

Secondary Stage



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NCF 2023

**11**  
CBSE

# A Textbook of **Tourism**

Skill Education | CODE 806



**FULLMARKS**



**11**  
CBSE

# Tourism

**Skill Education | CODE 806**

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# Preface

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The initial module on Soft Skills within the tourism and travel industry has underscored the significance of these skills, particularly delving into the crucial aspect of communication. This book, “Introduction to Tourism” serves students as a foundation for exploring additional Soft Skills, essential for gaining a competitive edge in personal, social, and professional spheres. These skills are intricately tied to one’s personality development, specifically tailored for success in the travel and tourism sector.

The “Introduction to Tourism” module aims to acquaint students with the knowledge of tourism industry, shedding light on various opportunities within the sector and emphasizing the pivotal role of Soft Skills. Collaboratively crafted by experts in Hospitality and Tourism, this book employs a straightforward language to cater to students’ comprehension. To enhance understanding of students, the inclusion of necessary diagrams and illustrations further simplifies complex concepts.

Our aspiration for this book is that it should not only aid students knowledge, but also function as a valuable resource in the realm of Soft Skills in the context of Tourism.

We welcome your comments and suggestions for ongoing enhancements of the content.

**–Authors**



# INSIDE THE BOOK

## Learning Resources

### Learning Outcomes

Students will be able to know about

#### Learning Outcomes

- |                                                     |                                         |
|-----------------------------------------------------|-----------------------------------------|
| 1.1 Introduction                                    | 1.2 Defining Tourism                    |
| 1.3 Elements of Tourism                             | 1.4 Identifying the Tourist             |
| 1.5 Linkage between Leisure, Recreation and Tourism | 1.6 Characteristics of Tourism Industry |
| 1.7 Components of Tourism                           |                                         |

### At a Glance

This section provides summary of the chapter.

#### At a Glance

❖ In this unit you have been introduced to the concept of tourism, tourism industry as well as tourists. This unit talks about the phenomenon of tourism and its various elements. The service characteristic of tourism such as Intangibility, Perishability, Inseparability, Heterogeneity and Lack of Ownership was discussed. An introduction to components of Tourism Industry or the A's of tourism industry was also presented in this chapter. At this point, as a student of tourism you are being introduced to the terminologies used and the vast possibilities in the field of tourism industry.

### Sample Practical Work

Practical learning helps students learn more

### Glossary

This section contains definitions of important terms.

#### Glossary

- ❖ **Tourists** : Individuals or groups who engage in travel for leisure, business, education, or other purposes.
- ❖ **Destinations** : The places that tourists visit
- ❖ **Attractions** : Specific points of interest or activities that draw tourists to a destination
- ❖ **Leisure** : A Gateway to Personal Well-being
- ❖ **Recreation** : A Playful Extension of Leisure
- ❖ **Tourism** : A Journey into Experiential Exploration

### PRACTICAL EXERCISE-1

#### Learning Objectives of Practical:

- |           |           |
|-----------|-----------|
| 1.1 ????? | 1.2 ????? |
| 1.3 ????? | 1.4 ????? |

#### Fieldwork:

Visit an eco-tourism destination: Observe and document the features of an eco-friendly resort, homestay, or activity (wildlife sanctuary, birdwatching tour, etc.). Analyze its impact on the local environment and community.



### PRACTICAL EXERCISE-1

#### Learning Objectives of Practical:

- |           |           |
|-----------|-----------|
| 1.1 ????? | 1.2 ????? |
| 1.3 ????? | 1.4 ????? |

#### Fieldwork:

Visit an eco-tourism destination: Observe and document the features of an eco-friendly resort, homestay, or activity (wildlife sanctuary, birdwatching tour, etc.). Analyze its impact on the local environment and community.



#### 1.1 Aim of Visiting an Eco-Tourism Destination:

##### 1. Observe and Document Eco-Friendly Practices:

- ❖ Analyze how the resort, homestay, or activity minimizes its environmental impact. This could involve studying its use of

**REDUCE**



### Sample Project Work

It helps the students work outside the classroom environment while improving their practical skills.



# Assessment Tools

## Knowledge Assessments

It presents questions before the students to access their current progress on the ongoing topic.

### F. Long Answer Type Question-I: (4 Mark)

1. What role do transportation services play in the overall tourism experience?
2. How do accommodations contribute to the success of a tourist destination?
3. Can you elaborate on the significance of attractions in attracting tourists to a specific location?
4. What is the impact of local culture and heritage on tourism, and how are they integrated into tourist experiences?
5. How do travel agencies and tour operators influence the tourism industry, and what services do they provide?
6. What role does technology play in shaping the modern tourism landscape?
7. How do government policies and regulations impact the development and sustainability of tourism?
8. How are events and festivals utilized to enhance tourism in a destination?
9. What is the importance of hospitality services in creating a positive visitor experience?
10. Can you discuss the role of marketing and promotion in attracting tourists to a destination?

### G. Long Answer Type Questions-II: (5 Marks)

1. How do natural resources, such as landscapes and ecosystems, contribute to the appeal of a tourist destination?
2. What are the economic implications of tourism for both host communities and the destination country as a whole?
3. How does climate and weather affect tourism patterns and preferences?
4. What challenges and opportunities does ecotourism present for the tourism industry?
5. How do educational and cultural exchange programs contribute to the growth of tourism?
6. What impact does political stability or instability have on the tourism sector?
7. How are advancements in transportation technology influencing the accessibility and popularity of tourist destinations?
8. Can you discuss the role of gastronomy and culinary experiences in attracting food-loving tourists?
9. What measures can be taken to ensure sustainable and responsible tourism practices?

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Travel and Tourism-11

## Activity

It provides an activity to the students allowing them to research and learn new things.

## Additional Questions with Answers

It contains MCQs, Fill in the blanks to test and improve their mental dexterity.

### ADDITIONAL QUESTIONS with Answers

#### A. Multiple Choice Questions

(1 Mark)

1. Which type of tourism primarily focuses on visiting and experiencing sites and events related to the past?
  - (a) Adventure tourism
  - (b) Cultural tourism
  - (c) Ecotourism
  - (d) Culinary tourism
2. Ancient ruins like the pyramids of Egypt are examples of:
  - (a) Intangible heritage
  - (b) Tangible heritage
  - (c) Natural heritage
  - (d) Industrial heritage
3. Historical festivals like Oktoberfest in Germany offer tourists the opportunity to:
  - (a) Learn about historical events
  - (b) Participate in traditional activities
  - (c) See historical artifacts
  - (d) All of the above
4. Mass tourism to historical sites can pose challenges like:
  - (a) Preservation of the site
  - (b) Overcrowding and pollution
  - (c) Lack of local cultural engagement
  - (d) All of the above
5. Responsible tourism in historical areas emphasizes:
  - (a) Respecting local customs and traditions
  - (b) Minimizing environmental impact
  - (c) Supporting local businesses and communities
  - (d) All of the above
6. Which of the following is NOT a common reason why people visit historical sites?
  - (a) To learn about the past
  - (b) To experience different cultures
  - (c) To connect with their ancestors
  - (d) To enjoy beautiful scenery
7. Restoring and preserving historical sites can provide:
  - (a) Educational resources for future generations
  - (b) Economic benefits for local communities
  - (c) Increased cultural awareness
  - (d) All of the above

- Answers :**
1. Gladiatorial battles, Roman Empire
  2. Geisha districts, temples, tea ceremonies
  3. Overcrowding, environmental damage, cultural appropriation
  4. Historical understanding, critical thinking, empathy
  5. Fair trade practices, supporting local artisans, community-based projects
  6. Living history events, storytelling initiatives, traditional demonstrations

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Travel and Tourism-11

## Exercise

It contains a variety of questions to assess the concepts taught in the unit/chapter.



### CBSE TEXTBOOK QUESTIONS WITH ANSWERS

#### Knowledge Assessment I:

##### Review Questions:

1. **Activity:** Discuss the push and pull factors related to the last tour taken by you.
2. **What are the geographical elements of the Tourism System?**

**Ans.** The geographical elements of the tourism system can be understood through three main components:

- (i) **Tourist-generating region:** This refers to the place where tourists originate, also known as the "home" or "market." This could be a city, country, or even a specific neighborhood. Factors like demographics, income levels, leisure time, and cultural preferences influence travel decisions and patterns.
  - (ii) **Transit region or routes:** This encompasses the pathways or connections tourists use to travel between their home and the destination. It may involve various modes of transportation like airplanes, trains, buses, cars, or even ships. The efficiency, cost, and comfort of these routes play a significant role in tourism choices.
  - (iii) **Tourist destination region:** This is the final point of the journey, where tourists spend their leisure time and engage in tourism activities. Destinations can be natural wonders, historical sites, cultural hotspots, beaches, resorts, or any place that attracts visitors for recreation, relaxation, or exploration.
- These three elements form a continuous flow as tourists move from home to the destination and back, interacting with various transportation networks and experiencing different places along the way. Understanding these geographical components is crucial for analyzing tourism patterns, developing relevant policies, and promoting sustainable tourism practices.

##### Additional elements:

- (i) **Tourist attractions:** Specific sites or activities within the destination that draw visitors, like museums, amusement parks, natural landmarks, or cultural events.
- (ii) **Accommodation:** Facilities like hotels, resorts, homestays, or campsites that provide lodging for tourists within the destination.
- (iii) **Infrastructure:** Transportation networks, utilities, and services within the destination that support tourism activities.
- (iv) **Local communities:** The residents and stakeholders who live and work in the destination and are potentially impacted by tourism.

##### Review Questions:





# Syllabus

	UNITS	NO. OF HOURS for Theory and Practical	MAX. MARKS for Theory and Practical
PART A	<b>Employability Skills</b>		
	Unit 1 : Communication Skills-III	10	2
	Unit 2 : Self-Management Skills-II	10	2
	Unit 3 : ICT Skills-II	10	2
	Unit 4 : Entrepreneurial Skills-II	15	2
	Unit 5 : Green Skills-II	05	2
	<b>Total</b>	<b>50</b>	<b>10</b>
PART B	<b>Subject Specific Skills</b>		
	Unit 1: Introduction to Tourism	15	8
	Unit 2: Tourism: A Historical Account	20	6
	Unit 3: Concepts of Tourism	20	8
	Unit 4: Tourism Components – I	15	5
	Unit 5: Tourism Components – II	15	6
	Unit 6: Inter Linkage between Geography and Tourism Industry	10	4
	Unit 7: Inter Linkage between History and Tourism Industry	15	6
	Unit 8: Tourism Organizations and Trends	10	7
	<b>Total</b>	<b>120</b>	<b>50</b>
PART C	<b>Practical Work</b>		
	Project	90	20
	Viva		05
	Practical File /Portfolio /Power Point presentation		10
	Demonstration of Skill competency via Lab Activities		05
	<b>Total</b>	<b>90</b>	<b>40</b>
	<b>GRAND TOTAL</b>	<b>260</b>	<b>100</b>

## PART-B: SUBJECT SPECIFIC SKILLS (CLASS X)

S. NO.	UNITS	DURATION IN HOURS
1.	Unit 1: Introduction to Tourism	15
2.	Unit 2: Tourism: A Historical Account	20
3.	Unit 3: Concepts of Tourism	20
4.	Unit 4: Tourism Components – I	15
5.	Unit 5: Tourism Components – II	15
6.	Unit 6: Inter Linkage between Geography and Tourism Industry	10
7.	Unit 7: Inter Linkage between History and Tourism Industry	15
8.	Unit 8: Tourism Organizations and Trends	10
	<b>TOTAL DURATION</b>	<b>120</b>

UNIT	SUB-UNIT	SESSION/ACTIVITY/PRACTICAL
<b>1. INTRODUCTION TO TOURISM</b>	1.1 Introduction	<b>Session:</b> Understanding the Scope of Tourism
	1.2 Defining Tourism	<b>Session:</b> Evolution history of the word Tourism and the definition of Tourism.
	1.3 Elements of Tourism	<b>Session:</b> What are the basic fundamental activities involved in tourism?
	1.4 Identifying the Tourist	<b>Session:</b> The evolution of the definition of a tourist. Who is an excursionist?
	1.5 Linkage between Leisure, Recreation and Tourism	<b>Session:</b> Understanding the relationship between leisure time and tourism. Learning about the recreation activity continuum.
	1.6 Characteristics of Tourism Industry	<b>Session: What is service industry?</b> • Learning about the various characteristics of tourism. • Which characteristics are specific to the tourism industry?
	1.7 Components of Tourism	<b>Session:</b> What are the various components or A's of the tourism industry?
	1.8 Summary	<b>Session:</b> Revisiting all the topics covered in the unit.
<b>2. TOURISM: A HISTORICAL ACCOUNT</b>	2.1 Introduction	<b>Session:</b> A brief introduction about the development of tourism activities over the years.
	2.2 Travel in Early Times	<b>Session:</b> What were the primary reasons for travel? • Which early empires promoted tourism? • Silk Route • Dark Ages
	2.3 Renaissance and the Grand Tour	<b>Session:</b> The age of new beginning. • Grand Tour
	2.4 Industrial Revolution and Tourism	<b>Session:</b> What was the industrial revolution? • Thomas Cook • Steam engine and travel by ships.
	2.5 Tourism in Modern Times	<b>Session:</b> The modern tourism era • Development of jet aircrafts • Development of Cruise Ships
	2.6 Tourism in India: An Account	<b>Session:</b> India and tourism. • Travel in ancient times • Famous travelers • Domestic and international tourist industry
	2.6.1 Tourism Circuit	<b>Session:</b> What is a tourism circuit? Why is it developed?
	2.7 Summary	<b>Session:</b> Revisiting all the topics covered in the unit
<b>3. CONCEPTS OF TOURISM</b>	3.1 Introduction	<b>Session:</b> Factors that drive tourism
	3.2 Tourism System	<b>Session:</b> Understanding the mechanism of tourism.
	3.3 Tourism Motivators	<b>Session:</b> What are the various factors that encourage a tourist to visit a destination?
	3.4 Barriers to Tourism	<b>Session:</b> What are the deterrents that discourage a tourist from traveling to a destination?
	3.5 Forms of Tourism	<b>Session:</b> Understanding the different forms and flow of tourism.
	3.6 Types of Tourism	Session: Purpose of travel. • Personal • Business • Various types of tourism based on the purpose of travel.
	3.6.1 Introduction to MICE	<b>Session:</b> What does business tourism entail?
	3.7 Types of Tour Packages	<b>Session:</b> What is a tour? • Defining a Tour Package • All inclusive Tours: Its types and forms.
	3.8 Defining Tourism Impacts	Session: The changes that occur in the environment and community due to tourism • Socio-Cultural • Economic • Environmental
	3.9 Summary	<b>Session:</b> Revisiting all the topics covered in the unit



<b>4. TOURISM COMPONENTS-I</b>	<b>4.1</b> Introduction	<b>Session:</b> Different industries and services engaged in tourism.
	<b>4.2</b> Defining Attractions	<b>Session:</b> What attracts a tourist to a destination?
	<b>4.3</b> Types of Attractions	<b>Session:</b> Tourist attractions: • Natural • Built • Symbiotic
	<b>4.4</b> Accessibility–Modes of Transportation and Significance	<b>Session:</b> How is transport a fundamental component of tourism?
	<b>4.4.1</b> Surface Transport	<b>Session:</b> What are the various categories of surface transport? • Road Transport • Rail Transport
	<b>4.4.2</b> Air Transport	<b>Session:</b> The aviation industry and the development of air transport.
	<b>4.4.3</b> Water Transport	<b>Session:</b> Indian waterways and domestic houseboats/cruise ships.
	<b>4.5</b> Amenities: Health and Hygiene, Security	<b>Session:</b> Types of amenities. • Health and hygiene • Security
	<b>4.6</b> Summary	<b>Session:</b> Revisiting all the topics covered in the unit
<b>5. TOURISM COMPONENTS-II</b>	<b>5.1</b> Introduction	<b>Session:</b> The role of accommodation at a destination.
	<b>5.2</b> Significance of Accommodation	<b>Session:</b> How accommodation is a basic component of tourism?
	<b>5.3</b> Types of accommodation	<b>Session:</b> All categories of accommodation • Organised Sector • Unorganised Sector
	<b>5.4</b> Meal Plan of Booking Accommodation	<b>Session:</b> What is a meal plan? Why is it important? What are its various types? What do they include?
	<b>5.5</b> Available Packages	<b>Session:</b> How the availability of a package tour impacts the choice of a tourist?
	<b>5.6</b> Activities	<b>Session:</b> Why is it important for a destination to incorporate various activities for the tourists?
	<b>5.7</b> Ancillary Services	<b>Session:</b> The role of support services for a tourist? • Documentation
		<b>5.8</b> Summary
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	<b>6.2</b> Significance of Geography in Tourism	<b>Session:</b> Types of geography. • Physical geography • Human Geography
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	<b>6.7</b> Indian Geography	<b>Session:</b> India's geographical placement
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	<b>6.7.2</b> Seasons	<b>Session:</b> Learning the terminologies of seasons
<b>6.7.3</b> Monsoon	<b>Session:</b> North East monsoon and South West monsoon	
	<b>6.8</b> Summary	<b>Session:</b> Revisiting all the topics covered in the unit

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	<b>7.2</b> Significance of History in Tourism	<b>Session:</b> Understanding the role of history in encouraging tourism
	<b>7.3</b> Heritage Tourism	<b>Session:</b> Heritage and its resources.
	<b>7.4</b> Defining Heritage, Historical Sites and Archaeological Sites	<b>Session:</b> Understanding the difference between Heritage sites, Historical Sites and Archaeological Sites.
	<b>7.5</b> Guiding around the Heritage Sites	<b>Session:</b> The importance of guides. • What are V.I.Cs?
	<b>7.6</b> Role of A.S.I	<b>Session:</b> The evolution history of A.S.I. • Functions of A.S.I. • Monuments
	<b>7.7</b> World Heritage Sites in India	<b>Session:</b> What are UNESCO World Heritage Sites? • Selection criteria • Cultural World Heritage Sites in India • Natural Reserves & Hill Forts of India
	<b>7.8</b> Summary	<b>Session:</b> Revisiting all the topics covered in the unit
<b>8. TOURISM ORGANISATIONS AND TRENDS</b>	<b>8.1</b> Introduction	<b>Session:</b> Tourism organisations and terminologies
	<b>8.2</b> Role of Ministry of Tourism, Government of India	<b>Session:</b> What is an N.T.O? • M.O.T roles and functions
	<b>8.3</b> Role of State Tourism Development Corporations	<b>Session:</b> What does an S.T.D.C do?
	<b>8.4</b> Public-Private Partnerships in Tourism	<b>Session:</b> How does it work? Why is it important?
	<b>8.5</b> Role of Local Bodies and NGOs	<b>Session:</b> How do local bodies like Municipal corporations and N.G.Os help the industry?
	<b>8.6</b> Functions of Some Important Organisations	<b>Session:</b> Understanding the evolution history of U.N.W.T.O. • Timeline • Functions
	<b>8.6.1</b> United Nations World Tourism Organisation (UNWTO)	
	<b>8.6.2</b> International Air Transport Association (IATA)	
	<b>8.6.4</b> Indian Association of Tour Operators (IATO)	<b>Session:</b> What is I.A.T.O? • Objectives • Functions
	<b>8.7</b> Factors Responsible for Growth and Development of Tourism	<b>Session:</b> What has led to the rapid growth of tourism?
<b>8.8</b> General Trends in National and International Tourism	<b>Session:</b> Discuss the reasons behind the growth of domestic and international tourism.	
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# Introduction to Tourism



## Learning Outcomes

- 1.1 Introduction
- 1.2 Defining Tourism
- 1.3 Elements of Tourism
- 1.4 Identifying the Tourist
- 1.5 Linkage between Leisure, Recreation and Tourism
- 1.6 Characteristics of Tourism Industry
- 1.7 Components of Tourism

### 1.1 Introduction

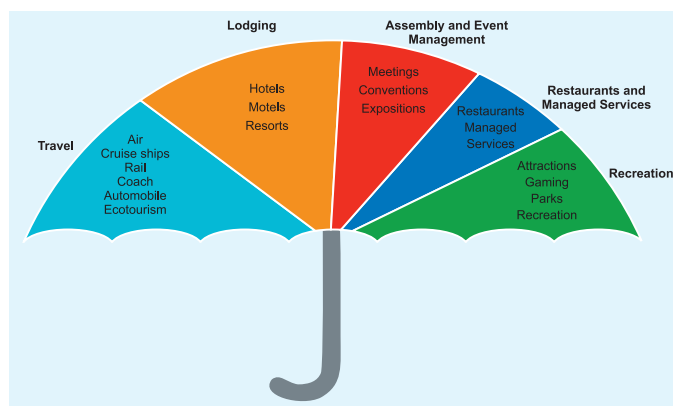
Tourism is a dynamic and multifaceted industry that involves the movement of people for various purposes to destinations outside their usual place of residence. It is a global phenomenon with profound economic, social, cultural, and environmental implications. As an integral part of the modern world, tourism has become a significant contributor to the economies of many countries and a means of fostering cross-cultural understanding and exchange.



At the core of tourism is the act of travel, where individuals or groups journey from one location to another. This movement can be for leisure, business, educational, or other purposes. Tourism involves visiting destinations, which can range from natural wonders and historical sites to urban centers and cultural hotspots. Destinations play a crucial role in attracting and accommodating tourists. Tourists travel for various reasons, including relaxation, adventure, cultural exploration, business meetings, or health-related activities. The diverse purposes contribute to the richness and complexity of the tourism industry. Accommodations, such as hotels, resorts, and vacation rentals, form a vital part of the tourism infrastructure. The hospitality industry aims to provide lodging, meals, and services to meet the needs of travelers. Efficient transportation systems, including air, land, and sea travel, are essential for connecting tourists to their chosen destinations. Airlines, railways, buses, and cruise lines contribute to the accessibility and mobility of tourists. Tourism facilitates cultural exchange by exposing travelers to new customs, traditions, languages, and lifestyles. This interaction fosters mutual understanding and appreciation among people from different backgrounds.



While tourism brings economic benefits and cultural exchange, it also poses challenges such as over-tourism, environmental degradation, and cultural impact. Sustainable tourism practices are increasingly emphasized to balance economic growth with environmental and social responsibility. Tourism is a vibrant and evolving industry that plays a pivotal role in global connectivity and understanding. Its impact extends beyond economic contributions, influencing cultural interactions, environmental conservation, and the overall well-being of societies around the world. Understanding the complexities and nuances of tourism is essential for individuals, businesses, and governments involved in shaping and managing this dynamic sector.



## 1.2 Defining Tourism

The word “tourism” has a relatively modern origin, and its usage evolved over time to encompass the diverse aspects of travel and leisure. The word “tourism” is derived from the French word “tourisme,” which was first used in the early 1800s. The term emerged during a period when the practice of traveling for pleasure gained popularity among the European elite. The Grand Tour, a traditional journey undertaken by young European aristocrats to explore cultural and historical sites, contributed to the development of the concept.



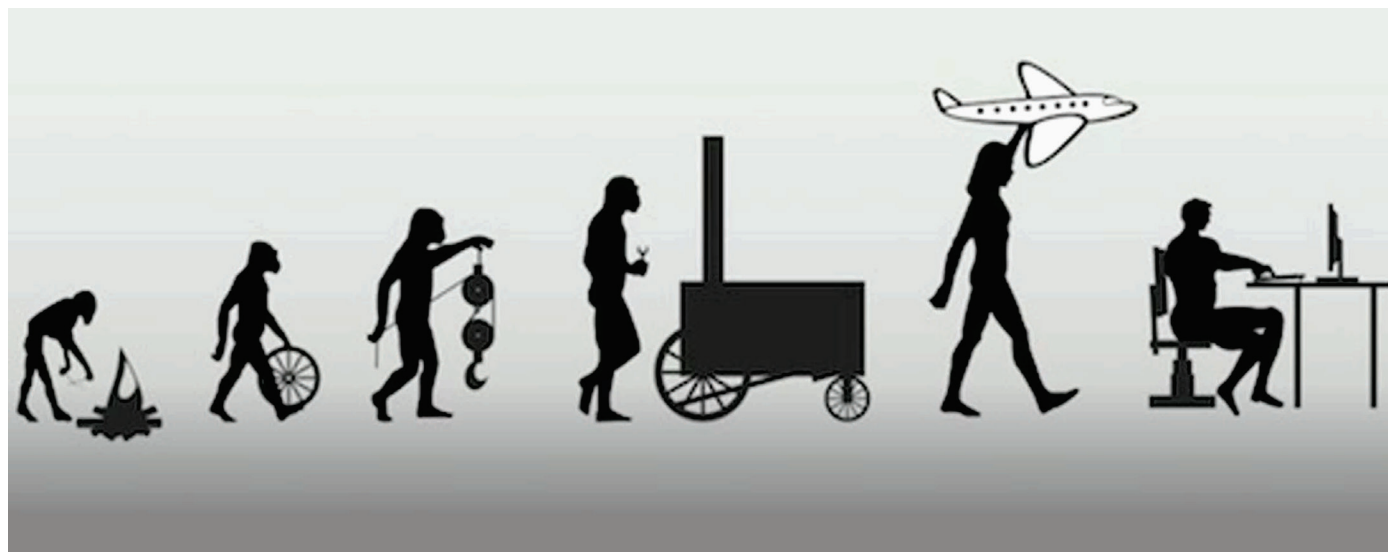
The concept of tourism continued to evolve during the 19th century, with the Industrial Revolution leading to increased mobility and the development of transportation infrastructure. Thomas Cook, often regarded as the pioneer of modern tourism, organized the first packaged tour in 1841, arranging travel and accommodations for a group of individuals attending a temperance meeting.

The early 20th century saw the formalization of tourism as an industry, with the establishment of travel agencies, hotels, and other infrastructure to support the growing number of travelers. The World Tourism Organization (UNWTO) was founded in 1925 as the International Union of Official Travel Organizations, reflecting a global recognition of the importance of tourism.

The mid-20th century witnessed a significant boom in tourism, driven by increased prosperity, technological advancements in transportation, and a desire for leisure and recreation. The term “tourism” became widely accepted and adopted as a descriptor for the organized and commercialized movement of people for leisure.

The latter part of the 20th century and into the 21st century saw a diversification of tourism types, including adventure tourism, eco-tourism, cultural tourism, and medical tourism. Rapid globalization, advancements in communication technology, and increased affordability of travel further fueled the growth of the tourism industry. The evolution of the word “tourism” reflects the transformation of travel from a privilege of the elite to a widespread and diverse global phenomenon. As the industry

continues to evolve, discussions around responsible and sustainable tourism are shaping the narrative, emphasizing the need for balance between economic development and environmental and cultural preservation.



Tourism can be defined as the activity of individuals or groups traveling and staying outside their usual place of residence for leisure, business, or other purposes. It involves a temporary movement to destinations, which may be within one's own country (domestic tourism) or across international borders (international tourism). The primary motivations for tourism include relaxation, recreation, cultural exploration, business engagements, or specific activities such as adventure or medical treatments.

Tourism has become a global phenomenon with a profound impact on economies, societies, and cultures. It contributes significantly to job creation, economic development, and cross-cultural understanding. However, the industry also faces challenges, such as environmental sustainability, over-tourism, and the need for responsible tourism practices to mitigate negative impacts. Understanding tourism involves considering its diverse forms, motivations, and consequences, making it a complex and multifaceted field that requires careful management and sustainable practices for long-term success and benefits.

### 1.3 Elements of Tourism

Tourism is a complex and multifaceted industry, involving various elements that contribute to the overall travel experience. These elements collectively shape the tourism sector and influence the interactions between tourists, destinations, and the tourism industry.

Here are some key elements of tourism:

#### 1. Tourists:

- ❖ Tourists are individuals or groups who engage in travel for leisure, business, education, or other purposes. They are central to the tourism experience and contribute to the economic, social, and cultural dynamics of destinations.

#### 2. Destinations:

- ❖ Destinations are the places that tourists visit. These can range from natural wonders and historical sites to urban centers and cultural attractions. Destinations play a crucial role in attracting and retaining tourists.





### 3. Attractions:

- ❖ Attractions refer to specific points of interest or activities that draw tourists to a destination. These can include landmarks, museums, festivals, natural scenery, and recreational opportunities.

### 4. Accommodation:

- ❖ Accommodation includes hotels, resorts, hostels, vacation rentals, and other lodging options where tourists stay during their visit. The quality and availability of accommodation can significantly impact the tourism experience.

### 5. Transportation:

- ❖ Transportation is a critical element, encompassing the various modes of travel, such as air travel, land transportation (like buses and trains), and sea travel (including cruises). Efficient transportation systems are essential for connecting tourists to their destinations.

### 6. Hospitality and Services:

- ❖ The hospitality industry provides services to meet the needs of tourists, including food and beverage services, guided tours, entertainment, and other amenities. High-quality services contribute to positive visitor experiences.



### 7. Infrastructure:

- ❖ Tourism infrastructure involves the physical and organizational structures that support tourism, including roads, airports, communication networks, and facilities for water and waste management.



## 8. Cultural Exchange:

- ❖ Tourism facilitates cultural exchange by exposing tourists to the customs, traditions, languages, and lifestyles of the destinations they visit. This interaction contributes to mutual understanding and appreciation.

## 9. Marketing and Promotion:

- ❖ Effective marketing and promotion efforts are essential for attracting tourists to destinations. Tourism boards, marketing agencies, and local businesses engage in promotional activities to showcase the unique features of a destination.

## 10. Technology:

- ❖ Technology has become increasingly important in the tourism industry, with online booking platforms, mobile apps, virtual reality, and other innovations enhancing the overall travel experience.

## 11. Environmental Considerations:

- ❖ Sustainable tourism practices focus on minimizing the negative environmental impacts of tourism, promoting conservation, and supporting eco-friendly initiatives.

Understanding and managing these elements is crucial for creating a sustainable and enjoyable tourism experience, balancing economic growth with environmental and social responsibility.

### 1.4 Identifying the Tourist

The definition of a tourist has evolved over time as societal attitudes towards travel, technology, and the tourism industry itself have changed. While the core concept of a tourist as someone who travels for leisure or other purposes has remained constant, the understanding of this term has become more nuanced. In the early stages of modern tourism, particularly during the 19th century, the term “tourist” was often associated with the wealthy elite who undertook the Grand Tour – a journey to cultural and historical sites as part of their education. With the advent of the 20th century and improvements in transportation, tourism became more accessible to a broader segment of society. The definition of a tourist expanded to include a more diverse range of individuals, not limited to the wealthy. The post-World War II period witnessed a significant surge in tourism, driven by economic growth, increased leisure time, and advancements in transportation. The term “tourist” broadened to encompass not only those on extended vacations but also day-trippers and weekend travelers. As the distinction between business and leisure travel became more pronounced, the definition of a tourist began to differentiate between those traveling for leisure, recreation, and cultural exploration and those traveling for business purposes.

In recent decades, there has been a shift towards cultural and experiential tourism. The definition of a tourist now includes individuals seeking unique and authentic experiences, cultural immersion, and interactions with local communities. The advent of the digital age and the rise of online

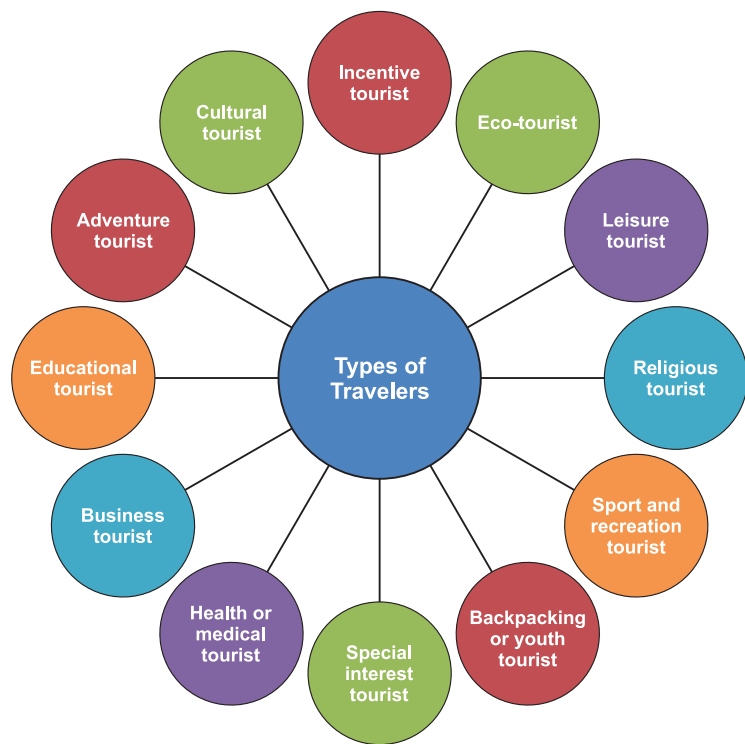




booking platforms have further influenced the definition of a tourist. The ease of travel planning and booking has made tourism more accessible, and individuals who engage in frequent, short-term travel are increasingly recognized as tourists.

With a growing awareness of environmental and social issues, the definition of a tourist has expanded to include considerations of responsible and sustainable travel. Tourists are encouraged to minimize their impact on the environment and respect local cultures. The lines between traditional tourism and other forms of travel have become increasingly blurred. Terms like “traveler” or “explorer” are sometimes used interchangeably with “tourist” to reflect a broader range of motivations and travel styles.

The COVID-19 pandemic has brought new considerations to the definition of a tourist, with health and safety becoming paramount. Travel patterns and motivations may continue to evolve in response to ongoing global challenges. The definition of a tourist has evolved from a narrow concept associated with elite travelers to a more inclusive and diverse understanding that reflects the changing dynamics of the tourism industry and societal attitudes towards travel. Today, a tourist can be anyone who engages in travel for various purposes, contributing to the richness and complexity of the global tourism landscape.



## 1.5 Linkage Between Leisure, Recreation and Tourism

Leisure, recreation, and tourism are interconnected facets of human life, each influencing and complementing the other in a complex dance of experiences. These elements play pivotal roles in shaping individuals’ lifestyles, contributing to economic growth, and fostering cultural exchange on a global scale. Understanding the intricate linkage between leisure, recreation, and tourism provides insights into the dynamics of modern society.

### Leisure: A Gateway to Personal Well-being

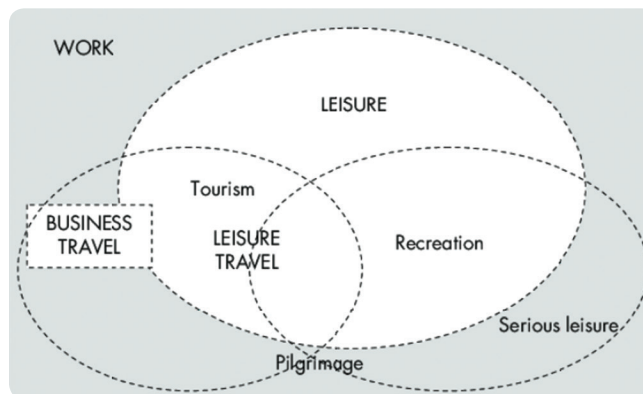
Leisure is the discretionary time individuals have outside of work or essential responsibilities. It encompasses activities pursued for relaxation, enjoyment, and personal development. Whether it’s reading a book, gardening, or participating in a hobby, leisure activities contribute to physical and mental well-being. Leisure is a fundamental building block that sets the stage for the exploration of recreation and tourism.

### Recreation: A Playful Extension of Leisure

Recreation, an extension of leisure, involves engaging in activities that provide pleasure, amusement, and relaxation. These activities often take on a more organized and structured form, such as sports, cultural events, or outdoor adventures. Recreation serves as a bridge between the personal, individualized nature of leisure and the shared, communal experiences found in tourism. It is the arena where individuals often discover their interests, passions, and the potential for broader exploration beyond their immediate surroundings.

## Tourism: A Journey into Experiential Exploration

Tourism represents a deliberate movement from one's habitual environment to destinations that offer unique experiences, cultures, and landscapes. It transcends the boundaries of leisure and recreation, encompassing a broad spectrum of activities. Tourism is not merely about visiting places; it's about immersing oneself in diverse environments, learning from different cultures, and expanding personal horizons. The tourism industry thrives on catering to the desires for new experiences and the pursuit of leisure and recreation on a grander scale.



### The Interconnected Dynamics:

#### 1. Economic Impact:

- ❖ The linkage between leisure, recreation, and tourism is a powerful driver of economic growth. The leisure and recreation industries contribute to local economies by providing employment, supporting businesses, and creating revenue streams. Tourism, in turn, amplifies these impacts on a broader scale, often becoming a cornerstone of regional economies.

#### 2. Cultural Exchange:

- ❖ Leisure and recreation activities often involve a local or community context, contributing to the preservation and celebration of cultural heritage. When individuals engage in tourism, they become active participants in a global dialogue, exchanging ideas, customs, and traditions, thereby fostering cross-cultural understanding.

#### 3. Social Well-being:

- ❖ The combination of leisure, recreation, and tourism contributes to social cohesion and well-being. Shared leisure activities strengthen interpersonal relationships at the local level, while tourism allows for the creation of global networks and friendships.

#### 4. Personal Development:

- ❖ Leisure activities provide individuals with opportunities for self-discovery and personal growth. Recreation builds on this foundation, fostering skill development and creating a sense of accomplishment. Tourism takes personal development to a broader stage, exposing individuals to new perspectives, challenges, and opportunities for self-reflection.

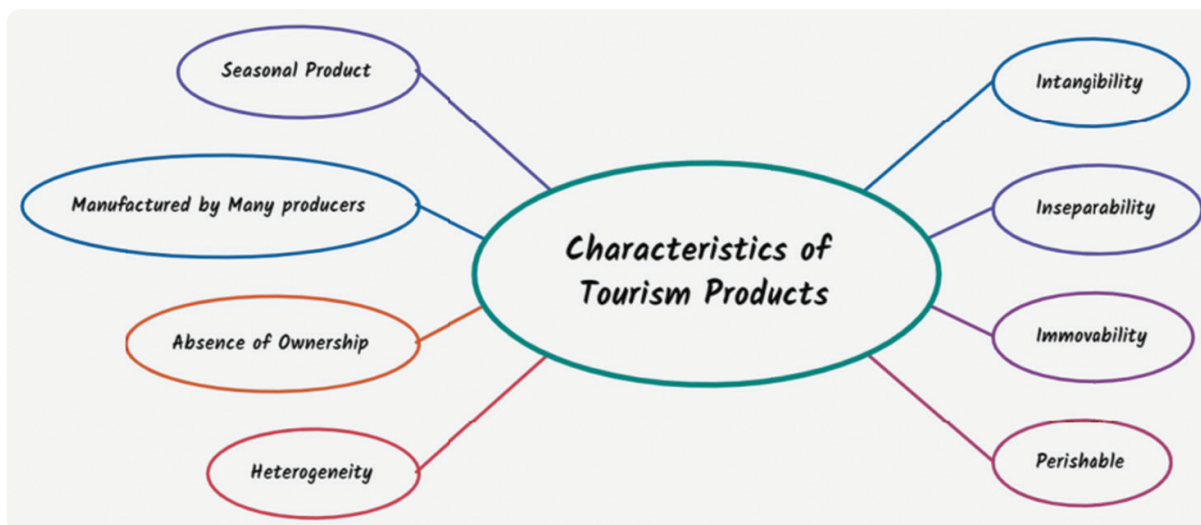
The intrinsic linkage between leisure, recreation, and tourism forms a dynamic and interwoven tapestry that defines the modern human experience. As individuals seek balance in their lives, pursue recreational passions, and explore the world through tourism, they contribute to a collective journey of personal growth, community development, and global interconnectedness. Recognizing and understanding this linkage is crucial for shaping policies, promoting sustainable practices, and fostering a harmonious coexistence between individuals, communities, and the diverse destinations that make our world a rich tapestry of experiences.

## 1.6 Characteristics of Tourism Industry

The service industry, also known as the tertiary sector or the service sector, refers to a sector of the economy that provides various services to individuals, businesses, and other organizations. Unlike the primary sector (which involves the extraction of raw materials) and the secondary sector (which involves manufacturing and construction), the service industry is centered around intangible

goods and services. The service industry is a crucial component of modern economies, contributing significantly to employment, GDP, and overall economic development.

Services are intangible and cannot be held or touched. Unlike physical goods, services are often experienced rather than possessed, making the delivery and quality of the service a critical aspect. In many cases, services are produced and consumed simultaneously. The production and consumption of a service often involve the direct interaction between the service provider and the consumer. Services can vary in quality and can be more challenging to standardize compared to physical goods. Variability in the delivery of services is influenced by factors such as human interactions and individual preferences. Services are often perishable and cannot be stored for future use. The capacity to provide services is time-sensitive, and unused capacity at a given moment cannot be saved for use later. Many services require active customer involvement in the delivery process. This involvement can impact the overall customer experience and satisfaction. The tourism industry is characterized by several unique features and dynamics that distinguish it from other sectors of the economy. These characteristics highlight the multifaceted nature of tourism, its impact on various aspects of society, and the challenges and opportunities it presents.



Here are some key characteristics of the tourism industry:

#### 1. Intangibility:

- ❖ Tourism involves the consumption of intangible services and experiences. Unlike tangible goods, the benefits derived from tourism, such as relaxation, cultural enrichment, or adventure, cannot be held or possessed.

#### 2. Heterogeneity:

- ❖ Tourism services vary in quality and are often influenced by factors such as individual preferences, cultural differences, and the personal interactions between tourists and service providers. Each tourist experience is unique.

#### 3. Seasonality:

- ❖ The demand for tourism services often exhibits seasonality, with peak periods corresponding to holidays, vacation seasons, or favorable weather conditions. This seasonality can create challenges for businesses in managing fluctuations in demand.

#### 4. Perishability:

- ❖ Tourism services are perishable in the sense that unused capacity (such as hotel rooms or airline seats) at a given time cannot be saved for future use. Once a period of time has passed, the opportunity to sell that service is lost.



### 5. Inseparability:

- ❖ The production and consumption of tourism services often occur simultaneously and involve direct interactions between service providers and consumers. The quality of these interactions can significantly impact the overall tourism experience.

### 6. Labor-Intensity:

- ❖ The tourism industry is labor-intensive, requiring a significant workforce to provide services in areas such as hospitality, transportation, entertainment, and attractions.

### 7. Dependency on External Factors:

- ❖ The tourism industry is highly influenced by external factors such as economic conditions, political stability, natural disasters, and global events. Changes in these factors can have a profound impact on tourist behavior and destination attractiveness.

### 8. Cultural Exchange:

- ❖ Tourism promotes cultural exchange by bringing people from different backgrounds together. This cultural interaction is a unique aspect of the tourism industry, fostering understanding and appreciation of diverse cultures.

### 9. Globalization:

- ❖ Tourism is a global industry, with people traveling across international borders for various purposes. Globalization has facilitated the movement of tourists, creating opportunities for international collaboration and business expansion.

### 10. Multi- Sectoral:

- ❖ The tourism industry is interconnected with various sectors such as transportation, accommodation, food and beverage, entertainment, and retail. The success of one sector often relies on the performance of others, creating a complex network of interdependencies.

### 11. Sustainability Challenges:

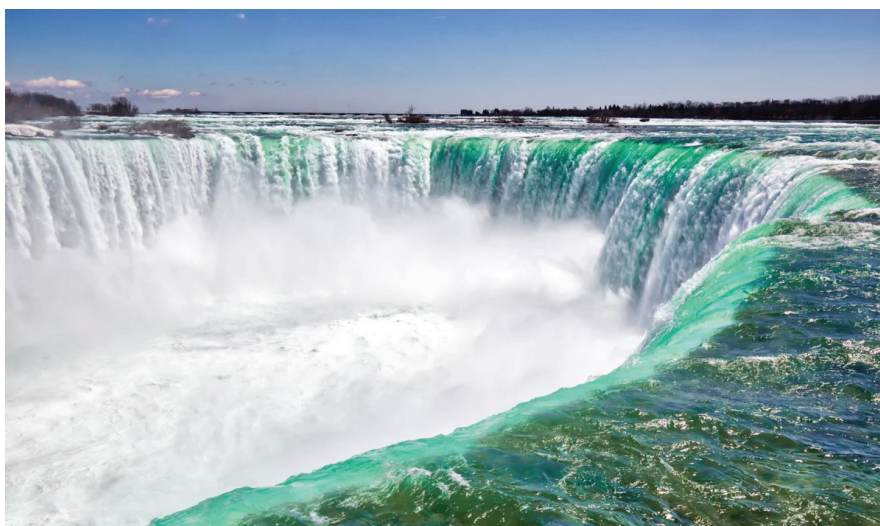
- ❖ Tourism has environmental, social, and cultural impacts that may raise sustainability challenges. Issues such as over-tourism, environmental degradation, and the preservation of cultural heritage require careful management.

## 1.7 Components of Tourism

The tourism industry is comprised of various components, each playing a crucial role in the overall travel experience. These components work together to create a dynamic and interconnected system that facilitates the movement of tourists and contributes to the economic, social, and cultural development of destinations. The central element of tourism is the tourists themselves. Tourists are individuals or groups who travel for leisure, business, education, or other purposes, contributing to the demand for tourism services.

Destinations are the specific places that tourists visit. These can include cities, regions, countries, or natural attractions that offer unique experiences and attractions. Attractions are specific points of interest or activities that draw tourists to a destination. These can be natural wonders, cultural heritage sites, landmarks, festivals, events, or recreational activities. Transportation is a critical component that includes various modes of travel, such as airlines, railways, buses, cruise lines, and car rental services. Efficient transportation infrastructure is essential for connecting tourists to their destinations. The hospitality industry provides services to meet the needs of tourists, including

food and beverage services, guided tours, entertainment, and other amenities. Tour operators and travel agencies play a role in organizing and facilitating travel experiences. They create tour packages, arrange transportation, and coordinate various aspects of the travel itinerary.



Tourism infrastructure includes the physical and organizational structures that support tourism, such as roads, airports, communication networks, and facilities for water and waste management.



Cultural and recreational activities contribute to the overall tourism experience. This can include museums, art galleries, theaters, sports events, and other forms of entertainment. Technology has become increasingly important in the tourism industry, with online booking platforms, mobile apps, virtual reality, and other innovations enhancing the overall travel experience. Sustainable tourism practices focus on minimizing the negative environmental impacts of tourism, promoting conservation, and supporting eco-friendly initiatives. Understanding the interplay of these components is essential for stakeholders in the tourism industry to create a positive and

sustainable tourism experience, promote responsible tourism practices, and ensure the long-term well-being of both tourists and destinations.

## At a Glance

- ❖ In this unit you have been introduced to the concept of tourism, tourism industry as well as tourists. This unit talks about the phenomenon of tourism and its various elements. The service characteristic of tourism such as Intangibility, Perishability, Inseparability, Heterogeneity and Lack of Ownership was discussed. An introduction to components of Tourism Industry or the A's of tourism industry was also presented in this chapter. At this point, as a student of tourism you are being introduced to the terminologies used and the vast possibilities in the field of tourism industry.

## Glossary

- ❖ **Tourists** : Individuals or groups who engage in travel for leisure, business, education, or other purposes.
- ❖ **Destinations** : The places that tourists visit
- ❖ **Attractions** : Specific points of interest or activities that draw tourists to a destination
- ❖ **Leisure** : A Gateway to Personal Well-being
- ❖ **Recreation** : A Playful Extension of Leisure
- ❖ **Tourism** : A Journey into Experiential Exploration



## CBSE TEXTBOOK QUESTIONS WITH ANSWERS

### Knowledge Assessment I:

#### Review Questions:

1. **Activity:** Make a report regarding your last vacation and discuss in the class
2. What are the elements of Tourism?

**Ans.** Package tours, also known as package vacations or package holidays, are pre-arranged travel experiences offered by tour operators to travelers. They typically bundle together several key components of a trip, including:

- (i) **Attraction:** Refers to places that attract the tourist's attention. There are two types of attraction- natural attraction, which includes landscape, seascape, beaches and forests and cultural attraction, which includes historical monuments, fairs and festivals.
- (ii) **Accessibility:** It means the reachability to a particular place of attraction through various means of transportation such as road, rail, water and air.
- (iii) **Amenities:** These are the facilities that cater to tourists. This includes accommodation such as hotels, restaurants and cafes. It also includes travel organisers, tour operators and travel agents who arrange a tour kinds of transport facilities are to be made available for such locations. The distance factor also plays an important role in determining a tourist's choice of a destination. Longer distance cost much more than short distances. .
- (iv) **Accommodation:** The need and necessity of accommodation cannot be ignored in tourist destination. Accommodation plays a vital role in this field. Many changes have taken place in accommodation recently. New types of accommodation of accommodation, particularly, holiday villages, apartment houses camping and caravan sites and tourist cottages etc. have become very popular. Usually a large number of tourists visit a particular spot simply because there is a first class hotel with excellent facilities. Today Switzerland, Holland, Austria and the Netherlands have gained reputation for good cuisine, comfort and cleanliness.
- (v) **Safety and Security:** Safety and security are vital to providing quality in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visit kinds of transport facilities are to be made available for such locations. The distance factor also plays an important role in determining a tourist's choice of a destination. Longer distance cost much more than short distances.

### Knowledge Assessment II:

#### Review Questions:

1. Identify the tour during which you were a same day visitor or a tourist.

**Ans.** At a specific location, someone is paying another person a visit. For instance, on Monday of last week, we had some visitors come to our home. We had some French visitors the other day. I worked at Utah as a Ph.D. Research Scholar, but I frequently visit my fiancée in New York on the weekends. Tourist is a noun, which means: A TOURIST is a person who visits a location for enjoyment, with an interest in travel and sight-seeing, particularly when on vacation. For instance, some foreign tourists travel to Agra each year to see the Taj Mahal. For all foreign tourists, Varanasi is a city of great religious significance.

2. What is the linkage between Leisure and Tourism?

**Ans.** Leisure is the opposite or absence of work: it is rest and relaxation. Recreation falls within the umbrella of leisure, and it includes the activities and events we do to enjoy our time. Tourism takes it one step further—it is traveling to a location for entertainment and leisure.



## Knowledge Assessment III:

### Review Questions:

#### 1. What is the primary goal of tourism management?

**Ans.** Characteristics of Service: Intangibility, Inseparability, Variability, Perishability. A service is any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Services do not always emerge out of physical products.

#### 2. What is meant by A's of Tourism?

**Ans.** Attraction, Accessibility and Amenities are collectively called the 3A concept. These are the 3 basic components of tourism. These help us in figuring out the potential of tourism in a place.

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### SUGGESTED EXERCISES

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Subject teacher may divide the students into six groups. These six groups will each collect information regarding any one 'A' of tourism of their city and neighbouring destinations. For example one group/team will collect information regarding accommodation such as the different categories of hotels, their rates, facilities and so on. Another group/team will collect information on transportation such as number of flights from the city, different train, buses and so on. This information regarding the different 'A's' of tourism will be discussed in the classroom and this will be followed by open house and question answer session among the students.

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### ADDITIONAL QUESTIONS with Answers

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#### A. Multiple Choice Questions

(1 Mark)

##### 1. What is the primary goal of tourism management?

- (a) To maximize profits for tourism businesses
- (b) To provide a positive and enjoyable experience for tourists
- (c) To increase the number of tourists visiting a destination
- (d) To promote the cultural heritage of a destination

##### 2. What is sustainable tourism?

- (a) Tourism that focuses on minimizing the environmental impact of tourism activities
- (b) Tourism that prioritizes the economic benefits of tourism over all other factors
- (c) Tourism that is only accessible to high-income travelers
- (d) Tourism that is restricted to certain times of the year

##### 3. What is destination marketing?

- (a) The process of creating a brand and image for a destination
- (b) The process of promoting a destination to potential tourists
- (c) The process of creating a tourism infrastructure in a destination
- (d) All of the above

##### 4. What is a SWOT analysis?

- (a) A method of analyzing the strengths, weaknesses, opportunities, and threats of a destination
- (b) A method of analyzing the financial performance of a tourism business
- (c) A method of analyzing the cultural heritage of a destination
- (d) A method of analyzing the environmental impact of tourism activities

##### 5. What is a tourism product?

- (a) The physical goods and services offered by a tourism business
- (b) The overall experience offered by a destination

- (c) The cultural heritage and natural attractions of a destination
- (d) All of the above

**6. What is a tourism demand?**

- (a) The number of tourists visiting a destination
- (b) The amount of money spent by tourists in a destination
- (c) The type of tourists visiting a destination
- (d) All of the above

**7. What is a tourism supply?**

- (a) The number of tourism businesses in a destination
- (b) The number of tourism-related jobs in a destination
- (c) The level of tourism infrastructure in a destination
- (d) All of the above

**8. What is a master plan?**

- (a) A long-term plan for the development of a destination
- (b) A short-term plan for the promotion of a destination
- (c) A plan for the management of a specific tourism attraction
- (d) A plan for the conservation of a natural area

**9. What is market segmentation?**

- (a) The process of dividing a market into smaller groups of potential customers
- (b) The process of creating a brand and image for a destination
- (c) The process of analyzing the environmental impact of tourism activities
- (d) The process of creating a tourism infrastructure in a destination

**10. What is a competitive advantage?**

- (a) A unique characteristic of a destination that sets it apart from other destinations
- (b) A low cost of operations for a tourism business
- (c) A high level of tourism infrastructure in a destination
- (d) All of the above

**ANSWERS**

1. (b) 2. (a) 3. (d) 4. (a) 5. (d) 6. (d) 7. (d) 8. (a) 9. (a) 10. (a)

**B. Fill in the blanks:**

**(1 Mark)**

1. Positive attitude leads to ..... body language.
2. The group of traits that makes you unique is your .....
3. The objectives of the ..... are to promote and develop sustainable tourism.
4. Tourism increases ..... opportunities.
5. The full form of GIT is ..... tour.
6. .... can cause serious havoc with one's travel plans.
7. A travel agent also acts as a ..... between tour operator and the tourists.
8. Ticketing is one of the ..... activities of the Travel agency.

9. There are 32 world ..... sites in India.
10. Entertainment is the ..... of many tourist journey

## ANSWERS

1. Positive 2. Personality 3. World Tourism Organization (UNWTO) 4. Employment opportunities
5. Group Inclusive 6. Medical emergencies 7. Bridge 8. Primary activities 9. Heritage sites
10. The driver

### C. State whether the following statements are true or false: (1 Mark)

1. Tourism services are not perishable.
2. Packaging of complementary tourism services is very important.
3. Feasibility studies are crucial steps in destination development and are done before the project starts.
4. Environmental impact assessments determine environmental accessibility, help to achieve environmentally sound projects and manage conflict through the provision of a means of effective public participation.
5. In a SWOT analysis strength and weaknesses are internal to the organization whereas opportunities and threats are external to the organization.
6. Target markets are the same as market segments.
7. Benchmarking is a useful tool that destination can use to gain a competitive advantage in the marketplace  
Stakeholders in tourism include all the following groups; residents of the host destinations, governments, tourists, destination management organizations, and environmental groups.
8. The ultimate goal of promotion is behavior modification.
9. The main difference between traditional and new ways of marketing communication is that the new communication allows consumers to co-create their experience.
10. By definition, a wholesaler does not sell directly to the public but receives reservations through other travel intermediaries.

## ANSWERS

1. False 2. True 3. True 4 True 5. True 6. False 7. True 8. True 9. True 10. True

### D. Short Answer Type Questions–I: (2 Mark)

#### 1. What is the difference between domestic and international tourism?

**Ans.** Domestic tourism involves travel within your own country, while international tourism involves travel to another country.

#### 2. What are the three main motivations for people to travel?

**Ans.** The three main motivations for people to travel are leisure and relaxation, business and professional opportunities, and cultural and educational enrichment.

#### 3. What is the World Tourism Organization (WTO)?

**Ans.** The World Tourism Organization (WTO) is a United Nations agency that promotes responsible and sustainable tourism practices, tracks global tourism statistics and trends, and provides financial aid to developing countries for tourism projects.

#### 4. What are some of the benefits of tourism for local communities?

**Ans.** Some of the benefits of tourism for local communities include job creation in hospitality and related industries, increased revenue for local businesses, infrastructure development, and improved public services.



**5. What is the difference between mass tourism and sustainable tourism?**

**Ans.** Mass tourism involves a large number of tourists visiting a destination at the same time, often leading to negative impacts on the environment and local culture. Sustainable tourism, on the other hand, aims to minimize these negative impacts and ensure that tourism benefits both the visitors and the host community.

**6. What are some examples of cultural tourism?**

**Ans.** Some examples of cultural tourism include visiting museums and historical sites, attending traditional festivals and ceremonies, experiencing local cuisine, and learning about indigenous cultures.

**7. What are some of the challenges facing the tourism industry?**

**Ans.** Some of the challenges facing the tourism industry include over tourism, environmental degradation, cultural strain, and political instability in some destinations.

**8. What are some things that travelers can do to be more responsible tourists?**

**Ans.** Some things that travelers can do to be more responsible tourists include choosing eco-friendly accommodations and transportation, respecting local cultures and traditions, supporting local businesses, and minimizing their environmental impact.

**9. What is the future of tourism?**

**Ans.** The future of tourism is likely to be shaped by trends such as increased demand for sustainable travel, personalized experiences, and technology-driven solutions.

**10. What is tourism?**

**Ans.** Tourism is the temporary movement of people to destinations outside their usual environment for leisure, business, or other purposes.

**E. Short Answer Type Questions–II:**

**(2 Mark)**

**1. What is the definition of tourism by the World Tourism Organization (UNWTO)?**

**Ans.** Travel for recreational, leisure, or business purposes outside the usual environment for not more than one consecutive year.

**2. Name three main types of tourism.**

**Ans.** Cultural tourism, ecotourism, and adventure tourism are some examples.

**3. What are some economic benefits of tourism for a destination?**

**Ans.** Job creation, increased revenue for local businesses, and infrastructure development.

**4. What are some environmental challenges of tourism?**

**Ans.** Pollution, overuse of resources, and damage to natural habitats.

**5. What is sustainable tourism?**

**Ans.** Tourism that minimizes its negative impact on the environment and culture while benefiting local communities.

**6. Briefly describe the role of travel agencies in the tourism industry.**

**Ans.** Travel agencies offer travel planning services, organize tours, and act as intermediaries between tourists and travel providers.

**7. What are some technological advancements impacting the tourism industry?**

**Ans.** Online booking platforms, virtual reality experiences, and mobile travel apps are some examples.

**8. Give an example of a cultural festival that attracts tourists.**

**Ans.** Oktoberfest in Munich, Carnival in Rio de Janeiro, or the Cherry Blossom Festival in Japan.

**9. Briefly explain the concept of responsible tourism.**

**Ans.** Responsible tourism involves being mindful of your environmental and cultural impact while traveling, respecting local communities, and supporting sustainable practices.

**10. What are some careers available in the tourism industry?**

**Ans.** Tour guides, travel agents, hoteliers, event planners, conservationists, and cultural heritage specialists are some examples.

**F. Long Answer Type Question–I:**

**(2 Mark)**

1. Compare and contrast the motivations of travelers in the past and present. How have technological advancements and changing societal values impacted travel patterns?
2. Analyze the economic impact of tourism on a specific destination. Discuss both the positive and negative effects on local businesses, employment, and infrastructure.
3. Evaluate the role of governments in promoting and regulating tourism. How can their policies and initiatives influence the sustainability and responsible development of the industry?
4. Examine the concept of “overtourism” and its consequences for both tourists and host communities. What strategies can be implemented to manage visitor numbers and mitigate its negative impacts?
5. Discuss the ethical considerations related to cultural tourism. How can travelers ensure their presence enriches and respects local traditions, rather than exploiting or displacing them?
6. Analyze the relationship between tourism and climate change. Explore the impacts of tourism on ecosystems and how the industry can adapt to protect natural resources and reduce its carbon footprint.
7. Compare and contrast mass tourism and alternative tourism models, such as ecotourism or voluntourism. What are the benefits and drawbacks of each approach for promoting sustainable and responsible travel?
8. Evaluate the role of online platforms and social media in shaping travel decisions and influencing tourism trends. Discuss both the positive and negative implications of digital influences on the industry.
9. Explore the concept of “authenticity” in the tourism experience. How can destinations ensure they offer genuine cultural encounters while avoiding artificiality or exploiting local traditions for commercial gain?
10. Analyze the challenges and opportunities for tourism development in rural areas. Discuss how tourism can promote economic growth, preserve natural resources, and empower local communities in these often-marginalized regions.

**G. Long Answer Type Questions–II:**

**(5 Marks)**

1. Examine the rise of “niche tourism” markets, such as culinary tourism, adventure tourism, or wellness tourism. How do these specialized interests shape travel experiences and influence destination development?
2. Discuss the role of education and awareness in promoting responsible tourism practices. How can tourists be empowered to make informed choices that minimize their environmental and cultural impact?
3. Evaluate the effectiveness of international tourism organizations and initiatives in promoting sustainable practices and ethical tourism development. Discuss specific examples and challenges.
4. Analyze the impact of cultural exchange programs and volunteering opportunities on both travelers and host communities. How can these initiatives foster understanding, promote social development, and contribute to responsible tourism?
5. Assess the potential of emerging technologies, such as virtual reality or augmented reality, for transforming the tourism experience. Discuss the ethical considerations and potential impacts on destinations and local cultures.
6. Compare and contrast the tourism industries of developed and developing countries. Discuss the unique challenges and opportunities faced by each, and explore models for equitable and sustainable tourism development.
7. Analyze the impact of pandemics and natural disasters on the tourism industry. Discuss how destinations can plan for crisis management, build resilience, and adapt to these disruptions.

8. Evaluate the potential of alternative forms of travel, such as slow travel or responsible travel packages, in promoting sustainability and responsible tourism practices. Discuss specific examples and their effectiveness.
9. Examine the economic empowerment of women in the tourism industry. Discuss initiatives and best practices that can promote gender equality and create opportunities for women entrepreneurs and workers.
10. Predict the future trends and challenges of the tourism industry in the 21st century. How can stakeholders prepare for emerging technologies, changing consumer preferences, and the need for greater sustainability and environmental consciousness?

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### PREVIOUS YEARS' BOARD QUESTIONS

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**A. Answer the following questions.**

**(1 Mark)**

1. UN-WTO stands for (CBSE SQP-2022-23)
2. Kavita is a botany student coming from United Kingdom to visit the botanical gardens of India. What is the type of tourism, she is availing? (CBSE SQP-2022-23)
3. Define leisure. (CBSE SQP-2022-23)
4. Name any two luxury trains of India. (CBSE SQP-2022-23)
5. Write synonym of "attraction" in components of tourism.
6. What is the origin of the word "Holiday"?

**B. Very Shot Answer Type Questions.**

**(1 Mark)**

1. Find the odd one out :
  - (i) Ajanta Caves
  - (ii) Ellora Caves
  - (iii) Elephanta Caves
  - (iv) Agra fort (CBSE SQP-2022-23)

**C. Short Answer Type Questions-I.**

**(2 Marks)**

1. Tourism is Seasonal in nature" Explain. (CBSE SQP-2022-23)
2. Write short notes on FAM tours? (CBSE SQP-2022-23)
3. What do you mean by "Day light Saving Time"? (CBSE SQP-2022-23)

**D. Long Answer Type Question-I.**

**(4 Marks)**

1. Enumerate characteristics of tourism industry? (any four) (CBSE SQP-2022-23)

**E. Long Answer Type Questions-II.**

**(5 Marks)**





# A Historical Account



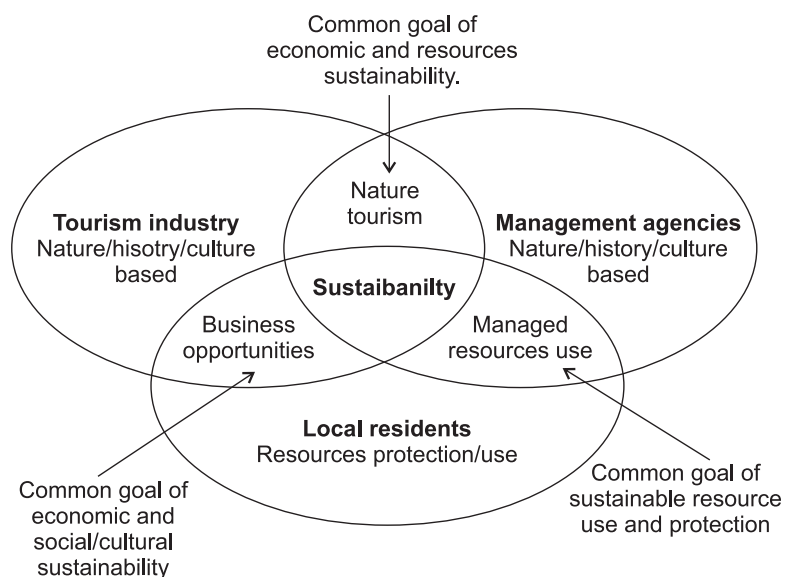
## Learning Outcomes

- 2.1 Introduction
- 2.2 Travel in Early Times
- 2.3 Renaissance and the Grand Tour
- 2.4 Industrial Revolution and Tourism
- 2.5 Tourism in Modern Times
- 2.6 Tourism in India: An Account

### 2.1 Introduction

The development of tourism activities has evolved significantly over the years, reflecting changes in society, technology, and global trends. Travel for trade, exploration, and cultural exchange dates back to ancient civilizations, with notable examples including the Silk Road in Asia and the Roman Empire’s extensive network of roads. Pilgrimages to religious sites were also a common form of early tourism. The Grand Tour, a traditional trip across Europe, became popular among the European aristocracy during the 17th and 18th centuries. Travelers sought cultural enrichment and exposure to art, history, and architecture. The Industrial Revolution and the expansion of rail networks facilitated mass transportation, making travel more accessible to a broader segment of society. The advent of steamships and the Golden Age of Travel saw an increase in long-distance journeys, including transatlantic cruises. Thomas Cook, a pioneer in package tours, organized the first commercial travel excursions.

After World War II, there was a surge in tourism as economies recovered and people had more disposable income. Jet travel became more accessible, reducing travel time and opening up long-haul destinations. The latter half of the 20th century witnessed the rise of mass tourism, with package holidays and all-inclusive resorts catering to a broad audience. Destinations like the Mediterranean, Caribbean, and Southeast Asia became popular among tourists. The rise of the internet transformed the way people plan and book trips. Increasing awareness of environmental issues led to



a shift towards sustainable tourism practices. Travelers increasingly seek authentic, experiential, and culturally immersive experiences.

The COVID-19 pandemic significantly impacted global tourism, leading to changes in travel behavior, health and safety considerations, and a renewed focus on domestic and nature-based tourism. Digital nomadism and remote work have influenced travel patterns, with more people seeking flexible and location-independent lifestyles. The development of tourism is a dynamic process influenced by economic, social, technological, and environmental factors. As the world continues to change, the tourism industry adapts and evolves to meet the preferences and needs of travelers.



## 2.2 Travel in Early Times

Travel in early times was driven by a variety of factors, including trade, exploration, migration, religious pilgrimage, and the pursuit of knowledge. In ancient times, trade played a crucial role in fostering travel. Merchants and traders embarked on journeys to exchange goods and commodities along established trade routes like the Silk Road (connecting East and West) and trans-Saharan routes. The Age of Discovery saw European explorers like Christopher Columbus, Vasco da Gama, and Ferdinand Magellan undertaking perilous sea voyages to discover new trade routes and uncharted lands. These explorers aimed to expand their empires and gain access to valuable resources.



Religious pilgrimage was a significant motivator for travel during the medieval and Renaissance periods. Pilgrims journeyed to sacred sites such as Jerusalem, Mecca, Santiago de Compostela, and other religious centers as an act of devotion and spiritual fulfillment. The Grand Tour was a cultural and educational pilgrimage undertaken by European aristocrats, mainly from the 17th to the 18th centuries. Young elites traveled to major European cities to gain exposure to art, classical literature, and historical landmarks as part of their education.

Many societies, especially in prehistoric and ancient times, were nomadic, relying on a constant movement to follow migrating herds or locate fertile lands. This nomadic lifestyle influenced travel patterns and cultural exchange. Military campaigns and conquests often involved extensive travel as armies moved across regions and borders. The expansion of empires, such as the Roman Empire, relied on military movements and the establishment of garrisons. Envoys, ambassadors, and emissaries were sent to other regions for diplomatic missions, negotiations, and communication between different societies and states.



In ancient China, the Silk Road facilitated trade and cultural exchange with neighboring civilizations. The Chinese explorer Zhang Qian is known for his travels to Central Asia in the 2nd century BCE. Indigenous peoples in the Americas engaged in extensive trade networks and seasonal migrations, facilitating cultural exchange and the movement of goods. Polynesians were skilled navigators, using celestial navigation techniques and knowledge of ocean currents to undertake long-distance voyages across the Pacific Islands. Travel in early times was often arduous, relying on various modes of transportation such as ships, caravans, and, later, horse-drawn carriages. The motivations for travel were diverse, reflecting the economic, cultural, and societal contexts of different civilizations and eras.

### 2.2.1 Primary Reasons for Travel

Throughout history and into the present day, people have traveled for a multitude of reasons. Here are some primary reasons for travel:

#### 1. Trade and Commerce:

- ❖ Historical trade routes, such as the Silk Road, facilitated the exchange of goods, spices, and other commodities, driving merchants and traders to travel across regions.

#### 2. Exploration and Adventure:

- ❖ Curiosity, the desire to discover new lands, and the spirit of adventure have historically motivated explorers to embark on journeys to uncharted territories.

#### 3. Pilgrimage:

- ❖ Pilgrimage involves traveling to sacred or religious sites for spiritual reasons. Pilgrims seek a connection with their faith and may visit places like Mecca, Jerusalem, Varanasi, or Santiago de Compostela.

#### 4. Education and Cultural Enrichment:

- ❖ Educational travel, whether in the form of the historic Grand Tour or modern study abroad programs, allows individuals to gain cultural exposure, learn new languages, and experience different ways of life.

#### 5. Leisure and Recreation:

- ❖ Many people travel for leisure and recreational purposes, seeking relaxation, entertainment, and a break from their routine. This includes vacations, holidays, and visits to tourist destinations.

#### 6. Health and Wellness:

- ❖ Travel for health reasons, such as visiting spa towns or seeking a specific climate for medical purposes, has been a historical practice for rejuvenation and well-being.





## 7. Family and Social Connections:

- ❖ Visiting family and friends is a common reason for travel. People travel to celebrate special occasions, attend weddings, and maintain social connections.

## 8. Migration and Resettlement:

- ❖ Migration involves moving to a new location for economic opportunities, escaping persecution, or seeking a better quality of life. This can be motivated by factors such as employment, safety, or political stability.

## 9. Business and Professional Travel:

- ❖ Business trips, conferences, and work-related travel are common in today's globalized world. Professionals travel to attend meetings, negotiate deals, and collaborate with international counterparts.

## 10. Tourism and Recreation:

- ❖ The tourism industry caters to individuals seeking recreational experiences, whether in natural settings, historical sites, or cultural attractions. This includes adventure tourism, eco-tourism, and various other specialized forms.

## 11. Digital Nomadism:

- ❖ With advancements in technology, some individuals adopt a lifestyle of working remotely while traveling. Digital nomads move from place to place while maintaining their professional responsibilities.

## 12. Humanitarian and Crisis Response:

- ❖ Travel for humanitarian purposes involves responding to crises, disasters, or providing aid and support to communities in need. Humanitarian workers may travel to areas affected by natural disasters, conflicts, or epidemics.

## 13. Sports and Events:

- ❖ Traveling to attend sports events, festivals, and cultural gatherings is common. Major sporting events, music festivals, and cultural celebrations attract visitors from around the world.

## 14. Culinary Tourism:

- ❖ Culinary enthusiasts travel to explore and savor different cuisines. This type of travel involves experiencing local food traditions and specialties.

These primary reasons for travel reflect the diverse motivations and interests of individuals, encompassing both historical and contemporary perspectives. The evolution of transportation, communication, and societal values has influenced how people approach and fulfill their travel aspirations.

### 2.2.1.1 Early Empires Promoted Tourism

The concept of tourism as we understand it today did not exist in ancient times, as travel was often driven by trade, exploration, military campaigns, or religious pilgrimage rather than leisure and recreation. However, some ancient empires did facilitate certain forms of travel that involved cultural exchange and the movement of people. While not promoting tourism in the modern sense, the



Roman Empire had a well-developed network of roads and infrastructure that facilitated travel throughout its vast territories. The Roman elite, including emperors, senators, and wealthy citizens, often traveled for various reasons, including leisure, education, and participation in cultural events in different cities within the empire.

Ancient Greece was a hub of intellectual and cultural activity, attracting scholars, philosophers, and artists from various regions. People would travel to Athens, for example, to participate in philosophical discussions, attend dramatic performances, and engage in intellectual pursuits. The Olympic Games, held in Olympia, also attracted visitors from different city-states. The Achaemenid Empire, known as the Persian Empire, had an extensive road system (the Royal Road) that facilitated communication and travel within its vast territories. This network connected major cities and allowed for easier movement of officials, messengers, and traders. Ancient China had a well-developed system of trade routes, including the Silk Road, facilitating cultural and economic exchange with other civilizations.

While not tourism in the modern sense, these routes did bring people from different cultures and regions into contact with each other. While these examples highlight travel and cultural exchange in ancient times, it's important to note that the motivations and nature of travel were often different from contemporary tourism. The modern tourism industry, with its focus on leisure, recreation, and hospitality, began to take shape much later in history, especially during the 19th century and the rise of the Grand Tour in Europe.

### 2.2.1.2 Silk Route

The Silk Route was a network of ancient trade routes that connected the East and West, facilitating the exchange of goods, cultures, technologies, and ideas. The Silk Road was not a single road but rather a complex web of interconnected routes that spanned Asia, the Middle East, North Africa, and parts of Europe. It played a crucial role in the development of civilizations and the establishment of economic and cultural ties between diverse societies.

The Silk Route has a history dating back over two millennia. It began to take shape during the Han Dynasty of China around the 2nd century BCE. The Silk Road was named after the lucrative trade in silk that was carried out between China and the Mediterranean region. However, it was not just silk that was traded; a wide array of goods exchanged hands, including spices, precious metals, textiles, spices, tea, and more. The Silk Route comprised both overland and maritime routes. The overland routes connected China with Central Asia, the Middle East, and eventually reached the Mediterranean. The maritime routes, known as the Maritime Silk Road, connected Chinese ports with Southeast Asia, South Asia, the Arabian Peninsula, and East Africa.

The Silk Route was not only a conduit for the exchange of goods but also a bridge for cultural, religious, and technological exchanges. It facilitated the spread of religions such as Buddhism, Islam, Christianity, and Zoroastrianism. Additionally, art, philosophy, scientific knowledge, and technological innovations were shared along these routes. Numerous cities along the Silk Route became major trading hubs and cultural centers. Examples include Xi'an and Chang'an in China, Samarkand and Bukhara in Central Asia, and Damascus and Constantinople in the Middle East.

The decline of the Silk Route began in the late medieval period with the rise of maritime trade





routes and geopolitical changes. The discovery of sea routes around Africa and the establishment of direct sea routes to Asia diminished the importance of the overland Silk Route. The Silk Route left a lasting legacy on the regions it connected. It contributed to the development of diverse societies, the exchange of artistic and intellectual ideas, and the blending of cultures. The legacy of the Silk Route can still be seen in the shared cultural elements found in regions that were once part of this extensive trade network.

In recent times, there has been interest in reviving aspects of the Silk Route, particularly in terms of economic cooperation and infrastructure development. The Belt and Road Initiative, proposed by China, aims to build modern transportation and trade links along the historic Silk routes. The Silk Route represents one of the most significant achievements in human history in terms of interconnectedness and the exchange of goods and ideas across vast distances.

### 2.2.1.3 Dark Ages

The term “Dark Ages” traditionally refers to the Early Middle Ages, a period in European history that roughly spans from the fall of the Western Roman Empire in the 5th century to the beginning of the Carolingian Renaissance in the 8th century. Historically, this term has been criticized for oversimplifying the complexities of the era and implying a lack of cultural and intellectual progress. Nevertheless, it



is still used to describe a time marked by significant political, social, and economic changes.

The traditional starting point of the Dark Ages is the fall of the Western Roman Empire in 476 CE when the last Roman emperor, Romulus Augustulus, was deposed by the Germanic chieftain Odoacer. With the collapse of the centralized Roman authority, Europe experienced political fragmentation. Various Germanic tribes, such as the Visigoths, Vandals, and Ostrogoths, established their own kingdoms on the former Roman territories. The economic decline during this period was marked by a decrease in urbanization, trade, and economic prosperity. The Roman system of infrastructure, including roads and aqueducts, fell into disrepair.

The Dark Ages saw a decline in literacy and a loss of classical knowledge. The great libraries of antiquity were often destroyed or neglected, and educational institutions suffered. The Dark Ages witnessed the spread and consolidation of Christianity as the dominant religion in Europe. Monasticism played a crucial role in preserving knowledge and maintaining Christian teachings during this period. The migrations and invasions of various barbarian groups, including the Huns, Vandals, and Lombards, contributed to the political instability and disruption of settled societies. While Western Europe experienced significant upheaval, the Byzantine Empire (Eastern Roman Empire) continued to thrive and preserve elements of classical civilization. Byzantium acted as a bridge between the classical world and the emerging medieval cultures.

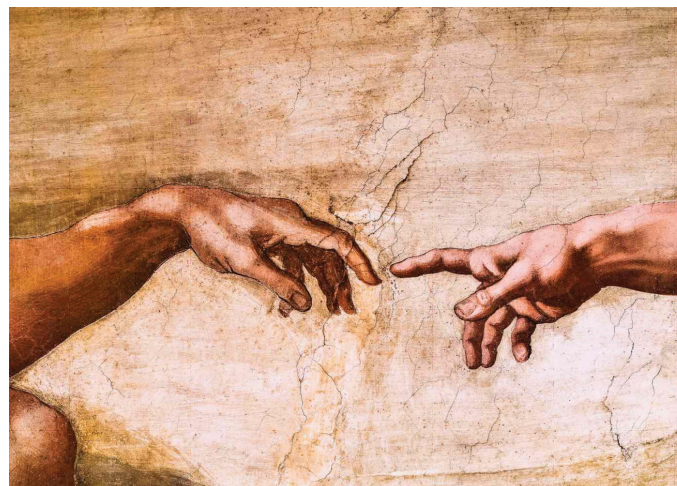
The end of the Dark Ages is often associated with the reign of Charlemagne (768-814) and the



Carolingian Renaissance. Charlemagne's rule saw a revival of learning, a renewed interest in classical texts, and efforts to improve education and literacy. It's important to note that the term "Dark Ages" has fallen out of favor among historians due to its negative connotations and the recognition that the period was not devoid of cultural and intellectual achievements. While Europe faced significant challenges during this time, it also laid the groundwork for the medieval period, which saw the emergence of new forms of governance, cultural expression, and economic structures.

## 2.3 Renaissance and the Grand Tour

The Renaissance, meaning "rebirth" in French, was a period of profound cultural, artistic, and intellectual transformation that spanned roughly from the 14th to the 17th century in Europe. It marked a departure from the medieval mindset and ushered in a renewed interest in classical knowledge, humanism, and a broader understanding of the world. The Renaissance is often considered a bridge between the Middle Ages and the early modern era. The Renaissance is renowned for its flourishing of the arts. Artists moved away from medieval traditions and embraced a more naturalistic and realistic depiction of the world. Prominent artists of the period include Leonardo da Vinci, Michelangelo, Raphael, and Titian. The Renaissance witnessed a renewed interest in scientific inquiry and observation. Figures like Nicolaus Copernicus, who proposed a heliocentric model of the solar system, and Galileo Galilei, who made astronomical observations with a telescope, contributed to the Scientific Revolution. The Renaissance saw a surge in geographical exploration and expansion. Explorers like Christopher Columbus, Vasco da Gama, and Ferdinand Magellan ventured into uncharted territories, opening up new trade routes and connecting previously isolated cultures. The Renaissance marked a dynamic period of cultural and intellectual revival, characterized by a profound shift in worldview and a celebration of human achievement and creativity. It played a pivotal role in shaping the trajectory of European history and culture.



The Grand Tour was a traditional journey undertaken by young European aristocrats, primarily from the 17th to the 18th centuries. It was an educational and cultural rite of passage that involved an extended trip across Europe, often lasting several months to several years. The Grand Tour was intended to expose young nobles to the art, architecture, history, and classical culture of the continent. The primary purpose of the Grand Tour was educational. Young aristocrats, typically male heirs, embarked on the journey to gain

cultural refinement, exposure to the arts, and a broader understanding of the classical world. The tour was seen as a way to complete their education and prepare them for leadership roles in society. The Grand Tour typically included visits to major cultural and historical centers in Europe. Popular destinations included cities like Paris, Venice, Florence, Rome, and Athens. Participants would visit museums, attend performances, and study classical ruins.

The duration of the Grand Tour varied, but it commonly lasted from several months to a few years. Participants often followed a specific itinerary that included stops at cultural and educational hubs. The journey could extend beyond Europe, with some travelers venturing into the Ottoman

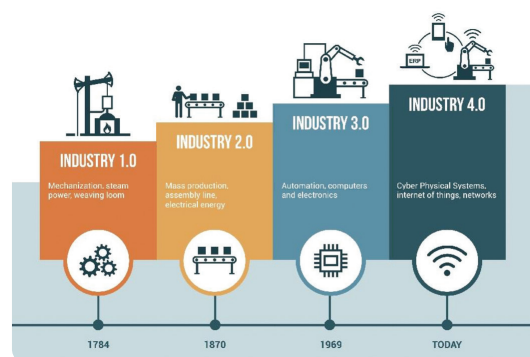
Empire or even reaching the Middle East. Travelers on the Grand Tour were usually accompanied by tutors, guides, or a mentor. These companions provided guidance, education, and supervision during the journey. Fellow aristocrats, including friends or family members, often joined the tour. Participants engaged in a variety of cultural experiences, including attending operas, art exhibitions, and classical music performances. They also collected art, books, and other cultural artifacts during their travels. The Grand Tour served as a social networking opportunity for the European aristocracy. Travelers would connect with other young nobles, intellectuals, and influential figures they encountered during their journey. These connections could have diplomatic, political, or social implications upon their return.



The experiences gained during the Grand Tour influenced the taste and style of the participants. They brought back a greater appreciation for classical art and architecture, and their newfound cultural knowledge often had a lasting impact on their home countries. The Grand Tour became a popular theme in literature, art, and other forms of cultural representation. Artists and writers depicted the experiences and adventures of young travelers, contributing to the romanticized image of the journey. The Grand Tour remains a significant historical phenomenon, reflecting the cultural values, educational ideals, and social dynamics of European aristocracy.

## 2.4 Industrial Revolution and Tourism

The Industrial Revolution, a period of profound economic, technological, and social change from the late 18th to the early 19th century, not only revolutionized manufacturing and transportation but also laid the groundwork for the modern tourism industry. This article explores the intricate relationship between the Industrial Revolution and the evolution of tourism, showcasing how industrial advancements influenced travel patterns, accessibility, and the emergence of leisure-oriented journeys.

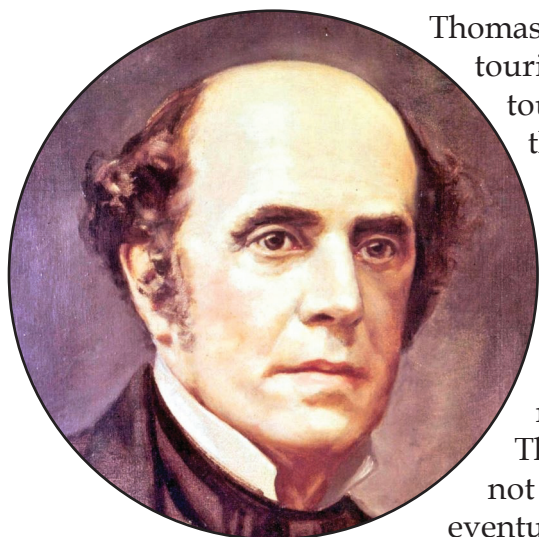
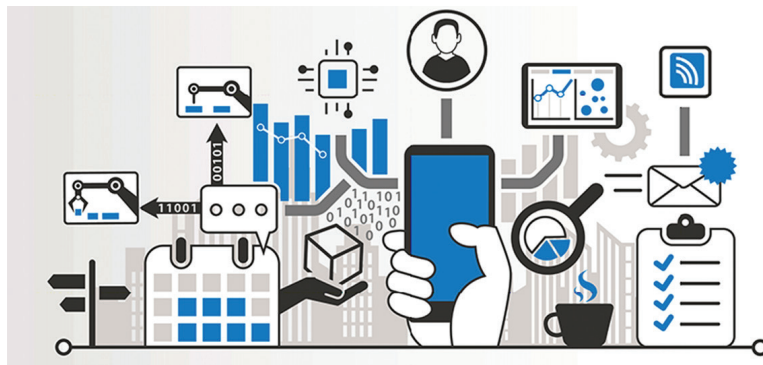


The Industrial Revolution brought about unprecedented advancements in transportation, with the steam engine playing a pivotal role. The introduction of steamships and, later, the expansion of railway networks drastically reduced travel time and costs. This accessibility made previously distant destinations more reachable for the general population, setting the stage for a surge in tourism. As industrialization transformed urban centers, people sought reprieve from the crowded and polluted cities. The advent of railways facilitated easy access to coastal areas, leading to the rise of seaside resorts. Coastal destinations like Brighton in England and Atlantic City in the United States became popular retreats for those seeking relaxation and fresh air. The Industrial Revolution marked a shift in the nature of travel from the traditional Grand Tour, associated with aristocratic cultural exploration,



to a more democratized form of tourism. The burgeoning middle class, fueled by economic prosperity, embraced leisure travel as a means of self-improvement, education, and cultural enrichment.

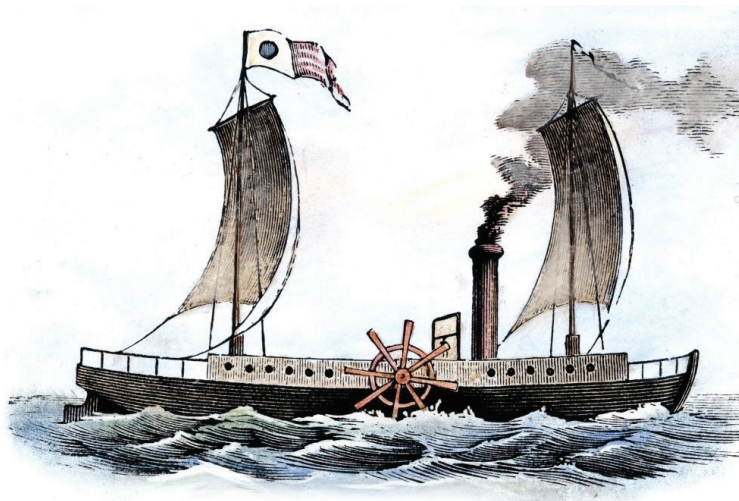
The Industrial Revolution laid the foundation for the modern tourism industry by transforming travel from a luxury reserved for the elite to a widespread and economically significant activity. Travel agencies, tour operators, and other tourism-related businesses began to flourish, creating a structured industry that catered to the diverse needs of travelers. The Industrial Revolution fundamentally reshaped the tourism landscape, democratizing travel and making it accessible to a broader segment of the population. As the world experienced unprecedented technological and economic transformations, the tourism industry adapted, diversifying its offerings and contributing to the cultural, economic, and social fabric of societies around the globe. The legacy of the Industrial Revolution continues to influence how we explore and experience the world today.



Thomas Cook was a pioneering figure in the history of travel and tourism, credited with revolutionizing the concept of package tours and making travel accessible to a broader segment of the population. Born on November 22, 1808, in Melbourne, Derbyshire, England, Thomas Cook's contributions to the travel industry had a lasting impact. In 1841, Thomas Cook organized his first excursion, arranging for a group of temperance campaigners to travel by train from Leicester to Loughborough. This event is considered the birth of modern package tours, as Cook negotiated a special rate with the railway company, including both transportation and meals. Thomas Cook's travel agency expanded rapidly, offering tours not only within the United Kingdom but also to Europe and eventually to destinations worldwide. His son, John Mason Cook, played a significant role in the company's global expansion. Thomas Cook

introduced innovative measures in travel documentation. He issued travelers with a circular note, a precursor to the modern traveler's cheque, to eliminate the need for carrying large amounts of currency. Thomas Cook's contributions to the travel industry were transformative, shaping the way people approached and experienced travel. His legacy lives on in the continued growth and evolution of the tourism sector globally.

The steam engine had a profound impact on travel by ships during the 19th century, revolutionizing maritime transportation and contributing to significant advancements in trade, exploration, and connectivity. The development of steam engines, particularly the marine steam engine, marked a significant departure from traditional sail-powered ships. The first successful application of steam power to ships is often attributed to





the paddle steamer invented by Robert Fulton, which made its debut in the early 19th century. The advent of steam-powered ships had a transformative effect on global trade and commerce. These vessels could navigate rivers, lakes, and oceans with greater independence from wind patterns, facilitating more efficient transportation of goods and people. Steamships significantly reduced travel times for both passengers and cargo. The reliable and constant power provided by steam engines allowed for faster and more predictable journeys, making transportation schedules more efficient. The introduction of steam power to ships was a transformative moment in maritime history, facilitating a more reliable, efficient, and rapid form of transportation that had profound implications for global trade, exploration, and migration.

## 2.5 Tourism in Modern Times

The modern tourism era encompasses the period from the mid-20th century to the present day, characterized by significant changes in travel patterns, the growth of the tourism industry, and the democratization of travel. The post-World War II era witnessed the rapid development of commercial aviation. The introduction of jet airliners, such as the Boeing 707, made air travel more efficient, affordable, and accessible to a broader range of people. This revolutionized the way people approached long-distance travel. The latter half of the 20th century saw the rise of mass tourism,



marked by the increased affordability of travel for the middle class. Package tours, all-inclusive vacations, and charter flights became popular, allowing larger numbers of people to explore destinations around the world. The process of globalization, characterized by increased interconnectedness and the flow of goods, information, and people across borders, has had a profound impact on tourism. Destinations have become more accessible, and travelers are exposed to a diverse range of cultures, cuisines, and experiences. As travel became more accessible, there was a growing demand for authentic and experiential travel. Cultural tourism, focusing on exploration of local cultures, history, and traditions, gained popularity. Adventure tourism, including activities like hiking, wildlife safaris, and extreme sports, became a significant niche within the industry.

Cruise tourism experienced a boom in the modern era, with larger and more luxurious cruise ships offering a variety of destinations and onboard amenities. Cruises became a popular vacation choice for a wide range of travelers. The modern era has seen the emergence of medical tourism, where individuals travel to other countries for medical treatments, surgeries, or wellness services. This trend is driven by factors such as cost savings, access to specialized treatments, and combining



medical procedures with leisure. The modern tourism era reflects a dynamic and evolving industry shaped by technological advancements, changing consumer preferences, and a more interconnected world. As the industry continues to grow, there is an increasing emphasis on sustainability, responsible travel practices, and the need to balance economic benefits with environmental and social considerations.

## 2.6 Tourism in India: An Account

Tourism in India is a vibrant and diverse industry that attracts millions of visitors each year. Renowned for its rich history, cultural heritage, natural beauty, and diverse landscapes, India offers a wide range of experiences for travelers.

Here is an account of tourism in India, covering key aspects and attractions:

### 1. Cultural and Historical Heritage:

- ❖ **Historic Monuments:** India is home to numerous UNESCO World Heritage Sites, including the Taj Mahal, Qutub Minar, Red Fort, and Jaipur's City Palace, showcasing the country's architectural and historical wealth.
- ❖ **Temples and Religious Sites:** Varanasi, Khajuraho, Ajanta, and Ellora Caves are famous for their religious and architectural significance.

### 2. Natural Beauty and Landscapes:

- ❖ **Himalayan Region:** Popular destinations include Himachal Pradesh, Uttarakhand, and Jammu & Kashmir, offering stunning landscapes, trekking opportunities, and winter sports.
- ❖ **Beaches:** Goa, Kerala, and Andaman and Nicobar Islands boast pristine beaches attracting both domestic and international tourists.

- ❖ **National Parks and Wildlife Sanctuaries:** Ranthambhore, Jim Corbett, and Kaziranga are known for their diverse flora and fauna, including Bengal tigers, elephants, and rhinoceroses.

### 3. Cultural Festivals and Events:

- ❖ **Diwali and Holi:** Celebrations of these festivals provide a unique cultural experience with vibrant colors, traditional rituals, and joyous gatherings.
- ❖ **Pushkar Camel Fair and Kumbh Mela:** These large-scale events attract pilgrims and tourists alike, offering a glimpse into traditional Indian culture.





#### 4. Spiritual and Wellness Tourism:

- ❖ **Yoga and Ayurveda:** Places like Rishikesh and Kerala are renowned for yoga retreats and Ayurvedic treatments, attracting wellness seekers from around the world.
- ❖ **Spiritual Centers:** Cities like Varanasi, Amritsar, and Bodh Gaya hold spiritual significance for various religious communities.

#### 5. Modern and Heritage Cities:

- ❖ **Delhi:** The capital city is a blend of historical monuments like India Gate and Humayun's Tomb, along with modern attractions.
- ❖ **Mumbai:** India's financial hub, known for the Gateway of India, Marine Drive, and the bustling Bollywood film industry.

#### 6. Culinary Tourism:

- ❖ **Indian Cuisine:** Renowned globally, Indian cuisine offers a variety of flavors, with regional specialties such as biryani, dosa, and curry attracting food enthusiasts.
- ❖ **Street Food:** Cities like Delhi, Mumbai, and Kolkata are famous for their street food culture, offering a gastronomic adventure.

#### 7. Adventure Tourism:

- ❖ **Himalayan Treks:** Popular trekking destinations include Manali, Leh-Ladakh, and Uttarakhand.
- ❖ **Water Sports:** Goa and Andaman Islands offer opportunities for water activities like snorkeling, scuba diving, and parasailing.

#### 8. Shopping and Handicrafts:

- ❖ **Traditional Markets:** Jaipur's Johari Bazaar, Delhi's Chandni Chowk, and Mumbai's Colaba Causeway are famous for traditional crafts, textiles, and jewelry.
- ❖ **Handicrafts:** Each region has its own unique handicrafts, including Pashmina shawls, Banarasi silk, and Rajasthani pottery.



#### 9. Challenges and Opportunities:

- ❖ **Infrastructure:** While major tourist destinations have robust infrastructure, some areas lack adequate facilities and connectivity.
- ❖ **Sustainable Tourism:** The industry is increasingly focusing on sustainable practices to address environmental concerns and promote responsible tourism.

#### 10. Government Initiatives:

- ❖ **Incredible India Campaign:** Launched by the government, this campaign promotes India as a diverse and attractive tourist destination.
- ❖ **E-Visa Facility:** The introduction of e-visas has simplified the visa application process, encouraging more international tourists.

Tourism in India continues to evolve, offering a blend of tradition and modernity, cultural diversity, and natural beauty. The country's commitment to sustainable tourism and its diverse offerings make it a compelling destination for travelers seeking unique and enriching experiences.



## At a Glance

- ❖ In this unit you have learned that past holds the key for identifying the factors promoting and hindering tourism. The history of tourism in the ancient world was discussed and how it has changed over the ages. The account of foreign travellers to India is fascinating as we get to learn about our country from these travelogues. The major events affecting Global and Indian tourism such as the first railway trip, first passenger ship, first commercial airline and so on and their co - relation with tourism were discussed. Finally in this unit we have discussed the changing face of tourism industry.

## Glossary

- ❖ **Silk Route** : A network of ancient trade routes that connected the East and West
- ❖ **Dark Ages** : Early Middle Ages
- ❖ **Renaissance** : A period of profound cultural, artistic, and intellectual transformation that spanned roughly from the 14th to the 17th century in Europe
- ❖ **Tourism** : A Journey into Experiential Exploration



## CBSE TEXTBOOK QUESTIONS WITH ANSWERS

### Knowledge Assessment I:

#### Review Questions:

#### 1. What do you understand by Silk Route?

**Ans.** The Silk Road was a network of ancient trade routes that stretched across Asia and Europe, connecting the East and West for over 1,500 years. It wasn't just one single road, but rather a complex web of caravan paths, sea routes, and oases that facilitated the exchange of goods, ideas, and cultures.

#### Silk Road Map:

- Timeline:** The Silk Road was active from the 2nd century BCE to the mid-15th century CE, though some argue its influence continued even longer.
- Extent:** It spanned over 6,400 kilometers (4,000 miles), connecting major civilizations like China, India, Persia, Arabia, Greece, and Rome.
- Goods Traded:** While silk was a major commodity, many other goods were traded along the Silk Road, including spices, tea, horses, precious metals, glassware, and even religions like Buddhism.
- Impact:** The Silk Road played a crucial role in shaping the world we live in today. It facilitated economic growth, cultural exchange, and the spread of technologies and ideas. It helped to create a more interconnected and cosmopolitan world.

The Silk Road is a fascinating and important part of history. It is a reminder of the interconnectedness of the world and the power of trade and cultural exchange.

#### 2. What is meant by Grand Tour?

**Ans.** The term "Grand Tour" can have two main meanings:

##### (i) Historical Grand Tour:

- This refers to a customary educational journey undertaken by wealthy, young European men (typically from Britain or the US) during the 17th to early 19th centuries.

- (b) It was considered a rite of passage and a finishing touch to their education, usually after completing university.
- (c) Italy was the key destination, but the tour often included other European countries like France, Germany, Switzerland, and Austria.
- (d) The primary purpose was to broaden their knowledge and refine their taste by exposure to art, architecture, history, and culture.
- (e) It was also an opportunity to acquire cultural artifacts and artworks, which they would often display upon their return.
- (f) The Grand Tour lasted from several months to several years, depending on the traveler's wealth and itinerary.
- (g) This tradition declined with the advent of faster and cheaper travel in the 19th century.

**(ii) Modern Usage:**

- (a) "Grand Tour" can also be used more generally to describe a comprehensive or in-depth tour of any place.
- (b) For example, someone might offer you a "grand tour" of their new house or a city they know well.
- (c) In this sense, it simply means a thorough and detailed exploration.

So, when you encounter the term "Grand Tour," the specific meaning will depend on the context. If it's in a historical context, it likely refers to the educational journey. But in other contexts, it could simply mean a comprehensive tour.

**Review Questions:**

**1. What is the role of Thomas Cook in modern tourism?**

**Ans.** Thomas Cook's role in modern tourism has shifted significantly over time. While not its current status, it's important to understand its historical impact:

**Pioneering Modern Tourism:**

- ❖ In the 19th century, Thomas Cook is considered the "father of modern tourism." He organized the first package tours, led excursions, and facilitated travel with innovations like traveler's cheques and guidebooks. This made travel accessible to a wider audience and laid the foundation for the tourism industry.

**Modern Legacy:**

- ❖ Today, Thomas Cook (after a collapse and subsequent acquisitions) exists as a network of travel agencies and tour operators in various countries, particularly India and Egypt. They focus on organized holidays, including flights, hotels, car rentals, and travel insurance.
- ❖ While not the global giant it once was, Thomas Cook continues to play a role in making travel accessible and organized, catering to a specific market segment.

**However, it's crucial to note that:**

- ❖ The original Thomas Cook Group collapsed in 2019 due to financial difficulties. The brands and operations you see today are from acquisitions and reconfigurations.
- ❖ The modern tourism landscape is much more diverse, with online booking platforms, budget airlines, and specialized travel agencies catering to various needs and preferences.

Therefore, while Thomas Cook's historical contribution to tourism is undeniable, its current role is more specific and nuanced, operating within a much more competitive and dynamic industry.

**2. What is the importance of pilgrimage in tourism?**

**Ans.** The importance of pilgrimage in tourism is multifaceted and far-reaching, impacting not just the individual pilgrim but also the tourism industry, local communities, and even cultural preservation. Here are some key aspects to consider:

### For the Individual:

- ❖ **Spiritual fulfillment:** Pilgrimages are undertaken for religious or spiritual reasons, offering individuals a chance to connect with their faith, seek blessings, and fulfill vows. Completing a pilgrimage can bring a sense of accomplishment, inner peace, and a strengthened connection to their community.
- ❖ **Personal growth:** The journey itself can be transformative, pushing individuals outside their comfort zones and exposing them to new cultures, traditions, and people. This can lead to personal growth, self-discovery, and a broadened perspective on the world.
- ❖ **Community and belonging:** Pilgrimages often involve communal rituals and gatherings, fostering a sense of belonging and solidarity with fellow pilgrims. This can be especially important for people who face challenges or discrimination in their daily lives.

### For the Tourism Industry:

- ❖ **Economic boon:** Pilgrimage tourism contributes significantly to local economies through increased demand for transportation, accommodation, food, souvenirs, and other services. This can create jobs, generate revenue, and support infrastructure development in host communities.
- ❖ **Diversification:** Pilgrimage tourism attracts a specific market segment with unique needs and preferences. This can help destinations diversify their tourism offerings and cater to a wider range of visitors.
- ❖ **Sustainable development:** When managed responsibly, pilgrimage tourism can promote sustainable practices like responsible waste management, resource conservation, and cultural preservation.

### For Local Communities:

- ❖ **Cultural exchange:** Pilgrimages bring people from different backgrounds and cultures together, fostering interfaith dialogue and understanding. This can promote tolerance, respect, and appreciation for diverse traditions.
- ❖ **Cultural preservation:** Pilgrimage sites often hold significant cultural and historical value. The influx of pilgrims can raise awareness of these sites and encourage their preservation and protection.
- ❖ **Community development:** The economic benefits of pilgrimage tourism can be channeled into community development projects like schools, hospitals, and infrastructure improvements, leading to long-term social and economic advantages.

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## SUGGESTED EXERCISES

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**Activity:** The activity consists of two parts. The subject teacher can divide the students into two groups.

1. The first group will prepare a large map depicting the SILK ROUTE as followed in ancient times. Different students within the group can prepare parts of the map and then join together to form a large map. Similarly a new map depicting the new SILK ROUTE as identified by the UNWTO can be compared with the ancient route for understanding the concept of SILK ROUTE.
2. Second group of students can each pick up a destination or place along the SILK ROUTE and give presentation on the special merchandise of the destination – both in ancient times as well in modern times, along with their tourists' destinations.
3. Students will have to identify the cities that were part of the Grand Tour, collect information about the cities regarding their culture and tourist attractions. This activity can also be taken up in groups. A presentation of the information by the students along with photographs and brochures will be followed by question answer session. A report may also be collected from the students which can be evaluated later on as a part of the practical component.
4. Students should prepare a file with information regarding the destinations in their region of residence which can be considered to be part of a new tourist circuit. The idea is to identify new tourist circuits. This can be in the form of a report that can be evaluated later for the purpose of practical examination.



## ADDITIONAL QUESTIONS with Answers

### A. Multiple Choice Questions

(1 Mark)

- In which ancient civilization do we find the earliest evidence of organized travel for leisure and religious purposes?**
  - Mesopotamia
  - Indus Valley Civilization
  - Egypt
  - Mayan Civilization
- The Grand Tour, popular in the 17th and 18th centuries, was primarily associated with:**
  - American aristocrats
  - Chinese scholars
  - European nobility
  - Ottoman merchants
- The invention of which technology in the 19th century significantly democratized travel and paved the way for mass tourism?**
  - The automobile
  - The printing press
  - The steamboat
  - The railroad
- Who is considered the “father of modern tourism” for pioneering package tours and traveler’s cheques?**
  - Marco Polo
  - Phineas Fogg
  - Thomas Cook
  - Carl Benz
- The rise of which cultural phenomenon in the 20th century led to a surge in tourism focused on beaches, sun, and leisure activities?**
  - The Industrial Revolution
  - The Hollywood Golden Age
  - The Romantic Movement
  - The Space Race
- Which international organization was established in 1967 to promote responsible tourism and ensure its contribution to sustainable development?**
  - The World Bank
  - The International Air Transport Association
  - The United Nations World Tourism Organization
  - The International Olympic Committee
- The concept of “ecotourism” emerged in the late 20th century in response to concerns about the negative environmental and cultural impacts of mass tourism. What is the core principle of ecotourism?**
  - Minimizing travel costs and carbon footprint
  - Maximizing profits for tourism businesses
  - Respecting and preserving natural and cultural heritage
  - Providing luxurious and exclusive experiences
- The rise of the internet and online booking platforms in the 21st century has had a significant impact on the tourism industry. Which of the following is NOT a consequence of this digital revolution?**
  - Increased competition among travel providers
  - Greater transparency in pricing and information
  - Decline of traditional travel agencies
  - Elimination of the need for travel intermediaries

9. The COVID-19 pandemic of 2020-2021 had a devastating impact on the global tourism industry. Which sector of tourism was most affected by the travel restrictions and lockdowns?
- (a) Domestic tourism (b) Cruise tourism  
(c) Business travel (d) Adventure tourism
10. As the tourism industry recovers from the pandemic, what is one emerging trend that is expected to shape the future of travel?
- (a) A return to mass tourism and large-scale resorts  
(b) Increased focus on local experiences and responsible tourism  
(c) Prioritization of luxury travel and exclusive destinations  
(d) Emphasis on technological advancements and virtual travel
- Answers : 1. (b) 2. (b) 3. (d) 4. (b) 5. (c) 6. (c) 7. (c) 8. (d) 9. (b) 10. (b)

**B. Fill in the blanks:**

**(1 Mark)**

- The earliest evidence of organized travel for religious purposes comes from ancient ..... in the form of pilgrimages to sacred sites.
- The Grand Tour, popular among European nobility in the 18th century, focused on experiencing the art and culture of ..... civilizations.
- The invention of the ..... in the 19th century revolutionized transportation and made travel accessible to the masses.
- Thomas Cook is considered the “father of modern tourism” for pioneering ..... and travel .....
- The Hollywood Golden Age of the 20th century fueled a desire for leisure travel, leading to the rise of popular beach ..... destinations.
- Established in 1967, the ..... is a UN agency promoting responsible tourism and ensuring its contribution to sustainable development.
- Ecotourism emphasizes ..... and cultural heritage while minimizing negative environmental and social impacts.
- Online booking platforms and the internet have led to ..... competition among travel providers and greater ..... in pricing and information.
- The COVID-19 pandemic had a devastating impact on ..... travel due to travel restrictions and safety concerns.
- As the industry recovers, a focus on ..... experiences and responsible tourism is likely to shape the future of travel.

- Answers :
- Mesopotamia or Egypt (Both civilizations had well-established pilgrimage traditions.)
  - Greek and Roman (The tour centered on learning from the classical legacy.)
  - Steamboat or railroad (Both options had a significant impact on democratizing travel.)
  - Package tours and cheques (He made travel easier and more convenient for individuals.)
  - Resorts or vacation spots (Coastal areas became major tourism hubs.)
  - World Tourism Organization (UNWTO) (It advocates for responsible and sustainable tourism practices.)
  - Respecting and preserving natural and cultural heritage (Responsible tourism is key.)
  - Increased, transparency (Consumers have more options and access to data.)
  - International or cruise (These sectors were hit particularly hard due to their reliance on global movement.)
  - Local, sustainable (Travelers are seeking authentic and mindful experiences.)

**C. State whether the following statements are true or false:**

**(1 Mark)**

- The Colosseum in Rome was primarily built for the entertainment of tourists
- The invention of the printing press in the 15th century had a significant impact on the development of travel guides and itineraries

3. The Grand Tour of Europe in the 18th century was solely reserved for wealthy young men. (
4. The first package tours offered by Thomas Cook in the 19th century included ocean voyages across the Atlantic.
5. The rise of the automobile in the early 20th century led to a decline in railway travel for leisure purposes.
6. The founding of the World Tourism Organization (UNWTO) in 1967 signified a global recognition of the importance of tourism for economic development.
7. The concept of ecotourism emerged in the 1970s as a direct response to the environmental damage caused by mass tourism.
8. The internet and online booking platforms have made travel agencies obsolete in the 21st century.
9. The COVID-19 pandemic had the most significant impact on domestic tourism worldwide.
10. As the tourism industry recovers, a growing trend is the focus on “slow travel” experiences that emphasize local immersion and cultural understanding.

**Answers :** 1. False 2. True 3. False 4. False 5. False 6. False 7. True 8. False  
9. False 10. True

#### **D. Short Answer Type Questions–I:**

**(2 Mark)**

**1. What ancient civilization is known for its early organized pilgrimages and leisure travel?**

**Ans.** Egypt

**2. What were some motivations for travelers in the pre-modern era?**

**Ans.** Religious pilgrimages, trade, exploration, cultural exchange

3. How did the development of writing and maps impact early travel?

**Ans.** Facilitated communication, navigation, and documentation of journeys

4. What was the primary purpose of the Grand Tour in the 18th century?

**Ans.** Cultural education and exposure to art and architecture

5. Who pioneered organized package tours and travel services in the 19th century?

**Ans.** Thomas Cook

6. How did advancements in transportation like steamboats and railroads influence tourism?

**Ans.** Made travel faster, cheaper, and more accessible to wider audiences

7. What factors contributed to the rise of mass tourism in the 20th century?

**Ans.** Increased leisure time, disposable income, advancements in transportation and technology

8. How did the growth of air travel impact tourism patterns?

**Ans.** Enabled long-distance travel, opened up new destinations, and facilitated global tourism

9. What role did the internet and online booking platforms play in transforming the tourism industry?

**Ans.** Increased transparency, competition, and consumer empowerment in travel planning and booking

10. What are some ethical concerns associated with modern tourism?

**Ans.** Overcrowding, environmental damage, cultural exploitation, and economic inequalities

#### **E. Short Answer Type Questions–II:**

**(2 Mark)**

**1. What is the concept of “sustainable tourism” and how is it shaping the future of the industry?**

**Ans.** Minimizing environmental and social impacts, focusing on responsible practices and community benefits

**2. How is technology impacting the future of travel experiences?**

**Ans.** Virtual reality, augmented reality, and AI are offering new ways to explore and learn about destinations

**3. What are some emerging trends in tourism post-pandemic?**

**Ans.** Focus on local experiences, outdoor activities, wellness retreats, and responsible travel practices



**4. How did the World Wars of the 20th century impact international travel and tourism?**

**Ans.** Restricted movement, disrupted tourism flows, and led to post-war booms

**5. What role did the fall of the Iron Curtain play in opening up new destinations for tourism?**

**Ans.** Increased accessibility to Eastern Europe and former Soviet countries

**6. What are some resources for learning more about responsible tourism?**

**Ans.** Organizations like the World Wildlife Fund (WWF) and the Global Sustainable Tourism Partnership (GSTP) offer resources and guidelines for sustainable travel.

**7. How can travel contribute to personal growth and understanding?**

**Ans.** Experiencing different cultures

**8. What are some lesser-known destinations that offer unique travel experiences?**

**Ans.** Bhutan, the Galapagos Islands, Namibia, and Rwanda are examples of destinations offering off-the-beaten-path adventures and cultural immersion.

**9. What are some tips for planning a sustainable and responsible travel experience?**

**Ans.** Choose eco-friendly accommodations, support local businesses, respect local cultures, and minimize your environmental impact.

**10. What are some of the most popular tourist destinations in the world today?**

**Ans.** Paris, London, New York City, Bangkok, and Dubai are consistently among the most visited cities globally.

**F. Long Answer Type Question-I:**

**(2 Mark)**

1. Pilgrimage Paths and Painted Palettes: How did religious pilgrimages in ancient civilizations like Mesopotamia and Egypt not only lay the groundwork for tourism but also influence artistic depictions and cultural exchange?
2. Grand Tour Grandeur: Beyond the aristocratic facade, how did the Grand Tour's emphasis on classical art and architecture in Europe spark debates about cultural appropriation, authenticity, and the evolving role of travel in education and social status?
3. Steam Engines and Scenic Sojourns: How did the advent of the railroad and steamship in the 19th century not only democratize travel but also reshape landscapes, create resort towns, and fuel anxieties about mass tourism and environmental impact?
4. Adventures in Ink: How did travel writers like Mark Twain and Gertrude Bell in the late 19th and early 20th centuries challenge colonial narratives, inspire exploration, and shape public perceptions of remote and exotic destinations?
5. Postcard Perfection and Propaganda Tours: How did the rise of visual marketing through postcards and government-sponsored travel initiatives in the 20th century both romanticize destinations and serve political agendas, influencing tourism choices and national identities?
6. From Factory Floors to Foreign Shores: How did the rise of paid vacations and leisure time for working-class populations in the 20th century change the demographics of tourism, creating new markets and destinations catering to families and recreational activities?
7. Beyond the Iron Curtain: How did the Cold War divide both travel routes and ideologies, shaping tourism within and across political blocs, and how did its eventual downfall lead to the opening of new destinations and cultural encounters?
8. Jet Age Journeys and Jumbo Crowds: How did the rise of air travel in the late 20th century revolutionize tourism, making long-distance travel faster and more accessible, but also raising concerns about overtourism, cultural homogenization, and infrastructure demands?

9. Digital Nomads and Virtual Vacations: How has the digital revolution in the 21st century impacted tourism, with online booking platforms, social media sharing, and virtual reality experiences changing the way we research, plan, and experience travel?
10. Ecotourism Echoes: How did the environmental consciousness movement of the late 20th century reshape tourism, leading to the rise of ecotourism practices, responsible travel initiatives, and concerns about minimizing environmental impact in travel destinations?

**G. Long Answer Type Questions–II:**

**(5 Marks)**

1. Black Travel Unbound: How did the African American civil rights movement in the 20th century not only fight for racial equality but also challenge discriminatory travel practices and create travel options catered to Black communities?
2. Beyond the Beach: How has the concept of “cultural tourism” evolved in the 21st century, with travelers seeking deeper understanding of local traditions, heritage sites, and indigenous communities, and how does this impact responsible travel practices?
3. Terrorism and Travel: How have major tragedies and acts of terrorism in the 21st century affected travel patterns, security measures, and destination choices, and how has the industry adapted to ensure safety and peace of mind for travelers?
4. Luxury Lodgings and Local Livelihoods: How has the growth of luxury tourism in developing countries impacted local communities, with both potential benefits like economic growth and concerns about displacement and exploitation?
5. Climate Change Crossroads: How is the global climate crisis impacting tourism destinations, travel choices, and industry practices, and what efforts are being made to promote sustainable tourism and mitigate the negative effects of climate change?
6. Spacefaring Sojourns: As space tourism becomes a possibility, how might it reshape our understanding of travel, redefine luxury experiences, and raise ethical questions about accessibility and environmental impact?
7. AI-Powered Journeys: How could the integration of artificial intelligence in future travel experiences, from personalized recommendations to immersive virtual tours, change the way we explore the world and interact with destinations?
8. The Ethical Traveler: In a world of mass tourism and global connectivity, how can individuals approach travel with a focus on responsible engagement, cultural sensitivity, and minimizing negative impacts on communities and environments?
9. Future Fairs and Festivals: How might the evolution of festivals and cultural events, influenced by technology, sustainability, and global exchange, shape future travel experiences and encourage deeper cultural understanding?
10. Time Travel Tourism: If time travel becomes a reality, what historical periods or destinations would be most alluring to tourists, and how could such travel potentially impact the past, present, and future?

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**PREVIOUS YEARS' BOARD QUESTIONS**

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**A. Answer the following questions.**

**(1 Mark)**

1. Mention the name of the two countries which have gained reputation for cuisine, comfort and cleanliness in tourism. **(CBSE SQP-2022-23)**

**B. Very Shot Answer Type Questions.**

**(1 Mark)**

1. Which one is not the main features of cultural Geography ?
  - (i) Influence of the location in terms of a distinct geographical phenomenon
  - (ii) Influence of the geographical phenomena in daily life of people

- (iii) Rejections and unawareness of local people on the specific feature
- (iv) Evolution of culture, traditions, and its expressions and the interference of the geographical feature in it. (CBSE SQP-2022-23)

2. Scheduled air transport started in India in –

- (i) 1932
- (ii) 1931
- (iii) 1933
- (iv) 1935 (CBSE SQP-2022-23)

3. Who initiated the archaeological & historical pursuits in India?

- (i) Sir William Jones
- (ii) James Prinsep
- (iii) James Fergusson
- (iv) Sir Alexander Cunningham (CBSE SQP-2022-23)

4. Golden Triangle of India.

- (i) Delhi-Jaisalmer-Agra
- (ii) Delhi-Jalandhar-Agra
- (iii) Delhi-Jaipur-Agra
- (iv) Delhi-Jodhpur-Agra (CBSE SQP-2022-23)

**C. Short Answer Type Questions–I.**

**(2 Marks)**

- 1. Elucidate that “India has an ancient tradition of travel and tourism : and inspiration about travelling is not a new one” (CBSE SQP-2022-23)
- 2. How man made attractions plays an vital role in Indian tourism? (CBSE SQP-2022-23)

**D. Long Answer Type Question–I.**

**(4 Marks)**

- 1. Study of geography gives us the true picture of the environment we live in. How Geography is also significant in tourism ? (CBSE SQP-2022-23)



## About the Book

Tourism is now widely acknowledged as a significant economic contributor on a global scale. India, boasting an array of captivating destinations throughout the year, stands out as a top-tier choice for various types of tourists. The increasing recognition of tourism's economic importance has led to heightened focus from both the Indian government and various entities in the public and private sectors, as well as academia.

Consequently the surge in tourism has presented substantial business opportunities and ample room for service providers such as travel agencies and tour operators. In response, the Government of India has implemented several initiatives over the past decades to cultivate a pool of skilled professionals capable of meeting the growing demand for trained manpower in the tourism industry. This book provides a comprehensive overview of the tourism industry, aiming to foster further exploration and kindle interest of students in this dynamic field of study.

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