



TOURISM

MODULE-3

CLASS-VIII

STUDENT HANDBOOK



Preface

The Travel and Tourism industry is a pivotal economic pillar, providing abundant prospects for enthusiastic learners eager to excel in the field through continuous knowledge and skill enhancement.

This third module, designed specifically for eighth-grade students, represents the next step in their education in tourism and hospitality. Throughout this module, students will gain a comprehensive understanding of the tourism industry and its various components. By delving into the chapters of this book, students will grasp why tourists rely on travel intermediaries, explore the role of transportation, and equip themselves with the essential knowledge and skills needed to excel as tourism professionals.

These foundational concepts lay the groundwork for a professional perspective, enabling students to delve deeper into more advanced concepts in subsequent classes. The book follows an inquisitive sibling, sister, and mother as they investigate the workings of tourism professionals, the intricate connection between transportation and hospitality sectors, and the key skills required in the field.

Furthermore, the inclusion of engaging conversations and narratives throughout the chapters makes it easier for students to comprehend a variety of tourism-related topics. The book simplifies the explanation of fundamental industry concepts, supported by numerous real-world examples. It also features exercises to enhance students' interpersonal skills and allows instructors or mentors to evaluate their comprehension of these fundamental principles. Additionally, Do-It-Yourself (DIY) projects that encourage active participation are integrated into the course material to promote overall development.

We are confident that our learners will have an exceptional learning experience, further enhancing their skills and knowledge in this dynamic industry!

Dr. Aditi Choudhary
Dr. Vikash Siwach
Ms. Sakshi Ahuja

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Unit-1 Introduction to Tourism Intermediaries

Contents

- 1.0 Story Time
- 1.1 Tourism Industry and its Structure
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- 1.6 Importance of Tourism Intermediaries
- 1.7 Let Us Wrap Up

In this chapter, students will learn about one of the key players in the Tourism Industry, i.e. Tourism Intermediaries. This chapter will help students to understand:

- ❖ Tourism Industry Structure and its key sectors
- ❖ Concept and Types of Tourism Intermediaries
- ❖ Importance and Functions of Tourism Intermediaries in the Tourism Industry



Source: Image by Marcovector on Freepik

*“Coming together is a beginning; keeping together is progress; working together is a success.”
Henry Ford*

1.0 Story Time

1.1 Tourism Industry and Its Structure

Tourism is vital to society. It boosts employment and income generation. The cultural exchange facilitated



Rahi and Disha are super excited as today is Alumni -Meet Day. Their school has invited alumni to interact with students in grades 8th to 10th. These students have passed school a long time ago, and now they are returning to their alma mater to thank and inspire current students. There will be different interactive sessions scheduled with students. Rahi & Disha are particularly looking forward to the session with those seniors who have opted for careers in non-traditional fields like Tourism Industry. Let us see how the interaction happened and what new knowledge they acquired today, especially about the tourism industry :

Rahi: Disha, have you thought about what will you ask our alumni working in Tourism Industry?

Disha: Honestly, I am so excited to know that the concept of tourism, which our mother discussed with us, can be further explored with the help of our alumni working in this field. I have many questions, but I don't know where to start.

Rahi: Let us write down all questions systematically to make the most of our time once we interact.

Disha: Yes, our questions will be around the structure of the tourism industry; what are the key sectors in the tourism industry, which business plays the most crucial role, and what are their roles and functions?

Rahi: Sure! Our class teacher said that our school alumni are working as the Chief Executive Officer (CEO) of a leading hotel, as the head of marketing of an airline company, and one of them even owns her travel agency.

Disha: Hmm! It means that there are different types of businesses in tourism. Let's go to our teacher and submit our questions. We hope to receive answers to our questions during the interaction."

Dear Students!

Come with us and read the chapter to find out the essence of the interaction. .

by tourism allows individuals across the globe to interact, learn, and respect other traditions and practices. Tourism raises awareness and protects natural resources and attractions.

On the one hand, it helps build infrastructure, strengthens local communities, and provides many professional possibilities. And on the other hand, due to the industry's nature and global scope, it is highly complex and multifaceted. It consists of many players who jointly work together as a solid system to fulfil the need and demands of travel.

Let us understand the definition and structure of the tourism industry before learning about the key sectors of the industry.

1.1.1 Definition of the Tourism Industry

The tourism industry is best defined from the perspective of tourists and all organisations that cater to their needs.

	<p>Definition of Tourism Industry :</p> <p>The tourism industry refers broadly to collections of business firms, organisations and other resources which foster or support activities of tourists. It offers the services that complete the total experiences that visitors "consume" or "enjoy."</p>

1.1.2 Structure of the Tourism Industry

The structure of the Tourism industry provides a framework for understanding the industry's essential sectors in greater depth. Some sectors in the industry, including hotels, transportation operators, travel retailers, and attractions, work visibly; however, a large number and variety of other organisations from the public, private and voluntary sectors (at the global, regional, national, and local levels) contribute directly or indirectly to the production of travel and tourism services or experiences. We must know that many

organisations deliver the final product/ experience to tourists, and their influence within the broader tourist production process varies.

Let us study the pictorial presentation of the structure of the tourism industry below:

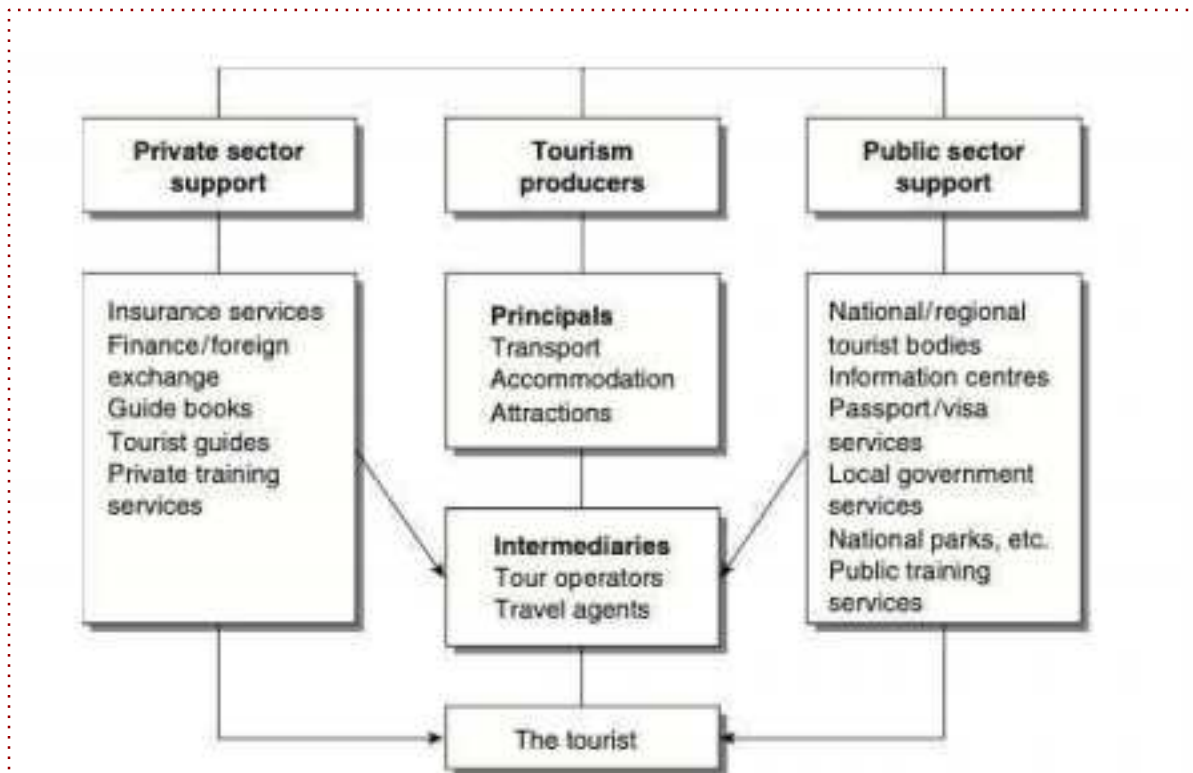


Fig 1.1: Pictorial Presentation of the Structure of the Tourism Industry.

(Source: Adapted from Richard Sharpley - Travel and Tourism, 2006)

1.2 Key Sectors in the Tourism Industry

The above figure establishes that the tourism industry functions as a system for distributing a product or service from its production source, i.e. Tourism Producers to its ultimate consumers (tourists) with the help of Tourism intermediaries.

Let us study these key sectors of the tourism industry briefly:

1. **Tourism Producers or Principles:** These business organisations are established primarily to serve the needs of tourists. These organisations offer the core products and services required by tourists. Tourists directly use them to fulfil their travel needs. These include transport operators, accommodation/ hospitality providers and attractions, both man-made and natural. Air, waterborne, land-based, and rail carriers, hotels and other lodging establishments, as well as different types of

attractions aimed to appeal to both leisure and business travellers, such as historical sites, amusement parks, conference and exhibition facilities, and other specifically designed activity centres like ski resorts. These service providers are often referred to as 'manufacturers' or 'Principles' in the industry.

Table 1.1: Examples of Tourism Producers from the Indian Tourism Industry

Tourism Producers/ Principles	Examples		
Accommodation	Taj Hotels	Mayfair Hotels	The Fern Hotels
Attraction	Statue of Unity Kevadia, Gujarat	Sunderban National Park West Bengal	Mountain Railways of India
Transportation	Air India	Cordelia Cruise	Indian Railways

2. **Private Sector Support:** These commercial enterprises directly or indirectly contribute to the travel and tourism industry, such as insurance services, foreign exchange services, guidebook publishing, private education and training services, and tourist guide services.
3. **Public Sector Support:** These governmental and semi-governmental bodies provide direct or indirect support to the travel and tourism industry. They encompass national and regional tourist bodies, information centres, passport/visa services, local government services, as well as educational institutes that serve as sources of human resources for tourism businesses.
4. **Intermediaries:** As this is the central concept under study, let us discuss this sector in depth from the next heading.

1.3 Concept of Tourism Intermediaries

A tourism intermediary *acts as a middleman* between the Tourism Producers or Principles (airline, hotel, transport, or attraction service provider) and the consumer (the tourist).

In all industries, we have intermediaries that help producers distribute the product to consumers. Like the TV at your home, it is purchased from a middleman or an intermediary shop near your home, not from the factory directly where it was manufactured.

Similarly, tourism products and services are distributed through the involvement of many intermediaries who link producers with tourists. There are mainly two broad categories of intermediaries, which will be further studied.

Here, note that Producers / Principles are not obliged to sell their products and services only through intermediaries. They may instead choose to sell directly to consumers, thus avoiding some or all of the intermediaries.

For example, an accommodation provider can sell their hotel rooms directly to tourists or through a tourism intermediary if they cannot access that market. Similarly, an airline can sell its airline seats directly to tourists or via a tourism intermediary.



Fig 1.2: Pictorial Presentation highlighting Intermediary Position in Tourism Industry.

1.4 Types of Tourism Intermediaries

Tourism intermediation is a complex subject. Unlike other industries, tourism intermediaries play different roles; hence, there is more than one type of intermediary in tourism. In the traditional manufacturing industry, intermediaries mainly act as sales or marketing agents and assist in the sales of the products. In the tourism industry, however, the intermediary works not only as a sales and marketing agent but also as an assembler of different tourism services and comes up with a composite new product. Hence, there are two broad categories of intermediaries: wholesalers and retailers.

Let us study the diagram carefully:

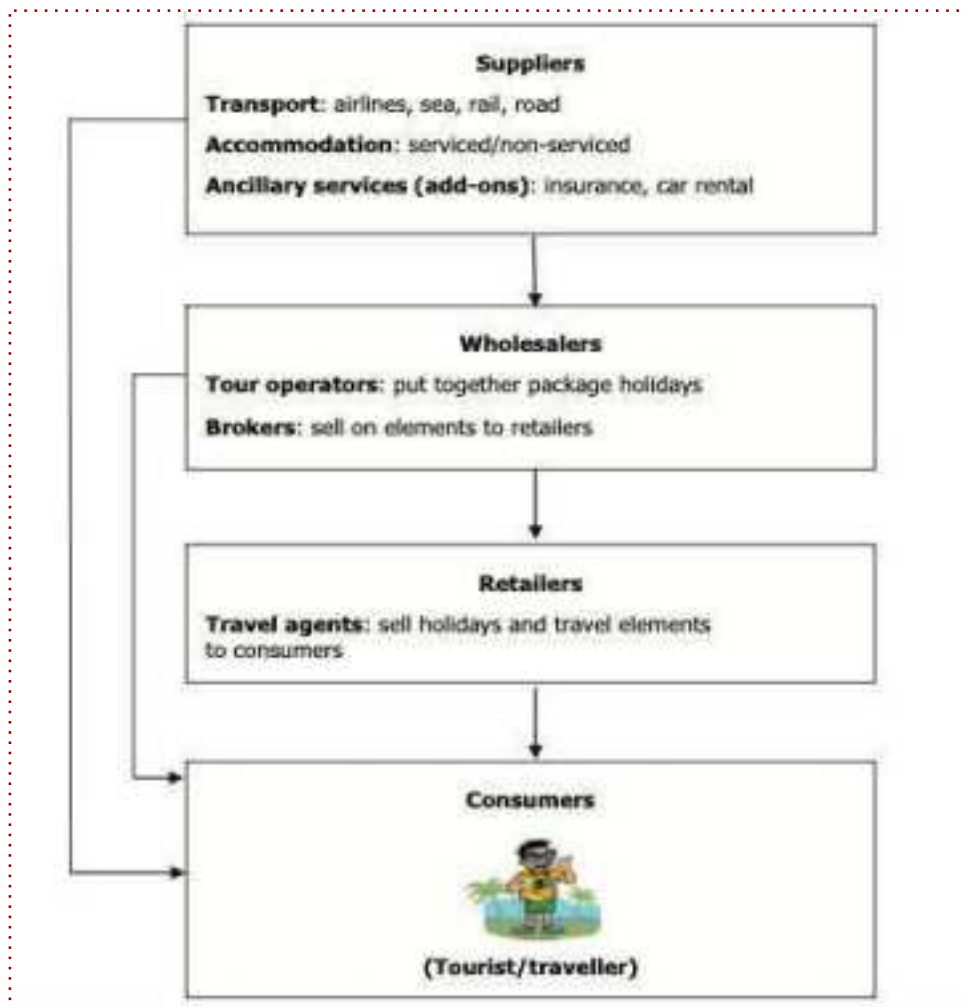


Fig 1.3: Pictorial Presentation Highlighting Types of Tourism Intermediaries

(Source: Adapted from Syrratt, Manual of Travel Agency Practice, 2003)

As explained in Figure 1.3, tourism products are distributed through the involvement of many intermediaries who link producers /principle with tourists. These intermediaries are wholesalers (that buy large quantities from producers /s) or **retailers** (who form the final link in the chain and sell individual products or a bundled set of products to the consumer). Let us study more about these two broad categories :

1.4.1 Wholesalers

As the name suggests, wholesalers buy in bulk and sell to tourists directly or other businesses (retailers). Tourism has two types of wholesalers: Tour operators and Brokers.

Tour operators, as wholesalers, buy a range of tourist products (such as airline seats, hotel rooms, or coach transfer facilities) in bulk, then bundle or ‘package’ these for subsequent sale to travel agents or direct to the

tourist. They assemble a holiday package by procuring a diverse range of products and services and then combining them into a single offering for tourists.

Brokers also bulk buy tourist products and sell them in smaller quantities; these are most frequently **found in the air transport sector** and the bulk purchase of hotel rooms. As with tour operators, by purchasing aircraft seats in bulk, they can negotiate much lower prices.

The significant difference between a broker and a tour operator is that the broker deals in bulk, buying single travel products/services like airline seats or hotel rooms. Brokers never bundle up travel services as a package and never sell them directly to tourists. They sell it to tour operators or travel agents at net prices, allowing the other intermediaries to determine their profit level and the selling price for further sale to tourists.

Examples of Leading Tour Operators:

1. Thomas Cook India (<https://www.thomascook.in/>)
2. SITA Travels (<https://www.sita.in/>)
3. Veena World (<https://www.veenaworld.com/>)

1.4.2 Retailers

A travel retailer is a business or organisation that sells various travel-related products and services directly to individual consumers. They act as intermediaries between tourists and producers/Principles and wholesalers (tour operators or brokers), offering a range of options such as flights, hotels, rental cars, vacation packages, travel insurance, and more.

Travel retailers can be online platforms called **Online Travel Agents** or brick-and-mortar agencies called **Travel agencies**, or a combination of both, providing customers with the convenience of accessing and booking travel services in one place. Their primary focus is to assist and serve tourists in planning and arranging their trips according to their preferences and requirements.

They do not buy in bulk and simply act as an intermediary between the consumer and the supplier, and their central role is to provide a convenient network of sales outlets for tourists. The producer/principle, or the operator typically pays them a commission during a holiday package.

Examples of Leading Online Travel Agents :

1. Make My Trip (<https://www.makemytrip.com/>)
2. Expedia (<https://www.expedia.co.in/>)

1.5 Functions of Tourism Intermediaries

Tourism intermediaries perform various functions to assist people in their travel plans. Here are simplified explanations of the functions of a tourism intermediary:

1. **Providing Information:** Tourism intermediaries offer information about travel destinations, tourist attractions, and services. They help people understand and gather details about the places they want to visit.
2. **Booking and Reservations:** Intermediaries, especially travel agents, help people book flights, hotels, transportation, and other travel services. They have access to booking systems and can assist in securing the desired arrangements for the trip.
3. **Offering Travel Packages:** Intermediaries, especially tour operators, create travel packages that include flights, accommodations, and activities. These packages provide convenience for tourists by offering pre-designed options.
4. **Recommendations and Advice:** Tourism intermediaries offer recommendations based on their knowledge and expertise. They suggest suitable destinations, activities, and accommodations that align with tourists' preferences.
5. **Pricing and Cost Considerations:** Intermediaries help people understand the costs involved in their travel plans. They provide information about pricing options and help tourists find options that fit their budget.
6. **Documentation Assistance:** Tourism intermediaries guide tourists through the necessary documentation requirements for travel, such as visas and passports. They offer assistance and information to ensure proper documentation is in place.
7. **Customer Support:** They provide support and assistance to tourists before, during, and after their trip. If any issues or concerns arise, intermediaries help address and resolve them to ensure a smooth travel experience.

8. **Offering Travel Insurance:** Intermediaries may offer travel insurance options to cover unexpected events such as trip cancellations, medical emergencies or lost luggage. They explain the benefits and help tourists make informed decisions regarding insurance.
9. **Coordination and Logistics:** They organise the trip's logistics, including transportation, accommodation, and activities. They ensure everything is coordinated and appropriately scheduled so the trip runs smoothly.

1.6 Importance of Tourism Intermediaries

Tourism intermediaries fulfil the essential needs of various stakeholders in the tourism industry, including tourists, producers/ principles and destinations. Other than just working as a marketing and sales agent, it also offers a composite, inclusive product in the form of a tour package, due to which tourism intermediaries hold the most significant position in the entire tourism industry. Let us study their importance from the point of view of tourists and producers/ principles.

1.6.1 Importance for Tourists

- a. **Convenience and Time-saving:** Intermediaries simplify the travel planning and booking process, saving time and effort for tourists by offering one-stop platforms where they can access a wide range of services.
- b. **Expertise and Guidance:** Intermediaries provide expert knowledge, destination information, and personalised recommendations, helping tourists make informed decisions and ensuring a better travel experience.
- c. **Competitive Pricing and Discounts:** Intermediaries often negotiate discounted rates with service providers, allowing tourists to access competitive pricing and save on travel expenses.
- d. **Support and Assistance:** Intermediaries offer customer support services, including assistance with bookings, resolving issues, and providing help in emergencies, contributing to a smoother and more secure travel experience.

1.6.2 Importance for Producers / Principles

- a. **Market Reach and Distribution:** Intermediaries have access to a broad customer base and marketing channels, enabling producers/principles to reach a larger audience and promote their offerings effectively.

b. Increased Bookings and Revenue: By partnering with intermediaries, producers/principles can increase their bookings and generate more revenue by tapping into their existing customer base and distribution networks.

c. Efficient Inventory Management: Intermediaries help producers/principles handle their products well by matching tourists' demands with available resources. This ensures that the resources are used to their fullest potential and reduces the risk of underuse.

d. Business Relationships and Contracts: Intermediaries negotiate contracts with producers/principles, establishing mutually beneficial business relationships and offering a dependable platform for promoting and selling their products and services.

In summary, tourism intermediaries serve the needs of tourists by offering convenience, expertise, and support. They benefit service providers by expanding their reach, increasing bookings, and managing inventory efficiently.



Let's Wrap Up

Rahi and Disha returned home and shared essence of the interaction with their mother .

Disha: Maa, today we learned more about the tourism industry. It is more complex than we imagined. It has many other essential industries working in it. It encompasses not only the tourism sector but also includes crucial industries such as hospitality, transportation, and various others.

Maa: Great, Disha! I can see that your understanding of the tourism industry has grown significantly.

Rahi: And Maa, tourism intermediaries like tour operators and travel agents play the most crucial role.

Mother: Okay! Can you explain it more?

Disha: Yes, Maa, it is the Tourism Intermediaries that have the influence to shape demand for tourism and match demand with supply provided by Producers like accommodation, transport, attractions, etc.

Mother: You both have learned much about the tourism industry and intermediaries. I am very happy. Now, it's time for you two to explore more details about the accommodation sector of the Indian Tourism Industry.

Disha & Rahi (Together in excitement): Yes, Maa. We would love to explore further. Let's go!

Self-Assessment

Part-A Choose the correct option:

Q1. _____ business organisations are established primarily to serve the needs of tourists. These organisations offer the core products and services required by tourists.

- a. Producers
- b. Intermediary
- c. Broker

Q2. Cordelia Cruise is a ?

- a. Producers
- b. Intermediary
- c. Online Travel Agent

Q-3 An intermediary that deals in bulk, buying single travel products/services like airline seats or hotel rooms but never bundling up travel services as a package and never selling them directly to tourists is a _____

- a. OTA
- b. Broker
- c. Tour Operator

Q-4 Travel Agents buy a range of tourist products (such as airline seats, hotel rooms, or coach transfer facilities) in bulk, then bundle or 'package' these for subsequent sale to travel agents or direct to the tourist. (True/False)

Q5. They do not buy in bulk and simply act as an intermediary between the consumer and the supplier, and their central role is to provide a convenient network of sales outlets for tourists.:

- a. Travel Agent
- b. Broker
- c. Tour Operator

Part-B Fill in the blanks:

- a. The _____ refers broadly to collections of business firms, organisations and other resources which foster or support the activities of tourists.
- b. Tour Operators assemble and sell _____ to tourist.
- c. A Tourism Intermediary acts as a _____ between the Tourism Producers and tourists.

- d. Travel Retailers can be online platforms called _____ or brick-and-mortar agencies called _____.

Part - C Answer the following questions briefly:

- a. Explain the concept of the Tourism Intermediary and its different types with examples.
- b. Draw the structure of the Tourism Industry and define its key sectors.
- c. Who are the Producers in the Tourism Industry? Explain each type of Producer with examples from the Indian Tourism Industry.
- d. Describe different functions of Tourism Intermediaries with examples.
- e. Write why Tourism Producers and tourists need Tourism Intermediaries.

Part - D Activities

- a. Each student will visit the websites <https://www.thomascook.in/> and <https://www.expedia.co.in/> and get acquainted with different tourism packages and products.
- b. A group of students will conduct a small school survey by asking teachers how they book their travel services while planning their vacations, i.e., through Tourism Intermediaries or directly from Tourism Producers.
- c. A small group of four students can visit a nearby Travel Agent or Tour operator and interview them about their work and business.

Unit-2 Introduction to Hospitality Industry

Contents

- 2.0 Let's talk
- 2.1 Hospitality Industry
- 2.2 Characteristics of hospitality industry
- 2.3 Components of hospitality industry
- 2.4 Let's Wrap up

The objective of this unit is to introduce the students to hospitality industry and its major components. Following completion of this chapter, students will be able to:

- ❖ Explain what is hospitality industry
- ❖ Describe various components of hospitality industry
- ❖ Explain the sub-components of hospitality industry
- ❖ Learn about role of hospitality in tourism industry

“The world is a book. Those who do not travel read only one page.”

– Saint Augustine

2.0 Let's talk

It was last day at school before the summer vacations. Rahi and Disha are feeling multiple emotions today- sad, happy and excited, all at the same time.

Sad- because they are not going to meet their school friends for a long time now.

Happy and excited- They will go for a short family trip the next week.

Both of them are excited to know about the destination they will be traveling to.



Rahi and Disha saw mother and rushed to her with lots of questions they had in mind.

Disha (excitedly): Maa, when we are all leaving for the trip?

Rahi (without waiting for mother's answer): Please tell Maa, where are we finally going?

Maa (smiling) : Relax kids, I will answer all your questions. We all are going to New Delhi and we will leave Saturday morning by a train.

Rahi and Disha screamed with happiness: Holidays in New Delhi are finally here.

Disha: Maa, I know New Delhi is the capital of India.

Maa: Yes. You are right Disha. Now tell me, what do you think where will we stay in Delhi?

Rahi: Of course Maa, we will stay in a hotel. We have no house there so we have only one option with us- Hotels. Am I right Maa?

Maa (chukling): You are partially right. Yes, we will be staying in a hotel but hotels are not the only stay options available for tourists. There are many more.

Disha: Anything else than hotels? I don't know what you are talking about.

Maa: Yes, my dear. There are many other stay options available for a tourist other than a hotel. Let's learn about different accommodation options available for a tourist. But first let's know more about hospitality industry.

2.1 Hospitality Industry

Hospitality industry is a part of service industry. It is vast and comprises of many sectors- Food and Beverages, Lodging, Recreation & entertainment. These further can be divided into sub- sectors like hotels, restaurants, hostels, cruises, casinos, amusement parks, events, etc. All these sub- sectors are inter-connected and rely on each other for survival. Hospitality Industry is considered as one of the major employment provider in service sector and also boosts the national economy.



Source: <https://www.tajhotels.com/en-in/>

2.1.1 History of Hospitality Industry

The history of hospitality is as old as invention of wheel. When man invented wheel, he started traveling. Early men used to travel for different purposes- food, safety, weather changes, etc. Later, after the introduction of the concept of trade, people used to travel to buy and sell goods. While traveling, people needed a place to sleep. A shelter was needed to keep them safe from weather and wild animals. People living near roads used to share their houses with the tourists and get paid for it. Basic facilities like water, food, and animal shelters were also often provided. This marked the emergence of hotels, and these facilities were continually adapted and modified to meet the evolving needs of travellers over time

2.2 Characteristics of Hospitality Industry:

- It operates 24 hours a day and 365 days a year
- It is a people-oriented industry
- The services offered are intangible
- It is heterogeneous in nature and, thus, a lot of options are available for a guest to choose from
- The Tourism products are perishable
- The industry is characterized by shift work
- It is based on relationship building with the clients/customers
- It is very diverse in nature
- The services offered are inseparable from the guest/ tourist

2.3 Components of Hospitality Industry

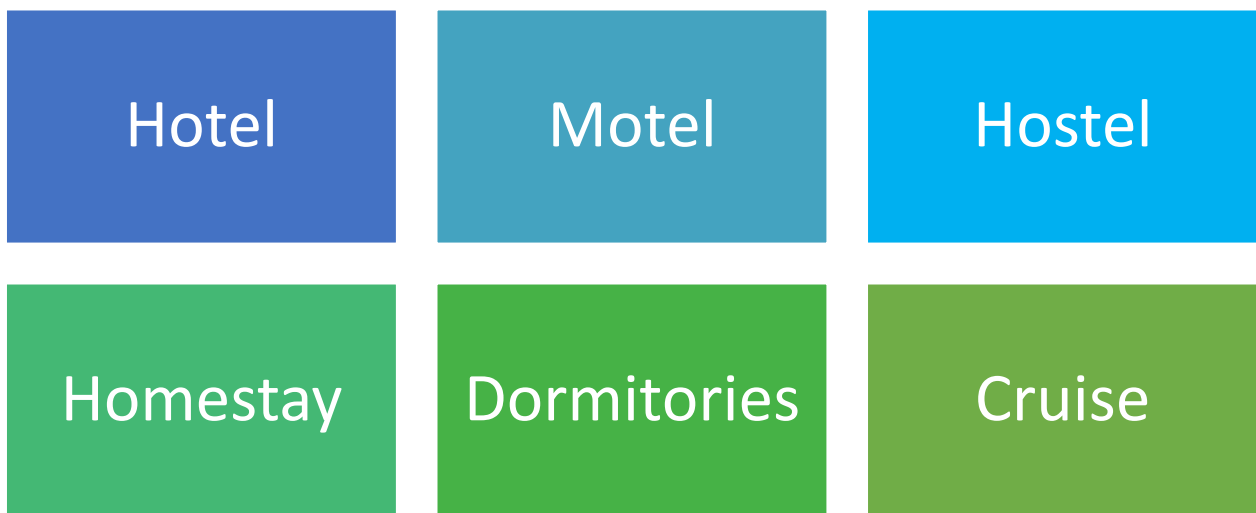


Figure 2.1: Components of Hospitality Industry

2.3.1 Accommodation / Lodging Sector

It comprises of facilities associated with providing a place of stay to travellers or tourists. It is considered as the most basic facility to be offered to a tourist. Some most common examples of accommodation sector are hotels, motels, hostels, bungalows, homestays (Bed and Breakfast/ B&B), dormitories, cruise, resorts, tents, etc. However, hotels are the most preferred accommodation option for a tourist.



Source: <https://www.oberoihotels.com/>

Hotel: It is an establishment that offers basic facilities to the tourist like stay, food and beverages, entertainment and other personal services like laundry, internet, etc.

Motels: Motels are also known as highway hotels and are very similar to hotels. They are located on highways and offer basic stay facilities, food and car service station facilities. The concept of motels is very new in India.

Hostels: These forms of accommodation are often more budget-friendly. Hostels typically feature bunk beds or shared rooms, offering less privacy compared to hotels. Additionally, amenities like toilets and other services are usually shared among guests.

Homestays: These are also known as B&B (Bread and Breakfast). These establishments are essentially local residents' homes, where visitors stay with the hosts to immerse themselves in the local life of a tourist destination.

Dormitories: This type of accommodation typically consists of large rooms with multiple beds. Similar to hostels, dormitories usually lack private bathrooms and offer limited privacy. They are affordable lodging options often favoured by budget-conscious tourists.

Cruise: It is also commonly referred to as a floating hotel. Cruises are essentially massive ships equipped with accommodation, dining, and recreational amenities for travellers. These ships navigate to various destinations according to a predefined itinerary.

2.3.2 Food and Beverage Sector

It comprises of all the outlets offering food and beverage services to a tourist or traveller. Some most common examples of food and beverage outlets are restaurant, coffee shop, café, bar, dhaba, pub, fast food retail outlets, etc.



Source : <https://www.tajhotels.com/en-in/>

Restaurants: These establishments offer a wide variety of food and drinks to the guests. These have options of both dine-in and take away. These are operated mostly for lunch and dinner.

Coffee Shop: These establishments serve a variety of teas, coffees and other soft beverages along with light food refreshments like snacks, cookies, etc.

Café: Cafés are small establishments selling drinks and light meals to guests at very affordable prices.

Bar: Bars offer an array of alcoholic and non-alcoholic drinks to the guests. Light food and snacks are also available to have along with drinks.

Dhaba: These are local food joints and are mostly situated near roads/highways. They offer local food variety and are unorganized in structure. Dhabs are often family-run businesses, with various family members involved in their operation.

Pub: Pubs offer drinks and light meals to the guests and have entertainment facility available like live music, DJ, etc. These are mostly operational during evenings and nights.

Fast Food retail outlets: These food establishments offer pre-cooked or ready to cook meals and offer a very specific and limited menu. These have options of dine-in and take away as well. Some common examples of such food establishments are Haldirams, Mcdonalds, Burger King, etc.

Recreation and Entertainment sector: This sector comprises of all the activities people opt for rest, enjoyment and relaxation in order to refresh one's body and mind. The options are immense as different people prefer different types of recreation options. Some most common examples of recreation and entertainment sectors are meditation, swimming, visiting zoos, museums, playing games, music, theatres, casinos, etc.

Rahi: Interesting. Now I know about all different accommodation options available to a tourism.

Disha: "Yes! So do I. Thanks Maa for telling us about all these.

Maa (Smiling): There are many more things I will tell you about during our trip. Now, go to your rooms and pack your bags for the holiday.



Let Us Wrap Up

In this unit we learned about Hospitality industry and its various characteristics. We also discussed about various sectors and sub-sectors of the Hospitality industry. This dynamic industry, encompassing hotels, restaurants, resorts, and various other establishments, relies heavily on efficient loading and unloading processes to deliver exceptional guest experiences.

Self-Assessment

Part-A Choose the correct option:

Q1. Early men started to travel with the invention of

- a) fire
- b) wheel
- c) carts

Q-2 Which of the following is not a characteristics of Hospitality industry?

- a) Equality
- b) Perishability
- c) Diversity

Q-3 which of the following is the cheapest mode of accommodation available for a tourist

- a) Hostel
- b) Hotel
- c) Cruise
- d) All of the above

Part-B Fill in the blanks:

- a. Homestays are also known as _____.
- b. Hotels are operational _____ hours a day.
- c. Hotels located on highways are known as _____.
- d. A food establishment that offers wide variety of tea and coffee along with light snacks is known as _____.
- e. _____ are local food establishment situated roadside and often run by families.

Part - C Answer the following questions briefly.

- a. Give four examples of recreation and entertainment.
- b. What are major components of Hospitality industry?
- c. Give five examples of food and beverage outlets.

TICKLE YOUR BRAIN?

1. Name five famous hotel brands in India.
2. Name basic facilities offered to the guests in a hotel.

Unit-3 Introduction to Tourism Transportation- I

Contents

3.0 Story Time

3.1 Introduction to Tourism Transportation

3.2 Types of Tourism Transportation

3.3 Air Transport and Tourism

3.3.1 Concept of the Aviation Industry

3.3.2 Components of the Aviation Industry

3.3.3 Role of Aviation in Tourism

3.3.4 Career Opportunities in Aviation Industry

3.4 Let Us Wrap Up

In this chapter, students will learn about the role of transportation in tourism and explore different modes of transport, with a particular focus on air transport and the aviation industry. This chapter will help students to understand:

- ❖ Types of Tourism Transportation
- ❖ Aviation Industry and its components
- ❖ Career Opportunities in Aviation Industry



"The Journey, not the arrival, matters"

- T. S. Eliot

Source: Image by OpenClipart-Vectors from Pixabay

3.0 Story Time



Summer vacation has finally come, and Disha and Rahi can't wait to head home from school because they're about to embark on a family trip to Jaipur. They hop off their school bus, pack their bags, and get all set for their adventure. They take a taxi to the airport, where they catch a flight to Jaipur. As they switch from one mode of transportation to another, it makes them think about how transportation helps them get to where they want to go.

Rahi: Maa, while coming to the airport we came by road, but now we're taking the plane. Does transport play a big role in tourism?

Mother: Yes, Rahi. Travelling is impossible without transportation. If you observe closely, the flight itself can be an enjoyable part of the trip. It efficiently transports you to Jaipur while providing an interesting experience along the way. Isn't that fun?

Disha: Yes, Maa!. But I'm curious about how flights work. I heard the word "aviation" in the news a few days ago. Maa, what does that mean?

Mother: Sure, let me explain you about Aviation as an important component of tourism.

3.1 Introduction to Tourism Transportation

Transportation includes movement from one place to another. Since tourism deals with exploring and experiencing new places, transportation is inseparable from tourism. No study of tourism can ignore the critical role played by transport. In fact, transport has been a necessary component of human migration since long before the tourism industry existed.

The Industrial Revolution introduced the concept of vacations, making tourism popular. It led to increased travel for escaping boring work, improved transportation, paid holidays, and job-seeking migration. During this time, tourism infrastructure also developed significantly, as transport and other support systems enabled people to travel for leisure.

Understanding the connection between transportation and tourism is crucial. Tourism relies on transportation, and when numerous tourists visit a place, it often leads to improvements in the local transportation infrastructure. Therefore, they mutually depend on each other, contributing to each other's growth.



Image by Wikilimages from Pixabay

In terms of tourism, transport has two functions: ***as a service and as an experience***. **Transportation is a service** that involves moving people between the place of origin and the destination. For example, taking a flight or a train to get somewhere. Whereas, **Transportation as an experience** includes historic railways, steam trains, cruise vacations, or travelling along scenic and historic routes where modes of transportation are part of a leisure experience.

3.2 Types of Tourism Transportation

Tourism transportation can mainly be of four types:

1. **Road Transportation:** Road transportation involves the movement of tourists using vehicles on roads and highways, which can include cars, buses, motorcycles, and bicycles. This mode of travel offers flexibility, enabling tourists to explore destinations at their preferred pace. Road trips are well-liked for both short and long distances, providing opportunities to enjoy scenic routes and make stops along the way.
2. **Rail Transportation:** Rail transportation, also known as train transportation, refers to the movement of tourists by trains on railway tracks. Trains are an important way for tourists to travel, especially in

countries with well-developed train networks. They are often the best way to travel when tourists want to experience the journey, and the scenery of the place .

3. **Water Transportation:** Water transportation refers to the movement of tourists using waterways such as rivers, canals, lakes, and oceans using cruises, ferries, and ships. It has been significant throughout history and continues to play an important role in tourism and leisure activities. Water transport often offers unique experiences in trips along the coast, between islands, on river tours, and to see places that can only be reached by water.
4. **Air Transportation:** Air transportation, also known as aviation, refers to the movement of tourists by aircraft through the use of airports and airways. Tourists who travel long distances or internationally usually prefer air as the mode of transport. Air transport through planes helps to move people quickly and efficiently, connecting them to places all over the world.

3.3 Air Transport and Tourism

Air transport plays an important role in promoting tourism. It provides a fast and efficient means of travel, allowing people to travel long distances in a relatively short amount of time. Tourism, supported by air transport, creates job opportunities, boosts local businesses, and generates income through services such as accommodation, transportation, and entertainment. By connecting far-away places air travel also promotes cultural exchange allowing people from different countries to interact and learn from each other.

3.3.1 Concept of the Aviation Industry

The word "**aviation industry**" refers to all of the businesses that work on designing, running, and managing planes and air travel. It includes different businesses, like airplane travel, manufacturing planes, running airports, regulating air traffic, maintenance and repair services, and training people. Since various components together constitute the aviation industry, it is important to understand all the components individually along with their importance.

3.3.2 Components of the Aviation Industry



Image by Günther Simmermacher from Pixabay

The major components of the aviation industry are as follows:

1. **Airlines:** Airlines are businesses that facilitate air travel. They use planes to fly between different places on a regular basis. They offer different kinds of services, such as full-service carriers (offer a wide range of amenities), low-cost carriers (provide basic services), regional airlines (operates shorter routes and serve smaller airports in a region), and charter flights (offer flights on a contract basis to a specific destination providing customized and private flying experience). Passengers usually book tickets for scheduled flights and choose from different types of services, such as economy, business, or first class. A few examples of Airlines are Emirates, Air India, Indigo, Ryan Air, etc.
2. **Aircraft Manufacturers:** Aircraft manufacturers are companies that design, make, and assemble planes. These companies make different kinds of planes, including business jets, private jets, helicopters, and military planes. Some of the well-known aircraft manufacturing companies are Boeing, Airbus, and Bombardier.
3. **Airports:** Airports provide the facilities and services necessary for aircraft operations, passenger handling, luggage handling, customs and security, and operations of airlines. They also serve as infrastructure that makes air travel possible. Management of airports makes certain that operations are carried out in an orderly and effective manner.

4. **Control, Maintenance, and Repair:** Air Traffic Control (ATC) is an organization that is in charge of managing and directing air traffic to ensure safety and smooth operations. This is achieved by keeping track of where planes are going, giving pilots directions, and coordinating the flow of planes into and out of airspace. In addition to the above organization, there are also companies that are responsible for maintenance and repairs of airplanes to ensure their safe functioning.
5. **Training:** Aviation training schools and companies provide education to pilots, flight attendants, aircraft mechanics, air traffic controllers, and others who work in the aviation industry. Training in aviation makes sure that everyone involved in the aviation industry is safe, knowledgeable, and following the rules.

3.3.3 Role of Aviation in Tourism

Aviation helps tourism by providing tourists with many benefits and making them more likely to travel. Tourists going to and from a place are beneficial for services that go along with tourism such as hotels, tour guides, local restaurants, tourist attractions, and so on.

Aviation connects places, makes them accessible to tourists, and hence improves the place. It enables quick travel, reducing travel time and allowing tourists to spend more time at their destinations. This is especially valuable for tourists who want to explore multiple places within a limited timeframe.



Source: Photo by Daniel Frese on Pexels

Aviation makes international travel easy and thus promotes the exchange of culture among tourists. This enriches their journeys, enabling exploration of new lifestyles, landmarks, and attractions. It also makes it easier for people to visit rural or less-developed places with unique natural beauty or cultural history.

The development of aviation boosts the tourism industry and makes it more popular among tourists. Moreover, aviation drives the development of airports, hotels, resorts, and tourist attractions to cater to the increasing number of tourists, further boosting the tourism industry.

3.3.4 Career Opportunities in Aviation Industry

The aviation industry offers a wide range of career opportunities. A few of them are listed below:

1. **Pilot:** Pilots are in charge of flying and running planes. They can be professional airline pilots, pilots of private jets, or even pilots of helicopters. Pilots go through training and have to get licenses and certifications to make sure that flights are safe and run smoothly.



Source: Photo by Kelly on Pexels

2. **Cabin Crew:** Members of the cabin crew, also called flight attendants, make sure that passengers are safe and comfortable during trips. They help people get on the plane, offer services on board, and take care of any emergencies or customer needs that come up during the trip.

3. **Air Traffic Controller:** Air traffic controllers manage and guide air traffic to make sure that take-offs, landings, and operations in the air are safe. They keep track of the movements of planes and provide instructions to pilots on flight routes and altitude to keep things running smoothly.
4. **Aviation Engineer:** Aviation engineers are involved in the design, development, and testing of aircraft and related systems. Aviation engineers use their knowledge to improve the speed, safety, and fuel economy of planes.
5. **Aviation Operations and Management:** Aviation operations include different types of jobs, such as airport management, ground handling services, customer service, security staff, and bag handling. People working in aviation management are responsible for overseeing the business and administrative aspects of the aviation industry. They handle operations, logistics, finances, marketing, and strategy planning.
6. **Airline Sales and Marketing:** People involved in sales and marketing are responsible for attracting more tourists. They work to increase ticket sales, and manage relationships with travel agents and clients.
7. **Aviation Training and Education:** Careers in aviation training involve providing education and training programs for pilots, cabin crew, technicians, and others. Instructors in aviation create lesson plans, run training classes, and evaluate progress.



Let's Wrap Up

Rahi: Maa, I've now gained deep knowledge about the aviation industry. The concept of air transportation sounds very interesting to me. There are so many components

that come together to ensure that the industry performs well.

Disha: Thank you for explaining it in detail, maa. From now onwards every time we travel by flight, it will make me think about the different components and the people involved in delivering a full-service package to us. Having learnt so much about the aviation industry, I am seriously considering a career in it.

Now that I know how the aviation industry works, I am curious to understand more about other modes of transportation and their role in tourism. Maa, can you explain more about water transportation and the functioning of cruises?

Rahi: And I want to learn about rail transport. Maa, can you explain?

Mother: Of course, I will! I am happy that you're so excited. I will now tell you about the role of cruises and railways in the tourism industry.

Let us learn together!

Self-Assessment

Part-A Choose the correct option:

Q1. Which of the following modes of transportation conducts strict security measures?

- a. Road Transport
- b. Air Transport
- c. Rail Transport

Q2. What service is provided by the airports?

- a. Manufacturing of aircrafts
- b. Training and Education
- c. Luggage handling

Q3. Which of the following is not an India-based Airline?

- a. Emirates
- b. Air India
- c. Spicejet

Part-B Fill in the blanks:

- a. _____ controllers manage and guide air traffic to make sure that take-offs, landings, and operations in the air are safe.
- b. If a tourist wishes to experience the scenic beauty of a place, the best way to travel is by using _____ transportation.
- c. Members of the cabin crew also called _____.
- d. Aviation makes international travel easy and promotes the exchange of _____ among tourists.

Part - C Answer the following questions briefly:

- a. Explain the different types of transportation.
- b. Analyse the relationship between tourism and transportation.
- c. Describe aviation and its components.
- d. Explain the role of aviation in tourism.

Part - D Activities

- a. Each student will role-play the different career opportunities in the aviation industry and discuss the contribution of each role in functioning of the aviation industry.
- b. Conduct a brief survey among the teachers to determine which airlines are preferred or considered popular.
- c. Talk to people and understand the positive and negative effects of the aviation industry on the people and the environment.

Unit-4 Introduction to Tourism Transportation-II

Contents

- 4.0 Story Time
- 4.1 Indian Railways
- 4.2 Facilities of Railways
- 4.3 Role of Cruise in Tourism
- 4.4 Let us wrap up

The objective of this unit is to address the students about the role of Indian railways and cruise in tourism. After completion of this chapter, students will be able to understand:

- ❖ The Role of Railways in Tourism
- ❖ Facilities provided by Railways
- ❖ Importance of Cruise and Facilities of Cruise

“Traveling is not something you’re good at. It’s something you do. Like breathing” – Gayle Foreman

After their vacation, Rahi and Disha are filled with happiness, and they are gradually gaining a better understanding of the tourism industry and its components. One sunny afternoon, as they returned from school, their eyes sparkled with excitement when they noticed their mother sitting in the living room, holding a travel brochure. They are now eager to discuss their upcoming trip to Vaishno Devi Temple in Jammu, which they plan to take via train with their family.

4.0 Story Time



Disha & Rahi, while seated in living room with their mother

Rahi: Maa, what will be our destination for summer vacations?

Maa: Kids, I have a surprise for you.

Disha: What is that, Maa.

Maa: This time we will go to Mata Vasihno Devi Shrine in Jammu.

Rahi: Awesome, I have always wanted to visit that holy place.

Disha: Oh! I have heard about it in my school as well.

Rahi: Is there a special train that takes us to that place?

Maa: Yes, there is a special train named Shri Mata Vaishno Devi Katra VANDEBHARAT that operates from Delhi to Vaishno Devi.

Disha and Rahi: Maa, we are so excited to see the place and take that train.

Maa: I'm excited too! This is going to be a journey filled with so much devotion and adventure.

Rahi: Maa, please book the window seat for us so that we can enjoy the scenic views.

Maa: Yes, dear. I will try my best!

4.1 Concept of Railway

The concept of Indian Railways revolves around providing a vast and efficient railway network to connect various parts of India, fostering economic growth, and serving as a lifeline for transportation and

communication across the country. Indian Railways, founded in 1853, has evolved into an essential public utility under the management of the Government of India.

Indian Railways has played the most important role in promoting the tourism in the country. It is not only one of the largest railway networks in the world but also the first choice of traveling for millions of people. Indian Railways is renowned for being both comfortable and cost-effective. It connects not only major cities but also towns and villages, providing tourists with access to the diverse cultures and natural wonders of the incredible India.

4.2 Features of Indian Railways

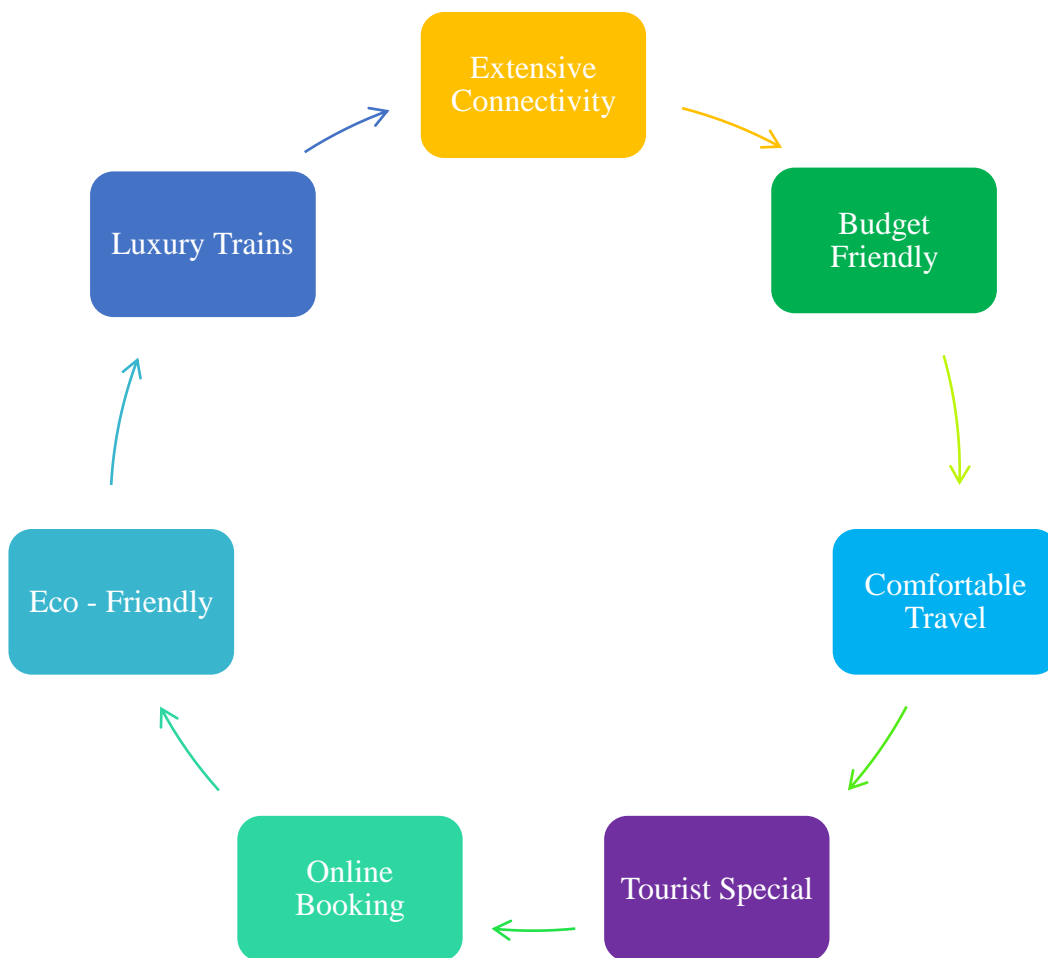


Figure 4.1 Facilities of Indian Railways

1. **Extensive Connectivity:** Indian Railways covers almost every part of the country, including remote and popular tourist destinations. This extensive network allows tourists to access various cities, historical sites, hill stations, beaches, and religious places conveniently.

2. **Budget-Friendly Travel:** Indian Railways offers a range of travel options catering to different budgets, making it an affordable mode of transport for travelers. From luxury trains like the Palace on Wheels to regular passenger trains, there are choices to suit everyone's needs.
3. **Comfortable Travel:** Indian Railways provides comfortable travel options, including air-conditioned coaches, sleeper berths, and cushioned seats. Long-distance trains also have pantry cars that offer a variety of meals and snacks to the passengers.
4. **Tourist Special Trains:** Indian Railways operates special tourist trains that cover popular tourist circuits and offer package tours. These trains are designed to provide a hassle-free travel experience, including accommodation, sightseeing, and local transportation.
5. **Online Booking:** Indian Railways has embraced technology, making it easier for tourists to book their train tickets online through various platforms and mobile apps. This has significantly simplified the ticket booking process.
6. **Eco-Friendly Travel:** Trains are relatively eco-friendly compared to other modes of transport, as they have a lower carbon footprint per passenger.
7. **Luxury Trains:** India boasts several iconic luxury trains that offer a royal experience to the tourists. These trains, such as the Maharajas' Express and the Deccan Odyssey, take travelers on a journey through some of the most beautiful and historically rich regions of the country, providing a glimpse of India's cultural heritage.



Source: <https://www.the-maharajas.com/>

Indian Railways are considered as the total tourism products keeping all aspects at one place for the ease of passenger. Such facilities enable Indian Railway to be the first choice among the people. It has gained immense popularity among tourists worldwide, who often prefer rail travel to explore tourist destinations. Despite encountering challenges such as maintaining aging infrastructure and handling high passenger demand, Indian Railways remains committed to offering safe, secure, and efficient transportation to millions of people. This makes it an integral part of India's tourism growth story.

4.3 Story Time



Disha and Rahi are relaxing in the park with their mother on a lovely evening. Disha recalled their vacation to Goa and discussed the cruise with their mother in order to comprehend the significance of cruises in the promotion of tourism.

Rahi: Mother, what is a cruise?

Maa: They are like floating hotels in the water.

Disha: How do these cruises contribute to Indian tourism?

Maa: Let me explain. You know, our country is blessed with natural diversity and has a very long coastline and beautiful rivers.

Disha: Yes. But what is the use of these resources in tourism?

Maa: Many tourist love to explore the destination in unique ways that include sailing along the coastline, rivers and stopping at various places on route.

Rahi: That sounds so nice, Maa!

Disha: Wow! This really is an interesting way to travel.

Maa: Yes. People get to witness the scenic beauty of our country along the coastlines and rivers during their journeys on luxury ships, much like the scenic beauty you saw while

travelling to Vaishno Devi shrine via train.

Disha: Yes, I recall. It sounds very amusing and comfortable

Maa: It is not only comfortable but also offers a wide range of entertainment and activities onboard.

Disha & Rahi: Maa, when we grow up, we would love to go on a beautiful family cruise vacation with you and Dad

Maa: Of course, dear! It's actually an amazing idea to create beautiful memories together.

4.4 Know the Cruise

The Indian cruise industry holds significant importance and is regarded as a luxurious component of the tourism system. It's essentially a large passenger ship that offers an all-inclusive experience encompassing transportation, accommodation, food, and entertainment while sailing on water. Cruises provide tourists with the unique opportunity to visit various destinations during their journey. This form of tourism is considered niche and is among the most luxurious modes of travel. Given that the world is interconnected by seas, cruises enable travellers to explore multiple countries in a single voyage.



Source: <https://www.cordeliacruises.com/>

4.5 Significance of Cruise in Tourism

In recent years, cruises have been playing an increasingly significant role in Indian tourism. Cruise tourism is thriving due to India's extensive coastline and numerous rivers. It not only boosts the economy but also creates job opportunities for the local community. Here are some key facts highlighting the importance of cruises in Indian tourism:

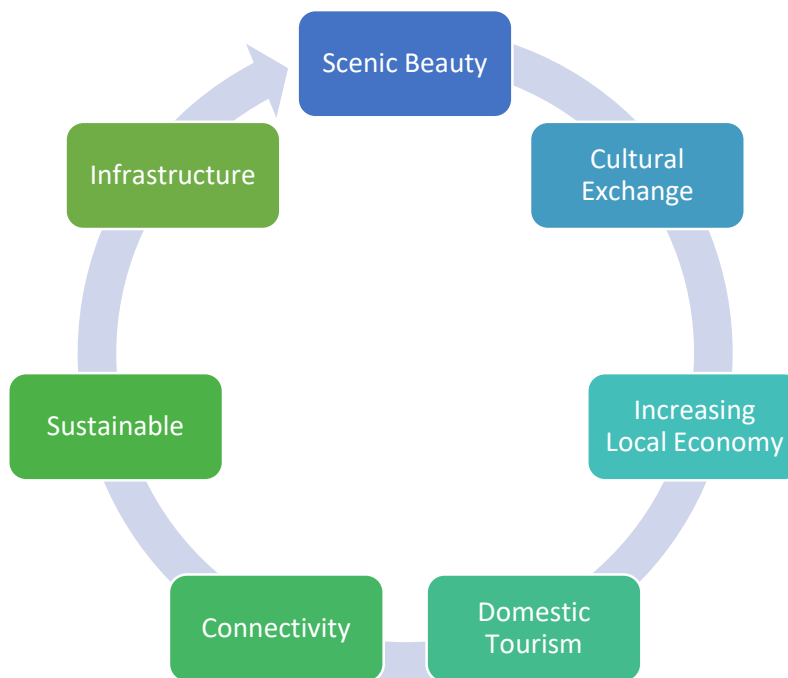


Figure 4.2 Significance of Cruise in Tourism

- ❖ **Cultural Exchange:** International cruise travelers may discover India's extensive cultural legacy. To give passengers a sense of India's varied cultures, many cruises combine cultural performances, ethnic food, and local crafts.
- ❖ **Scenic Beauty:** Travelers who embark on cruises have the opportunity to intimately experience India's diverse landscapes and natural beauty. Sailing along the coastline or navigating rivers offers an incredible and immersive experience.
- ❖ **Increasing Local Economies:** Tourists get the chance to see local cities and villages when cruise ships stop at various ports. This flood of tourists may strengthen the local economy by supporting small businesses and generating jobs.
- ❖ **Domestic Tourism:** More and more Indian visitors are choosing to take domestic cruises. There has been an upsurge in domestic tourism as cruises have become a popular option for leisure travel and family holidays.

- ❖ **Connectivity:** Cruise tourism strengthens connections between different parts of India. It links major cities along the rivers and coastlines which, in turn, encourages more people to travel and explore within the country.
- ❖ **Sustainable:** Cruise tourism has the potential to promote sustainable tourism practices. To reduce their impact on the environment, cruise companies are increasingly prioritizing eco-friendly initiatives and responsible tourism.
- ❖ **Infrastructure:** Construction of sophisticated port infrastructure and amenities that serve the demands of both passengers and the cruise industry has resulted from the expansion of cruise tourism.



Let Us Wrap Up



In this unit, we explored Indian Railways and Cruise Tourism. We delved into the different amenities provided by Indian Railways and had an in-depth discussion about the significance of cruises in the Indian tourism industry.

Self-Assessment

Part-A Choose the correct option:

Q1. Indian Railways is considered as _____ train of India.

- a) Eco-friendly
- b) Budget Friendly
- c) Both

Q-2. Indian railways cover which part of country:

- a) North

- b) East
- c) Runs throughout the nation

Q-3 Where does a cruise sail?

- a) Sand
- b) Air
- c) Track
- d) Water

Part-B Fill in the blanks:

- a) Indian Railways offers a range of travel options catering to different_____.
- b) Trains are relatively _____ compared to other modes of transport.
- c) Cruise tourism improves _____between various regions of the nation
- d) Cruises have become a popular option for_____.

Part - C Answer the following questions briefly:

- a) What is the role of Indian Railway in Tourism?
- b) How is Indian railway helpful in connectivity?
- c) Write in detail about a Cruise.

Part- D Tickle Your Brain

1. Write the name of five luxury trains in India.
2. Name five places in India where we can enjoy cruise tourism.

Unit-5 Tour Guiding

Contents

5.0 Story Time

5.1 Concept of Tour Guiding and Tour Guide

5.2 Need and Importance of Tour Guiding

5.3 Role of Tour Guide

5.4 Qualities of an Effective Tourist Guide

5.5 Use of Guiding Gadgets

5.6 Let Us Wrap Up

This unit aims to introduce the basic concept of Tour Guiding to students. After reading this unit, the students will be able to:

- ❖ Understand the concept tour guiding and tour guide
- ❖ Understand the importance of tour guiding
- ❖ Roles and functions of a tour guide
- ❖ Qualities of an effective tourist guide
- ❖ Tools and techniques of guiding

“Traveling is an experience that one can cherish throughout their lifetime.”!.....

5.0 Story Time



Children were very excited to plan a trip, but some questions were tickling in their mind!!

Rahi: Ma, we don't know anything about the place that we visit for the first time.

Mother: Yes, you're right.

Rahi: So it is very difficult to visit that place.

Disha: Yes Ma, Isn't it?

Mother: Travelling needs proper planning. Planning within budgets becomes much easier with the assistance of tour guides. They not only lead you on the tour but also provide guidance and direction to ensure a smooth and enjoyable journey. And that someone is what we call a tour guide.

Disha: (nodding): Tour guide or Tourist guide

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.

5.1 Concept of Tour Guiding and Tour Guide

Tour guiding is an engaging activity in which a tour guide meets a tourist or a group of visitors and brings them to a tourist destination or attraction.

This activity involves taking tourists to a specific tourist destination and actively engaging with them by providing information and insights about the location and its historical significance. It typically unfolds at a brisk pace to cover key highlights efficiently.

Tour guiding is an exciting part of the tourism industry. It involves guides interacting with tourists, making them a central part of the tour experience. In reality, guiding combines various roles to create a memorable and informative journey for travellers.

A tour guide serves as a vital link in the tourism and travel industry, playing a crucial role during field visits. Often referred to as tourist guides, they are integral members of the tourism sector responsible for guiding visitors through points of interest. Their duties encompass leading groups or individuals on explorations of historical sites, museums, geographical landmarks, and outdoor adventures. The services they provide vary depending on factors such as group size, mode of transportation, age demographics, and the duration of the trip.

Tour guides are responsible for keeping visitors engaged, responding to inquiries, and furnishing relevant information to the groups or individuals they accompany. They are recognized as experts in their respective areas and are required to possess the following qualities :

- knowledge of history, art, culture, food, and architecture;
- Certified in first aid techniques.
- Ability to communicate in many languages
- Knowledge of food and cuisine
- Ability to read maps
- Pleasant personality, patience, and enthusiasm

A guide is considered an expert in his field. He must be highly familiar with the area where he guides.

5.2 Need and Importance of Tour Guiding

Tour guides play a vital part in today's travel business. They are the ones who drive the tourism industry and are also responsible for improving the travel experience by keeping guests/tourists happy, safe, and inspired. This is the one individual who has the power to make or break a trip.

A tour guide is essential for efficiently planning your vacations because they assist in organizing, managing, and coordinating the entire trip. This allows tourists to concentrate on enjoying the destination while leaving all the logistical details to them. Tour guides ensure top-notch services and possess a keen eye for ensuring an enjoyable trip. They help with a range of tasks, including car rentals, accommodation arrangements,

exploring nearby attractions, and making the most of the area, all while providing accurate estimates and budgeting assistance.

5.3 Role of Tour Guide

A tour Guide is someone a group of tourists follow from site to site. The primary role of a tour guide is to be:

- 1. Leader-** The tour guide must embody leadership qualities, capable of leading and captivating a group of tourists, who willingly follow them from one site to another
- 2. Educator** - It's crucial for a tour guide to have in-depth knowledge of the region, local culture, and the sites being visited. The information they provide must be not only accurate but also conveyed in a manner that respects both the guests and the host, avoiding any potential offense.
- 3. Host-** The tour guide takes on the role of a host for the tourists and should behave accordingly. They should share insights about local traditions and culture while maintaining the hospitality and courtesy expected of a host.
- 4. Interpreter-** A tour guide, much like an interpreter, plays the role of translating local traditions and culture for tourists. Additionally, they act as a bridge between the host community and the guests, especially when language barriers exist
- 5. Public relations representative-** A tour guide serves as a representative not just for the tour company but also for the country or destination that a tourist group is exploring. This underscores the need for them to act with a high degree of responsibility and professionalism.
- 6. Organiser-** The tour guide organizes tours that fit within the guests' budgets while delivering top-notch services. They act as skilled organizers to ensure an enjoyable and budget-friendly experience.

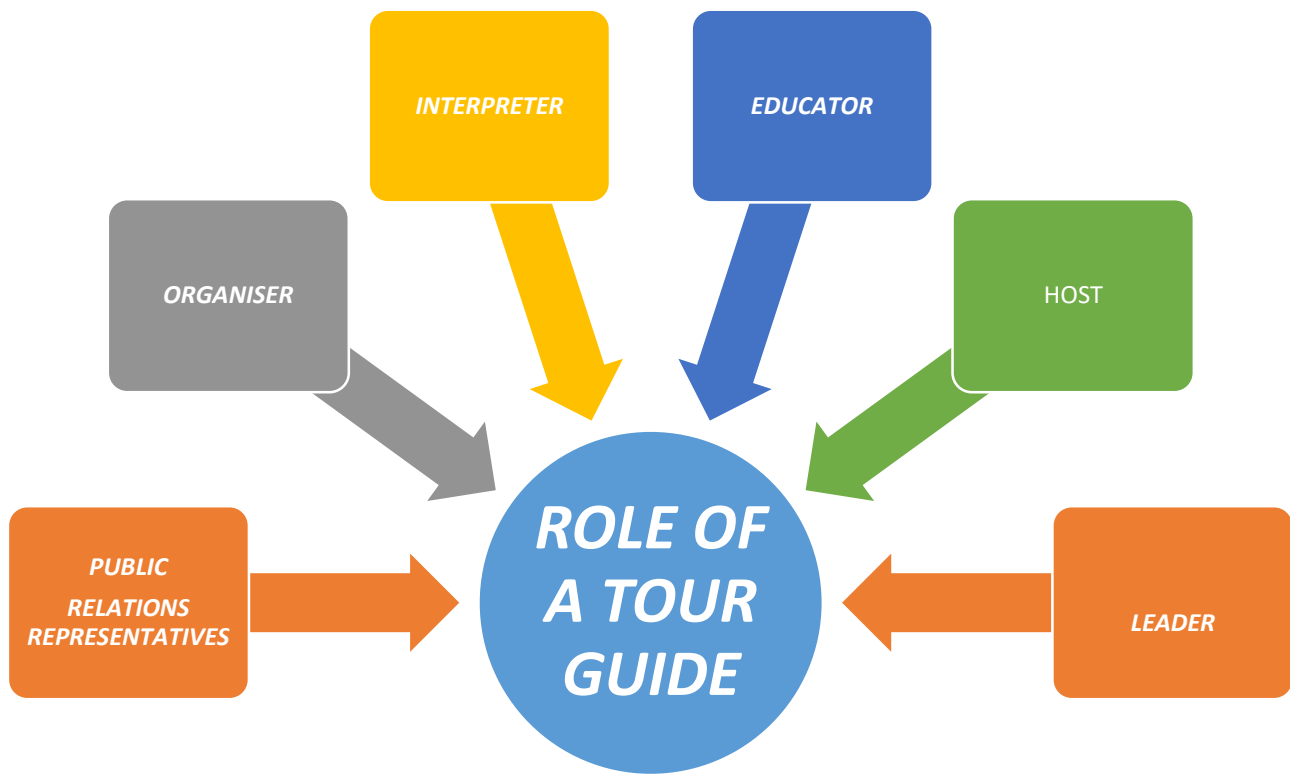


Figure 5.1. Pictorial Presentation for Role of a Tour guide



Source- havegrowlerwilltravel.com

5.4 Qualities of an Effective Tourist Guide

A competent tour guide must have certain characteristics in order to be effective. A excellent tour guide is communicative, prompt, friendly, knowledgeable, engaging, interactive, amusing, perceptive, well-paced, and adaptable.

The following qualities makes a good tour guide. He/ she

- ✓ Needs to be Patient.
- ✓ Needs to be Empathetic.
- ✓ Must be very organized and practical.
- ✓ Needs to be flexible and calm in a crisis.
- ✓ Needs to have good sense of humor.
- ✓ Must have good communication skills.
- ✓ Needs to be punctual.
- ✓ Needs to be entertaining and engaging.
- ✓ Needs to be observant and well- paced.
- ✓ Needs to be polite and respectful.
- ✓ Must be Honest and trustworthy.



Figure 5.2. Pictorial Presentation for Qualities of a Tour guide

In the profession of a tour guide, two essential tools come into play: their voice and body language. Consequently, it becomes very important for the guide to master their presentation skills, ensuring clear communication and effective interaction with tourists.

Giving a presentation as a guide can also be a fun and engaging experience. Unlike formal lectures, a guide's presentation is less complex, offering excellent opportunities for effective and captivating communication through storytelling, anecdotes, and more.

People want to listen to a tour guide if they are:

- Lively and delightful
- Vivid in descriptions
- Simple with language and
- Comfortable with the audience and the topic.

The presentation must make the listener believe that what they hear is, what they see.

5.5 Guiding Gadgets

Tour guides use guiding equipment to improve their profession and job. Equipment makes their travel easy. They always bring a common torch or a head-mounted lamp when visiting a forest, a waterfall, a natural park, caves, or a safari.

Following are some gadgets that are useful for a guide.

- Map- A good map helps a lot. A guide must know how to read a map.
- Goggles- It will help you in hard sunlight.
- Mobile phones- A good mobile phone proves to be a lifesaving device in times of crisis. It helps to navigate, take photos, stay connected etc.
- First aid kit- Carrying a first-aid kit is essential because it can be a lifesaver in case of injuries or other health-related emergencies.
- Camera- A compact size camera is a valuable tool as it allows you to capture memories of your clients and your work effectively .
- Torch - It proves to be very useful in evening and in dark places like forests and caves.
- Laser torch- It helps to point out an object that a tour guide wants to show to the tourists.
- Dictaphone- It helps you to record voices from a distance. A guide may use the Dictaphone as a recording device which will help him improve his guiding skills.
- Tachograph- It is a handy device used for recording speed and distance covered by vehicle.



source: <https://i.pinimg.com>

Guiding Gadgets Used By Tourist Guides

Maps

Torch

Laser Torch

Goggles

Tachograph

Binoculars

Camera

Dictaphone

Mobile Phone

First Aid Kit

Caps

Figure 5.3. Pictorial Presentation of guiding gadgets used by Tour guide



Let's Wrap Up

Rahi: Maa, , now I see how with the help of tour guides, travelling becomes very simple, easy and comfortable and adventurous too.

Disha: Yes, Rahi!, They are the link between host and guests.

Mother: Indeed, my children. Planning within budgets becomes much easier with the assistance of tour guides. They not only lead you on the tour but also provide guidance and direction to ensure a smooth and enjoyable journey.

You know, people just love to travel, and when they do, they often need someone by their side to help them truly grasp the essence of the place they're exploring. And that someone is what we call a tour guide.

Self-Assessment

Part-A Answer the following questions:

- a. Write about the two basic tools of a tour guide.
- b. Name any six guiding gadgets used by a tour guide.
- c. Who is a tour guide?

Part - B Answer the following questions briefly:

- a. Explain the concept of tour guiding.
- b. Write about the qualities of a tour guide.
- c. Explain the role of a tour guide in tourism industry.

Part - C Exploration Activities

- a. **Write Experience** -Write your experience of any trip that was escorted by a Tour guide.
- b. **Make a cookbook**- All cities have cuisine unique to their region or types of food.
- c. **Photography**- capture a travel experience with photos and make your own album.
- d. **Make power point presentation**- of any place visited by you.
- e. **Role play**- Act as a tour guide and impart information to your classmates about any place visited by you.

Unit-6 Skills in Tourism

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6.5 Lets us Wrap up

This unit aims to introduce the basic concept of skills in tourism to students. After reading this unit, the students will be able to:

- ❖ Understand the meaning of Skills
- ❖ Learn the need and importance of skills in tourism industry
- ❖ Understand the different types of skills
- ❖ Learn Skills required in a tourism professional

“The future belongs to those who learn more skills and combine them in creative ways.”

-Robert Greene

6.0 Story Time



Now, since Rahi and Disha have a good grasp of all the elements of tourism, including travel intermediaries, the hospitality industry, and the role of tour guides, it's now time for them to learn about the skills necessary to become tourism professionals and how they enable them to provide their guests or tourists with unforgettable travel experiences.

Rahi: Ma, the tourism industry is a vast industry and a lot of people are required to work in it. Isn't it?

Mother: Yes, you're absolutely right. It includes many different components where tourism professionals provide their services

Rahi: Ma, when I will grow up, I will join the tourism industry. It seems a good profession.

Disha: Yes, mother I too want to join the tourism industry.

Mother: That's wonderful, my children! But to pursue careers in the tourism industry, you'll need to study and prepare accordingly to become true tourism professionals. It's an exciting journey ahead!

Disha: Maa, what kind of skills do we need to be really good at being tourism professionals?

Mother: Just like any other job, being a tourism professional also requires specific skills. Let's start learning those skills that will help both of you excel in this field.

6.1 Meaning and Definition of Skills

The ability to conduct a specific work or activity to a high level of expertise is referred to as skills. In other words, skills represent one's capability to effectively carry out a task or function.

The acronym for skills can be stated as:

SKILLS

- S- Makes you a **S**MART Learner
- K- Provides **K**NOWLEDGE and training
- I- Innovative **I**DEAS to think out of the box
- L- Continuous **L**EARNING is required
- L- Makes you **L**OYAL and Passionate
- S - Makes you **S**ELF Reliant

Our abilities and talents extend beyond formal education and training. Life itself serves as an ongoing learning platform, with both life experiences and work contributing significantly to our skill development.

Skills, in essence, represent a collection of attributes that empower us to perform tasks effectively. Think of them as your toolkit for achieving success, and this toolkit isn't limited to formal knowledge acquired through books or classrooms.

Life continually offers opportunities for growth and learning. The challenges we encounter, the people we interact with, and the various life experiences we accumulate all play a part in shaping our skillset. For instance, facing difficult situations teaches problem-solving skills, while interpersonal skills improve through interactions with others. Each experience, whether positive or challenging, serves as a stepping stone for skill development.

Work experiences, too, are instrumental in skill enhancement. They provide a practical arena to apply the knowledge gained and the training received. In a work environment, you put your skills into action, further

refining them as you handle real-world tasks and confront challenges. Employment not only offers skill-building opportunities but also acts as a stage to showcase your expertise, enabling you to excel in your chosen field.

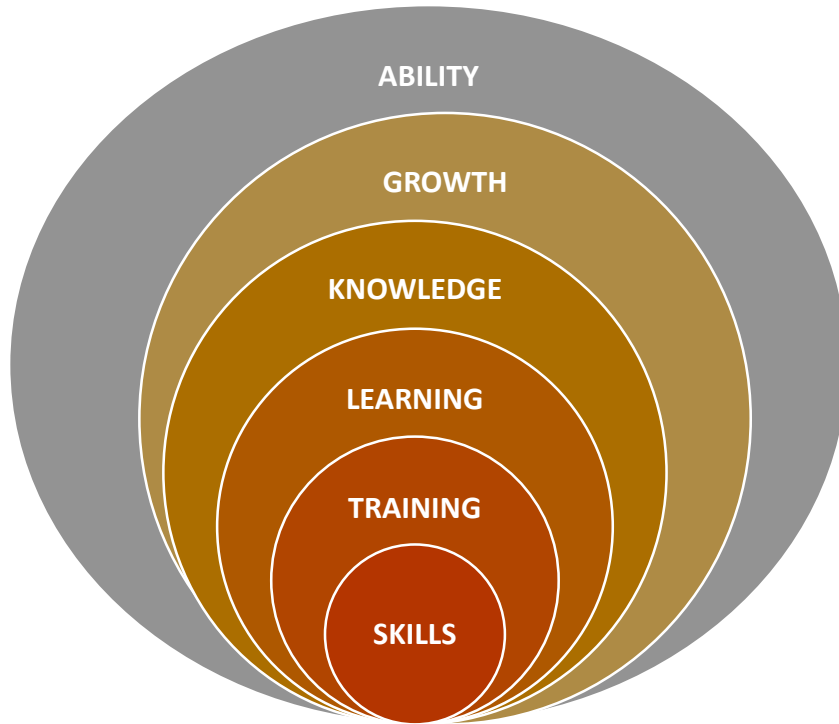


Figure 6.1 Pictorial Presentation Of Skills

6.2 Need and Importance of Skills

Learning and gaining new knowledge are integral parts of our life's journey. As we mature, we naturally accumulate a diverse array of skills that enhance our confidence. These skills are crucial for our personal and professional advancement. Embracing and mastering new aptitudes not only fosters a sense of fulfilment but also broadens the horizons of opportunities that lie before us.

The following are the by-products of learning new skills:

- ❖ Sense of achievement
- ❖ Growth
- ❖ Creativity
- ❖ Achieving new goals
- ❖ Independence
- ❖ Increasing self confidence
- ❖ Emotional balance

Every human being benefits from the growth of their skills. It teaches us to think for ourselves and inspires us to plan for the future.

6.3 Types of Skills

Our skills and characteristics are what make us unique individuals, providing a glimpse into our personal attributes. Skills have the power to elevate an individual into a valuable employee. Let us look at the various types of skills that one must have.

On the other hand, the absence or deficiency of specific skills in a profession can hinder an individual's performance and growth. It can lead to challenges in fulfilling job responsibilities and may limit career advancement opportunities. Recognizing and addressing skill gaps is crucial for professional development and overall success in any field.

Having mentioned that, let's explore the different types of skills one should possess.

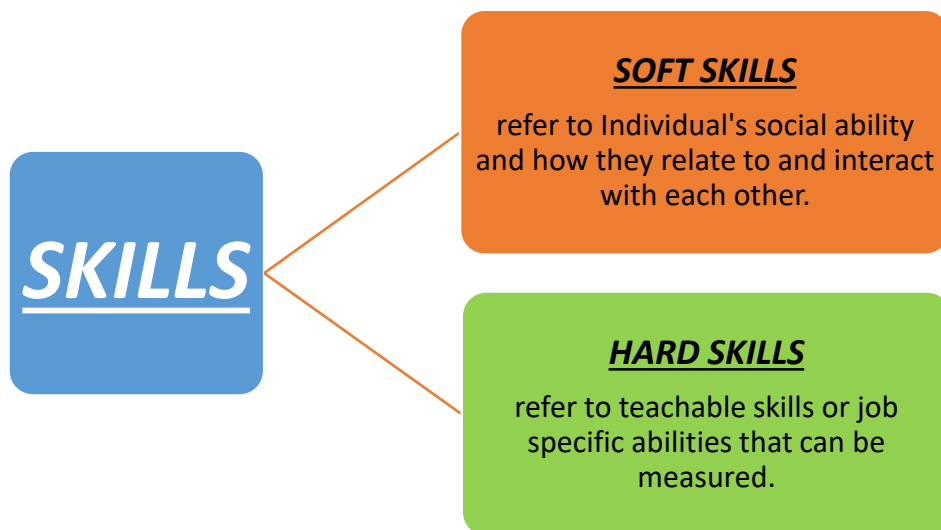


Figure 6.2 Pictorial Presentation Of Types of skills.

Hard skills- Hard skills are the distinct and practical capabilities required for success in a specific profession or occupation. For example, individuals working in culinary roles, such as chefs or kitchen staff, must demonstrate expertise in cooking techniques, food preparation, and effective service skills.

Soft skills- Soft skills, sometimes referred to as professional skills, are the fundamental talents that empower individuals to be valuable and impactful employees. These capabilities include qualities such as effective

communication, self-management, maintaining a positive attitude, and displaying a readiness to learn. These proficiencies play an important role in fostering a positive and productive work atmosphere. Unlike hard skills, which are concrete and job-specific, soft skills refer to personal attributes of a person and how effectively one collaborates with others in a professional setting. Consider this scenario as an example: imagine you work at a hotel's front desk, and a guest is upset because they were given a room with a parking lot view instead of the city view they requested. Your effective communication skills come into play as you listen to their concern, empathize with their disappointment, and assure them you'll address it. You check room availability, coordinate with staff, and quickly provide them with a room overlooking the city. This demonstrates how important effective communication as a soft skill is in ensuring guest satisfaction and a positive experience for both the staff and the guest. Therefore, we need both hard skills as well as soft skills to make ourselves job ready. Let us learn some important soft skills.



Figure 6.3 Pictorial Presentation of Soft Skills.

6.4 Qualities and Skills required for Tourism Professionals

Skills play a crucial role in the tourism industry, particularly in tourism and hospitality, where a substantial workforce is needed to interact with clients. These skills are instrumental in shaping individuals into competent tourism professionals. Key attributes include interpersonal skills, personality traits, and one's overall life perspective, all of which are particularly important for those aspiring to become successful tourist managers:

- ❖ Customer service skills- The tourism sector is customer centric. It is critical to have outstanding customer service abilities in order to understand the needs of the consumer and provide a positive experience.
- ❖ Communication skills- Strong communication skills are highly desired in the tourism sector because it requires contact with individuals of all ages, backgrounds, ethnicities, and temperaments. As a result, excellent communication is essential.
- ❖ Adaptability and Flexibility- In the tourism industry, adaptability and multitasking are essential qualities for workers, as some roles require working during unconventional hours like nights and weekends. It's important to smoothly switch from one task to another as required. Therefore, individuals in this field should possess the capacity to adjust and thrive in various situations that may arise.
- ❖ Commitment- In the tourism industry, both planning and committed execution are crucial. Creating a well-thought-out tour itinerary leads to successful execution.
- ❖ Positive attitude- one must have positive attitude and should be passionate about their job roles.
- ❖ Leadership and responsibility- In the tourism industry, having strong leadership skills and taking responsibility for assigned tasks are vital traits.
- ❖ Teamwork- Tourism professionals consistently collaborate in teams because all aspects of tourism are interconnected. Therefore, effective teamwork is essential for achieving the desired outcomes.

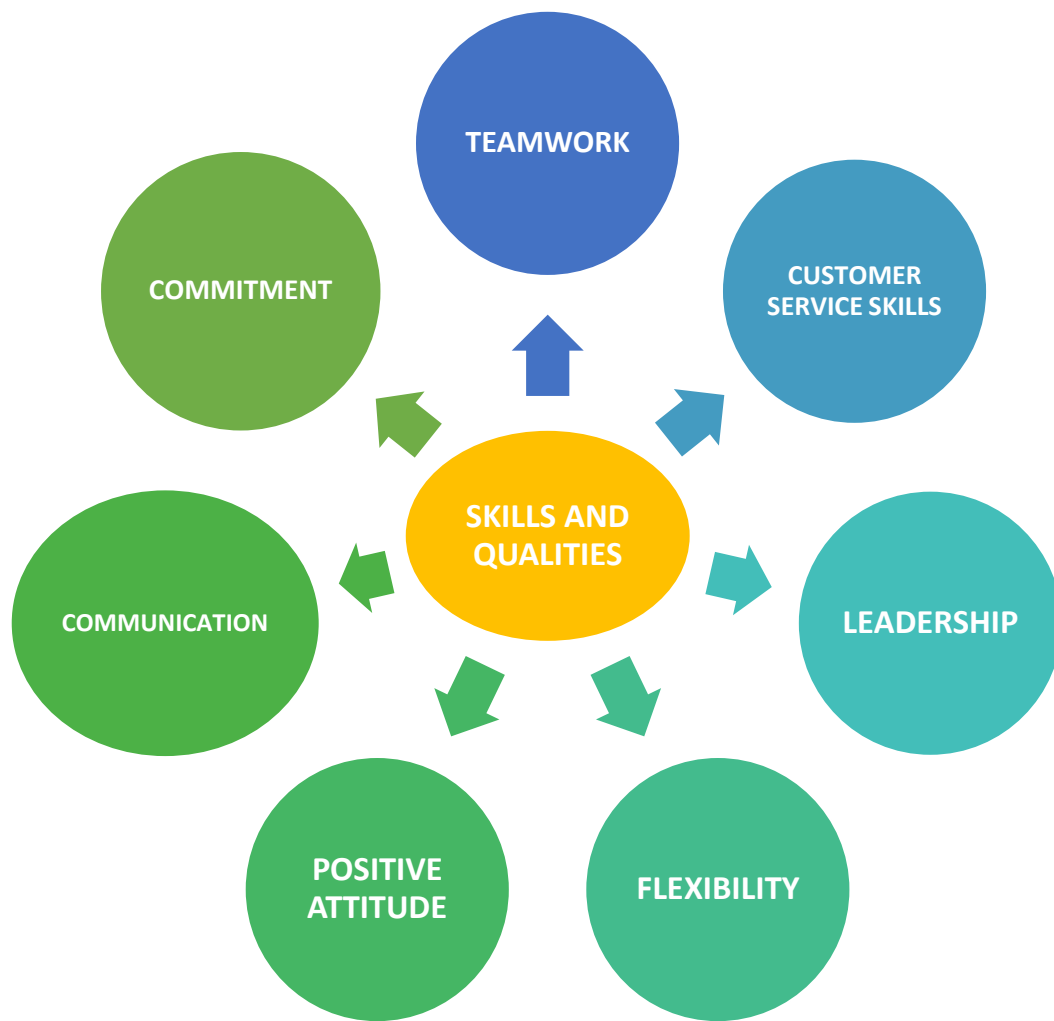


Figure 6.4. Pictorial Presentation for Qualities for Tourism professional



Let Us Wrap Up

Rahi: "Wow, Ma, we have learnt about so many skills today.

Disha: Yes! We also understood the importance of skills to become efficient tourism professionals. We need to learn these skills and keep polishing them over time to be good employees in future.

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

Disha: Ma, I'm really excited about this profession because it means we'll get to travel to different places and explore so much. It's incredibly amazing, and I can't wait!

Self-Assessment

Part-A Choose the correct option:

Q1. Culinary skill is an example of _____ skill.

- a. hard
- b. soft

Q-2 Tourism industry is _____ centric.

- a. producer
- b. customer

Q-3 Skills can transform a person into good employee. (Yes/No)

Q-4 Strong communication skills are highly required in the tourism sector. (Yes/No)

Q5. Adapting new talents in life provides you a sense of accomplishment and opens up new options. (Yes/No)

Part-B Fill in the blanks:

- a. Our skill set encompasses a wide range of _____
- b. _____ and execution _____ with commitment is also required in tourism industry.
- c. Tourism professional always work in a _____.

Part - C Answer the following questions briefly:

- a. Define Skill
- b. Explain the importance of skills.
- c. List out the skills required to become a tourism professional.

Part - D Activities

- a. Make a list of skills you possess and list of skills to be learnt by you.
- b. Make a collage with the logo of different travel agencies and write their taglines.
- c. Design and create -road trip games.

Part –E Exploration Activity

- a. Find out the names of domestic flights in India.
- b. List out some names of international flights.
- c. Find out the names of travel agencies in India.
- d. Find out the names of online travel agencies in India.
- e. Find out the names of different airports in India.



'THE URGE TO TRAVEL'

*Explore the thrill when you travel
Here and there countries and States,
Deserts, Plains and even lakes.
The urge to travel in the hills and clouds,
Makes me feel always proud.
Places are unique with every-thing,
The clothes, the culture and cuisines.
We are ready to try all the things,
The urge to travel is like the wings.
Trips are national and international,
Makes us sometimes devotional and
emotional.*

*On a plane or on a cruising ship
We enjoy each and every trip.
Trips are mesmerizing
Always keeps us energizing,
Go and have a wonderful trip,
The urge to travel is to thrill!!!!*

Courtesy: Sakshi Ahuja

