

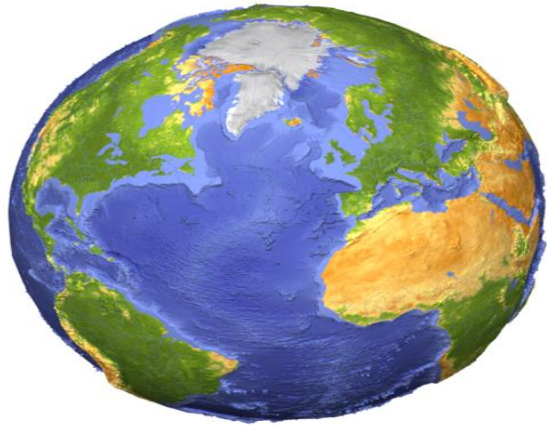
# **Dr. Govardhan Subhash Ubale**

*M.A. SET,NET, PGD in Geoinformatics, Ph. D.*

Associate Professor,  
Department of Geography,  
Vivekanand College, Kolhapur  
(Autonomous)

Email id- govardhanu84@gmail.com

Mob. No.- +91-8888666195



# SYLLABUS

- **Topic 1: Introduction to Tourism-**
- What is Tourism?, Definitions, Nature, Scope, Characteristics of Tourism, Factors of Tourism Process, Tourist: Definitions, Travel & Tourism as basic needs of man, Problems of Tourism
- **Topic 2: Types of Tourism –**
- Basis of Political Border, Quantity of Tourists, Tourism Period, Seasonal Characteristics, Nature of Tourism, Location of Tourism, Purpose of Tourism, Means of Transport, Attraction of the Host Destination.
- **Topic 3: Tourism Planning & Tourism Marketing-**
- **Tourism Planning:** Importance and Necessity, Model of the Tourism Planning, Elements of the Tourism Planning, Planning at National-Regional-Local Level
- **Tourism Marketing:** Meaning of the Tourism Marketing, Factors of Tourist Product, Characteristics of Marketing, Functions of the Tourism Marketing, Tourism Marketing in India.
- **Topic 4: Tourism Management -**
- Local area tour management and Report

# Travel, TOURISM & Management

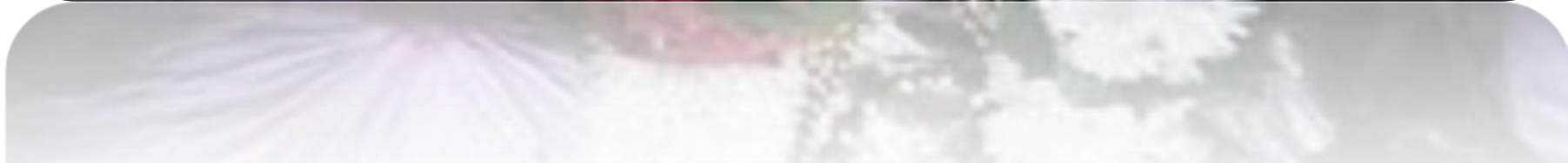




# Mahalakshmi Temple



# Lord Jotiba





# Goa- Beach



# Ooty Lake



# Delhi- India Gate





# Jaipur Palace- Rajasthan



# Taj Mahel - Agra



# Daal Lake – Jammu & Kashmir



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# Vivekanand Temple- Kanyakumari



# Bellur Temple- Karnataka





## पर्यटन म्हणजे काय?

- पर्यटन म्हणजे करमणूक (मजा), विश्रांती, कौटुंबिक किंवा व्यवसायाच्या उद्देशाने, सहसा मर्यादित कालावधीसाठी प्रवास.



# WHO IS TOURIST ????????

## कोण पर्यटक आहे ?

- जागतिक पर्यटन संघटना पर्यटकांची व्याख्या लोक म्हणून करतात:  
“मनोरंजन, व्यवसाय आणि इतर कारणांसाठी सलग एका वर्षापेक्षा जास्त काळ त्यांच्या नेहमीच्या वातावरणाबाहेर जाऊन प्रवास करणे आणि रहाणे.



# TYPES OF TOURISM

## पर्यटनाचे प्रकार

# BUSINESS TOURISM व्यवसाय पर्यटन

- व्यवसाय हस्तांतरण पूर्ण करण्यासाठी किंवा व्यवसाय घटनेत भर घालण्यासाठी प्रवास.

- EXAMPLES

अधिवेशने  
विक्री सभा  
व्यापार शो



# NATURE TOURISM निसर्ग पर्यटन

- नैसर्गिक सेटिंग, देखावा किंवा वन्यजीव आनंद घेण्यासाठी प्रवास
- आफ्रिकेतील सेरेनगेती मैदान, किंवा कोस्टा रिका मधील पर्जन्यवृष्टी ही उदाहरणे आहेत



# सांस्कृतिक पर्यटन आणि धार्मिक पर्यटन

- एखाद्या स्थानाचा इतिहास, लोकसाहित्य आणि सांस्कृतिक जीवनशैली अनुभवण्यासाठी प्रवास.
- संग्रहालये, होमस्टेज, मशिदी, मंदिर



# RECREATIONAL TOURISM मनोरंजन पर्यटन

- दैनंदिन जीवनातून काहीतरी वेगळे अनुभवण्यासाठी पर्यटन.
- आरामशीर, कॅम्पिंग



# ACTIVE TOURISM सक्रिय पर्यटन

- पर्यटन ज्याचे पूर्वनिर्धारित उद्दीष्ट असते, जसे की...

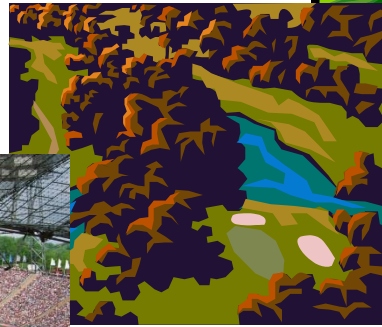
पर्वत चढणे





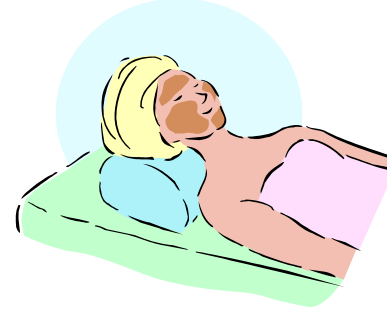
# SPORTS TOURISM क्रीडा पर्यटन

- विशेष खेळ किंवा क्रीडा स्पर्धा अनुभवण्यासाठी पर्यटन.



# HEALTH TOURISM आरोग्य पर्यटन

- एखाद्याचे आरोग्य सुधारण्यासाठी पर्यटन
- स्पा
- वजन कमी करणे शिबिरे
- शस्त्रक्रिया



# ECOTOURISM पर्यावरण पर्यटन

- नैसर्गिक सेटिंगमध्ये कमी प्रभाव साहसी - निसर्गाशी सुसंगतता.
- दुर्गम ठिकाणी लोक पर्यावरणीय पर्यटन







**THANK YOU**

# Tourism Development & Planning In India

## Dr. G. S. Ubale

TOURISM OF INDIA





# Strength of India for tourism

- Country of rich heritage and traditions having a vast and varied history.
- Places of ancient civilization and settlements dating back to several centuries present in India.
- Unity in Diversity i.e.. Multicultural people staying together in the same country.
- One of the fastest growing economies of the world.
- India has been maintaining good and cordial relationship with different countries which helps the people of those countries to get the visas easily to visit India.



**“atithi devo bhava”**





# Initiatives taken by government to promote tourism industry

In the year 2002, the Government of India announced a New Tourism Policy.

The policy is built around the 7-S Mantra of -

- SWAAGAT (WELCOME)
  - SOOCHANAA (INFORMATION)
  - SUVIDHAA (FACILITATION)
  - SURAKSHAA (SECURITY)
  - SAHYOG (COOPERATION)
  - SANRACHNAA (INFRASTRUCTURE)
  - SAFAAI (CLEANLINESS)
- 






# Foreign tourist arrivals(FTAs) in India

The number of FTAs in India during:

- 2010: **5.78 million**
- 2011: **6.29 million**
- 2012: **3.76 million**

The number of foreign tourist arrivals in the country in **2013** showed an increase of about 4.1 % over 2012.





# Tourism growth in India

- ◆ According to *World Tourism Organization* estimates, India will lead in South Asia with 8.9 million arrivals by 2020
- ◆ India is poised to emerge as the 2nd fastest growing (8.8%) tourism economy in the world over 2005-14 according to the *World Travel & Tourism*

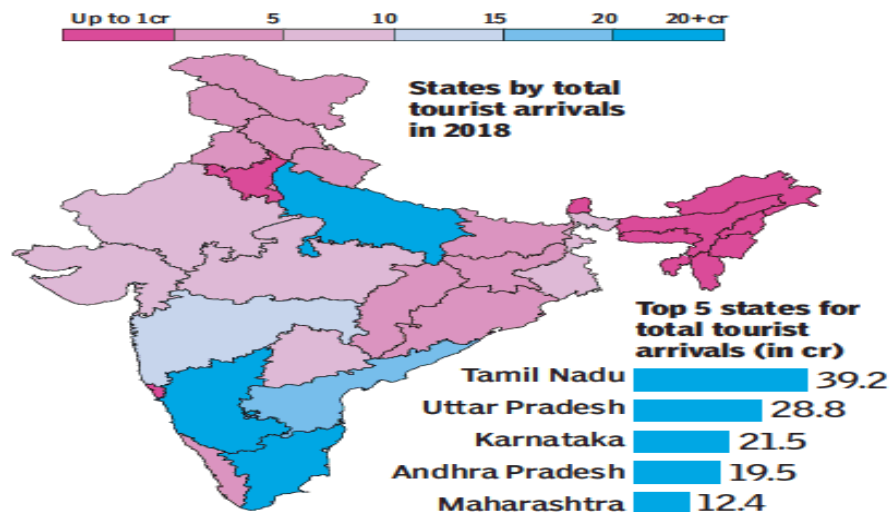
# Future Prospects of Indian Tourism

- Demand for travel and tourism is expected to grow by 8.2%
- Expected to be the to be the 2<sup>nd</sup> largest employer
- Capital investment is expected to grow by 8.8% which is US\$94.5 billion
- Anticipated to become fastest growing business travel destination

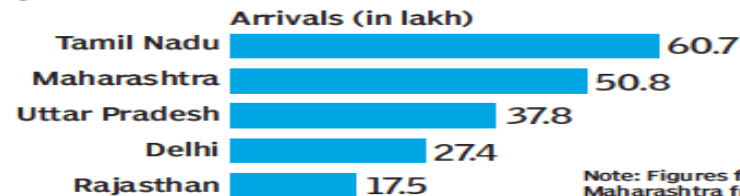


For a second straight year, Tamil Nadu saw the most tourist arrivals despite having one of the lowest expenditures on tourism, finds a study by World Travel and Tourism Council – India Initiative. In 2018, India had nearly 2 billion tourists, both domestic and foreign. A look at how states performed

## Agra, Varanasi make UP second-most visited state



## Top 5 states for international tourist arrivals in 2018



**185cr**  
Total tourist visits in 2018, a 12% increase from 2017

**2.89cr**  
International tourist visits in 2018, up 7% from 2017

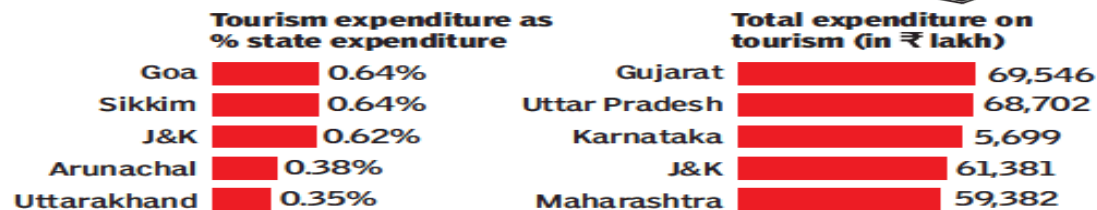
Tamil Nadu accounted for 21% of all tourist visits in 2018, followed by UP at 15%

India at present ranks 34 out of 140 economies in terms of travel and tourism competitiveness

Though the government has introduced the e-visa scheme and made efforts to increase India's rank in the 'Ease of Doing Business' index, it is still a long road to becoming a major destination for international tourism

## Goa, Sikkim spend biggest chunk of budget on tourism

Top 5 states for expenditure on tourism in 2018-19



**\$247 billion**  
India's tourism GDP in 2018, up by 6.7% from 2017. Tourism contributed about 9% to the country's total GDP

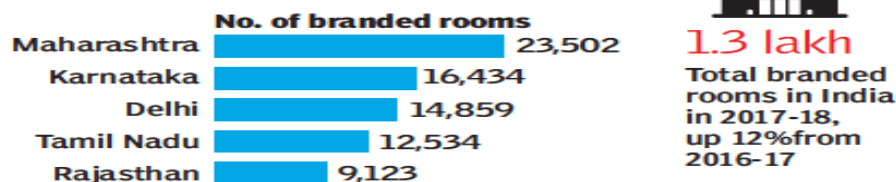
**4.3cr**  
Jobs generated, directly and indirectly, by the tourism and travel industry in 2018

➤ The growth was largely driven by domestic tourism

**₹1,518cr**  
Combined states' spending on marketing and publicity for tourism

## Delhi has the highest density of 'branded' rooms

Top 5 states for branded rooms in 2018

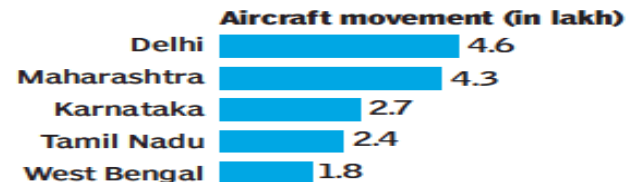


➤ Karnataka and Tamil Nadu added the most branded rooms in 2018

➤ Delhi has the highest density (rooms per sqkm) of branded rooms, followed by Goa

## Delhi, Maharashtra see the most air traffic

Top 5 states for aircraft movement in 2018

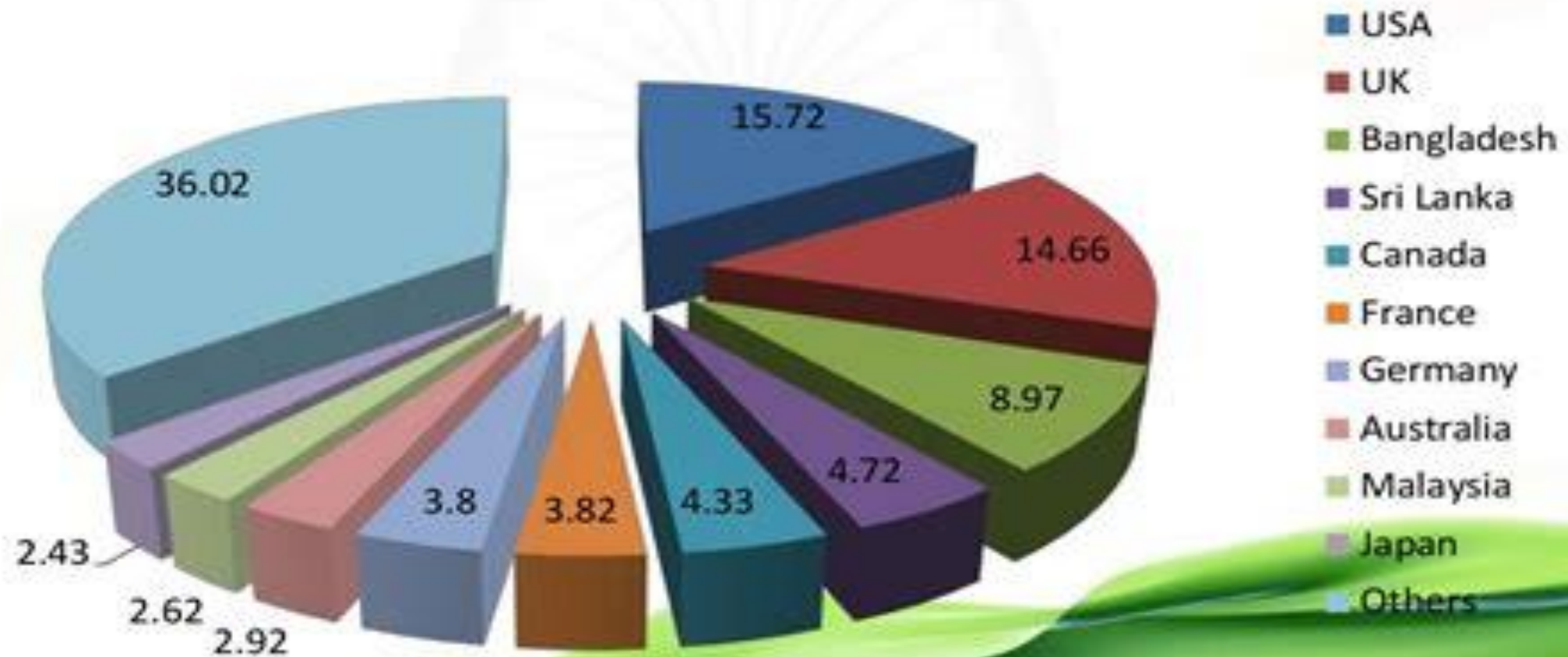


➤ The most dense road network is in Delhi, followed by Kerala and Goa

➤ The most dense rail network is also in Delhi, followed by West Bengal and Bihar

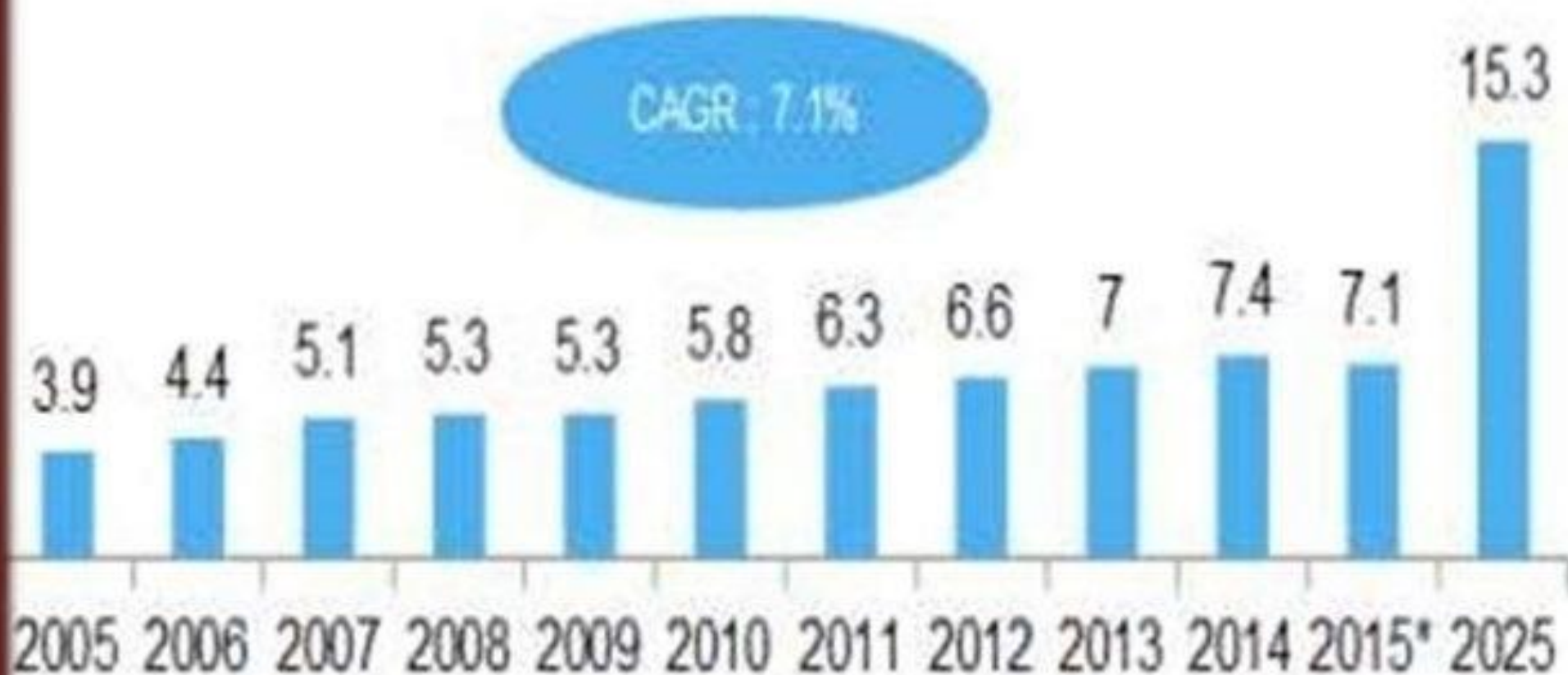
**34.4 cr**  
Total passengers (including transit) served at 102 airports in 2018-19, up by 11.6%

# FTAs (% share) of top 10 Source countries in India in 2013





## Foreign tourists arriving in India (million)



Source: World Travel & Tourism Council's Economic Impact 2015, Ministry of Tourism, TechSci Research \* Till November 2015 CAGR- Compound annual growth rate



# **NATIONAL TOURISM POLICY**

- 1. Scheme for Product/Infrastructure and Destination Development**
- 2. Scheme for Support to Public Private Partnerships in Infrastructure**
- 3. Scheme for Market Development Assistance (MDA)**
- 4. Heritage Destinations development**
- 5. Beach and Sea Tourism/Eco Tourism promotion and development**
- 6. Projects for NE Region**



# THE FOURTH FIVE YEAR PLAN (1969-1974)

The fourth plan document recognizes tourism as an important means of earning foreign exchange and employment generation. The role of tourism in international relations and it is an important tool for international contacts and understanding with an emphasis on development has been acknowledged.

Introduction of reduced fares on international air sectors resulted in the change in the pattern of tourist traffic to India. The number of tourists who came to stay in the country increased. Occupation wise the largest group consisted of educationists followed by students and businessmen. Age profile of the visitors also changed with predominance of younger age group between 31-50 years.

Expansion and improvement of tourist facilities in order to provide for the new class of tourists and promote destination traffic. Five major 'integrated projects' were included in the Plan. These were Gulmarg Winter Sports Project, beach resort development of Kovalam and Goa, development of Kullu & Manali and a few selected Buddhist centres.

Gulmarg was selected by the Government to develop winter sports on the advice of experts in 1960. As a first step, a Ski Instructor's Training School, later designated as the Indian Institute of Skiing & Mountaineering, was established by the Department of Tourism in 1968.





**भारत पर्यटन विकास निगम लि.  
India Tourism Development Corporation Ltd.**

1. It is a public sector units established in 1966.
2. It is involved in construction, management and marketing of hotels restaurants, etc.
3. Tourist transport facilities, production, distribution and sale of tourist published materials, providing entertainment facilities, etc. are some of the services rendered by ITDC



# PROMOTION OF TOURISM

- Incredible India! :- AAMIR KHAN. (Brand Ambassador)
- Gujarat Tourism :- AMITABH BACHCHAN. (B.Amb)
- Kingdom of Dreams:- SHAHRUKH KHAN. (B.Amb)
- Goa Tourism:- PRACHI DESAI. (B.Amb)
- Kerala Tourism:- Govt. of Kerala (Incredible India!).
- Rajasthan Tourism:- Govt. of Rajasthan(Incredible India!).
- Madhya Pradesh Tourism:- Govt. of MP(Incredible India!).

## INDIA TOURISM DEVELOPMENT CORPORATION LIMITED (ITDC)

- public sector undertaking (PSU) established in October 1966
- head quarters in New Delhi, 75crore of equity
- Products- Ashok Group Hotels(17 properties ), Duty Free Travel Solutions, Advertising Solutions, Engineering Consultancy, Education and Training, Event Management, Art Gallery
- Commonwealth Games 2010 Delhi made the India Tourism Development Corporation Ltd. (ITDC) as an Hospitality partner all three properties i.e Hotel Ashok, Samrat and Janpath –as the Games Family Hotels with Hotel Ashok being the flagship hotel. “The hotels offered a combined inventory of 680 rooms/suites with Hotel Ashok offering 500 rooms, Samrat offering 60 rooms and Janpath offering 120 rooms.”



## **Contribution of Indian tourism to the economy**

1. Employment generation, Poverty alleviation, and sustainable human development.
2. Second **highest foreign exchange** earner for India.
3. Contributes to the economy indirectly through linkages with other sectors like agriculture, poultry, horticulture, handicrafts and construction.
4. Domestic tourism plays a vital role in achieving the national objectives of promoting social, cultural cohesion and integration.

# Contribution of Medical Tourism in the Indian Economy

- ❖ India not only offers the medical treatment but also other rejuvenates services such as yoga, meditation, herbal therapies and other skin treatments which could uplift the mood and enhance health of medical tourists.
- ❖ It is estimated that it will grow at a Compound Annual Growth Rate of over 19% and will reach up to 1.3 million.
- ❖ Tourism in India is also one of the fast revenue generating industry and contributing around 5.92% to the National GDP, and providing employment to over 9.24% of the total country's workforce.



MAHARASHTRA  
TOURISM  
DEVELOPMENT  
CORPORATION LTD.

महाराष्ट्र पर्यटन  
विकास महामंडळ मर्या.





**MAHARASHTRA TOURISM**

Role of ITDC can be better understood in the following lines:

- ✓ **Help India as a tourist destination.**
- ✓ **Help in the development of infrastructure.**
- ✓ **Helps in the promotion of domestic tourism in collaboration with railway.**
- ✓ **Provides consultancy services.**
- ✓ **Provides inbound tourist traffic. Provides training facilities.**

# Tourism Planning In India

- Started quite late with the first tourism policy being announced by the Government of India in November, 1982 after tourism was recognized as an industry by the Planning Commission of India in June, 1982.
- In July, 1986 the Planning Commission of India set up the National Committee on Tourism in order to formulate plans for this sector.
- The government's initiatives of incorporating a planned tourism sector in India went a long way in boosting Indian tourism.
- In May, 1992 the National Action Plan for tourism was announced.
- The objectives of this landmark plan for **tourism planning in India** were:
  - To improve the economy category domestic tourism
  - To develop the tourist areas socially and economically
  - To preserve the environment and the national heritage
  - To encourage international tourism
  - To improve in world tourism India's share
  - To increase opportunities for employment in this sector



# Tourism Planning In India

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## **SOME SPECIAL CONSIDERATIONS IN PLANNING FOR TOURISM**

- Matching tourist products and markets
- Maintaining sustainable development
- Environmental and socio-cultural problems
- Balancing economic, environmental and social objectives
- Maintaining the viability of the tourism sectors
- Limited tourism resources



# Luxury Trains for Tourism



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Express -  
Rajasthan**









HerZindagi

herzindagi.com



- **Maharaj Express**

- Delhi - Agra - Ranthambore - Jaipur - Bikaner - Jodhpur - Udaipur – Mumbai

- **Palace on Wheel**

- historic destinations of [Jaipur](#), [Udaipur](#), [Jodhpur](#), [Chittorgarh](#), and [Agra](#). To embrace the beauty of nature, train halts at [Sawai Madhopur](#) and [Bharatpur](#).

- **The Deccan Odyssey**

CST Mumbai- Lonavala- Pune

- **Golden Chariot**

Karnataka- Goa- Kerala- Tamilnadu

- **Royal Orient Train**

Mumbai, Ratnagiri, Sindhudurg, Karmali, Pune,  
Aurangabad, Ajanta

- **Fairy Queen Express**

West Bengal

## **Heritage on Wheels**

- Rajasthan- Bikaner-Shekhavati