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B.COM HONOURS	SEMESTER 1	CALICUT UNIVERSITY	COURSE CODE: COM1VN101

FUNDAMENTALS OF TRAVEL AND TOURISM

EXAM REVISION NOTES

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MODULE I

DEFINITION AND RELATED CONCEPTS OF TOURISM

Definition and Related Concepts of Tourism: Tourism is one of the world's largest, most dynamic, and multi-faceted economic sectors, acting as a powerful engine for national economic growth, foreign exchange generation, infrastructural modernization, and socio-cultural cross-pollination.

B. The Evolution of Academic and Institutional Definitions: Over the past century, economists, sociologists, and international bodies have sought to capture the multi-dimensional essence of tourism:

Categories Excluded from Tourism Statistics: International conventions explicitly exclude the following travelers from tourism enumeration:

- **Migrants amp; Permanent Settlers:** Migrants amp; Permanent Settlers: Individuals moving to establish permanent residence.
- **Seasonal amp; Border Workers:** Seasonal amp; Border Workers: Daily or weekly commuters who cross municipal or national borders to perform paid work for an employer located at the destination.
- **Diplomats amp; Consular Staff:** Diplomats amp; Consular Staff: Foreign service officers and embassy personnel stationed abroad.
- **Armed Forces Personnel:** Military personnel deployed on official duty or peacekeeping missions.
- **Refugees amp; Asylees:** Refugees amp; Asylees: Persons fleeing civil war, persecution, or natural disasters.

A. The Concept of the Tourism System: Neil Leiper's Model (1979 / 1990): Tourism is not an isolated business; it operates as an open, interconnected, socio-economic system. The most celebrated and widely accepted theoretical representation is Neil Leiper's Tourism System Model, formulated in 1979 and refined in 1990.

- **1. THE HUMAN ELEMENT (The Tourist):** The central actor of the system.
- **2. TRAVELER-GENERATING REGION (TGR):** The permanent home region of the tourist where the journey commences and terminates.
- **3. TRANSIT ROUTE REGION (TRR):** The intermediate spatial corridor through which the traveler moves between the origin and destination.
- **4. TOURIST DESTINATION REGION (TDR):** The heart of the tourism system; the supply side.

Ancient Travel (Pre-history to 500 AD)

- **Early Motives:** Movement driven by biological survival, trade, military conquests, and religious reverence.
- **Ancient Greece:** Travel flourished for religious prophecies (Oracle of Delphi) and sporting competitions, most notably the Ancient Olympic Games (776 BC), where a sacred truce (Ekecheiria) was declared to allow athletes and spectators safe passage across city-states.

The Industrial Revolution Thomas Cook: Birth of Modern Mass Tourism: The Industrial Revolution in 19th-century Great Britain fundamentally transformed the socio-economic structure of human society:

- **Structural Drivers:** Rapid urbanization, factory mechanization, rising wages, the creation of a large industrial middle class, and legislative reforms guaranteeing paid annual holidays (such as the Bank Holidays Act of 1871 in Britain).
- **The Railway Revolution:** George Stephenson's steam locomotive replaced slow, expensive horse carriages with fast, affordable, and safe passenger transport, enabling the working masses to visit seaside resort towns like Blackpool, Brighton, and Margate.
- **Pioneering Industry Innovations:** The All-Inclusive Package Tour: Combining transport, accommodation, food, and sightseeing under a single pre-paid ticket.
- **Hotel Coupons (1867):** Pre-paid accommodation vouchers accepted by a network of European hoteliers, guaranteeing lodging without foreign currency exchange friction.
- **Traveler's Cheque:** Circular Notes (1873): Precursor to the modern , allowing tourists to purchase local currency abroad at fixed bank rates.

Ancient and Medieval India

- **Pilgrimage (*Tirtha Yatra*):** Since Vedic antiquity, travel in India has been intrinsically tied to spiritual liberation (*Moksha*).
- **Classical Travelogues:** India's spiritual, philosophical, and economic wealth attracted prominent foreign chroniclers whose travel memoirs remain masterworks of historical documentation: Megasthenes (c.
- **Fa-Hien (405 ndash;411 AD):** Chinese Buddhist monk who visited northern India during the Gupta Empire, recording peace, free public hospitals, and monastic rest houses.
- **Hiuen Tsang / Xuanzang (629 ndash;645 AD):** Studied at Nalanda University during Emperor Harsha's reign, documenting university life and trade routes.
- **Ibn Battuta (1333 ndash;1341 AD):** Moroccan scholar who served under Muhammad bin Tughluq, recording the trans-Indian transit systems in his Rihla.

Post-Independence Institutional Development Policy Milestones

- **First to Fifth Five-Year Plans:** In 1949, a separate Tourist Traffic Branch was established under the Ministry of Transport.
- **India Tourism Development Corporation (ITDC - 1966):** Established in October 1966 under the Ministry of Tourism, ITDC spearheaded tourism infrastructure by building luxury state-owned hotels (The Ashok Group), operating duty-free shops at international airports, and running luxury tourist coach fleets across the country.
- **National Tourism Policy of 1982:** India's first formal National Tourism Policy focused heavily on maximizing foreign exchange earnings, establishing export status, and expanding five-star hotel capacity in major metropolitan gateways.
- **National Tourism Policy of 2002:** Formulated under the rubric of sustainability, the 2002 policy shifted the focus from elitist urban tourism to mass employment generation, rural poverty alleviation, heritage preservation, and public-private partnerships (PPP).
- **The "Incredible India" Campaign (2002):** Conceptualized by the Ministry of Tourism in 2002, this globally acclaimed branding initiative projected India's multi-layered civilizational heritage, spiritual yoga traditions, biodiversity, and vibrant festivals to international high-spending markets.

Economic Significance

- **Foreign Exchange Earnings (FEE):** International inbound tourism acts as an invisible export.
- **Contribution to Gross Domestic Product (GDP):** Travel and tourism directly and indirectly accounts for approximately 9% to 10% of global GDP and represents roughly 7% of India's total economic output.
- **Employment Generation (High Labor Intensity):** Tourism is inherently labor-intensive and cannot be fully automated by robotics.
- **The Keynesian Tourism Multiplier:** Every rupee spent by a tourist cycles through the destination economy: Direct Effect: Money spent directly at a hotel or restaurant.
- **Indirect Effect:** The hotel uses that revenue to purchase fresh fish, vegetables, linen, and accounting services from local suppliers.

B. Primary Drivers Catalysts for the Exponential Growth of Tourism: The phenomenal surge in domestic and international travel over the past few decades is attributable to five interrelated socio-economic drivers:

- **1. ECONOMIC EMPOWERMENT:** bull; Exponential expansion of the global and Indian middle class.

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- **3. TRANSPORTATION BREAKTHROUGHS:** bull; Proliferation of Low-Cost Carriers (LCCs) making air travel accessible to middle-income families.

The Sociological Approach: Examines tourist-host social interactions, cultural commodification, and societal changes resulting from tourism.

The Anthropological Approach: Explores cultural symbolism, rituals, and authenticity in travel: bull; Nelson Graburn's Theory: Tourism viewed as a secular modern ritual or sacred journey where individuals temporarily escape the profane, stressful routine of work to seek renewal.

MODULE II

OVERVIEW OF TOURISM TYPOLOGY

Spatial and Jurisdictional Classification of Tourism: The United Nations World Tourism Organization (UNWTO) establishes a rigorous geographical and statistical framework that classifies tourism based on the relationship between the traveler's country of residence and the territory in which the travel takes place.

B. Combined Statistical Aggregations: Internal, National International Tourism: By combining these three basic forms, the UNWTO derives three comprehensive statistical aggregates used in national economic accounting and Tourism Satellite Accounts (TSA):

- **Internal Tourism:** ; Infrastructure expansion, domestic hotel capacity, transport networks, and carrying capacity management.
- **National Tourism:** ; Monitoring consumer spending patterns, household savings, and foreign exchange outflows.
- **International Tourism:** ; Bilateral air service agreements, visa liberalization (e-Visas), overseas marketing, and brand promotion.

A. Scale and Market Orientation: Mass Tourism vs. Niche Tourism

B. Primary Purpose: Leisure Tourism vs. Business Tourism (MICE)

C. Exhaustive Spectrum of Specialized Tourism Types: The Calicut University syllabus identifies fifteen specific, specialized typologies of tourism. Below is an exhaustive academic analysis of each type:

Historical Heritage Tourism: Heritage tourism focuses on traveling to experience tangible historical sites, monuments, archaeological excavations, ancient temples, forts, palaces, and UNESCO World Heritage Sites.

- **Global Benchmarks:** The Colosseum in Rome, the Pyramids of Giza, Machu Picchu in Peru, the Acropolis of Athens.
- **Indian Benchmarks:** The Taj Mahal (Agra), the Sun Temple at Konark, the ruined palaces and temples of the Vijayanagara Empire at Hampi, Ajanta and Ellora rock-cut caves, and the massive hill forts of Rajasthan.

Literary Tourism: Literary tourism is a specialized niche undertaken by literature enthusiasts who travel to places associated with famous authors, poets, dramatists, or the fictional settings of renowned novels:

- **Global Sites:** Shakespeare's birthplace at Stratford-upon-Avon; 221B Baker Street in London (Sherlock Holmes); the Bronte sisters' parsonage in Haworth, Yorkshire; and James Joyce's Dublin (*Bloomsday*).
- **Indian / Kerala Sites:** Thunchan Parambu in Tirur, Malappuram (birthplace of Thunchath Ezhuthachan, father of the Malayalam language); Beypore in Kozhikode (the home of Vaikom Muhammad Basheer, the "Sultan of Beypore"); and Tagore's Shantiniketan in West Bengal.

Gastronomy Tourism (Food Culinary Tourism): Gastronomy tourism refers to travel driven by the desire to experience, taste, and understand the culinary culture, regional food preparation, indigenous ingredients, street food markets, and cooking rituals of a specific destination:

- It goes far beyond mere eating; it is an exploration of cultural identity through food.

Dark Tourism (Thanatourism / Black / Doom / Red Tourism): Dark Tourism (coined by Malcolm Foley and John Lennon in 1996), also known academically as Thanatourism (from the ancient Greek *Thanatos*, personification of death), refers to the act of travel to sites, monuments, and attractions associated with death, disaster, tragedy, war, atrocities, and human suffering.

- **1. THANATOURISM / BLACK TOURISM:** bull; Holocaust Sites: Auschwitz-Birkenau concentration camp in Poland.

Industrial Tourism: Industrial tourism involves visits by tourists to operational or defunct industrial sites, manufacturing plants, heritage mines, historic breweries, and artisanal factories.

- **Global Examples:** Touring the Boeing aircraft assembly plant in Everett, Washington; BMW and Volkswagen car manufacturing plants in Germany; historic coal mines in Wales.
- **Indian Examples:** Guided tea factory and processing estate tours in Munnar, Darjeeling, and Assam; coffee curing works in Coorg; brassware manufacturing in Moradabad; and traditional ship-breaking yards in Alang, Gujarat.

Contemporary Managerial Dilemmas Strategic Solutions: Enterprises operating in dynamic competitive environments face systemic trade-offs between rapid short-term execution and long-term organizational viability.

- **Cost Optimization versus Quality Assurance:** Balancing aggressive cost rationalization initiatives against the imperative to preserve superior service quality, operational safety, and customer satisfaction metrics.
- **Centralized Governance versus Local Empowerment:** Maintaining strict corporate compliance and fiduciary oversight while granting decentralized units sufficient autonomy to adapt swiftly to local market disruptions.
- **Technological Disruption versus Cultural Continuity:** Integrating advanced digital interfaces and automated workflows while safeguarding organizational morale, human capital retention, and ethical work standards.

Contemporary Risk Governance, Statutory Compliance Case Analysis: Modern corporate governance requires that operational decisions withstand scrutiny across legal, financial, and ethical dimensions.

MODULE III

TOURISM MOTIVATION — CONCEPTS, DRIVERS AND TYPES

Tourism Motivation — Concepts, Drivers and Types: Why do human beings voluntarily leave the comfort, security, and familiarity of their homes to journey into foreign, distant, and often challenging environments?

- **enabling conditions:** " While socio-economic factors such as disposable personal income, physical transport infrastructure, and statutory paid holidays provide the necessary (the ability to travel), motivation provides the essential psychological impetus (the desire to travel).

B. McIntosh, Goeldner, and Ritchie's Classification of Travel Motivators: R. Brent Ritchie:

- **1. PHYSICAL MOTIVATORS:** Directly linked to physical health, bodily recuperation, and sensory refreshment: bull; Relief from physical fatigue and tension caused by urban work routine.
- **2. CULTURAL MOTIVATORS:** Driven by intellectual curiosity and the desire for cultural enrichment: bull; Experiencing foreign cultures, indigenous lifestyles, and historical heritage.

- **3. INTERPERSONAL MOTIVATORS:** Rooted in the human need for companionship, affection, and social contact: bull; Visiting Friends and Relatives (VFR tourism) to strengthen kinship bonds.
- **4. STATUS AND PRESTIGE MOTIVATORS:** Concerned with ego-enhancement, social recognition, and personal esteem: bull; Traveling to exotic, exclusive, or prestigious destinations to signal wealth.

Travel Motivation Theories: To move beyond descriptive lists of motivators, social scientists have developed rigorous behavioral theories that conceptualize the underlying mechanics of travel decisions.

B. Philip Pearce's Travel Career Ladder (TCL) Travel Career Pattern (TCP): Drawing inspiration from Abraham Maslow's famous Hierarchy of Human Needs (1943), Australian tourism scholar Philip Pearce (1988, 1993) formulated the Travel Career Ladder (TCL) model, later refined into the Travel Career Pattern (TCP) in 2005.

- **"travel career":** Pearce proposed that, just as an individual progresses through a professional career from entry-level trainee to corporate executive, tourists possess a .

E. Seppo Iso-Ahola's Dialectical Theory of Motivation (1982): Social psychologist Seppo Iso-Ahola conceptualized leisure travel motivation as a four-quadrant matrix operating across two simultaneous psychological dimensions: Escaping (leaving mundane environments) and Seeking (acquiring personal or interpersonal rewards).

- **Escaping (Avoidance):** ; Interpersonal Escaping: Escaping overbearing family members, co-workers, toxic social circles, and neighborhood demands.
- **Seeking (Approach):** ; Interpersonal Seeking: Interacting with friendly hosts, forging new romantic partnerships, and bonding with travel companions.

A. Concept and Types of Tourism Demand: In economics, Tourism Demand is defined as the schedule of the quantity of tourism goods and services that consumers are willing and financially able to purchase at various prices, under specified conditions, over a designated time period.

- **1. Effective / Actual Demand:** The actual number of people who participate in travel, measurable directly through visitor border crossings, airport passenger counts, and hotel registrations.
- **Deferred / Postponed Demand:** , flight cancellations due to volcanic ash, geopolitical conflict, natural disasters, or pandemic quarantine lockdowns).
- **3. No Demand:** Individuals who have zero desire or inclination to travel under any circumstances, preferring to remain entirely within their home environment.

C. Determinants of Tourism Demand: The volume and spatial distribution of tourism demand are governed by an intricate web of macro and micro determinants:

- **Economic Determinants:** ; Tourism is highly income-elastic (Elasticity gt; 1).
- **Socio-Demographic Determinants:** ; Urban populations exhibit higher travel propensity due to work stress.
- **Geographic amp; Climatic Determinants:** ; Governed by the Distance Decay Effect: demand decreases as geographical distance and transit time increase.
- **Political amp; Regulatory Determinants:** ; Cumbersome visa applications suppress demand.

Tourism Statistics, Volume Value Statistics, and Visitor Profiling

C. Visitor Profiling: Demographics, Psychographics Behavioral Patterns: A Visitor Profile is a comprehensive, empirical portrait of the characteristics, motivations, preferences, spending patterns, and spatial behaviors of tourists who visit a particular destination.

- **1. Demographic Profile:** , targeting young urban tech professionals in Bengaluru for weekend Wayanad getaways).
- **2. Behavioral amp; Trip Profile:** ; Assists hoteliers in room configuration (interconnecting family suites vs.
- **3. Economic amp; Expenditure Profile:** ; Enables local artisans and retailers to price merchandise strategically and tailor culinary offerings to visitor budgets.
- **4. Psychographic Profile:** , eco-tourism trails for environmentally conscious European visitors in Kumarakom).

Advanced Theoretical Extensions Analytical Problem-Solving: In modern academic curricula and enterprise governance, mastering Fundamentals of Travel and Tourism demands a rigorous integration of foundational theory with multi-stakeholder operational frameworks.

Empirical Comparative Framework: A structured comparative assessment provides valuable clarity regarding organizational practices across varying scales of enterprise operation:

- **Analytical Methodology:** ; Proactive bottleneck prevention and enhanced operational responsiveness.
- **Cross-Functional Alignment:** ; Reduced cycle latency and streamlined organizational communication.
- **Risk amp; Governance Architecture:** ; Comprehensive asset protection and long-term stakeholder trust preservation.
- **Resource Allocation Dynamic:** ; Optimized return on invested capital and enhanced strategic agility.

Contemporary Risk Governance, Statutory Compliance Case Analysis: Modern corporate governance requires that operational decisions withstand scrutiny across legal, financial, and ethical dimensions.

MODULE IV

FOUNDATIONS OF TRANSPORTATION AND TOURISM

Foundations of Transportation and Tourism: Transportation is the indispensable physical backbone, circulatory system, and operational lifeline of the global travel and tourism industry.

- **Transportation:** In academic tourism studies, is defined as the physical movement of passengers, baggage, and goods from a geographic point of origin to a specific destination via specialized mechanical conveyances across designated spatial pathways.

B. The Multi-Faceted Role of Transport in the Tourism Industry: Transport serves three distinct functional roles within the tourist experience:

- **Access / Transit Mobility:** Transport serves the primary utilitarian function of safely and efficiently transporting the tourist across distance to reach the destination terminal (airport, railway station, ferry terminal).
- **Destination Mobility amp; Last-Mile Connectivity:** Destination Mobility amp; Last-Mile Connectivity: Once the tourist arrives at the regional hub, secondary transport networks (tourist coaches, prepaid taxis, auto-rickshaws, metro rail, rental cars, cable cars) provide local sightseeing mobility, connecting hotels with scattered heritage sites, national parks, and cultural centers.
- **Transport as an Attraction in Itself:** , *Palace on Wheels*, *Maharajas' Express*).
- , *Cordelia Cruises*, Royal Caribbean).
- , Darjeeling Himalayan Toy Train, Kalka-Shimla Railway).

B. Administrative and Technical Classification of Roads in India: 37 million kilometers. Under the national administrative hierarchy established by the Ministry of Road Transport and Highways (MoRTH) and Indian Roads Congress (IRC), roads are classified into five functional tiers:

- **1. National Expressways amp; Highways (NH):** ; Golden Quadrilateral (5,846 km); North-South amp; East-West Corridors; Bharatmala Pariyojana; Access-controlled Expressways (Delhi ndash;Mumbai Expressway, Samruddhi Mahamarg).
- **2. State Highways (SH):** , Munnar SH, Wayanad ghat roads).
- **3. Major District Roads (MDR):** ; Facilitates movement of tourists between district towns and secondary heritage temples, eco-camps, and wildlife sanctuaries.
- **4. Rural Roads / Village Roads (VR):** ; Pradhan Mantri Gram Sadak Yojana (PMGSY), all-weather paved roads unlocking rural tourism, agro-tourism, and village homestays.

B. Specialized Modern Passenger High-Speed Tourist Trains: Indian Railways has undergone a massive technological renaissance to cater to contemporary business and leisure travelers:

- **2. Rajdhani amp; Shatabdi Express:** 2.
- **3. Vistadome Tourist Coaches:** Specially designed glass-roofed tourist coaches featuring 360-degree rotating reclining seats, observation lounges with wide rear viewing windows, and digital display screens.
- Visakhapatnam to Araku Valley (Eastern Ghats tunnels and waterfalls);
- Mumbai to Goa / Madgaon (Konkan railway bridges and Arabian Sea cliffs);
- Bengaluru to Mangaluru (Sakleshpur Western Ghats rainforest corridor).

D. Luxury Tourist Trains of India (The Royal Experience): To showcase India's royal heritage to high-net-worth international travelers, Indian Railways, in partnership with State Tourism Corporations and IRCTC, operates award-winning luxury heritage trains:

- **Maharajas' Express:** ; Voted "World's Leading Luxury Train" for 7 consecutive years at the World Travel Awards.
- **Palace on Wheels:** ; India's pioneer luxury tourist train (inaugurated in 1982).
- **The Golden Chariot:** ; South India's premier luxury train.
- **Deccan Odyssey:** ; Blue-liveried royal train styled after Maratha royal carriages, showcasing Western India's UNESCO heritage and Konkan beaches.

A. Role and Strategic Importance of Civil Aviation in Tourism: Civil aviation is the critical bridge connecting India with the global international tourism market. While domestic tourism utilizes road and rail, over 98% of international tourist arrivals (ITAs) enter India through international airports.

- **Time Compression amp; Long-Haul Feasibility:** Time Compression amp; Long-Haul Feasibility: Compresses thousands of miles into hours, making intercontinental travel between Europe/America and India feasible within standard 2-week vacation allowances.
- **High-Yield Passenger Generation:** International business travelers and high-spending leisure tourists travel exclusively by air, filling luxury hotels and driving high Foreign Exchange Earnings (FEE).
- **Overcoming Geographic Barriers:** Provides the only viable year-round passenger access to remote island territories (Andaman amp; Nicobar, Lakshadweep) and landlocked Himalayan valleys (Leh, Srinagar).

D. Major International Gateway Airports The Kerala Model: India boasts state-of-the-art public-private partnership (PPP) international mega-hub airports:

- Indira Gandhi International Airport (DEL - Delhi): India's busiest aviation hub, consistently ranked among the world's top airports by Skytrax and ACI.
- Chhatrapati Shivaji Maharaj International Airport (BOM - Mumbai): Known for its iconic Terminal 2 (T2) housing India's largest public art installation (*Jaya He* GVK Museum).
- Kempegowda International Airport (BLR - Bengaluru): Celebrated for its revolutionary eco-friendly "Terminal in a Garden" (Terminal 2).
- Rajiv Gandhi International Airport (HYD - Hyderabad) amp; Chennai International Airport (MAA).

Water Transportation and Cruise Tourism

B. Cruise Tourism: The Floating Luxury Resort Industry: Cruise Tourism is an all-inclusive vacation product where a passenger vessel is itself the primary destination.

C. Kerala Backwater Houseboat Tourism (*Kettuvallams*): The backwaters of Kerala mdash;a labyrinthine network of interconnected brackish lagoons, lakes, rivers, and canals running parallel to the Arabian Sea coast mdash;are the birthplace of one of the world's most unique water tourism products: the Houseboat (*Kettuvallam*):

- **Traditional Architecture:** In Malayalam, Kettu means "tied with ropes" and Vallam means "boat".
- **Hubs:** Centered in Alappuzha (Venice of the East) and Kumarakom on Vembanad Lake, houseboat tourism generates extensive local livelihoods for boat builders, fishermen, farmers, and coir weavers.

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