



*Explore*

*Earn*

**TOURISM**

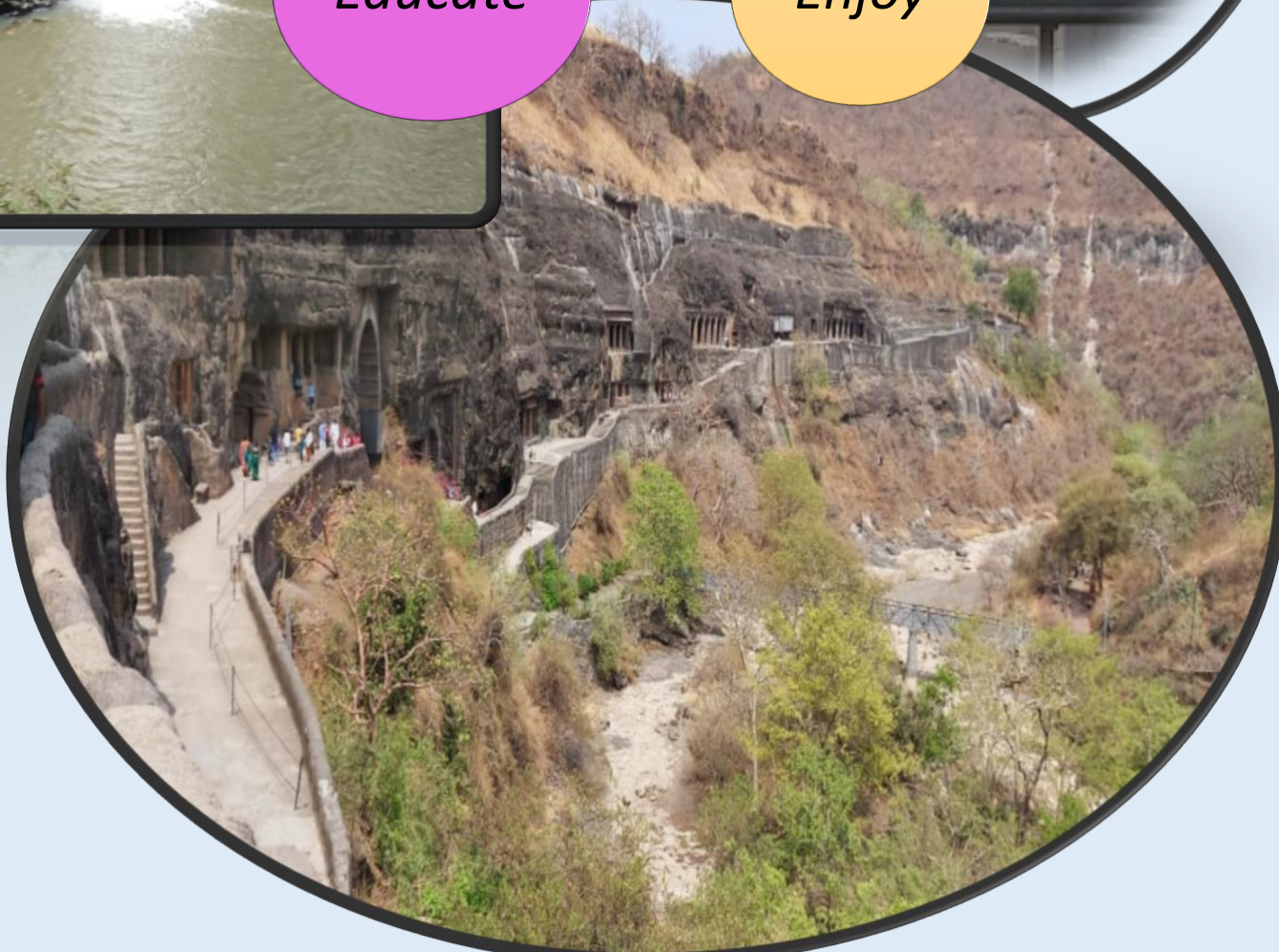
*Engage*

**MODULE-2**

**STUDENT HANDBOOK**

*Educate*

*Enjoy*



## **PREFACE**

The allure of travel and tourism can be summed up with these five words: *explore, engage, enjoy, educate, and earn*. *Tourism* is an activity that contributes to the economies and societies of other places. Students who acquire skills relevant to the tourism business become more prepared for the future and are better able to take advantage of the numerous opportunities presented by the industry.

This second book, written specifically for students in the seventh grade, is the next stage in the student's educational journey and explains the fundamental ideas associated with tourism. The fundamental ideas of tourism, both from the perspective of the traveller and those who work in the industry and provide services to them, are the subject of this book. After reading the various chapters of this book, students will have the ability to comprehend the reasons why tourists travel by gaining an understanding of travel motivations and their connections to the various categories of tourism, how tourists plan their vacations, how the tourism industry functions within the context of the larger economic system, and the reasons why it is essential to be aware of one's responsibilities whenever one goes on vacation. These concepts help to create a solid foundation, which will assist students in diving deeper into more complicated ideas in the following modules. In the book, students will again be followed by an inquisitive brother, sister, and mother as they investigate the ideas of motivation, forms of tourism, the process of vacationing as a tourist, and responsible behaviour. In addition, students will have an easier time understanding material on a variety of issues that are linked to the tourist business as a result of the conversation and storytelling that is woven throughout the layout of the chapters.

The fundamental ideas behind the tourism sector are broken down into easily understandable language and illustrated with numerous real-world instances. This book contains several exercises that enhance the students' interpersonal skills and makes it easier for the instructor or mentor to evaluate their comprehension of the fundamental ideas. In addition, Do-It-Yourself (DIY) projects that involve participation from all are introduced into this course content to foster students' overall growth.

We hope our little ones' inquisitive minds have an excellent time learning!

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# Unit -1

## Travel Motivations

### Contents

1.0 Story Time

1.1 Motivation

1.2 Travel motivations

1.3 Basic Travel Motivators

1.4 Let us wrap up

**The objective of this unit is to inform the students about the reasons and motivations for which people travel. After completion of this chapter, students will be able to:**

- ❖ Explain motivation
- ❖ Describe the travel motivation
- ❖ Understand the different types of travel motivations
- ❖ Learn about basic travel motivators

***“Travel makes one modest. You see what a tiny place you occupy in the world.”***

***— Gustave Flaubert***



After their vacations, Rahi and Disha were delighted to go to school and meet their friends after a prolonged period. They were eager to exchange their travel stories and experiences with each other. They met their friends and shared their travel experience with them and very excitedly listened to theirs. After a wonderful day spent at school, Disha and Rahi are now back home and are eager to chat with their mother about the discussion at school with friends.

## 1.0 Story Time



Disha and Rahi: Maa, we are back from school!

Maa: Welcome home kids. I hope you had a good first day at school after vacations.

Disha: Yes, it was, indeed. I told our friends about our family trip to Vaishno Devi.

Rahi: I told them it is a famous Hindu religious spot and is located in Jammu and Kashmir.

Maa: Wonderful! Did your friends tell you about which all places they have been to?

Disha: Yes Maa. My friend's father had to attend a business meeting in Shimla and he decided to take the family along. She told us that while his father was busy with his meeting, the rest of the family enjoyed being in Shimla.

Rahi [replying excitedly]: She also told us that there were many other people visiting the place but all of them were not for an official trip and many of them were there to enjoy the weather and the mountains.

Maa[smiling]: Seems she had a lot of fun too.

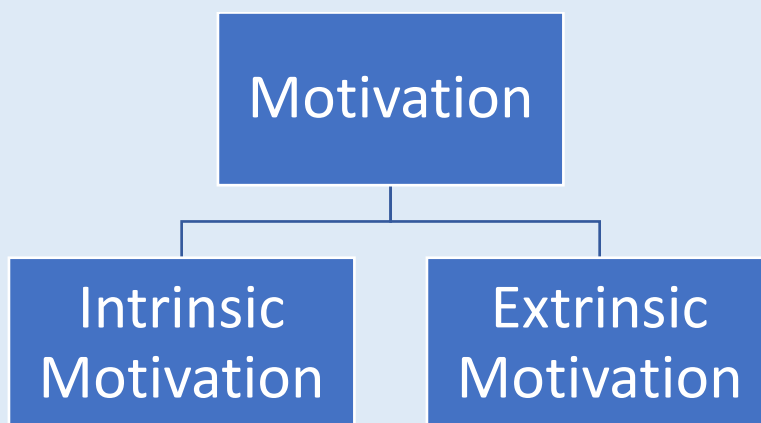
Rahi: Yes Maa. She was thrilled while telling us about her trip. I am sure she had enjoyed.

Disha: Earlier, I believed that people only travel for fun. But after going on a family trip and talking to my friends today, I realized that people travel with different motives, not just for leisure.

Maa: You are right. People travel for various reasons. This could be religion, work or business, to take a break from work or regular day routine, to explore culture, for adventure, and much more. Let's learn about motivation and travel motivations.

## 1.1 Concept of Motivation

Tourism is one of the fastest-growing industries that is focused on people. Different people travel with different motives. Some want to enjoy their leisure time, some travel for business whereas some travel for religious pursuits and so on. Motivation is derived from the word 'motive' and it refers to person's needs, desires, wants, or urges. It involves encouraging a person to take action in order to achieve a goal. Motivation can be classified into two categories:



*Figure 1.1 Types of motivation*

- **Intrinsic Motivation:** Intrinsic motivation is a type of motivation that originates internally in an individual. When someone is intrinsically motivated, they find fulfilment and enjoyment in performing a particular task, and experience a sense of satisfaction and happiness upon completing it. For example: Going on a hiking trip because you find it exciting, or cleaning your room because you like tidy places, etc.
- **Extrinsic Motivation:** Extrinsic motivation is a form of motivation that arises from external factors or rewards. When someone is extrinsically motivated, they do not necessarily enjoy or find the activity rewarding in itself, but rather they engage in it because they want to avoid something unpleasant or gain some external reward, such as money, recognition, fame, or respect. For example: Participating in a race to earn reward, studying to get good grades, etc.

## 1.2 Travel Motivations

Tourism is one of the fastest growing industries that is primarily focused on people. Every traveller is unique, with a distinct purpose for their travels. The human desire to travel is not a new phenomenon; it



dates back to the ancient times when our ancestors travelled in search of food and shelter. However, as times have changed, so have the motivations for travel. Nowadays, people travel for a variety of reasons such as leisure, pilgrimage, business, health, and other purposes. Whether a tourist chooses to travel for pleasure, business, a religious journey, an adventure, or for other reasons depends on why they want to go to the place. Some frequent elements influencing travellers' choices include:

- a. **Availability of free time:** In order to travel, a visitor must have spare time other than his/her normal day routine. Therefore, the availability of free time is an important element that affects the decision to embark on a journey.
- b. **Availability of disposable income:** Traveling in any form involves expenses, such as purchasing tickets, accommodation, meals, and other related costs. If a person's income is barely sufficient to meet their basic needs, they are unlikely to be motivated to travel. Therefore, having additional income available to cover the expenses of travel is a crucial factor that enables a traveller to undertake a journey.
- c. **Attractiveness of a destination:** Popular and attractive destinations attract several travellers. A traveller may not feel motivated to spend money or time at a destination that does not fulfil the expectations of the traveller. Hence the popularity and attractiveness of a destination also acts as a motivator for a traveller to undertake the trip.
- d. **Age and status of traveller:** The age and status of a traveller also determine traveller's choice of undertaking a tour to a particular destination. For instance, elderly travellers would be more inclined towards taking a religious trip or a leisure trip whereas teenagers would be interested in undertaking adventure trips.
- e. **Availability of basic facilities/infrastructure at the destination:** A tourist's decision in selecting a holiday destination is significantly impacted by the availability of facilities and infrastructure, including the accessibility of hotels, food, transportation options and the quality of services provided. This holds particularly true for tourists who have high expectations with regards to hospitality standards.

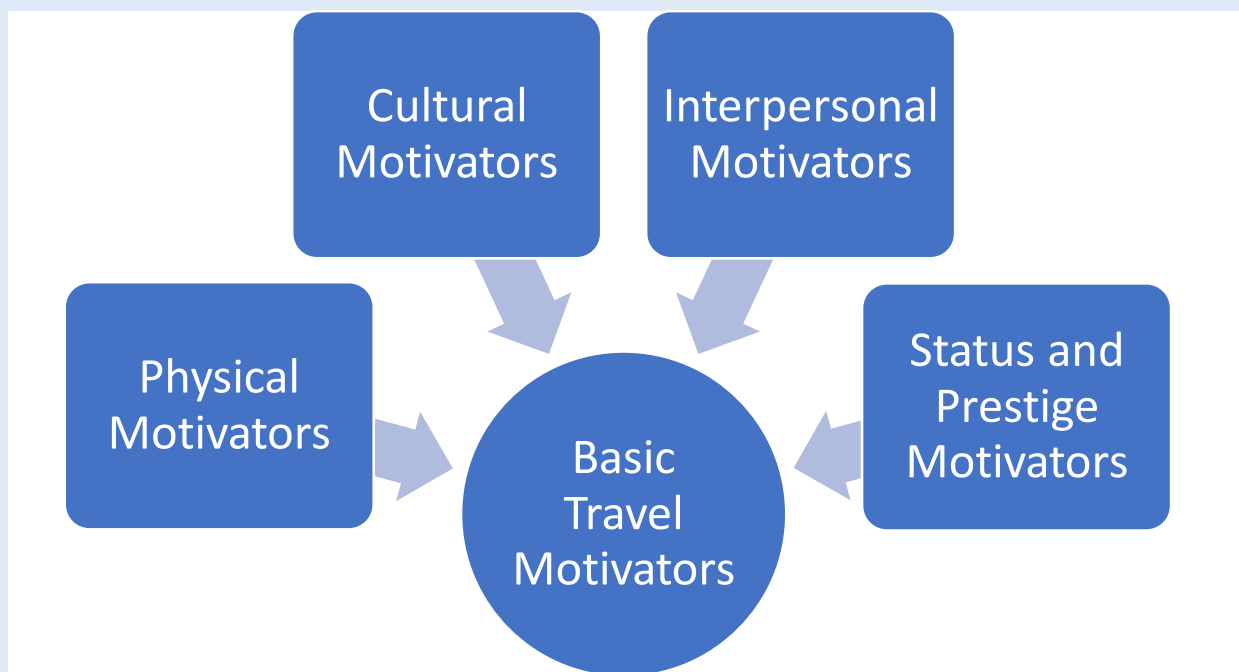
Various people travel for various motives. Let us list a few:

- a. **For leisure:** when people travel for enjoyment/ sightseeing, escape from daily routine, etc. People would explore and take part in activities that made them happy.
- b. **For religious pursuits:** when travel is undertaken to visit religious places or religious festivals and satisfy spiritual needs.
- c. **For adventure:** when travel is undertaken with the motive of adventure like hiking, mountain climbing, camping, bungee jumping, parasailing, paragliding, etc.
- d. **For health purpose:** when people travel with the motive of improving their mental, physical and emotional health. For instance, attending yoga or meditation camps, traveling for better

medical facilities, etc.

- e. **For visiting friends and relatives:** When a person travels to visit and spend time with friends and family.
- f. **For sports:** People travel for sports for various reasons, such as participating in sports tournaments, watching live games or matches, supporting their favourite teams, experiencing the excitement and energy of sporting events, meeting new people who share similar interests, and exploring new destinations while engaging in sports activities.
- g. **For profession and business:** Travel undertaken for any official or business purpose like attending meetings, conferences, seminars, inauguration, government delegations, education, etc.

### 1.3 Basic Travel Motivators



*Figure 1.2 Basic travel motivators*

Many great scholars have given various theories about travel motivators. These could be intrinsic or extrinsic travel motivators. We will now discuss about basic travel motivators

- a. **Physical Motivators:** Physical motivators for travel are associated with providing physical rest, relaxation, and leisure time which can have a positive impact on the traveller's physical health and well-being. Examples of such motivators include activities such as participating in yoga or medical camps, engaging in adventure sports like climbing or hiking, and attending meditation camps or undergoing treatment.

- b. **Cultural Motivators:** These motivators are linked to a person's interest in gaining knowledge and experiencing the culture, heritage, and traditions of different places. This includes exploring the local art, literature, music, dance, and social behaviour of specific communities, among other things.
- c. **Interpersonal Motivators:** Interpersonal motivators of travel are related to the desire for social interaction and personal relationships. As social creatures, humans possess the unique ability to communicate and share ideas, thoughts, and values with others. This trait often compels us to seek out new experiences beyond our everyday routine, in order to meet new people, forge new friendships and relationships, visit friends and relatives, or simply spend quality time with family.
- d. **Status and Prestige Motivators:** The desire to enhance one's social standing and reputation through travel experiences is known as status and prestige motivators. Travelers who are driven by these motivators often perceive certain destinations, activities, or modes of travel as symbols of luxury, exclusivity, and sophistication.

Travelers who are motivated by status and prestige may embark on such trips to display their wealth, social standing, or cultural refinement. For instance, wealthy people may choose to stay at fancy resorts in places like Maldives to show their wealth and status. They can enjoy exclusive services like fine dining, private yacht and helicopter tours to enhance their prestige. A business trip can also be considered a prestige motivator if the destination is prestigious or if the purpose of the trip is to attend a high-profile event or meeting.

### ***Story Time :***



***Rahi: Now I understand various travel motivators.***

***Disha: “Yes! So do I. I never knew there could be motivations for travel too!***

***I now understand that you and your family travelled for business and leisure whereas my family trip was a religious trip.***

***Rahi: [answering affirmatively] Absolutely! I wish to go on an adventure trip with my friends when I grow young.***

## 1.4 Let Us Wrap Up

*In this unit we learned about motivation, its types- Internal and External motivation. Along with that, it covered travel motivations and basic travel motivators. We also understood that various travellers undertake travel for various purposes like for health, for leisure, visiting friends and relatives, for business and for adventure and many more. We also learned about various travel motivators like physical motivators, cultural motivators, interpersonal motivators and status & prestige motivators.*

*Everyone be ready for the next session to find out more about the tourism industry.*

\*\*\*\*\*

## Self-Assessment

### Part-A Choose the correct option:

Q1. The word motivation is derived from the word:

- a. ethics
- b. motive
- c. moral

Q-2 Motivation that comes from within an individual to undertake an activity is called

- a. extrinsic motivation
- b. intrinsic motivation
- c. Both

Q-3 Which of the following is the element which influences traveller's choice to undertake a travel:

- a. Availability of free time
- b. Age and status

- c. Availability of income
- d. All of the above

### **Part-B Fill in the blanks:**

- a. Leisure travel is undertaken for \_\_\_\_\_.
- b. Hiking/ mountain climbing, etc. are examples of \_\_\_\_\_ motivation.
- c. A travel undertaken to attend a seminar is \_\_\_\_\_.
- d. A visit to Kedarnath or Tirupati Balaji will be with a \_\_\_\_\_ travel motivation.

### **Part - C Answer the following questions briefly:**

- a. What are the two types of motivation?
- b. What are the four basic travel motivators?
- c. Give examples of physical travel motivators.

### **Part- D Tickle Your Brain**

1. Identify five places in India where people travel for religious pursuits.
2. Name three famous adventure destinations of India.

## Unit -2

# Types of Tourism

### Contents

2.0 Story Time

2.1 Concept of Domestic and International Tourism

2.2 Concept of Inbound and Outbound Tourism

2.3 Lets us Wrap up

**This unit aims to introduce the basic concept of types of Tourism. After reading this unit, the students will be able to:**

- ❖ Explain the types of tourism
- ❖ Learn the concept of domestic and international tourism
- ❖ Explain inbound and outbound tourism

***“Traveling – it leaves you speechless, then turns you into a storyteller.”***

***– Ibn Battuta***



*The school organized a day trip to the famous heritage park in the city. All the students were very excited to visit the park, especially Rahi and Disha.*

*Before heading towards the park, the teacher made an announcement:*

*Teacher: Students, today we are visiting a local historical park. I request you all to behave and not litter in the park. Also, I want you to observe various things in the park like infrastructure, type of people visiting the park, etc. so we could have a discussion on it later in the class.*

*Students: Yes, Madam. We will do as directed.*

*Teacher: Very Good! Let's go then!*

*The students visited the park and made observations as guided by the teacher.*

*After the day was over, the students returned to the class and were desperately waiting for the teacher for all the doubt-clearing exercises.*

*Teacher: Students, how do you feel after visiting the park?*

*All students [excitedly]: We feel so good and refreshed. It was a good break from routine classwork.*

*Teacher: So, tell me, what kind of infrastructure you observed in the park?*

*Rahi: The walls in the park were old and were made of big stones.*

*Manzil: Also, monuments there were quite old and antique.*

*Teacher: Right. Good observation. Now tell me what kind of tourists were there in the park?*

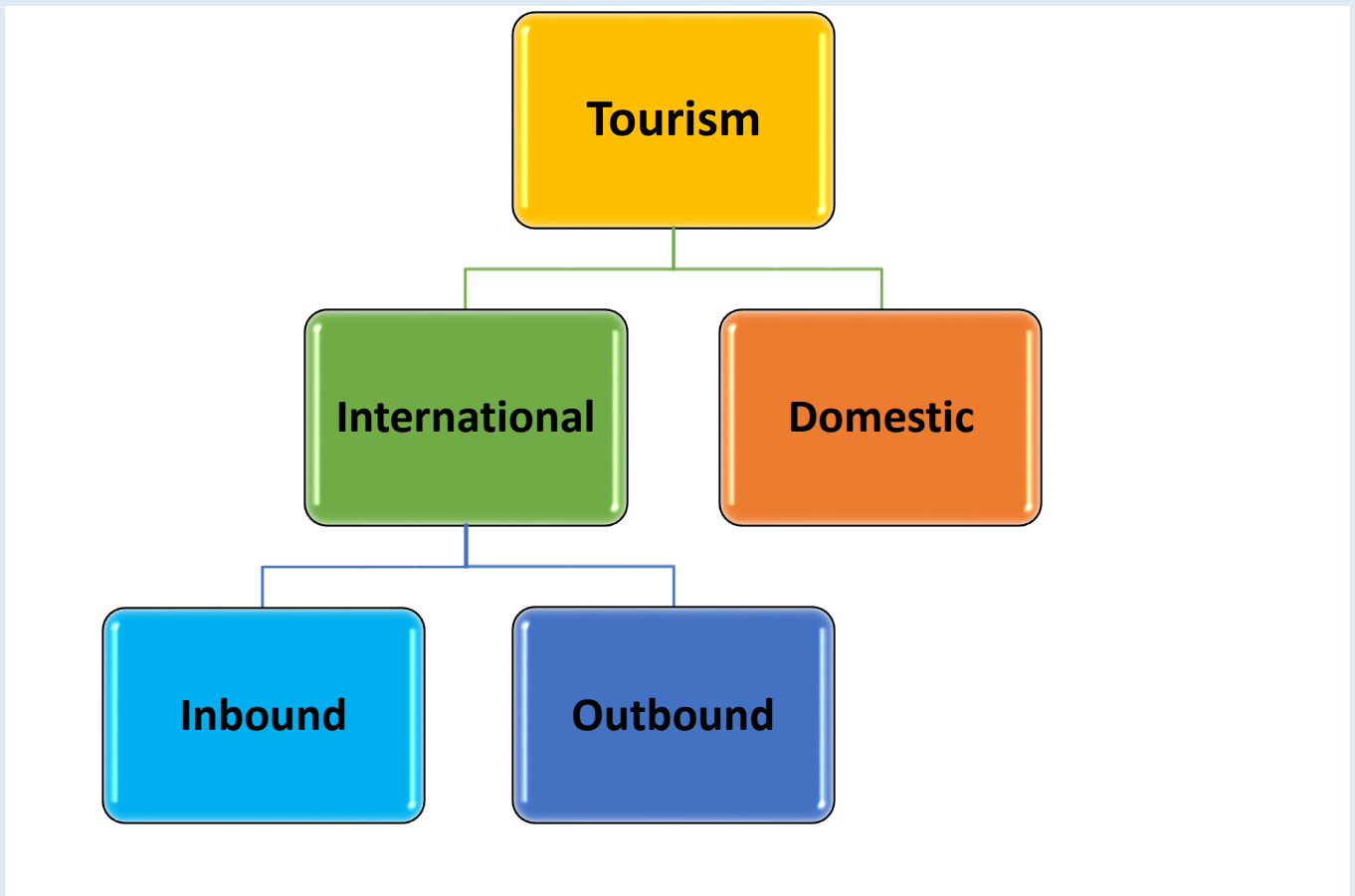
*Disha: I observed many of them were locals while there were a few tourists who appeared to be foreigners visiting from some other country and a small number who appeared to be from different states.*

*Teacher: You are correct! Tourists who travel from another country to visit a different country are generally referred to as international tourists.*

*The teacher then explained to the students about the different types of tourism. Let's learn in detail.*

## 2.1 Domestic and International Tourism

Tourism can be classified into different types such as domestic tourism, international tourism, inbound tourism and outbound tourism. Tourism has a direct impact on any country's economy and is a major contributor in the economic development of not only the place visited but also the whole nation.



*Figure 2.1 Types of Tourism*

### **Domestic Tourism:**

Under domestic tourism, a citizen of a country visits his/her own country of origin and remains within the border of the country. During domestic tourism, one does not require any document like VISA or a passport to travel. Here are no or minimal formalities for a domestic traveller. It is difficult for a country to maintain the statistical record of domestic arrivals. Domestic travelers also do not have to convert their money into different currency. For example: A tourist from Delhi visiting Golden temple in Amritsar, Punjab. A tourist from Chennai visiting Qutub Minar, New Delhi. Even though domestic travel may not generate as much revenue for the nation as international travel, it still has benefits such as supporting local businesses and economies and distributing funds to new areas. When people travel within their own country, they tend to spend money on local goods and services such as food, accommodation, transportation, and souvenirs. This helps to support the local businesses and

communities, which in turn, can stimulate the local economy. Furthermore, it creates new employment opportunities and allows visitors to gain insights into their own heritage and customs.

### **International Tourism:**

In international tourism, a tourist travels to a country other than his/her country of origin. International tourism requires some mandatory documents worldwide- a valid passport and a VISA. Some other documents might also be required like health declarations, police verifications, etc. It is easy for a country to maintain the statistics of the international tourist arrival as each tourist record is captured and maintained. Also, the international tourist needs to convert their money into the currency of the country being visited. For example: An American visiting India to see Taj Mahal is an international tourist for India. An Indian visiting Egypt to see pyramids is an international tourist for Egypt. International tourism contributes more in revenue generation for the country as compared to domestic tourism. It also contributes in more job creation and infrastructure development.

**Rahi: Now I clearly understand the difference between domestic and international tourism.**



**Disha: Yes! When some foreigner visits a different country, he/she is an international tourist and when someone travels one's own country, it's domestic tourism.**



**Teacher[smiling]: Now that you've gained knowledge on the difference between international and domestic tourism, it's time to gain further knowledge on the other two types of tourism- inbound and outbound tourism.**

## 2.3 Inbound and Outbound Tourism

### **Inbound Tourism:**

Inbound tourism is, when a traveller travels outside of one's own country. In this case, the traveller is an inbound traveller for the visiting country. According to WTO (World Trade organization), the duration of this travel should not be more than one consecutive year.

For example: An Indian visiting Spain is an inbound tourist for Spain.

Inbound tourism is important since it generates significant amounts of revenue for the nation through foreign exchange. At the same time, it may be problematic to rely solely on inbound tourism revenue.

### **Outbound Tourism:**

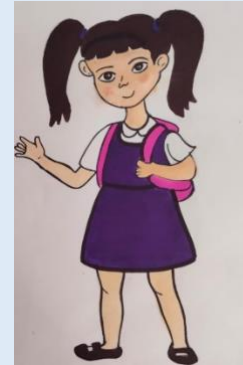
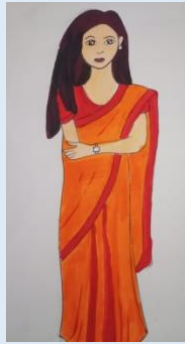
Inbound tourism refers to the activity of individuals traveling from their home country to a foreign country. In this case, the travellers are considered inbound to the country they are visiting. The World Trade Organization (WTO) has set a standard duration for inbound travel, which should not exceed one consecutive year. This is to differentiate it from other types of international travel, such as immigration, which involves settling in a foreign country for a long period of time.

For example: An Australian visiting India will be an outbound tourist for Australia.

Outbound tourism typically results in the movement of resources from the economy of the traveller's home country to the economy of the destination country.

However, it is important to note that when tourists venture abroad, they often make purchases such as plane tickets, travel insurance, and travel outfits from their home country. As a result, some of the money spent by these travellers remains within their home country's economy.

## 2.3 Let Us wrap up



**Rahi:** *[excitedly]* Teacher, today we learned much about the different types of tourism.

**Disha:** *We understood about inbound and outbound tourism, its benefits to the traveller's country as well as the host country.*

**Rahi:** *Yes. We also understood the concept of domestic and international tourism.*

**Teacher:** *[smiling]* Well done. I am so glad that you all understood it so well. We will learn about the vacation process in the upcoming chapter. I am sure you all will be excited to learn more about it.

\*\*\*\*\*

## Self-Assessment

### Part-A Choose the correct option:

Q1. When a traveller travels outside his/her country of origin, it is referred to as\_\_\_\_\_.

- a. Local tourism
- b. Domestic tourism
- c. International tourism

Q-2A \_\_\_\_\_ is an important document for international travel.

- a. Aadhaar card

b. Blood test report

c. Passport

Q-3 There is no need to \_\_\_\_\_ for a domestic traveller.

a. exchange currency

b. visit local places of interest

c. none of these

**Part-B Fill in the blanks:**

a. A traveller from Punjab visiting Nagaland will be a \_\_\_\_\_ tourist.

b. As per WTO, the maximum length of stay for an inbound travel should not be more than \_\_\_\_\_ consecutive year.

c. A traveller from Singapore traveling to Nepal will be considered as an \_\_\_\_\_ tourist.

**Part - C Answer the following questions briefly:**

a. What is inbound tourism?

b. How is domestic tourism different from international tourism?



## Unit -3

# The Phases of a Tourist's Vacation Process

### Contents

3.0 Story Time

3.1 Concept of Phases of Tourist's Vacation Process

3.2 Phases in Tourist's Vacation Process

3.2.1 Pre-Tour Planning

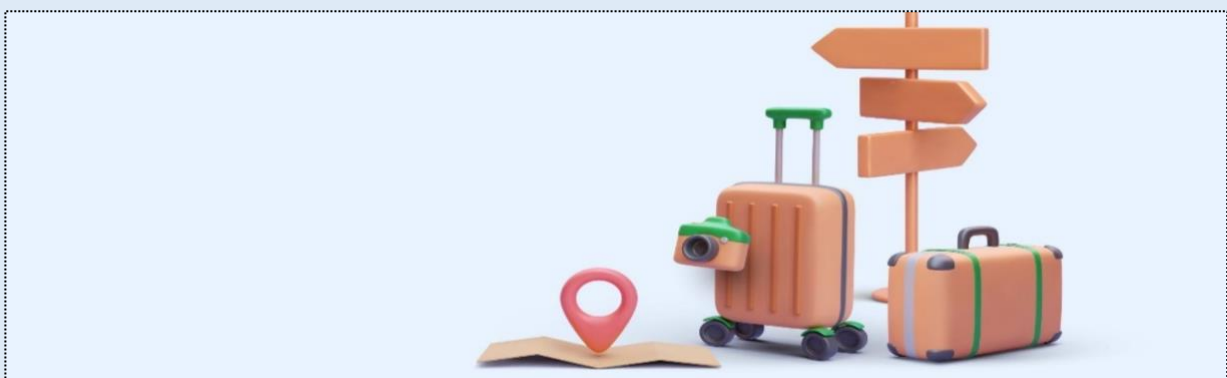
3.2.2 On-Tour Activities

3.2.3 Post-Tour Actions

3.3 Let Us Wrap Up

**The goal of this lesson is to explain to the students the different steps that go into planning and executing a vacation. After reading this unit, students will be able to:**

- ❖ Know the various phases a tourist goes through when planning and experiencing a trip.
- ❖ Learn what a tourist does specifically at each stage of planning a trip.



Source: Image by bs\_k1d on Freepik

**“A journey of a thousand miles begins with a single step.”**

**- Lao Tzu**

### 3.0 Story Time



*Disha and Rahi are enthusiastic. They have finally decided on a winter vacation destination that matches their travel goals. It is time they must start preparing for the trip. Let's see what their mother has to talk about what needs to be done before they leave for the trip.*

*Mother: So, you two have chosen Gujarat, a vibrant state, for our winter vacation. Gujarat has something for everyone: culture, nature, history, heritage, pilgrimage, cuisine, and shopping. I must say that I appreciate the choice of both of you.*

*Rahi and Disha: thank you so much, Maa!*

*Rahi: Maa, could you please tell us what we should do next?*

*Disha: Yes, Maa. We have already spent a lot of time deciding where to go. Now we need to work on our preparations for the trip.*

*Maa: Yes, both of you are right. I must tell you that vacation planning is an exciting yet challenging activity. Also, planning is just the first step of vacation; it includes two more exciting phases.*

*Rahi & Disha [excitedly]: Two more phases! Maa, please, please tell us.*

*Maa: The vacation planning and execution is a systematic process which consists of three phases. Let's discuss what these phases are and what needs to be done at each stage.*

### 3.1 Concept of Tourist's Vacation Phases

Tourism is one of the favourite activities undertaken by people during their free time. This activity involves lots of planning and preparation. Instead, we can say that deciding on and experiencing tourism activity during vacation is a process. It has many phases that come one after the other, and each phase has a different set of things that a tourist must do to have a great vacation. Also, a tourist needs help from various service providers at every stage of planning and going on a trip to meet their needs.

	<p>Definition of Tourist's Vacation Phases:</p> <p>Tourist Vacation Phases are the sequential stages that a tourist goes through when planning and carrying out tourism-related activities while on vacation.</p>

The Tourist's Vacation phases has the following key characteristics:

1. It is a sequential process.
2. It consists of three phases. These are
  - Pre-Tour Planning
  - On-Tour Activities
  - Post-Tour Actions
3. These three phases are representative of a general process. This means that in planning and preparing for a holiday, all tourists go through these three phases, regardless of the type of tourism they engage in.
4. Each phase further consists of many activities.
5. At each stage, various tourism-related service providers assist tourists in making the experience possible.
6. This process has a peculiar feature, i.e., a problem faced at any one phase can impact other phases as well as the overall experience.



### ***Story Again ....***

*Maa: Dear Children, I hope you understand that the vacation planning and execution is a systematic process.*

*Rahi: "Yes, Maa!" We had never thought about the various steps that are to be taken before we engage in any tourist activity. It sure involves a lot of hard work.*

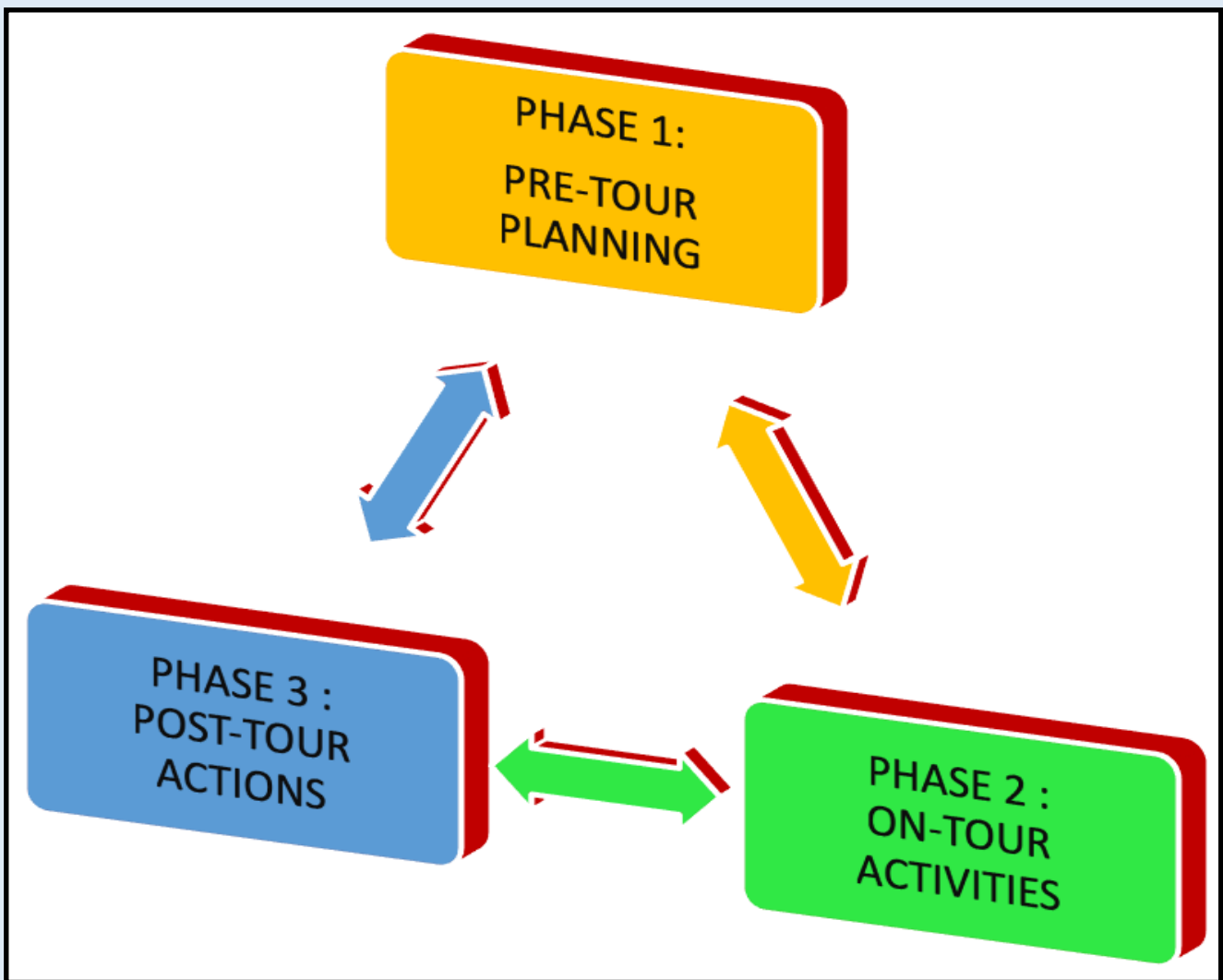
*Disha: Maa, can you please explain these phases and the activities we undertake during each stage? I am eager to learn and prepare myself accordingly.*

*Maa: Sure, my dear children. Now we will discuss the three phases of this process. It will help you better plan and execute our tour. Listen carefully and remember the quote:*

*"The best view comes after the hardest climb."*

## **3.2 Phases in Tourist's Vacation Process**

The three phases of a tourist's Vacation Process can be further studied by breaking them down into sub-phases according to the activities performed. The three phases are multi-directional. Each stage affects the other stage and is, at the same time, affected by the other.



### 3.2.1 Pre-Tour Planning

"Pre-tour planning" refers to activities done before a trip begins. This phase may involve planning and decision-making for the following services:

1. **Information Search:** This is the first activity one undertakes during the pre-tour planning stage. During this activity, a tourist looks for new places to visit. They choose the destination that best fits their travel goals based on why they want to travel. For instance, Rahi and Disha chose Gujarat for their vacation. They also decide on what things to do there, when to go, what to bring, and how long to stay. They gather information on all of this by using sources like travel guides, state tourism websites, social media, and tips from friends and family.
2. **Transport Arrangements:** This step in the pre-tour planning stage is very crucial. It involves deciding on the mode of transportation, such as air, land, or water transport, and the route of travel. Additionally, decisions are made about how to travel within the destination. For instance, Rahi and Disha could take a train or flight from Delhi to reach Ahmedabad, Gujarat, but they would need to use a car or bus to explore Ahmedabad and nearby cities. In this step, a significant

amount of information is gathered to determine the best route and mode of transportation, and a final decision is made based on available time and budget.

3. **Stay Arrangements:** Once it is decided how to travel, the next important decision is where to stay. Last year you studied the different types of accommodation options available. Again, keeping in mind the money available to tourists and the type of experience they want, they decide on the accommodation type. People with a good amount of money available and who want a luxury experience can go for high-quality 4-star and 5-star hotels. One can opt for homestays to experience the local lifestyle and culture. Also, decision-related about food are taken. Some tourists prefer to eat at their place of stay, and some tourists want to explore new restaurants. So, during this step, information about stay-and-eat options is explored. Few tourists pre-book stay arrangements before reaching the destination, and only some prefer to book once they reach the destination.
4. **Documentation Requirements:** The fourth step in planning a trip involves making sure that you have all the necessary health certifications, medical requirements, and travel documents. The requirements for these documents depend on where you are going. For example, if you are going to a different country, you might need to get vaccinations or have a medical check-up before you go. You will also need to have travel documents like a passport, visa, and travel insurance. Sometimes, even if you are just traveling within your own country to border areas, you might still need permits. To get all these documents ready, you need to search for and prepare according to the specific requirements for the place you are going to visit. Once you have all the required documentation and approvals, like a visa or permit, you can travel confidently.
5. **Tour Package and Itinerary:** When people go on a trip, they can either plan everything themselves or get help from people who are experts in planning trips, called tour operators or travel agents. These experts can do all the work for the traveller by finding information about the place they want to visit and arranging everything they will need, like transportation, accommodation, and activities. This service is called a tour package and it is a bundle of all the travel services the tourist will require for their trip, offered at a fixed price. The tour package also includes a travel itinerary, which is a schedule that tells the traveller what they will be doing each day of their trip. Tour operators and travel agents offer different tour packages and itineraries for different destinations. So, during this stage of travel planning, a tourist can look for different tour packages and itineraries that fit their requirements and book the one they like best.



### 3.2.2 On-Tour Activities

This is the second phase of a tourist's Vacation. While the first stage is characterised by searching information, planning and decision-making, the second stage is action-oriented. During this stage, the tourist starts experiencing the different services planned during the previous step.



Fig 3.2: Pictorial Presentation of On-Tour Activities Phases of a Tourist's Vacation

The following services are experienced by tourists:

1. **Arrival at the destination:** Upon arrival at the destination, the tourists uses the mode of transportation that was booked during the first phase of pre-tour planning to reach their intended location. At the respective entry points, such as an airport or border check-post, all necessary documentation formalities are checked to ensure that the tourist has the appropriate travel documents, visas, and permits. This process is essential to ensure a smooth and hassle-free travel experience.
2. **Check-in at the place of Stay:** After completing the necessary documentation formalities at the entry point, tourists proceed to the place of stay that they searched for or booked during the first phase of pre-tour planning. Once there, tourists checks in at the hotel and may take some time to relax after their journey. This phase is important to ensure that the tourist is well-rested and ready to begin exploring the destination with energy and enthusiasm.

3. **Travelling within the destination:** In order to reach their place of stay, tourists need transportation to travel from the entry point to the hotel or other lodging they have booked. This vehicle can be a taxi or public transportation, which the tourist can hire or use depending on their preference and budget. Once at their place of stay, the tourist can then use the same modes of transportation to move around the destination and explore its various attractions.
4. **Experiencing the Destination:** After settling into their place of stay, the primary purpose of a tourist's visit is to explore and experience the attractions, culture, and cuisine of the destination. To do this, a tourist may choose to hire the services of a tour guide, who is an expert on the history, geography, politics, culture, and society of the destination. A tour guide can help the tourist to fully enjoy and appreciate the destination by providing informative and engaging commentary about the various sights and activities. This can enhance the overall experience of the tourist and help them to make the most of their time at the destination.
5. **Enjoying Shopping:** Tourists also enjoy meals and go shopping at the destination. The souvenirs\* they shop and take home with them serves as a tangible proof of the happy memories they made during their tour.

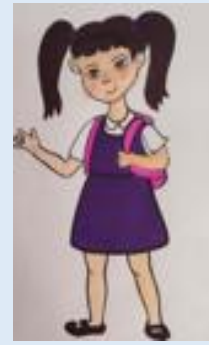
*\*Souvenirs -a souvenir is something tourist buy and/or keep to remember a place, an event, or a trip. It's also something one brings back from a trip to give to friends, relatives and other people.*

### 3.2.3 Post-Tour Activities

The last phase of a Tourist's vacation includes two significant activities tourists perform once the tour ends. The major highlight of this phase is sharing experiences that they had while indulging in on-tour activities.

1. **Self-assessment:** The first activity during this stage is a self-assessment of what went right and what went wrong during the trip. It is done by tourists keeping in mind all the stages they had experienced. This assessment helps them to prepare better for their next journey.
2. **Sharing experiences:** The second activity is sharing experiences with others like family, friends and relatives. It can be shared in two ways- through word of mouth and through social media by writing online reviews. Tourists can use social media platforms like Facebook and Instagram or travel review websites like TripAdvisor to document their experiences, reviews and provide feedback. These platforms are used by millions of people, and hence the experience of tourists reaches a wide audience. This further works as a foundation for the first phase of other tourists' vacation planning process.

### 3.3 Let Us Wrap Up



Rahi: Maa, I am so delighted to learn about all three phases and step-by-step activities that are undertaken during a vacation.

Disha: It is so logical and interesting, Maa. Thank you for explaining us so well. For our tour, we have only decided on the destination so far. We will now undertake all steps described by you to prepare further for the trip. But Maa, can you please explain in detail about all those professionals you mentioned who may help us while planning and experiencing our tour? It will help us to plan better.

Mother: Of course, dear! It is essential to learn about the assistance these professionals offer so you could plan accordingly. For this, you must first learn about tourism industry and the different professionals who work within it. Let me take you further into this.

\*\*\*\*\*

# Self-Assessment

## Part-A Choose the correct option:

Q1. Rahi and Disha used the internet to read about sightseeing activities available in Ahmedabad. This activity is part of which phase?

- a. Pre-Tour
- b. On Tour
- c. Post - Tour

Q2. Which of the following is not valid for the phases of a tourist vacation?

- a. It is a sequential process
- b. It consists of five phases
- c. Each phase further consists of many activities.

Q-3 On-Tour phase is characterised with:

- a. Planning
- b. Experiencing
- c. Assessment

Q-4 Social Media and Review websites have increased the sharing power of Tourists in the Post-Tour Phase. (True/False)

Q5. A knowledgeable person who may help a tourist to experience a destination during the On-Tour phase is called:

- a. Excursionist
- b. Tour- Guide
- c. Tourism Industry

## Part-B Fill in the blanks:

- a. Tourist's Vacation Process consist of \_\_\_\_\_ number of phases.
- b. Planning is the main activity in \_\_\_\_\_ phase.
- c. \_\_\_\_\_ phase acts as a foundation for other Tourists' Vacation Process.
- d. \_\_\_\_\_ determines the type of stay option a tourist finalises for his /her tour.

### **Part - C Answer the following questions briefly:**

- a. Explain the concept of Tourist's vacation Phases Process?
- b. Define the activities undertaken during the Pre-Tour Planning phase.
- c. Enlist the activities undertaken by tourists during the On-Tour phase.
- d. Describe the importance of self-assessment and social media during the post- tour phase.
- e. Analysis the relationship between the three phases of Tourist's Vacation Process.

### **Part - D Activities**

- a. Each student will visit the website <https://www.tripadvisor.in/> and get acquainted with how reviews are given by tourists.
- b. A group of students will conduct a small survey in school by asking teachers about how they undertake the three phases of the Tourist Vacation Process.
- c. Talk to people and discuss with them how they do self-assessment post their trip and how it helps them in planning better for their future trips.

## Unit -4

# Introduction to Tourism Industry

### Contents

4.0 Story Time

4.1 Concept of Tourism as an Industry

4.2 Characteristics of Tourism Industry

4.3 Components of Tourism Industry

4.4 Travel Intermediaries

4.5 Let Us Wrap Up

**This unit aims to introduce the basic concept of Tourism industry to students.**

**After reading this unit, the students will be able to:**

- ❖ Understand the concept Tourism Industry
- ❖ Characteristics and functions of Tourism Industry
- ❖ Main components of Tourism Industry
- ❖ Concept of Tour Guide
- ❖ Concept of Travel Intermediaries

***“Not all those who wander are lost” ~ J.R.R. Tolkien***



## 4.0 Story Time



*Children expressing their excitement and eagerness to learn about the tourism industry and how it works:*

*Rahi: Ma, I think travelling is a very complicated process*

*Mother: No, it isn't. But why do you think so?*

*Rahi: As we have to look after and plan for so many things from booking our tickets to find good hotel etc.*

*Disha: Yes Ma, Isn't it?*

*Mother: Travelling needs proper planning, but it can be easily done with the help of tourism industry, as it is a service provider industry.*

*Disha: (nodding): Ma, Service provider means ?*

*Mother: My dear children, every tourist Can take the help of Tour Guides in booking their travelling tours. They are the part of tourism industry. The industry provides all the services from booking our tickets, transportation, accommodation, Travel guides, travel agents etc. Which makes our travelling easier.*

## 4.1 Concept of Tourism as an Industry

The term "tourism industry" broadly refers to a group of companies, organisations, and other resources that encourage or support the activities of tourists, particularly by offering services.

This sector includes companies that provide lodging, transportation, amusement and entertainment services, and tourist-related goods.

The tourism sector employs a system of interconnected parts and factors. These sectors are organized based on the type of need or want they are fulfilling for travellers.

### 4.1.1 What is a System?

A system is a collection of connected, autonomous or self- governing body that can exist or capable of existing independently with the cooperating components that work together to produce a single functional structure. The tourism system is a complex network of human, geographical and institutional relationships. The importance of tourism system can be demonstrated through employment generation.

It is characterised as the commercial and industrial activities that create goods and services exclusively or primarily for consumer use by tourists.

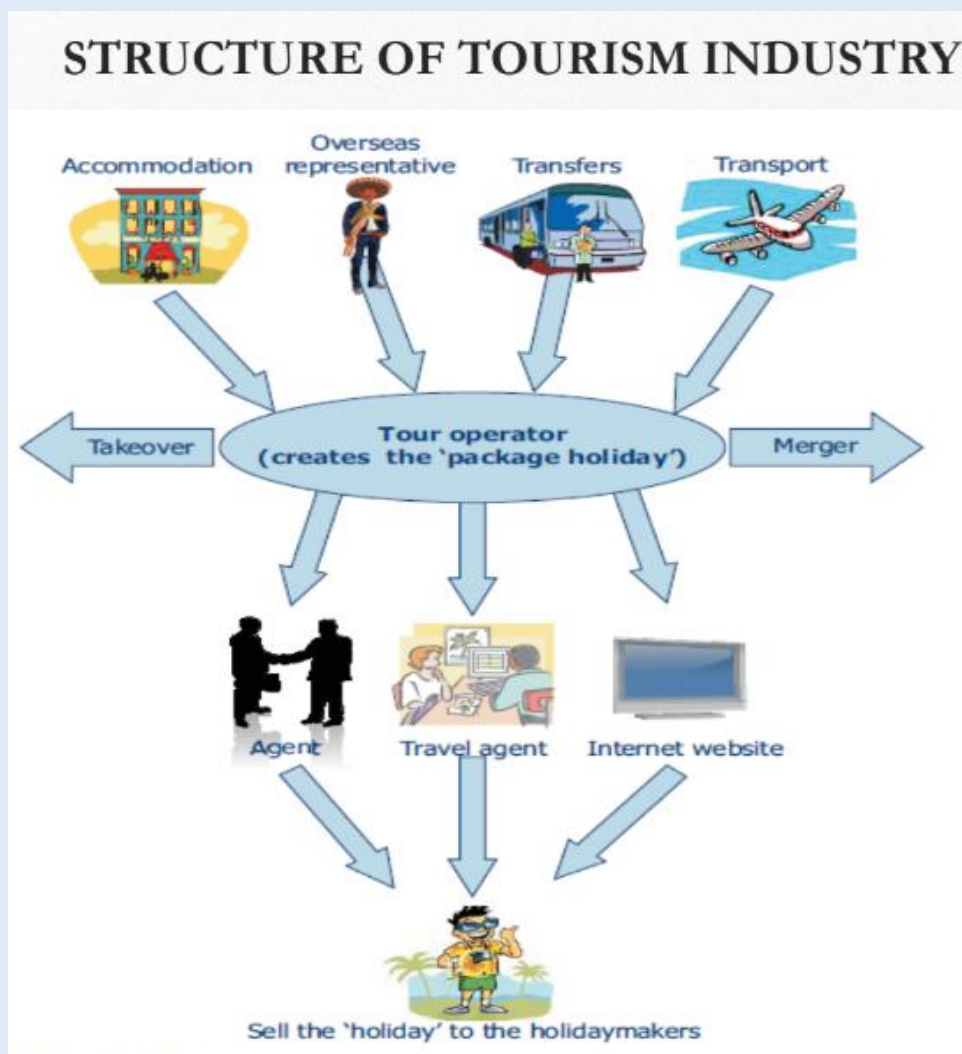
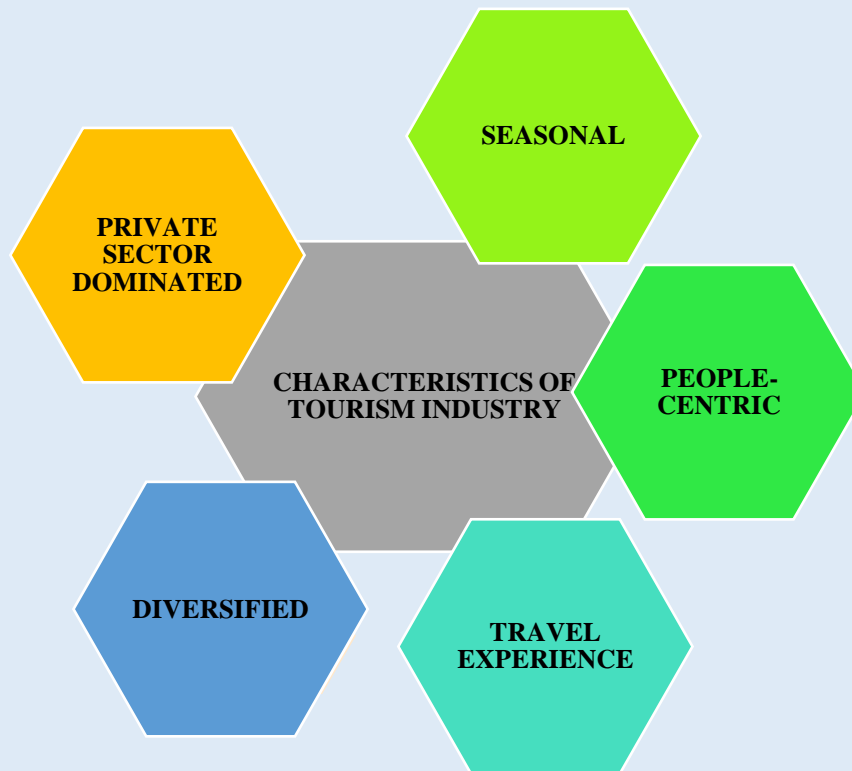


Fig 4.1: Pictorial Presentation of Structure of Tourism Industry

## 4.2 Characteristics of Tourism industry

The tourism industry is a service provider, with many characteristics as follows:

1. **It is diversified industry** – It consist of many big and small companies offering different products and services to tourists.
2. **It is seasonal in nature-** At times, a destination may experience high tourist traffic, while at other times, it may not have many visitors. These periods of high tourist activity are referred to as peak seasons, while the periods with fewer visitors are known as lean seasons
3. **It is private- sector dominated-** In the tourism industry, there are two key players: the government, which regulates the industry, and private companies, which provide various travel products and services. The government ensures that businesses in the tourism sector follow rules and guidelines to protect the interests of tourists. Private companies, such as hotels and travel agencies, offer different products and services to attract tourists and compete with each other. Together, the government and private companies work to make the tourism industry profitable, enjoyable, and safe for everyone
4. **It is People -centric-** People-to-people connections are crucial in all aspects of the tourism industry, starting from making reservations to finding accommodations. From purchasing plane tickets to checking in at hotels and going on sightseeing tours, there are various business interactions involved. These interactions do not end with the completion of the trip. Customer service is a crucial aspect of the hospitality industry, and many service providers maintain regular communication with tourists. However, not all service providers provide satisfactory customer service. This highlights the importance of people-to-people relationships in the tourism industry
5. **It provides travel experience** - There are several products and services in the tourism industry that are intangible. This means that they cannot be seen, touched or felt. Although a person can participate in tours or other events, they do not receive any physical items as such. Therefore, travel experiences are often associated with activities such as flying, cruising and sightseeing, which cannot be physical touched or held.



*Figure 4.2 Pictorial Presentation of Characteristics of Tourism Industry*

### 4.3 Components of Tourism industry:

Tourism industry comprises of various components.

- a. **Accommodation-** Lodging is an important part of the tourism industry. Providing places to stay is a big part of how the tourism industry works. Tourists need a place to stay and relax when they travel. Most of the ways to stay are paid services offered by places like hotels, guest houses, etc. Majority of people always look for places to stay that are comfortable and affordable.
- b. **Transportation-** Transportation is a fundamental driver of the tourism industry. Travel industry also recommend a means of transportation to the tourists. It is due to transportation that different places become accessible. The mode of transportation chosen by a tourist rely on several factors, including their trip budget, time, destination, and tour objectives. Many tourists visit multiple destinations at one time. Therefore, a well-developed network of airports, roads, railways and other means of transportation are important tourism infrastructures
- c. **Attractions-** Tourist attractions are the main draws for travellers. These are specific destinations that tourists want to visit and experience first-hand. Mountains, for example, are a source of pride and satisfaction for people who have travelled to see them. Attractions in tourism are typically categorized as natural, man-made, cultural, or social,

and they play a crucial role in attracting visitors from around the globe to the tourism industry.

- d. **Government-** Tourism is a sector that provides services to customers, and it cannot function effectively without the involvement of the government at both the central and state levels. The government plays a critical role in promoting tourism by focusing on a range of areas that help to diversify and improve tourism offerings. The role of government includes:
- Security
  - Infrastructure
  - Expanding airlines outreach
  - Clean cities
  - Maintenance of monuments and Tourist places
  - Marketing and Advertisement
  - Conservation of National parks and wildlife Sanctuaries etc.
- e. **Tour Guide:** Tour guides, also known as tourist guides, are individuals employed in the tourism and hospitality industry who accompany visitors to various tourist attractions. They are responsible for leading groups or individuals on tours of historical landmarks, museums, natural landmarks, and outdoor activities. Tour guides usually have a lot of knowledge about local culture, history, and everyday life, which they share with tourists to enhance their experience. Many businesses and organizations hire tour guides to ensure that their guests have an enjoyable and informative trip.
- f. **Educational Institutions :** Educational institutions play a significant role by preparing people for the future by providing them with education and training in a variety of fields. Students have a much better chance of acquiring the professional and practical skills necessary for a career in the tourism business if they take classes in tourism. The tourism industry is a significant engine for the production of new jobs and a driving factor for the expansion and growth of the economy.



*Figure 4.3 Pictorial Presentation of Components of Tourism Industry*

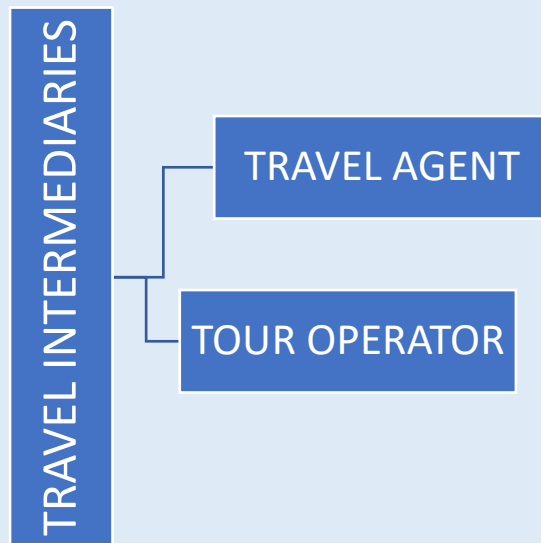
## 4.4 Travel Intermediaries

Travel intermediaries serve as intermediaries connecting customers with suppliers in the travel industry. They engage in the buying and selling of travel-related products and services, including pre-arranged vacation packages, tickets, tours, lodging, and rental vehicles. Travel agents and tour operators are examples of intermediaries who bridge the gap between travellers and their desired destinations

**Travel Agents:** A travel agent is a person who has extensive knowledge about various tourist destinations, available travel options, weather conditions, lodging choices, and other related services. These agents act as mediators between their clients and the businesses that offer the necessary travel services.

**Tour Operators:** Tour operators purchase a range of tourism products in large quantities and combine them into packages that they then sell to retailers. They sell these packages directly to the public or through a travel agent. Most of the time, a tour operator comes up with new products, like sightseeing tours, fishing trips, hunting excursions, museums, crafts stores, restaurants etc.

Tour operators plan, arrange, sell, advertise and operate tours. They deal with all details of the trip like lodging, meals, tickets etc. their jobs ends when the tourist returns home from vacations.



*Figure 4.3 Pictorial Presentation of Components of Tourism Industry*

## Let Us Wrap Up



*Rahi: Maa, with the help of Tour guides the travelling process becomes very simple.*

*Disha: It is so logical and interesting, Maa. Thank you for explaining so well, all those professionals who may help us while planning and experiencing our tour? It will help us to plan better. Planning and travelling go hand in hand.*

*Mother: So, you are excited to learn more. Visiting the places is very enjoyable and engaging task, but on the other hand it shoulders a responsibility too. Responsibility to become a good and responsible tourist.*

*Rahi: Who is responsible tourist? Ma!*

*Let us Explore More ....*

# Self-Assessment

## Part-A Choose the correct option:

Q1. Tours can be organised for groups or individuals. (True/ False)

Q2. Which of the following is valid for Tourism industry?

- a. people -centric
- b. self -centric

Q-3 Government plays an important role in promoting tourism. (True/ False)

Q-4 Many Tourism products are intangible. (True/False)

Q5. Tour Guide is also called \_\_\_\_\_

- a. Tourist guide
- b. Travel Agent

## Part-B Fill in the blanks:

- a. Tourism industry is a \_\_\_\_\_ provider industry.
- b. The government looks after the conservation of \_\_\_\_\_ and \_\_\_\_\_.
- c. \_\_\_\_\_ and \_\_\_\_\_ are two components of Tourism industry.
- d. Give any two examples of accommodations.

## Part - C Answer the following questions briefly:

- a. Explain the concept of Tourism industry.
- b. What is the role of government in promoting tourism?
- c. Enlist the components of tourism industry.
- d. Explain the characteristics of tourism industry.



## **Part - D Activities**

- a. Find out the currency of ten different countries you want to travel. Learn their names and make a collage.
- b. Find out the names of national parks and wild life sanctuaries on India, where most of the tourists visit and prepare a PowerPoint presentation/ Small report on the same.
- c. Assume yourself as a travel agent. Prepare a small list of the activities that you would perform.

## Unit -5

# Responsible Tourism

### Contents

5.0 Story Time

5.1 Concept of Responsible Tourism

5.2 Need and importance of Responsible Tourism

5.3 Organisation Working for Responsible Tourism

5.4 Do's and Don'ts to become a Responsible Tourist

5.5 Lets us Wrap up

**This unit aims to discuss the introductory concepts related to Responsible tourism. After reading this unit, the students will be able to:**

- Understand the concept of Responsible Tourism
- Learn the need and importance of Responsible tourism
- Understand the role of UNWTO in Responsible tourism
- Know about Do's and Don'ts to become a Responsible Tourist

*We live in a wonderful world that is full of beauty, charm and adventure.*

*There is no end to the adventures we can have if only we seek them with our eyes open.*

*--Pt. Jawaharlal Nehru*

## 5.0 Story Time

*Since Rahi and Disha have gained significant knowledge regarding the diverse tourism motivations and components of tourism industry, it is time for their mother to introduce them to the concept of responsible tourism.*



*Mother [calling]: "Rahi and Disha*

*Rahi: Yes Ma, we both are in study room.*

*Mother: Good to see, Both of You are studying. Listen children I want to discuss something with you.*

*As I observed, Last Sunday when we visited to park you were instructing people not to litter here and there. This is How you become a Responsible Tourist?*

*Rahi: Responsible Tourist, sounds interesting Ma,*

*Disha: Yes Ma, What is it?*

*Mother: Every place has its scenic beauty whether you visit monuments, attractions, parks etc. Think of a place, if it is filthy. What kind of travel experience will you gather?*

*Disha: (nodding): You are right Ma! Yes, we like to visit the places because they attract us with their beauty and the neat and clean surroundings where they are situated.*

*Mother: My dear children, every tourist gathers a positive or negative travel experience when they visit to the tourist places. So, it is our responsibility to keep the place neat and clean where we visit and become a responsible tourist and appreciate the concept of Responsible Tourism.*

## 5.1 Concept of Responsible Tourism (RT)

Responsible tourism is the most prevalent concept and guiding principle for the development of tourism in 21st century. In addition to promoting and protecting the natural environment and local traditions, it enhances the quality of life.

According to famous Scholar Harold Godwin, "Responsible Tourism is about making better places for people to live in and better places for people to visit". It always reminds us of our sense of duty, that is:

- to travel in a way that helps us make places better for people to live and visit.
- to be aware of the fact that it is tourist's job to take mindful actions to make tourism sustainable.

### **Definition of Responsible tourism**

Responsible travel (RT) means being aware of how your trip affects people, the economy, and the environment. You are aware of the ways in which your actions might affect a location and make it a priority to ensure that these effects are beneficial. Responsible tourism entails tourists making responsible decisions about where, when, and how they visit and explore new places. RT is not synonymous with sustainable tourism. Sustainability is the goal, and it is achievable if everyone takes responsibility and works together to achieve it. The goal of responsible tourism is to lessen and eliminate the negative effects of travel. Several examples include avoiding overcrowding, protecting the environment, preserving cultural assets etc. Respecting the environment and improving, not damaging, the quality of the local community are the parameters to being a responsible tourist, for this it is important for every tourist to be culturally sensitive.



*Figure 5.1 Pictorial Presentation of components Of Responsible Tourism*

### **Story Again :**

*The school organized a day trip to the famous heritage park in the city. All the students were very excited to visit the park, especially Rahi and Disha.*

*Before heading towards the park, the teacher made an announcement:*

*Teacher: Students, today we are visiting a local historical park. I request you all to behave and not litter in the park. Also, I want you to observe various things in the park like infrastructure, type of people visiting the park, etc. so we could have a discussion on it later in the class.*

*Students: Yes Madam. We will do as directed.*

*Teacher: Very Good! Let's go then!*

*The students visited the park and made observations as guided by the teacher.*

*After the day was over, the students returned to the class and were desperately waiting for the teacher for all the doubt-clearing exercises.*

*Teacher: Right. Good observation. Now tell me what kind of tourists were there in the park?*

*Disha: I observed many of them were locals while there were a few tourists who appeared to be foreigners visiting from some other country and a small number who appeared to be from different states.*

*Teacher: You are correct! Tourists who travel from another country to visit a different country are generally referred to as international tourists.*

## **5.2 Need and Importance of Responsible Tourism**

### **Why is Responsible Tourism important?**

Traveling in a responsible way helps both the places we visit and the people who live there. It also gives us more meaningful experiences that often stay with us and become part of our memories

Traveling helps us see that even though we are all different, we are also all the same. And if we travel in a responsible way, we can learn by making real connections with local people and getting a better understanding of cultural, social, and environmental issues in the area. It makes places better to live in and better to visit

Natural and cultural tourist attractions should be passed on from one generation to the next. Because of this, it becomes the locals' moral duty to keep tourism products safe by not littering the places they visit, not to scribble on the monuments, retain the natural beauty of the places visited. . People should be proud of what they make. When visiting a monument or national park, both tourists and locals should be careful.

## 5.3 Organisation Working for Responsible Tourism

**The World Tourism Organization (UNWTO) is the UN agency in charge of promoting responsible, sustainable, and universally accessible tourism**



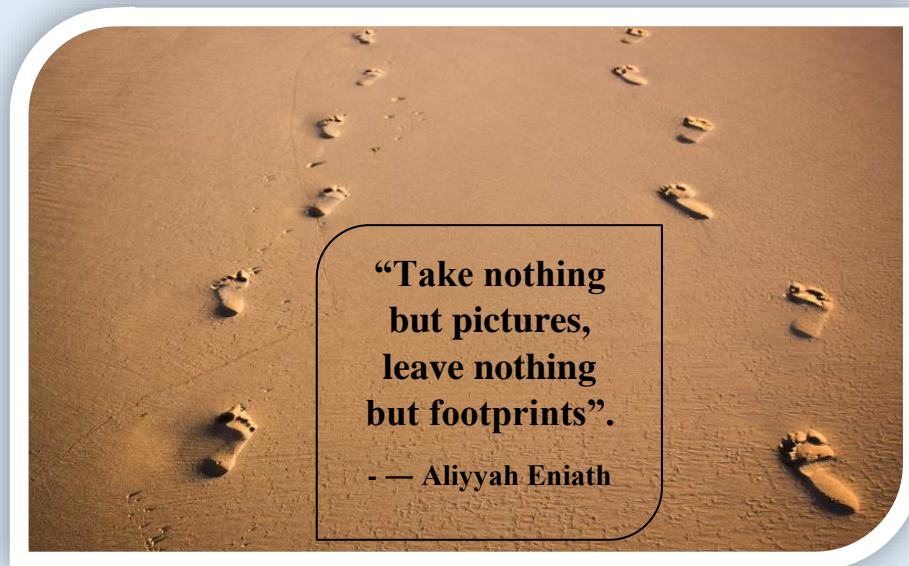
The World Tourism Organization is a United Nations agency in charge of the global development and promotion of tourism. The UNWTO headquarters are in Madrid, Spain. Following are major features of UNWTO:

- It is a non-profit organisation whose mission is to advance ethical, environmentally sound, and widely accessible travel.
- It guides and supports the global advancement of tourism-related knowledge and regulations.
- Ensures that tourism has a positive impact on culture while minimising its detrimental effects on society, culture, and the environment.

According to the United Nations World Tourism Organization, by taking some practical steps, we can make our travels as responsible, rewarding, and safe as possible for us, the people we meet, and the places we visit.

- **Regard your Hosts and shared Heritage:** We should respect the local traditions, customs, and social conditions. Experience and respect all that is unique to a tourism destination, including its history, architecture, religion, attire, and communication protocols, as well as its music, art, and cuisine. Be kind and respectful to personnel and service providers in all tourist establishments.
- **Conserve the Mother Earth:** It is our responsibility to protect the earth by minimising environmental effect and conserving natural resources reducing carbon emissions, trash, single-use plastic, water and energy usage. We should also conserve the flora and fauna of the place
- **Contribute to the Growth of the Local Economy-** Spend your money on handicrafts and products manufactured in the destination area. Paying a reasonable fee will show respect for the livelihoods of local artisans.
- **Travel safely-** Take all health check-ups and safety precautions before travelling. Read all the terms and conditions provided in the travel documents like Visa, Travel insurance etc.

- **Be an informed traveller-** Observe all the laws and regulations in the country you are visiting. Do not encourage beggars or use derogatory language. Enjoy yourself but be mindful of the way of life in the area. Engage them in conversation to learn about their culture.
- **Use Technology for Travel-** Read blogs and reviews. Share your travels on social media and write honest reviews. Refrain from publishing selfies and photographs of others on social media.



*Figure 5.2. Pictorial Presentation for Responsible Tourism*

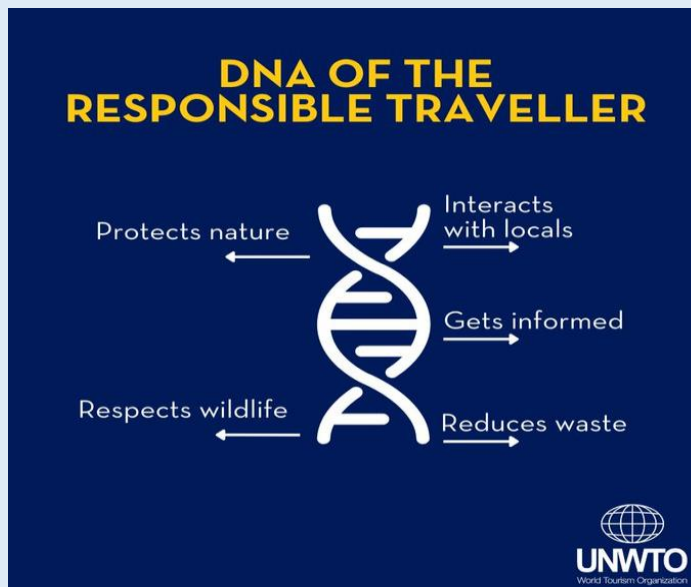
## 5.4 Do's and Don'ts to become a Responsible Tourist

Let us now examine what must be done and what must not be done in order to become a responsible tourist or a green traveller.

### Ways to Become a Responsible Tourist

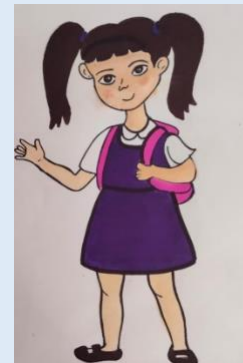
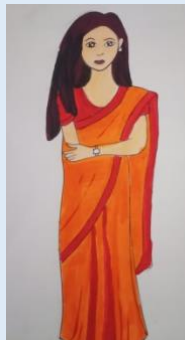
1. Travel light, Travel Responsibly- You should carry the things which are necessary and easy to handle.
2. Follow Queue System- Do not break the queue when at airports or ticket counters.
3. Respect everyone- Every profession is honourable. So, we should respect all.
4. Do Not Litter- We should make sure not to litter. Always use the dustbins.
5. Pledge Against Eve Teasing- Eve teasing is an unexpected behavior. Do not support eve teasing. Every tourist should feel respected.
6. Do not Scribble- Monuments are the part of our heritage. So, we should not scribble on them. It is our duty to preserve them.

7. Respect Cultures and Traditions- Always respect the culture, traditions and people of the place you are travelling to.
8. Do not steal Artefacts- Steal the pictures in your camera and in your memories, rather than the artefacts for your gain.
9. Follow basic Etiquettes- We must follow basic etiquettes at places like public washrooms, restaurants and hotels.
10. Always be a happy traveller, so that you can enjoy, explore and engage yourself.



Source: UNWTO

## 5.5 Let Us Wrap Up



Rahi: “Wow, Ma, we learnt a lot about responsible tourism.

Disha: “We also understood the importance to become a responsible tourist. So, when we visit the places we will always remember the Do’s and Don’ts for a responsible tourist.”

Mother: “Yes, well done, my children! You understood it so well.”

Disha: “Also, Ma, we can become a Green Traveller.

\*\*\*\*\*



# Self-Assessment

## Part-A Choose the correct option:

Q1. Which of the following is not valid for Responsible tourism?

- a. mental
- b. social
- c. environmental

Q-2 Always provide the \_\_\_\_\_ reviews after travel.

- a. positive
- b. negative
- c. honest

Q-3 we should always be a \_\_\_\_\_ traveller

- a. happy
- b. sad
- c. angry

Q-4 Responsible tourist can also be termed as Green traveller. (Yes/No)

Q5. UNWTO stands for \_\_\_\_\_

## Part-B Fill in the blanks:

- a. What is Responsible tourism?
- b. Write a short note on UNWTO.
- c. Explain the importance of responsible tourism.
- d. List out the Do's and Don'ts for a responsible tourist.

## Part - C Answer the following questions briefly:

- a. What is Responsible tourism?
- b. Write a short note on UNWTO

- c. Explain the importance of responsible tourism
- d. List out the Do's and Don'ts for A responsible tourist.

### **Part - D Activities**

- a. Each student should learn to say HELLO AND GOODBYE in any 5 other languages of your choice. Also make flash cards for the same.
- b. Write a small report on how you can motivate tourists to become responsible?
- c. Apart from UNWTO find out the name of any other organisation that promotes tourism and how?

### **TICKLE YOUR BRAIN?**

#### **Part –E Exploration Activity**

**Find out the following answers:**

Q1. Who is India's current Tourism Minister ?

Ans: \_\_\_\_\_

Q2. Where are the headquarters of MOT?

Ans: \_\_\_\_\_

Q3. Who is the current Tourism Minister of Haryana?

Ans: \_\_\_\_\_

Q4. Write any two goals of UNWTO.

Ans: \_\_\_\_\_

\_\_\_\_\_

*Monuments are so real,  
We should not scribble.  
Keep the places Clean,  
and Green.  
Nature is so Beautiful,  
We should be Careful.  
To make India Clean and Green,  
It should be our Dream.*

*Credits- Sakshi Ahuja*

