conventions and seminars, setting up exhibits at fairs, and using mobile offices to go to the desired centre.

| Based on personnel to be recruited | |
|--|-----------------------------|
| Managerial/technical personnel | Operative personnel |
| Advertisement | Public employment exchanges |
| Internet | Labour unions |
| Walk-ins | Employee referrals |
| Campus recruitments | Gate hiring |
| Job fairs | Labour contractors |
| Consultancy firms | |
| Personnel contacts | |
| Poaching and raiding | |
| Based on the movement of the organisation | |
| Direct methods | Third party method |
| Advertisement | Consultancy firms |
| Internet recruiting | Public employment exchanges |
| Campus recruitment | Labour unions |
| Job fairs | Employee referrals |
| Personnel contacts | Labour contractors |
| Gate hiring | |

Based on personnel to be recruited

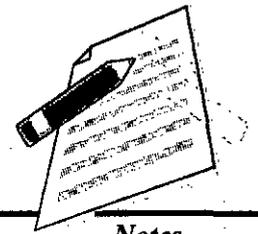
Managerial/technical personnel

Advertisement
Internet
Walk-ins
Campus recruitments
Job fairs
Consultancy firms
Personnel contacts
Poaching and raiding

Based on the movement of the organisation

Direct methods

Advertisement
Internet recruiting
Campus recruitment
Job fairs
Personnel contacts
Gate hiring



2. Indirect Methods:

The most frequently used indirect method of recruitment is advertisement in newspapers, journals, and on the radio and television. Advertisement enables candidates to assess their suitability. It is appropriate when the organisation wants to reach out to a large target group scattered nationwide. When a firm wants to conceal its identity, it can give blind advertisement in which only box number is given. Considerable details about jobs and qualifications can be given in the advertisements. Another method of advertising is a notice-board placed at the gate of the company.

3. Third-Party Methods:

The most frequently used third-party methods are public and private employment agencies. Public employment exchanges have been largely concerned with factory workers and clerical jobs. They also provide help in recruiting professional employees. Private agencies provide consultancy services and charge a fee. They are usually specialised for different categories of operatives, office workers, salesmen, supervisory and management personnel. Other third-party methods include the use of trade unions. Labour-management committees have usually demonstrated the effectiveness of trade unions as methods of recruitment.

Human Resource Selection

Human resource selection is the process of choosing qualified individuals who are available to fill positions in an organization. In the ideal personnel situation, selection involves choosing the best applicant to fill a position. Selection is the process of choosing people by obtaining and assessing information about the applicants with a view to matching these with the job requirements. It involves a careful screening and testing of candidates who have put in their applications for any job in the enterprise. It is the process of choosing the most suitable persons out of all the applicants. The purpose of selection is to pick up the right person for every job.

It can be conceptualised in terms of either choosing the fit candidates, or rejecting the unfit candidates, or a combination of both. Selection involves both because it picks up the fits and rejects the unfits. In fact, in Indian context, there are more candidates who are rejected than those who are selected in most of the selection processes. Therefore, sometimes, it is called a negative process in contrast to positive programme of recruitment.

According to Dale Yoder, —Selection is the process in which candidates for employment are divided into two classes—those who are to be offered employment and those who are not□.

According to Thomas Stone, —Selection is the process of differentiating between applicants in order to identify (and hire) those with a greater likelihood of success in a job□.

Thus, the selection process is a tool in the hands of management to differentiate between the qualified and unqualified applicants by applying various techniques



Notes

such as interviews, tests etc. The cost incurred in recruiting and selecting any new employee is expensive. The cost of selecting people who are inadequate performers or who leave the organisation before contributing to profits proves a major cost of doing business. Decenzo and Robbins write, —Proper selection of personnel is obviously an area where effectiveness - choosing competent workers who perform well in their position-can result in large saving. □ According to them, selection has two objectives : (1) to predict which job applicants would be successful if hired and (2) to inform and sell the candidate on the job and the organization. Satisfaction of employee needs and wants as well as the fullest development of his potential are important objectives of selection.

Dale Yoder says, —Selection has long held a high rank in the priority of problem areas in management. Investments in good people produce a very high rate of return. A good choice of people can provide a basis for long, sustained contributions. □

Difference between Recruitment and Selection: Difference between recruitment and selection has been described by Flippo as, —Recruitment is a process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organisation. It is often termed positive as it stimulates people to apply for jobs, selection on the other hand tends to be negative because it rejects a good number of those who apply, leaving only the best to be hired. Recruitment and selection differs in following manner:

1. **Difference in Objective:** The basic objective of recruitment is to attract maximum number of candidates so that more options are available. The basic objective of selection is to choose best out of the available candidates.
2. **Difference in Process:** Recruitment adopts the process of creating application pool as large as possible and therefore. It is known as positive process. Selection adopts the process through which more and more candidates are rejected and fewer candidates are selected or sometimes even not a single candidate is selected. Therefore, it is known as negative process or rejection process.
3. **Technical Differences:** Recruitment techniques are not very intensive, and not require high skills. As against this, in selection process, highly specialised techniques are required. Therefore, in the selection process, only personnel with specific skills like expertise in using selection tests, conducting interviews, etc., are involved.
4. **Difference in Outcomes:** The outcome of recruitment is application pool which becomes input for selection process. The outcome of selection process is in the form of finalising candidates who will be offered jobs.

Selection Procedure

The selection procedure is concerned with securing relevant information about an applicant. This information is secured in a number of steps or stages. The objective of selection process is to determine whether an applicant meets the qualification for a specific job and to choose the applicant who is most likely to perform well in that



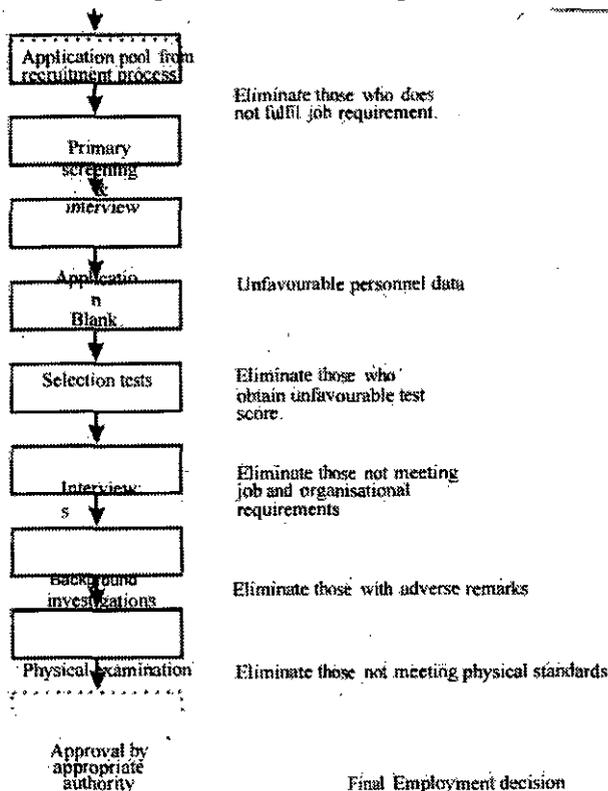
job. Selection is a long process, commencing from the preliminary interview of the applicants and ending with the contract of employment (sometimes).

The selection procedure consists of a series of steps. Each step must be successfully cleared before the applicant proceeds to the next. The selection process is a series of successive hurdles or barriers which an applicant must cross. These hurdles are designed to eliminate an unqualified candidate at any point in the selection process. Thus, this technique is called —Successive Hurdles Technique—. In practice, the process differs among organisations and between two different jobs within the same organisation. Selection procedure for the senior managers will be long drawn and rigorous, but it is simple and short while hiring lower-level employees.

The major factors which determine the steps involved in a selection process are as follows:

Selection process depends on the number of candidates that are available for selection. Selection process depends on the sources of recruitment and the method that is adopted for making contact with the prospective candidates.

Various steps involved in a selection process depend on the type of personnel to be selected. All the above factors are not mutually exclusive, rather these operate simultaneously. In any case, the basic objective of a selection process is to collect as much relevant information about the candidates as is possible so that the most suitable candidates are selected. A comprehensive selection process involves the various steps.



Steps in Selection Process

1.Application Pool: Application pool built-up through recruitment process is the base for selection process. The basic objective at the recruitment level is to attract as much worthwhile applications as possible so that there are more options available at the selection stage.



Notes

2. Preliminary Screening and Interview: It is highly noneconomic to administer and handle all the applicants. It is advantageous to sort out unsuitable applicants before using the further selection steps. For this purpose, usually, preliminary interviews, application blank lists and short test can be used. All applications received are scrutinised by the personnel department in order to eliminate those applicants who do not fulfil required qualifications or work experience or technical skill, his application will not be entertained. Such candidate will be informed of his rejection.

Preliminary interview is a sorting process in which the prospective candidates are given the necessary information about the nature of the job and the organisation. Necessary information is obtained from the candidates about their education, skills, experience, expected salary etc. If the candidate is found suitable, he is elected for further screening. This courtesy interview; as it is often called helps the department screen out obvious misfits. Preliminary interview saves time and efforts of both the company and the candidate. It avoids unnecessary waiting for the rejected candidates and waste of money on further processing of an unsuitable candidate. Since rejection rate is high at preliminary interview, the interviewer should be kind, courteous, receptive and informal.

3. Application Blank or Application Form: An application blank is a traditional widely accepted device for getting information from a prospective applicant which will enable the management to make a proper selection. The blank provides preliminary information as well as aid in the interview by indicating areas of interest and discussion. It is a good means of quickly collecting verifiable (and therefore fairly accurate) basic historical data from the candidate. It also serves as a convenient device for circulating information about the applicant to appropriate members of management and as a useful device for storing information for, later reference. Many types of application forms, sometimes very long and comprehensive and sometimes brief, are used. Information is generally taken on the following items:

(a) **Biographical Data:** Name, father's name, date and place of birth, age, sex, nationality, height, weight, identification marks, physical disability, if any, marital status, and number of dependants.

(b) **Educational Attainment:** Education (subjects offered and grades secured), training acquired in special fields and knowledge gained from professional/technical institutes or through correspondence courses.

(c) **Work Experience:** Previous experience, the number of jobs held with the same or other employers, including the nature of duties, and responsibilities and the duration of various assignments, salary received, grades, and reasons for leaving the present employer.

(d) **Salary and Benefits:** Present and expected.

(e) **Other Items:** Names and addresses of previous employers, references, etc. An application blank is a brief history sheet of an employee's background and can be used for future reference, in case needed.



4. Selection Tests: Many organisations hold different kinds of selection tests to know more about the candidates or to reject the candidates who cannot be called for interview etc. Selection tests normally supplement the information provided in the application forms. Such forms may contain factual information about candidates. Selection tests may give information about their aptitude, interest, personality, which cannot be known by application forms.

5. Interview: An interview is a procedure designed to get information from a person and to assess his potential for the job he is being considered on the basis of oral responses by the applicant to oral inquiries by the interviewer. Interviewer does a formal in-depth conversation with the applicant, to evaluate his suitability. It is one of the most important tools in the selection process. This tool is used when interviewing skilled, technical, professional and even managerial employees. It involves two-way exchange of information. The interviewer learns about the applicant and the candidate learns about the employer.

6. Background Investigation: The next step in the selection process is to undertake an investigation of those applicants who appear to offer potential as employees. This may include contacting former employers to confirm the candidate's work record and to obtain their appraisal of his or her performance/ contacting other job-related and personal references, and verifying the educational accomplishments shown on the application.

The background investigation has major implications. Every personnel administrator has the responsibility to investigate each potential applicant. In some organization, failure to do so could result in the loss of his or her job. But many managers consider the background investigation data highly biased. Who would actually list a reference that would not give anything but the best possible recommendation? The seasoned personnel administrator expects this and delves deeper into the candidate's background, but that, too, may not prove to be beneficial. Many past employers are reluctant to give any information to another company other than factual information (e.g., date of employment).

Even though there is some reluctance to give this information, there are ways in which personnel administrators can obtain it. Sometimes, for instance information can be obtained from references once removed. For example, the personnel administrator can ask a reference whose name has been provided on the application form to give another reference, someone who has knowledge of the candidate's work experience. By doing this, the administrator can eliminate the possibility of accepting an individual based on the employee's current employer's glowing recommendation when the motivation for such a positive recommendation was to get rid of the employee.

7. Physical Examination: After the selection decision and before the job offer is made, the candidate is required to undergo physical fitness test. Candidates are sent for physical examination either to the company's physician or to a medical officer approved for the purpose. Such physical examination provides the following information.

Whether the candidate's physical measurements are in accordance with job requirements or not? Whether the candidate suffers from bad health which should be corrected?



Notes

Whether the candidate has health problems or psychological attitudes likely to interfere with work efficiency or future attendance?

Whether the candidate is physically fit for the specific job or not?

Policy on these physical exams has changed today. Dale Yoder writes, —Modern policy used the physical examination not to eliminate applicants, but to discover what jobs they are qualified to fill. The examination should disclose the physical characteristics of the individual that are significant from the standpoint of his efficient performance of the job he may enter or of those jobs to which he may reasonably expect to be transferred or promoted. It should note deficiencies, not as a basis for rejection, but as indicating restrictions on his transfer to various positions also. □

8. Approval by Appropriate Authority: On the basis of the above steps, suitable candidates are recommended for selection by the selection committee or personnel department. Though such a committee or personnel department may have authority to select the candidates finally, often it has staff authority to recommend the candidates for selection to the appropriate authority. Organisations may designate the various authorities for approval of final selection of candidates for different categories of candidates. Thus, for top level managers, board of directors may be approving authority; for lower levels, even functional heads concerned may be approving authority.

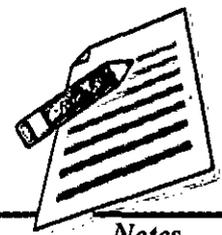
9. Final Employment Decision: After a candidate is finally selected, the human resource department recommends his name for employment. The management or board of the company offers employment in the form of an appointment letter mentioning the post, the rank, the salary grade, the date by which the candidate should join and other terms and conditions of employment. Some firms make a contract of service on judicial paper. Usually an appointment is made on probation in the beginning. The probation period may range from three months to two years. When the work and conduct of the employee is found satisfactory, he may be confirmed. The personnel department prepare a waiting list and informs the candidates. In case a person does not join after being selected, the company calls next person on the waiting list.

10. Evaluation: The selection process, if properly performed, will ensure availability of competent and committed personnel. A period audit, conducted by people who work independently of the human resource department, will evaluate the effectiveness of the selection process. The auditors will do a thorough and the intensive analysis and evaluate the employment programme.

SUMMARY

No organisation can achieve its objectives in the absence of proper human resource management. This is more so in the case of tourism industry where the emphasis is on customer care and satisfaction which can be achieved through the quality performance of the human resources involved in the delivery of the service product. Human resources are an inseparable constituent of tourism services. Each and every segment in tourism needs special attention for training which requires proper planning

and development of human resources. The perception about tourism very much depends on the people interacting with the tourists and the services rendered by the human resources. The need for HRM in tourism is not to be confined to the skills of the service providers alone but the planners and officials who carry out the plans should be themselves highly trained. The nature, determinants and problem areas of service quality within tourism points clearly to the central role of human resources in attaining levels of excellence. Developing service culture in tourism is crucial for the success of tourism. Getting and retaining the right people, at the right time, in the right place and at the right price is basic to the success of all the organisations. There is a Huge demand of skilled workers in Tourism sector. HR also develops semi-skill to fully skilled and skilled employee to trainer. Effectively managing human resources has a positive impact on an organisation's overall survival, growth, profitability, competitiveness and flexibility. HRM is the essence of being a manager as the responsibility of managing the human resources lies with every manager.



EXERCISE

MCQ

- Personnel management is also called as-
 - Personnel Administration
 - Manpower management
 - Both (A) and (B)
 - None of the above

Answer: c.

- Personnel management specifically deals with human resources in respect of-
 - Their procurement
 - Their development
 - Their motivation
 - All of the above

Answer: d.

- Which of the following is (are) true?
 - Principles of general management are applicable to personnel management.
 - Personnel management considers that labour is a life-full item
 - Personnel management deals with the relations of personnel towards management
 - All of the above

Answer: d

- Personnel management is a (an)
 - Approach
 - Point of view
 - Technique of thinking
 - All of the above

Answer: d

- The subject matter of personnel management is
 - Profit
 - Capital investment
 - Human being
 - Wages and incentives

Answer: c

CLASS-12

Tourism



Notes

Review questions

1. What is HRM all about? Discuss the objectives of HRM function?
2. Enumerate and explain the principle HRM functions.
3. Explain the role performed by HRM in tourism organisations.
4. Why is human resource planning necessary in tourism? Describe the steps involved in the process of human resource planning.
5. How does recruitment differ from selection? Identify the main sources of recruitment available to different sectors of tourism industry.
6. What is selection? List out the steps in the selection process.

3

HUMAN RESOURCE MANAGEMENT-II



Notes

- Understand the concept of HRM.
- Discuss the concept of development.
- Describe the concept of training.
- Discuss the concept of compensation.

Objective of the chapter:

The basic objective of this chapter is to through some light on the initial concepts of HRM so that the fundamentals of HRM can be learned.

Introduction

Training is a process of learning a sequence of programmed behaviour. It is the application of knowledge & gives people an awareness of rules & procedures to guide their behaviour. It helps in bringing about positive change in the knowledge, skills & attitudes of employees.

Thus, training is a process that tries to improve skills or add to the existing level of knowledge so that the employee is better equipped to do his present job or to mould him to be fit for a higher job involving higher responsibilities. It bridges the gap between what the employee has & what the job demands.

Training refers to a planned effort by a company to facilitate employees 'learning of job-related competencies. These competencies include knowledge, skills, or behaviours that are critical for successful job performance. The goal of training is for employees to master the knowledge, skill, and behaviours emphasized in training programs and to apply them to their day-to-day activities. Training is seen as one of several possible solutions to improve performance. Other solutions can include such actions as changing the job or increasing employee motivation through pay and incentives. Today there is a greater emphasis on-

Providing educational opportunities for all employees. These educational opportunities may include training programs, but they also include support for taking courses offered outside the company, self-study, and learning through job rotation.

An ongoing process of performance improvement that is directly measurable rather than organizing one time training events.

The need to demonstrate to executives, managers, and trainees the benefits of training.

CLASS-12

Tourism



Notes

Learning as a lifelong event in which senior management, trainer manager, and employees have ownership.

Training being used to help attain strategic business objectives, which help companies, gains a competitive advantage.

The term **training** refers to the acquisition of knowledge, skills, and competencies as a result of the teaching of vocational or practical skills and knowledge that relate to specific useful competencies. It forms the core of apprenticeships and provides the backbone of content at institutes of technology (also known as technical colleges or polytechnics). In addition to the basic training required for a trade, occupation or profession, observers of the labour-market recognize as of 2008[update] the need to continue training beyond initial qualifications: to maintain, upgrade and update skills throughout working life. People within many professions and occupations may refer to this sort of training as professional development.

Training usually refers to some kind of organized (and finite it time) event — a seminar, workshop that has a specific beginning data and end date. It's often a group activity, but the word training is also used to refer to specific instruction done one on one.

Employee development, however, is a much bigger, inclusive —thing. For example, if a manager pairs up a relatively new employee with a more experienced employee to help the new employee learns about the job, that's really employee development. If a manager coaches and employee in an ongoing way, that's employee development. Or, employees may rotate job responsibilities to learn about the jobs of their colleagues and gain experience so they might eventually have more promotion opportunities. That's employee development.

TRAINING AND DEVELOPMENT OBJECTIVES

The principal objective of training and development division is to make sure the availability of a skilled and willing workforce to an organization. In addition to that, there are four other objectives: Individual, Organizational, Functional, and Societal. Training and development is a subsystem of an organization. It ensures that randomness is reduced and learning or behavioural change takes place in structured format.

Individual Objectives –help employees in achieving their personal goals, which in turn, enhances the individual contribution to an organization.

Organizational Objectives –assist the organization with its primary objective by bringing individual effectiveness.

Functional Objectives –maintain the department's contribution at a level suitable to the organization's needs.

Societal Objectives –ensure that an organization is ethically and socially responsible to the needs and challenges of the society.

The quality of employees and their development through training and education are major factors in determining long-term profitability of a small business. If you hire and keep good employees, it is good policy to invest in the development of their skills, so they can increase their productivity.



Training often is considered for new employees only. This is a mistake because ongoing training for current employees helps them adjust to rapidly changing job requirements. Reasons for emphasizing the growth and development of personnel include

Creating a pool of readily available and adequate replacements for personnel who may leave or move up in the organization.

Enhancing the company's ability to adopt and use advances in technology because of a sufficiently knowledgeable staff.

Building a more efficient, effective and highly motivated team, which enhances the company's competitive position and improves employee morale. Ensuring adequate human resources for expansion into new programs.

Types of Employee Training

Some commentators use a similar term for workplace learning to improve performance: —training and development. One can generally categorize such training as on-the-job or off-the-job:

On-the-job training takes place in a normal working situation, using the actual tools, equipment, documents or materials that trainees will use when fully trained. On-the-job training has a general reputation as most effective for vocational work.

Off-the-job training takes place away from normal work situations — implying that the employee does not count as a directly productive worker while such training takes place. Off-the-job training has the advantage that it allows people to get away from work and concentrate more thoroughly on the training itself. This type of training has proven more effective in inculcating concepts and ideas.

The four techniques for on-the-job development are:

COACHING MENTORING

JOB ROTATION

JOB INSTRUCTION TECHNIQUE (JIT)

The four techniques for on-the-job development are:

- 1) COACHING
- 2) MENTORING
- 3) JOB ROTATION
- 4) JOB INSTRUCTION TECHNIQUE (JIT)

1.) **Coaching** is one of the training methods, which is considered as a corrective method for inadequate performance. According to a survey conducted by International Coach Federation (ICF), more than 4,000 companies are using coach for their executives. These coaches are experts most of the time outside consultants.

A coach is the best training plan for the CEO's because

It is one to one interaction

It can be done at the convenience of CEO

It can be done on phone, meetings, through e-mails, chat

It provides an opportunity to receive feedback from an expert



Notes

It helps in identifying weaknesses and focus on the area that needs improvement. This method best suits for the people at the top because if we see on emotional front, when a person reaches the top, he gets lonely and it becomes difficult to find someone to talk to. It helps in finding out the executive's specific developmental needs. The needs can be identified through 60-degree performance reviews.

Procedure of the Coaching

The procedure of the coaching is mutually determined by the executive and coach. The procedure is followed by successive counselling and meetings at the executive's convenience by the coach.

1. Understand the participant's job, the knowledge, skills, and attitudes, and resources required to meet the desired expectation
2. Meet the participant and mutually agree on the objective that has to be achieved
3. Mutually arrive at a plan and schedule
4. At the job, show the participant how to achieve the objectives, observe the performance and then provide feedback
5. Repeat step 4 until performance improves

For the people at middle level management, coaching is more likely done by the supervisor; however experts from outside the organization are at times used for up-and-coming managers. Again, the personalized approach assists the manager focus on definite needs and improvement.

2.) Mentoring is an ongoing relationship that is developed between a senior and junior employee. Mentoring provides guidance and clear understanding of how the organization goes to achieve its vision and mission to the junior employee.

The meetings are not as structured and regular than in coaching. Executive mentoring is generally done by someone inside the company. The executive can learn a lot from mentoring. By dealing with diverse mentee's, the executive is given the chance to grow professionally by developing management skills and learning how to work with people with diverse background, culture, and language and personality types.

Executives also have mentors. In cases where the executive is new to the organization, a senior executive could be assigned as a mentor to assist the new executive settled into his role. Mentoring is one of the important methods for preparing them to be future executives. This method allows the mentor to determine what is required to improve mentee's performance. Once the mentor identifies the problem, weakness, and the area that needs to be worked upon, the mentor can advise relevant training. The mentor can also provide opportunities to work on special processes and projects that require use of proficiency.

Some key points on Mentoring

Mentoring focus on attitude development

Conducted for management-level employees

Mentoring is done by someone inside the company It is one-to-one interaction

It helps in identifying weaknesses and focus on the area that needs improvement



3.) For the executive, **job rotation** takes on different perspectives. The executive is usually not simply going to another department. In some vertically integrated organizations, for example, where the supplier is actually part of same organization or subsidiary, job rotation might be to the supplier to see how the business operates from the supplier point of view.

Learning how the organization is perceived from the outside broadens the executive's outlook on the process of the organization. Or the rotation might be to a foreign office to provide a global perspective. For managers being developed for executive roles, rotation to different functions in the company is regularly carried out.

This approach allows the manager to operate in diverse roles and understand the different issues that crop up. If someone is to be a corporate leader, they must have this type of training. A recent study indicated that the single most significant factor that leads to leader's achievement was the variety of experiences in different departments, business units, cities, and countries.

An organized and helpful way to develop talent for the management or executive level of the organization is job rotation. It is the process of preparing employees at a lower level to replace someone at the next higher level. It is generally done for the designations that are crucial for the effective and efficient functioning of the organization.

Some of the major benefits of job rotation are:

It provides the employees with opportunities to broaden the horizon of knowledge, skills, and abilities by working in different departments, business units, functions, and countries

Identification of Knowledge, skills, and attitudes (KSAs) required It determines the areas where improvement is required

Assessment of the employees who have the potential and calibre for filling the position

4.) **Job Instruction Technique (JIT)** uses a strategy with focus on knowledge (factual and procedural), skills and attitudes development.

JIT Consists of Four Steps:

Plan –This step includes a written breakdown of the work to be done because the trainer and the trainee must understand that documentation is must and important for the familiarity of work. A trainer who is aware of the work well is likely to do many things and in the process might miss few things. Therefore, a structured analysis and proper documentation ensures that all the points are covered in the training program. The second step is to find out what the trainee knows and what training should focus on. Then, the next step is to create a comfortable atmosphere for the trainees' i.e. proper orientation program, availing the resources, familiarizing trainee with the training program, etc.

Present –In this step, trainer provides the synopsis of the job while presenting the participants the different aspects of the work. When the trainer finished, the trainee demonstrates how to do the job and why is that done in that specific manner. Trainee actually demonstrates the procedure while emphasizing the key points and safety instructions.



Notes

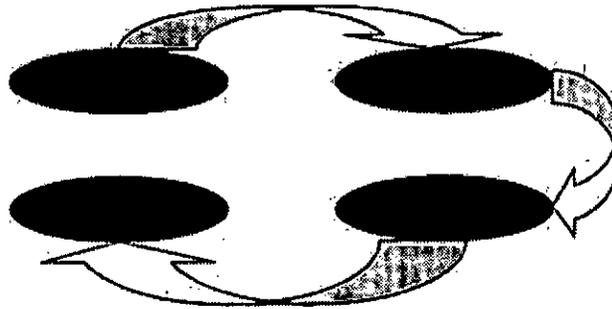


Figure 6.1 : Steps in JIT

Figure 6.1 : Steps in JIT

Trial –This step actually a kind of rehearsal step, in which trainee tries to perform the work and the trainer is able to provide instant feedback. In this step, the focus is on improving the method of instruction because a trainer considers that any error occurring may be a function of training not the trainee. This step allows the trainee to see the after effects of using an incorrect method. The trainer then helps the trainee by questioning and guiding to identify the correct procedure.

Follow-up –In this step, the trainer checks the trainee’s job frequently after the training program is over to prevent bad work habits from developing. There are various methods of training, which can be divided in to cognitive and behavioural methods. Trainers need to understand the pros and cons of each method, also its impact on trainees keeping their background and skills in mind before giving training.

OFF THE JOB TRAINING

There are many management development techniques that an employee can take in off the job. The few popular methods are:

- 1 SENSITIVITY TRAINING
- 2 TRANSACTIONAL ANALYSIS
- 3 STRAIGHT LECTURES/ LECTURES
- 4 SIMULATION EXERCISES

1.) **Sensitivity Training** is about making people understand about themselves and others reasonably, which is done by developing in them social sensitivity and behavioural flexibility.

Social sensitivity in one word is empathy. It is ability of an individual to sense what others feel and think from their own point of view. Behavioural flexibility is ability to behave suitably in light of understanding.

Sensitivity Training Program requires three steps:

Unfreezing the Old Values –

It requires that the trainees become aware of the inadequacy of the old values. This can be done when the trainee faces dilemma in which his old values is not able to provide proper guidance. The first step consists of a small procedure:

An unstructured group of 10-15 people is formed.



Unstructured group without any objective looks to the trainer for its guidance But the trainer refuses to provide guidance and assume leadership

Soon, the trainees are motivated to resolve the uncertainty

Then, they try to form some hierarchy. Some try assume leadership role which may not be liked by other trainees

Then, they started realizing that what they desire to do and realize the alternative ways of dealing with the situation

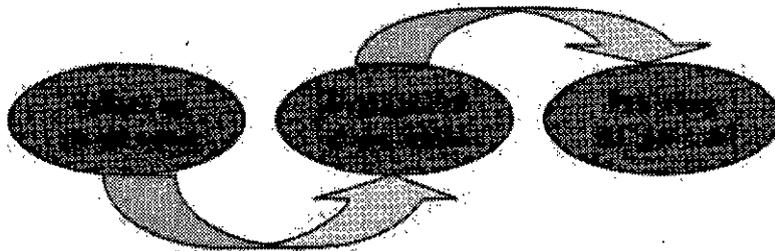


Figure 6.2 Procedure of Sensitivity Training.

Figure 6.2 Procedure of Sensitivity Training

Development of New Values –With the trainer's support, trainees begin to examine their interpersonal behaviour and giving each other feedback. The reasoning of the feedbacks are discussed which motivates trainees to experiment with range of new behaviours and values. This process constitutes the second step in the change process of the development of these values.

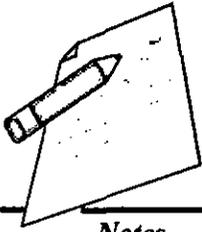
Refreezing the new ones –This step depends upon how much opportunity the trainees get to practice their new behaviours and values at their work place.

2.) Transactional Analysis provides trainees with a realistic and useful method for analysing and understanding the behaviour of others. In every social interaction, there is a motivation provided by one person and a reaction to that motivation given by another person. This motivation reaction relationship between two persons is a transaction.

Transactional analysis can be done by the ego states of an individual. An ego state is a system of feelings accompanied by a related set of behaviours. There are basically three ego states:

Child: It is a collection of recordings in the brain of an individual of behaviours, attitudes, and impulses which come to her naturally from her own understanding as a child. The characteristics of this ego are to be spontaneous, intense, unconfident, reliant, probing, anxious, etc. Verbal clues that a person is operating from its child state are the use of words like –I guess□, –I suppose□,tc. and non-verbal clues like, giggling, coyness, silent, attention seeking etc.

Parent: It is a collection of recordings in the brain of an individual of behaviours, attitudes, and impulses imposed on her in her childhood from various sources such as, social, parents, friends, etc. The characteristics of this ego are to be overprotective, isolated, rigid, bossy, etc. Verbal clues that a person is operating from its parent states are the use of words like, always, should, never, etc and non-verbal clues such as, raising eyebrows, pointing an accusing finger at somebody, etc.



Notes

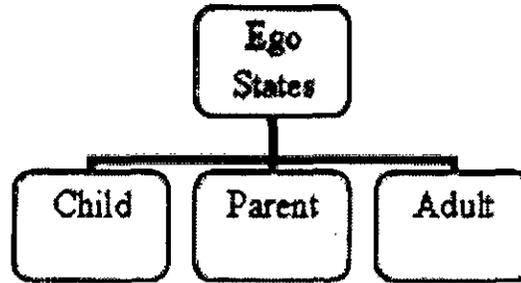


Figure 6.3

Adult: It is a collection of reality testing, rational behaviour, decision making, etc. A person in this ego state verifies, updates the data which she has received from the other two states. It is a shift from the taught and felt concepts to tested concepts. All of us evoke behaviour from one ego state which is responded to by the other person from any of these three states.

3.) **Lecture** is telling someone about something. Lecture is given to enhance the knowledge of listener or to give him the theoretical aspect of a topic. Training is basically incomplete without lecture. When the trainer begins the training session by telling the aim, goal, agenda, processes, or methods that will be used in training that means the trainer is using the lecture method. It is difficult to imagine training without lecture format. There are some variations in Lecture method. The variation here means that some forms of lectures are interactive while some are not.

Straight Lecture: Straight lecture method consists of presenting information, which the trainee attempts to absorb. In this method, the trainer speaks to a group about a topic. However, it does not involve any kind of interaction between the trainer and the trainees. A lecture may also take the form of printed text, such as books, notes, etc. The difference between the straight lecture and the printed material is the trainer's intonation, control of speed, body language, and visual image of the trainer. The trainer in case of straight lecture can decide to vary from the training script, based on the signals from the trainees, whereas same material in print is restricted to what is printed. A good lecture consists of introduction of the topic, purpose of the lecture, and priorities and preferences of the order in which the topic will be covered. Some of the main features of lecture method are:

- Inability to identify and correct misunderstandings
- Less expensive
- Can be reached large number of people at once
- Knowledge building exercise
- Less effective because lectures require long periods of trainee inactivity

4.) **Games and Simulations** are structured and sometimes unstructured, that are usually played for enjoyment sometimes are used for training purposes as an educational tool. Training games and simulations are different from work as they are designed to reproduce or simulate events, circumstances, processes that take place in trainees' job.

A Training Game is defined as spirited activity or exercise in which trainees compete with each other according to the defined set of rules. Simulation is creating computer versions of real-life games. Simulation is about imitating or making



judgment or opining how events might occur in a real situation. It can entail intricate numerical modelling, role playing without the support of technology, or combinations. Training games and simulations are now seen as an effective tool for training because its key components are:

Challenge Rules

Interactivity

These three components are quite essential when it comes to learning. Some of the examples of this technique are:

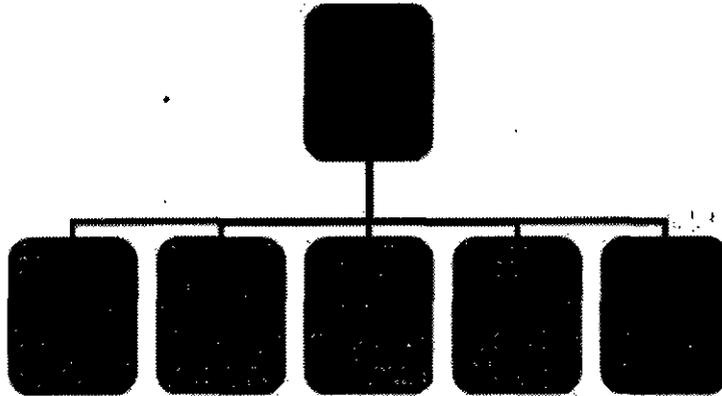


Figure 6.4

Trainees can therefore experience these events, processes, games in a controlled setting where they can develop knowledge, skills, and attitudes or can find out concepts that will improve their performance. The various methods that come under Games and Simulations are:

BEHAVIOR-MODELLING BUSINESS GAMES

CASE STUDIES

EQUIPMENT STIMULATORS IN-BASKET TECHNIQUE

ROLE PLAYS

Objectives and Process of Employee Training

The training design process refers to a systematic approach for developing training programs. It includes the seven steps in this process. Training is one of the most profitable investments an organization can make. No matter what business or industry you are in the steps for an effective training process are the same and may be adapted anywhere. If you have ever thought about developing a training program within your organization consider the following four basic training steps. You will find that all four of these steps are mutually necessary for any training program to be effective and efficient.

Step1 is to conduct a needs assessment, which is necessary to identify whether training is needed. This step identifies activities to justify an investment for training. The techniques necessary for the data collection are surveys, observations, interviews, and customer comment cards. Several examples of an analysis outlining specific training needs are customer dissatisfaction, low morale, low productivity, and high turnover.

*Notes*

By determining training needs, an organization can decide what specific knowledge, skills, and attitudes are needed to improve the employee's performance in accordance with the company's standards.

The needs analysis is the starting point for all training. The primary objective of all training is to improve individual and organizational performance. Establishing a needs analysis is, and should always be the first step of the training process.

Step 2 is to ensure that employees have the motivation and basic skills necessary to master training content. This step establishes the development of current job descriptions and standards and procedures. Job descriptions should be clear and concise and may serve as a major training tool for the identification of guidelines. Once the job description is completed, a complete list of standards and procedures should be established from each responsibility outlined in the job description. This will standardize the necessary guidelines for any future training.

Step 3 is to create a learning environment that has the features necessary for learning to occur. This step is responsible for the instruction and delivery of the training program. Once you have designated your trainers, the training technique must be decided. One-on-one training, on-the-job training, group training, seminars, and workshops are the most popular methods.

Before presenting a training session, make sure you have a thorough understanding of the following characteristics of an effective trainer. The trainer should have:

- A desire to teach the subject being taught.
- A working knowledge of the subject being taught.
- An ability to motivate participants to — want to learn.
- A good sense of humour.
- A dynamic appearance and good posture.
- A strong passion for their topic.
- A strong compassion towards their participants.
- Appropriate audio/visual equipment to enhance the training session.

For a training program to be successful, the trainer should be conscious of several essential elements, including a controlled environment, good planning, the use of various training methods, good communication skills and trainee participation.

Step 4 is to ensure that trainees apply the training content to their jobs. This step will determine how effective and profitable your training program has been. Methods for evaluation are pre- and post- surveys of customer comments cards, the establishment of a cost/benefit analysis outlining your expenses and returns, and an increase in customer satisfaction and profits. The reason for an evaluation system is simple. The evaluations of training programs are without a doubt the most important step in the training process. It is this step that will indicate the effectiveness of both the training as well as the trainer.

There are several obvious benefits for evaluating a training program. First, evaluations will provide feedback on the trainer's performance, allowing them to improve themselves for future programs. Second, evaluations will indicate its



cost-effectiveness. Third, evaluations are an efficient way to determine the overall effectiveness of the training program for the employees as well as the organization.

The importance of the evaluation process after the training is critical. Without it, the trainer does not have a true indication of the effectiveness of the training. Consider this information the next time you need to evaluate your training program. You will be amazed with the results.

The need for training your employees has never been greater. As business and industry continues to grow, more jobs will become created and available. Customer demands, employee morale, employee productivity, and employee turnover as well as the current economic realities of a highly competitive workforce are just some of the reasons for establishing and implementing training in an organization. To be successful, all training must receive support from the top management as well as from the middle and supervisory levels of management. It is a team effort and must be implemented by all members of the organization to be fully successful.

Executive Development

It is also known as 'management development' or 'executive development'. It is one of the fastest-developing areas in personnel. It is realized that an effective management team may be as important to the survival of an organization as any tangible item on the balance sheet. Interest in management development is great partly due to the shortage of well-trained managers. Executive development or management development is a systematic process of learning and growth by which managerial personnel gain and apply knowledge, skills, attitudes and insights to manage the work in their organization effectively and efficiently.

The program of executive development aims at achieving following purposes: -

- To sustain good performance of managers throughout their careers by exploiting their full potential. To understand economic, technical, and institutional forces in order to solve business problems. To acquire knowledge about problems of human resources.
- To think through problems this may confront the organization now or in the future. To develop responsible leaders.
- To inculcate knowledge of human motivation and human relationships.
- To increase proficiency in management techniques such as work study, inventory control, operations research and quality control.

The characteristics of executive development are as following: -

Executive development is a planned and organized process of learning. It is an ongoing and never-ending exercise.

Executive development is a long-term process as managerial skills cannot be developed overnight. It aims at preparing managers for managers.

Today, it is the growth that makes one person stay at the company. The opportunity and challenges is what keeps a person satisfied and charmed with his job. Companies have understood this fact and therefore are forming policies and procedures to develop their employees.

Executive development Program (EDP) is one such program. With Human resource making a move from a welfare department to a strategic partner, more and more

CLASS-12

Tourism



Notes

companies are undertaking this program. We at Career Solutions provide you the opportunity of developing a specific EDP for your company. There are four major steps to be covered during the EDP-

- 1) **Problem Assessment:** the experts along with the concerned employees and CEO shall begin with an assessment of the company's current problem and owner's plans of the future.
- 2) **Management Audit and Appraisal:** there shall be regular feedback sessions to check as to whether we are reaching where we are supposed to reach.
- 3) **Analysis of Development Needs:** here the problem that has been uncovered shall be tried to and remedied via a development program.
- 4) **Identify Replacement Needs:** the assessment may uncover a need to recruit and select new management talent. The format of EDP will vary with company's size and nature of operation so as to provide optimum result.

Importance and Factors Influencing Executive Development

Executive development is more future oriented. It is more concerned with education than is employee training. In today's competitive environment, an organization has to be concerned about the development of supervisors, middle level managers and top-level executive.

Executive development is important for the following reasons: -

Executive development programmes are required to train and develop professional managers. It helps managers to develop skills to face cut throat competition.

It enables managers to face problems related to technology and institution. It helps in developing better relations with the labours.

Executives need training and education to understand and adjust to changes in socio-economic changes.

Executive development is required to broaden the outlook of managers.

Factors Influencing Executive Development

A host of factors influencing the executive development processes in organizations are as follows:-

Failure to train the managers will lead to ineffective and inefficient managers who negatively affect the organization's performance.

In the absence of training and developmental avenues, the performing managers may get de-motivated and frustrated in leading the organizations. This would lead to severe losses for the organization in financial parameters, in terms of the cost of recruiting and training the new incumbent.

The organizational performance may be affected by the loss of market shares, lower sales, reduced profitability, etc.

The absence/ shortage of trained and skilled managers make it important for the organizations to have appropriate retention strategies. Training and development is being used by organizations as a part of their retention strategy.

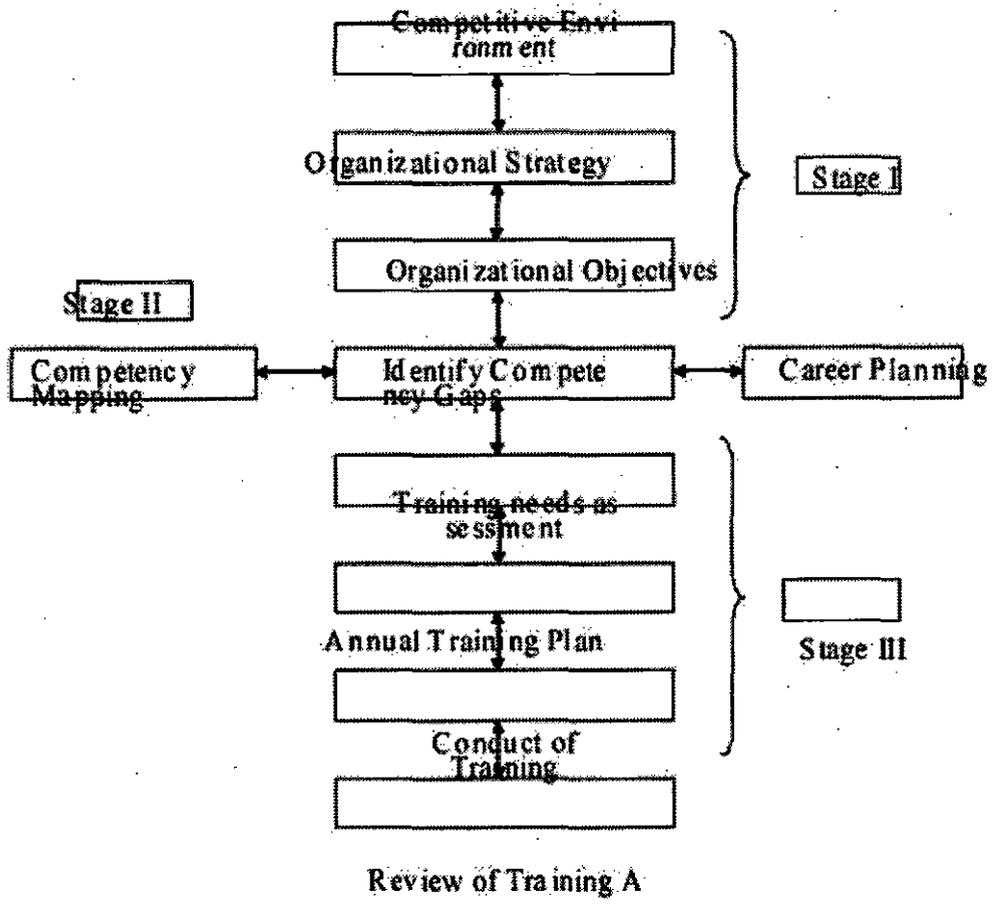
The competitive pressures make it necessary for organizations to continuously roll out new products and services, and also maintain the quality of the existing

ones. The training and development of managers would help them in developing the competencies in these areas.

The competitive environment is making it imperative for the organizations to continuously restructure and re-engineer, and to embark upon these processes, it is essential for the organizations to train the managers for the new scenarios.

Process

Contemporary organizations have realized the importance of human capital and increasingly finding it necessary to continuously train and develop human resources. *The training and development needs of the employees cannot be looked at in isolation; any proactive organization has to view the individual training needs in the overall organizational context. The training and development processes are no longer adjunct to other departments but have become a part of organizational strategy and one of the key organizational objectives. The process of arriving at the development needs of the executives can be comprehensively viewed through the process given in Fig.-*



The Process of Executive Development

Stage I: In the Stage I, at the macro level, there are three key elements are considered as competitive advantage, organizational strategy and organizational objectives. The analysis of competitive environment helps the organization to decide its competitive

CLASS-12

Tourism



Notes

positioning in the market place, based on which the organizational strategy is drawn out in an attempt to transform or reposition of the organization. The macro view is broken down into specific organizational objectives for further dissemination to functional/ departmental, and individual level.

Stage II: This stage is most important and crucial phase of executive development process. This stage deals analysis on the competency mapping, identification of competency gap and career planning. In the competency stage which helps to capture the competencies of all the employees of the organization which includes the capacities of the management also. In the second stage, the organizational requirements and competency gap to be analysed. In the third phase, this deals with identifying and verifying the organizational needs, individual growth and along with career planning of the executives.

Stage III: This stage is consisting of three levels. The first level of this stage deals with the activities involving training need assessment of individuals and of all employees based on which Annual Training Plan (ATP) is drawn. Based on the annual training plan the employees are chosen to expose to either corporate training program, for internal training programs and external organizations. While deciding the venue and types and nature of the training program the personnel department and training facilitator should consider the various issues like no of executives, cost, outsourcing and availability of technical expertise in the organizations. In case of organizational development related exercises, the combination of internal and external training programs should be arrange for the all employee of the organization.

Though the money, infrastructure and finally the manpower to be utilized in the whole process keeping into this, the top management has to take decision in this regard. The training department, management and HR Department should work in union. It is a collective phenomenon, which is mostly initiatives, motives of the top management. If entire process of executive development is mostly determined by its efficacy and its effectiveness.

Apart from this the process of executive development can be defined in several other ways with slight difference.

The process of executive development is as follows:

- 1. Analysis of Development Needs:** First of all the present and future development needs of the organization are ascertained. It is necessary to determine how many and what type of executives are required to meet the present and future needs of the enterprise.
- 2. Appraisal of the Present Managerial Talent:** A qualitative assessment of the existing executives is made to determine the type of executive talent available within the organization.
- 3. Planning Individual Development Programmes:** Each one of us has a unique set of physical, intellectual and emotional characteristics. Therefore, development plan should be tailor-made for each individual.
- 4. Establishing Training and Development Programme:** The HR department prepares comprehensive and well-conceived programmes.
- 5. Evaluating Developing Programs:** Considerable money, time and efforts are spent on executive development programmes. It is therefore natural to find out to

what extent the programme's objective has been achieved.

Evaluation of Executive Development

In the competition scenario, where the focus is on efficiency and profitability and the return on investment (ROI) on all the activities of the organization, executive development cannot be an exception to the phenomenon. The evaluation of the process assumes importance from the following perspectives:

Improving the quality of the training and development process.

Improving the efficiency and competency of the trainers.

Making improvements in the system to make it more responsive and realistic.

Aligning the training activities to the organizational objectives.

Building the cost implications of the training into the organizational budget.

Evaluating the ROI on account of training and development to justify further investments.

Changing the perception of the management on training as expenditure to more as an investment for the future growth of the organization.

The levels of evaluation include the reaction level, immediate level, intermediate level, and ultimate level. For the purpose of evaluation, it is essential to collect the data for which there should be appropriate measures for data collection, both during the course of the training programme and after the training programme. Some of the methods being used by experts are self-complete questionnaires, interviews, observations, and desk research. The desk research involves low cost and less amount of time.

Methods of Executive Development

Management development programs help in acquiring and developing managerial skill and knowledge. A variety of methods of management development have come into prominence these days. Different types of techniques are used to acquire and develop various types of managerial skill and knowledge as given in the table below:

| S. No. | Competency Development Area | Methods |
|--------|-----------------------------|---|
| 1. | Decision-making skill | In-basket, Business games, Case study |
| 2. | Interpersonal skill | Role plying, Sensitivity Training |
| 3. | Job Knowledge | On-the-Job experiences, Coaching, Understudy |
| 4. | Organizational Knowledge | Job Rotation, Multiple Management |
| 5. | General Knowledge | Special course, Special Meeting, Specific Reading |
| 6. | Specific Individual Needs | Special Projects, Committee Assignments |

S.NO Competency Development Area Methods

1. Decision-making skill : In-basket, Business games, Case study
2. Interpersonal skill : Role plying, Sensitivity Training
3. Job Knowledge : On-the-Job experiences, Coaching, Understudy

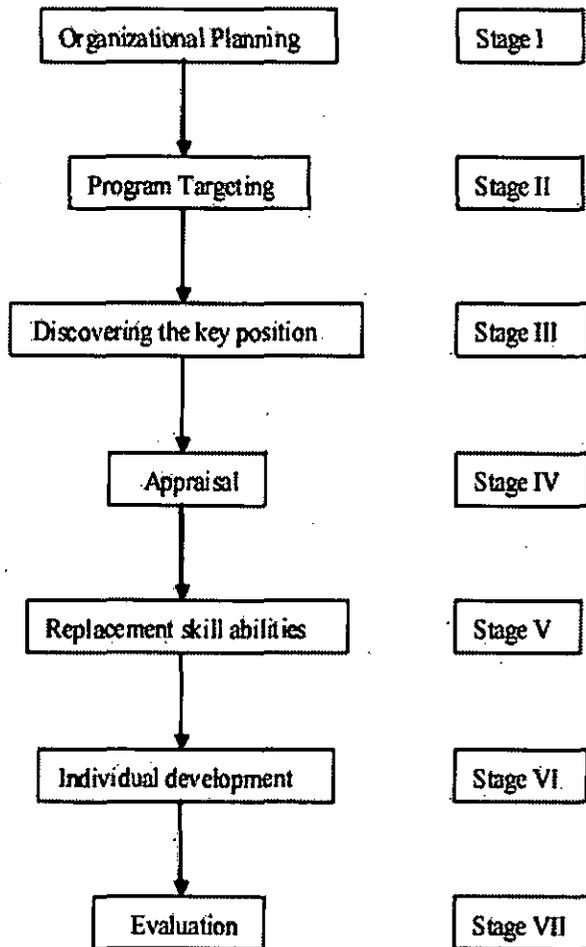




Notes

4. Organizational Knowledge : Job Rotation, Multiple Management
5. General Knowledge : Special course, Special Meeting, Specific Reading
6. Specific Individual Needs : Special Projects, Committee Assignments

Managerial Training / Management development: The following diagram shows the stages involved in the managerial training.



Stages of Managerial Training

Stages of Managerial Training

In all above stages, we should satisfy the following essential aspects in order to make the programmes a success:

1. Policy decisions
2. Acceptance
3. Appreciation
4. Support
5. Conducive atmosphere
6. Strong urge for learning
7. Participation
8. Identification of strength and weakness



9. Involvement
10. Self-development

A number of executive development methods are available. Generally these methods are used in combination of two or more.

SUMMARY

Training is considered as better policy as; retention has a lower cost output to the company. Since people are not moulded to specifications and rarely meet the demands of their jobs adequately, even the most careful selection does not eliminate the need for training, particularly when jobs have become more complex. It is necessary to raise the skill levels and increase the versatility and adaptability of employees. Training and development is an activity that an organisation must commit its resources to, if it is to maintain an efficient workforce. It involves changing of skills, knowledge, attitudes or social behaviour by changing what employees know, how they work and their attitudes towards their work. In all diverse sectors and services of tourism industry, trained manpower is needed at all levels to handle the tourism infrastructure and serve tourists. Particular emphasis should be on training the gross-root and supervisory level personnel as they are the ones having direct contact with tourists. Skilling and re-skilling would remain the key to success in tourism sector and all the human resources would need to have updated knowledge. To be sure that training and development efforts yield desired results and the valuable time and money of the organisation on these programmes is not wasted, each training programme should have a provision for evaluation. Every organisation has to ensure that it pays a fair remuneration to the workers at all levels proportionate to their role and performance in the assigned duties. For management wages are significant element of total cost, promoter workers' efficiency and morale and determinant of workers' loyalty to the firm.

EXERCISE

MCQ

1. _____ refers to the learning opportunities designed to help employees grow.
 - a. Training
 - b. Development
 - c. Education
 - d. All of the above

ANSWER: b. Development

2. How does training and development offer competitive advantage to an organisation?
 - a. Removing performance decencies
 - b. Deficiency is caused by a lack of ability

CLASS-12

Tourism



Notes

- c. Individuals have the aptitude and motivation to learn
- d. None of the above

ANSWER: a. Removing performance deficiencies

3. Which of the following is a benefit of employee training?
- a. Improves morale
 - b. Helps people identify with organisational goals
 - c. Provides a good climate for learning, growth and co - ordination
 - d. None of the above

ANSWER: b. Helps people identify with organisational goals.

4. Choose which of the following is a benefit to the individual while receiving training?
- a. Creates an appropriate climate for growth, communication
 - b. Aids in increasing productivity and/ or quality of work
 - c. Satisfies a personal need of the trainer
 - d. None of the above

ANSWER: c. Satisfies a personal need of the trainer

5. Which of this is a step-in training process?
- a. KSA deficiency
 - b. Provide proper feedback
 - c. Obstacles in the system
 - d. Use of evaluation models

ANSWER: d. Use of evaluation models

Review Questions

1. How would you determine the training needs of a tourism organisation? Contrast the values of on-the-job training with off-the-job training for tourism managers.
2. Analyse the need for management development. Do you think the executive development programmes now followed in Indian tourism industry are adequate?
3. What constitutes compensation for workers? Which factors determine the pay packet of workers?
4. Describe the merits and demerits of various methods of wage payment?



Notes

1

FUNDAMENTALS OF TRAVELS AGENCY AND TOUR OPERATION BUSINESS

- Understand the concept of travel agency.
- Discuss the types of travel agency.
- Describe the concept of tour operators.
- Discuss the activities of tour operator.

Objective of the chapter:

The basic objective of this chapter is to through some light on the initial concept of travels agency and tour operation so that the fundamentals of these concepts can be learned.

Introduction

A **travel agent** is a person who has full knowledge of tourist product – destinations, modes of travel, climate, accommodation, and other areas of the service sector. He acts on the behalf of product providers/principles and in return gets a commission. Technically, a travel agent is an **owner or manager** of an agency, but other employees are responsible for advising tourists and selling packages tours/individual components of travel products.

A travel agent may be an individual /firm or corporation which is commonly known as a **travel agency**. An agency means the office of travel agent or organization where all travel goods and services are assembled and coordinated for the smooth conduct of travel agency business.

Travel agency is one of the most important organizations in the tourism private sector which plays a significant and crucial role in the entire process of developing and promoting tourism in the country or at a destination. It is a travel agency which packages and processes all the attractions, accesses, amenities and ancillary services of a country and present them to tourists. That's why travel agency is known as '**image builder**' of a country.

A prospective travel agency is one which makes arrangements of travel tickets (air, rail, road, and sea); travel documents (passports, visa and other documents required to travel); accommodation, entertainment, and other travel-related services from principle suppliers. It may also secure travel insurance, foreign currency for traveling people.



Notes

History of Travel Agency

The first Travel Agency of the world was established by **Thomas Cook** in **1845** in England. The use of the term travel trade dates back from the early years of the 19th century, but this should not obscure the fact that what we today describe as travel trade (travel agency and tour operation business) was taking place much earlier in history.

Throughout history, there was travel middleman who helped the merchants traveling for trade and others who travelled for religious purposes.

In **1841** a fortunate day comes in the history of travel trade when **Thomas Cook**, as secretary of South Midland Temperance Association, organized a trip by a train for 570 members for his association to the distance of 22 miles. He bought railway tickets in bulk to sell them to people.

The experiment was successful and everybody was exultant. Mr. Cook had done his job on a no-profit basis. But, incidentally, It gave him a new idea and turned it into a tour business.

Four years later in **1845**, he set up a '**World's First Travel Agency**' to organize excursions. Due to this innovative approach, **Mr. Thomas Cook** is known as the **Father of Travel Agency Business**. He co-ordinated railway and steamship excursions throughout England, Scotland and Europe.

However, the railways only gave him a 5% commission which was not enough to meet his overheads, so he decided to diversify this business into tour operation.

In **1855** Mr. Cook started operating package tours. He conducted the **world's first international tour** from England to Paris.

Types of Travel Agency

Travel agencies are basically categorized into two types:- **Retail Travel Agency** and **Wholesale Travel Agency**.

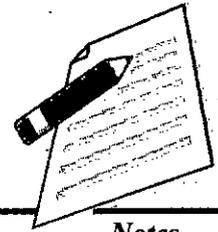
Retail Travel Agency

A retail travel agency sells tourists products directly to the public on the behalf of the products suppliers and in return get commissions. Some package tour is sold in two ways i.e., on a commission basis and mark up the price.

When a travel agency sells a tour on the marked-up price it means that first, it mark-up the cost of the tour and then sell it at a higher rate. The mark-up price is the difference between retail price and wholesale cost.

Definitions of Retail Travel Agency

According to Airlines Reporting Corporation (ARC) a retail travel agency is defined as "a business that performs the following functions: quotes fares, rates, make reservations, arrange travel tickets and accommodation, arrange travel insurance, foreign currency, documents and accepts payments."



According to SARC (1967), "retail travel agency business consists of the activities involved in selling tourism products/services directly to the tourists and performs normal functions such as issuing air tickets, making accommodation and transportation reservation, providing specialized services, and accepting and making payments."

The main source of the revenue for the travel agency is the commission received from the vendors. However, the rate of the commission differs from organization to organization a travel component to the travel component.

A travel agency receives appx. 95% of their revenue from the commission, and the remaining 5% from consultancy services and others.

Wholesale Travel Agency

These agencies are specialized in organizing package tours, which are marketed to the customers/tourists through the network of a retail travel agency or directly to the prospective clients (if wholesale travel agency has a retail division). A wholesale travel agency purchases tourists' product components in the bulk and designs tour packages.

Sometimes, a wholesale travel agency buys travel components from the vendor in bulk and resell them to other travel business originations.

Wholesale travel agencies assemble package holidays and sell them to clients through retail travel agencies. A typical package tour includes – air tickets, accommodation, and something other services may also be included in it such as entertainment, sightseeing, and sports activities, etc.

These packages are referred to as 'package tours' most of these tours include the services of escorts but a few are sold to people who wish to travel independently.

Now a question arises – How a wholesale travel agency generates profits?

Generally, a wholesaler receives volume discounts from the principal suppliers because a wholesaler might agree to purchase a large number of seats from a particular airline or reserve a large number of rooms at a particular hotel or resort.

Practically, a wholesaler who sells package vacations/tours is called a **Tour Operator**. However, technically there is a difference between a wholesaler and a tour operator. A wholesaler who sells tourists products individually without assembling them into a package tour is called a **Consolidator**.

Mostly, these are specialized in particular product components such as air tickets, accommodation, and conferences, and conventions, etc

Difference between Wholesale Travel Agencies and Tour operators

The wholesale travel agencies may offer or operate the package tours or may specialize in developing tours for inbound as well as outbound travellers. They are often referred to as tour operators, but these two essentially different:

1. Wholesale travel agency does not sell directly to the public, while tour operators do sell directly to clients.
2. A wholesale travel agency usually combines, assembles and contacts for existing travel services to formulate a new travel product she has his own one or more components of travel product i.e. 'inclusive tours.'

CLASS-12

Tourism



Notes

3. Wholesale travel agencies are less inclined than tour operators to perform ground services i.e. handling agency or ground operators.
4. A wholesale travel agency may deal with one component of travel product while a tour operator offers a variety of tour programmes.
5. The size of the business is large in the case of tour operators in comparison to a wholesale travel agency.

Features and Importance of the Travel Agency

Travel agency plays an important role in the travel sector business. Some most important features and importance of the travel agency business are following as:-

1. An important link between the clients and principal suppliers.
2. Image-Builder.
3. Ensures rapid travel services.
4. Provider of authentic and reliable travel information.
5. A social a continuous process.
6. Establishes a good relationship with clients and vendors.

These are the most important features of the Travel Agency Business.

Tour Operator

Tour operator is an organization, firm, or company who buys individual travel components, separately from their suppliers and combines them into a package tour, which is sold with their own price-tag to the public directly or through middlemen, is called a **Tour Operator**.

More precise tour operators are primarily responsible for delivering and performing the services specified in a given package tour. They can provide these services themselves as some have their own cars and coaches, hotels, and other travel-related services or can obtain these from the other suppliers. That is why they are called **manufacturers of tourism products**.

Tour operators are sometimes called wholesalers but this is partially true because a wholesaler buys goods and services in bulk at his own account to prepare a tour package and then retails it through the travel agencies or directly to clients. However, a tour operator who has his own one or more tourists products components, (SOTC, TCI, Thomas Cook, Indo Asia KUONI formulates a new tourist product for example **'inclusive tours.'**

Tour operators generally offer a variety of package tours to cater to the needs of different kinds of travellers.

Definitions of Tour Operator

Poyther (1993) defines, "tour operator is one who has the responsibility of putting the tour ingredients together, marketing it, making reservations and handling actual operation."



Holloway (1992) stated that tour operations undertake a distinct function in the tourism industry, they purchase separate elements of tourism products/services and combine them into a package tour which they sell directly or indirectly to the tourists.

Today, tour operators have become highly competitive. They endeavour to achieve a high volume of turnover, and maximum International and domestic market share by effectively operating. Moreover, the success of many developed and developing nations as tourists destinations depend heavily on a tour operator's ability to attract tourists, development and promotion of tourism plant, diversification of tourism product and their social responsibilities to develop a remote and backward area.

Types of Tour Operators

Tour operators are basically categorized into **four types**. These are categories on the basis of their nature of the business and its operations.

1. Inbound Tour Operators
2. Outbound Tour Operators
3. Domestic Tour Operators
4. Ground Operators

Inbound Tour Operators

These are also known as **incoming tour operators**. Technically, the operators who receive guests, clients/tourists, and handle arrangements in the host country are called **inbound tour operators**. For example, a group of American Tourists is coming through TCI Ltd. to India and the company makes arrangements and handles the group in India then TCI is called an inbound tour operator.

Incidentally, the inbound traffic to the country for the last two decades has been decreasing. Essentially the tour operators need to adopt innovative marketing strategies and should introduce a special interest tour to cater the special needs of Japanese, Americans, French and British people.

Outbound Tour Operators

Tour operator who promote tours for foreign destinations, maybe business tour or leisure tour is called **outbound tour operators**. For example a group of American tourists going to a trip of India and Thomas Cook handle arrangement in America like as ticket reservation, hotel booking etc. then Thomas Cook is called Outbound Tour operators in the context of America.

Domestic Tour Operators

Domestic tour operators are those who assemble, combine tourist components into inclusive tours and sell it to the domestic travellers. In general, these tour operators provide travel services within the tourist's native country. The domestic tour operators operate within the boundary of the home country and offer package tour to the travellers viz. Domestic inclusive tours or independent tours.

CLASS-12

Tourism



Notes

Ground Operators/Destination Management Companies

These are commonly known as **handling agencies** and their main function is **to** organize tour arrangements for incoming tourists on the behalf of overseas operators. Let us take the case of India as a destination that – has a varied culture.

When a tour operator himself promotes beach holidays, wildlife holidays, adventure tours, heritage tours at the different places, the difficulty arises. It is **the** ground operator then who by handling the incoming travellers in the same season but at different places ensures that the entire operation is according to the **package** tours or agreements.

Sometime when a handling agency is at a prominent tourist place i.e., Delhi and **it** has to make arrangements to Goa, then it contracts (If it has no office of its own) **with** a local operator (known as excursion agent) to handle the arrangement on his behalf.

Why Ground Operators?

Obviously, the tour operation companies do not have close contact with suppliers, governments, destinations and so on. It leaves no choice with the companies but **to** appoint handling agencies at the destinations. The main reasons are:

- Introduction of new products or plant to promote an exotic destination.
- Lack of Government regulations.
- Lack of personal contract.
- Language problem.
- The company cannot establish its own branch.

Recognizing the very fact that the reputation, performance, and profitability of **tour** company in its own market largely depends on the efficiency and effectiveness **of** ground operators, it has become necessary for the company to consider various factors before the selection of a handling agency, they are:

- Size of business
- Professional staff
- Length of business
- Area of operation/Product line
- Market share

Importance of Tour Operators

Tour operators play a key role in the tourism sector. Tour operators create **tourist** products, promote them and finally sell them to tourists.

Tour operators provide the best and competitive price to the tourist. Tour operators negotiate with suppliers of tourism products such as hotels, airlines and provide **the** best possible price to the tourist. Tour operators buy tourist products in bulk and **get** huge discounts from suppliers. So that they provide tourist products at a cheap price.



Tour operators organized a tour in the best way. They personalize and make sure each and every component of the tour is well-taken care. Tour operators provide the best travel experience during a tour. Tour operators save tourists time and money.

Tour operators provide immediate support systems at the host country as well as a foreign land. When tourists travel to a foreign land and things get uncertain, maybe it's a health or loss of documents and need to return back or change of travel plan. A qualified tour operator takes care of all these unseen events with efficiency.

Tour operator caters to the needs of tourists on the based on their taste of travel. Tour operator provides all the best available option according to tourist needs and demands

Difference between Travel Agent and Tour Operator

There is a lot of confusion about the difference between tour operators and travel agents what exactly makes them different. The main difference between a Travel agent and Tour operator are following as:

1. A travel agent is a person who has full knowledge of tourist product – destinations, modes of travel, climate, accommodation, and other areas of the service sector. He acts on the behalf of the product providers/principals and in return get a commission.
2. Tour operator is an organization, firm, or company that buys individual travel components, separately from their suppliers and combines them into a package tour, which is sold with their own price tag to the public directly or through middlemen.
3. Tour operators are like wholesalers and travel agents are the retailers.
4. A tour operator makes the package holidays up and the travel agents sell them on.
5. Tour operator taking up the bulk of the responsibilities and his fee is obviously much greater than a travel agent.
6. A tour operator has the responsibility to look after the finer details of a vacation or tour such as hotel, accommodation, meals, conveyance, etc.

The wholesale travel agencies may offer or operate the package tours or may specialize in developing tours for inbound as well as outbound travellers. They are often referred to as tour operators, but there is a difference between Wholesale Travel Agencies and Tour operators.

SUMMARY

There are two types of travel agencies viz., retail travel agency and wholesale travel agency. Both the travel agencies as well as tour operators act as intermediaries. They strengthen the buying and selling process in travel industry. Just as there are two types of travel agencies i.e. the Retail Travel Agency and Wholesale Travel Agency, the tour operators can also be classified into four categories. They are: (i) Inbound Tour Operator (ii) Out bound Tour Operator (iii) Domestic Tour operator and (iv) Ground



BOARD OF OPEN SCHOOLING AND SKILL EDUCATION

Near Indra Bypass, NH-10, Gangtok, East Sikkim- 737102
Telephone : 03592-295335, 94066 46682 Email : bosse.org.in