



As Per CBCS Syllabus

Fundamentals of **TOURISM**

B.Com. Travel and Tourism Programme

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SYLLABUS

M.G.UNIVERSITY

SACRED HEART COLLEGE, THEVARA, FUNDAMENTALS OF TOURISM

MODULE -1 Introduction to tourism industry- meaning and definition of tourism- excursion- leisure and recreation, tourist – visitor- traveler –domestic and international tourism-nature, scope and significance of tourism - Different components of tourism- historical perspective of tourism industry in India- growth of the Indian tourism. (15 Hrs.)

MODULE-2 Types of tourism- pilgrimage- cultural-folklore-farm-eco-business- adventure rural-cuisine- monsoon- handicraft- community-based tourism- domestic and international tourism- sports tourism- health tourism- responsible tourism [features and characteristics- advantages and disadvantages of each type]. (10 Hrs.)

MODULE-3 Tourism products- meaning and concept- characteristics of tourism products-components- art and architecture-architectural wonders- archaeological sites-monuments- forts and palaces museums-traditions and festivals- nature-based tourism- tourism products of India- wild-life sanctuaries-national parks- hill-resorts- desert safari- Indian beaches and backwaters- Indian folk- culture- customs and costumes. (25 Hrs.)

MODULE-4 Planning for tourism development. Objective- setting- selection and classification of tourism spots- carrying capacity management- determinants of carrying capacity level- development of basic amenities- evaluation of tourism project- development and implementation of tourism master plan. (15 Hrs.)

MODULE-5 Adversities of tourism- issues of tourism- environmental- ecological-cultural social-diverse habitat- conservation of ecology- management of adversities of tourism. Alternative tourism- concept and nature- features and trends- space tourism- social tourism- special interest tourism- geological lodging- government agency for intervening the issue of adversity- policy of tourism and development- wild-life Protection Act 1972, Air (Prevention and Control of Pollution) Act 1981, Water (Prevention and Control of Pollution) Act 1974, Environmental (Protection) Act 1986. (25 Hrs.)

2.19 EDUCATIONAL TOURISM:-

The main objective of tourists in this type of tourism is learning or acquiring knowledge about culture or history of other countries or visiting other educational institution or universities etc. The travel aimed at learning a foreign language is a notable example of this type of tourism. This type of tourism provides the students an opportunity to experience what lies beyond their horizon. It also help the students to experience the different teaching styles and learning techniques.

2.20 SUSTAINABLE TOURISM:-

The economic significance of tourism in terms of employment, income, foreign exchange and regional development are the major driving force that enables the national government to place tourism in their development agenda. As one of the world's largest and fastest growing industries, the continuous growth had resulted great stress on the destination environment and on the life of the local population. These include the destruction of the traditional landscape, congestion of the transport system, various forms of pollution, impacts on natural resources, impacts on consumption patterns, impacts on social systems etc. Due to these problems, the sustainable planning and management was became imperative for the industry to survive as a whole. The sustainable development approach to tourism is acutely important because most tourism development depends on attractions and activities related to the natural environment, historic heritage and cultural patterns of areas. If these resources are degraded or destroyed then tourism cannot be developed.

As the profile of environmental and sustainable issues grew in the political arena during the 1980's, the call for global action with regard to the environment continued. One of the important consequences arising from this call was the 1992 United Nations Conference on Environment and Development (The Earth Summit). The United Nations Conference on Environment and Development (UNCED), which took place in Rio de Janeiro in June 1992 focused on three broad concepts: An "Earth Charter" covering a number of principles aiming at development and the protection of the environment, was the first focus for discussion. Secondly, "Agenda 21" was intended to be a global action plan for sustainable development; thirdly, developing countries demanded a substantial increase in new funding from developed countries to contribute to sustainable development in the South. Originating from this conference arose a detailed blueprint for implementing sustainable development (Agenda 21), and whilst not legally binding, agreements reached at the Earth Summit laid down principles for global sustainable development. Travel and tourism was identified as one of the industries which have the potential to make a positive contribution to a healthier planet. At the international level the 1992 Rio Earth Summit put forward 12 principles for sustainable development, and

Agenda 21 sets nine goals for governments and, ten for the private sector to achieve in order to attain sustainable tourism development. Thus this resulted the origin of sustainable tourism concept.

The term "sustainable tourism" has come to represent and encompass a set of principles, policy prescriptions, and management methods. The basic concept of "sustainable development" is that tourism must not have any irreversible adverse effect on the environment. The WTO definition for sustainable tourism (1990, Env 3/3), which takes its inspiration from the Brundtland Report (1987)² is: "tourism which meets the needs of the tourist and host regions of today while protecting and increasing the opportunities for the future". The Brundtland Report, Our Common Future which defines sustainability as 'meeting the needs' of the present without compromising the ability of future generations to meet their own needs'. And the most accepted definition for 'sustainable tourism development' was given by World Tourism Organisation(WTO) and the definition is as follows:

"Sustainable tourism development meets the needs of the present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining the cultural integrity, essential ecology processes, biological diversity and life support systems"(p2, 1998)³

The major objectives of sustainable tourism are (i) The natural, historical, cultural and other resources for tourism are conserved for continuous use in the future while still bringing benefits to the present society, (ii) Tourism development is planned and managed so that it does not generate serious environmental, socio-cultural problems in the tourism area, (iii)The overall environmental quality of tourism areas are to be maintained and improved wherever needed, (iv) A high level of tourist satisfaction is maintained so that tourist destinations retain their marketability and popularity, (v) Benefits of tourism should be fairly distributed among the society members. To achieve the objective of sustainable tourism there is a dire need that our tourism businesses, visitors and most importantly our destinations and the host communities take a well-planned stride towards achieving sustainability in its management, operations and even in the simplest of actions that are taken to support tourism in a destination. This would only be possible by adopting a 360 degree approach to sustainable tourism – that includes all aspects effective sustainability planning, maximizing social and economic benefits for the local community; enhancing cultural heritage; and reducing negative impacts to the environment.

²United Nations (1987),"Our Common Future: Report of the World Commission on Environment and Development".

³ World Tourism Organisation(1998), Guide for local authorities on developing sustainable tourism Madrid: World Tourism Organisation

2.21 ECO-TOURISM:-

Ecotourism is a type of travel that focuses on the discovery of a natural or wildlife habitat in a manner that maximizes local economic and social goals, and reduces the possibility of environmental degradation. It is about preserving ecosystems, educating visitors about conservation, empowering localities, operating sustainable tourist attractions – and, most of all, having fun and unique experiences.

Although the origins of the term ecotourism are not entirely clear, one of the first to use it appears to have Hetzer(1965)⁴ who identified four pillars or principles of eco tourism, minimizing environmental impacts, respecting host cultures, maximising the benefits to local people and maximising tourist satisfaction. He defined Ecotourism as “tourism based principally upon natural and archaeological resources such as birds and other wildlife, scenic areas, reefs, caves, fossil sites, archaeological sites, wetlands, and areas of rare or endangered species” (Hetzer, 1965). According to Hector Ceballos-Lascurain (1983) and who defined it as “travelling to relatively undisturbed or uncontaminated areas with the specific object of studying, admiring, and enjoying the scenery, its wild plants and animals, as well as any existing cultural manifestations found in these areas”.

According to The International Ecotourism Society eco-tourism is defines as “responsible travel to natural areas that conserves the environment and sustains the wellbeing of local people”. The International Ecotourism Society (TIES) is a non-profit association committed to promoting eco tourism practices that benefit conservation and communities. Representing the voices of stakeholders from all corners of the world, TIES’ global network supports and is supported by members from 124 countries, who are leading the vital efforts to make travel and tourism more sustainable.

As per World Conservation Union ecotourism is “environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features- both past and present) that promotes conservation, has low negative visitor impacts and provides for beneficially active socio-economic involvement of local populations”

In short, ecotourism can be conceptualized as – “Any tourism programme that is

- nature based,
- ecologically sustainable,
- where education and interpretation is a major component and
- where local people are benefited.”

⁴ Hetzer, D. (1965), Environment, tourism, culture, Links, 1.

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