

Chapter 7  
International Tourism Business

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**TOURISM –AN ECONOMIC AND SOCIAL  
PHENOMENON**

# IMPORTANT FEATURES OF OPERATIONS OF AIRLINES

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- ✘ Ticket revenue
- ✘ Operating Costs
- ✘ Airline Staff

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# AIRLINE STAFF

✘ Line Personnel



✘ Maintenance Staff



✘ Sales and Marketing



# AIRPORT MANAGEMENT SYSTEMS

- ✘
- ✘ Air Traffic Control Administrator System (ATCAS)
- ✘ Over Flight Billing System (ATCBILL)
- ✘ Real Time Apron Management System (RAMP)
- ✘ Handling Agent System (HAS)
- ✘ Airport Flight Information Display System (AFIDS 2000)
- ✘ Gate Allocation System
- ✘ Automated Warehouse System
- ✘ Security Systems
- ✘ Metrological Systems
- ✘ Ground Services System (GSS)
- ✘ Staff Information via Intranet
- ✘ Airport Landing Dues Information System (ALDIS 2000)
- ✘ Statistical and Financial Reports
- ✘ Cash Invoicing System (CIS)
- ✘ Non Aero Invoices
- ✘ Passenger Check In System
- ✘ Facility Management System
- ✘ Point of Sale System
- ✘ Apron Services Management System (ASMS)



# VIEW OF A MULTIPLE TERMINAL AIRPORT



# PASSENGER'S MOVEMENTS AT AN AIRPORT



# RAILWAY OPERATIONS IN INTERNATIONAL TOURISM

- ✘ International travelling primarily takes place by air in modern times because of paucity of time with most travellers and much slower speeds of other modes of transport. Railways are the preferred mode of cross country travel in smaller continents like Europe and for middle of the range travellers in developing nations going to neighbouring countries.
- ✘ In most countries, railways are owned by state enterprises . Only at a few places, you find privately run railway organisations.

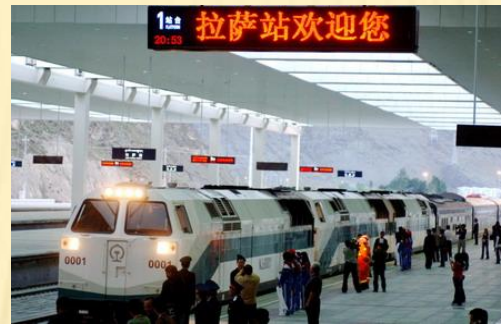


# MODERN BULLET TRAINS





# A PICTORIAL TRAIN JOURNEY



# SOME IMPORTANT TOURIST TRAINS IN INDIA

- ✘ Palace on Wheels
- ✘ Royal Rajasthan on Wheels
- ✘ Maharaja Express
- ✘ Deccan Odyssey
- ✘ The Golden Chariot
- ✘ Mahaparivartan Express

# SERVICE IN PALACE ON WHEELS





# ROADWAYS AND INTERNATIONAL TOURISM

- ✘ Up to the beginning of the twentieth century, tourists travelled almost exclusively by rail and steamship. The invention of the new transport medium, travel by a private car and coach received its first impetus in the ten years which preceded World War I.
- ✘ The entire shape of the tourist industry was therefore transformed by the invention of this new transport medium. The growth of the private car may be identified as a major cause of the decline of the railways.

The automobile has brought about a more random pattern of travel movements, has opened up new destinations and has stimulated the development of new automobile oriented facilities and services along highways and roads.

- ✘ Car rentals and recreation vehicle (or RV) spurred the development of travel by car. RVs offer the opportunity to combine driving and camping.
- ✘ Camping has become very popular in North America. The USA has more than 14,000 public and private parks and camp grounds.
- ✘ Very large and comfortable, air conditioned tourist buses carry millions of passengers through Europe every year.

# LARGE COMFORTABLE BUSES



# ABILITY TO CARRY BAGGAGE AND EQUIPMENT





# VEHICLES CAN BE USED AS ACCOMMODATION



# ENJOYING PRIVACY ON A TRIP





# EXCELLENT HIGH SPEED ROADWAYS





# WATERWAYS ADD FUN TO TOURISM

- ✘ Water tourism is travelling by boat while on holiday, with the express purpose of enjoying beauty of nature around waterways. This can be travelling from one luxury port to another luxury port in a cruise ship, but also joining boat-centered events such as regattas or recreation at specially prepared boat-landing places. Also known as a boating holiday, it is a form of tourism that is generally more popular in the summertime.
- ✘ Shipping, like the railways, had made a significant contribution to travel during the nineteenth century. While railways were responsible for inland travel, especially in Europe, the steamship crossed the boundaries and made strides in inter-continental travel. The shipping technology made a number of innovations in the nineteenth century.

# VENICE, A POPULAR WATER TOURISM DESTINATION





# A TOURIST HOUSEBOAT IN KERALA





# CRUISE TOURISM

- ✘ 'Cruise Shipping' is one of the most dynamic and fastest growing components of the leisure industry worldwide. It is fast emerging as a new marketable product. India with its vast and beautiful coastline, virgin forests and undisturbed idyllic islands, rich historical and cultural heritage, can be a fabulous tourist destination for cruise tourists. With the Indian economy developing at a steady pace, middle class growing in number and increasingly possessing disposal incomes which could be spent on leisure activities, Indians could also take on cruise shipping in a big way.

# THE OPULENCE ON A CRUISE SHIP



# OPERATING THE HOTEL BUSINESS: VARIOUS DEPARTMENTS

- ✘ Concierge
- ✘ Front Office
- ✘ Housekeeping
- ✘ Kitchen
- ✘ Food and Beverages
- ✘ Stewarding
- ✘ Maintenance



# CONCIERGE IN A HOTEL



# FRONT OFFICE



# HOUSEKEEPING IN HOTELS





# HOTEL KITCHENS



# FOOD AND BEVERAGE MANAGEMENT



# STEWARDS IN HOTELS





# HOTEL MAINTENANCE



# INTERNATIONAL TOUR COMPANIES

- ✘ Today, International Tourism is highly organised through the mushrooming of a number of tourism companies in almost every country.
- ✘ The development of organised travelling began around 1840 with Thomas Cook, the founder owner of Thomas Cook Group which is even today, one of the leading names in International Tourism. Since the days of Thomas Cook, travel agency business has undergone tremendous transformation. Today, it is a multi-billion dollar business catering to millions of tourists every day spanning more than 100 countries.
- ✘ A travel agency's main function is to act as an agent, selling travel products and services on behalf of a supplier in International Tourism.
- ✘ Other commercial operations are undertaken, especially by the larger chains. These can include the sale of in-house insurance, travel guide books and timetables, car rentals, and the services of an on-site Bureau de change, dealing in the most popular holiday currencies



# A 19<sup>TH</sup> CENTURY RAIL TOUR BY THOMAS COOK





# SOME SERVICES OFFERED BY TRAVEL AGENCIES



# LIST OF SERVICES BY TOUR OPERATORS

- ✘ Ticketing
- ✘ Hotel Reservation and Booking
- ✘ Tour Packages
- ✘ Local Transportation
- ✘ Passport and Visa
- ✘ Insurance Coverage
- ✘ Travel Guides and Timetables
- ✘ Foreign Currency

# TOUR PACKAGES GENERALLY INCLUDE

- ✘ All transfers between airports/harbours/stations and hotels
- ✘ Twin share tourist and first-class accommodation with private facilities, as specified
- ✘ Cruises
- ✘ Rental cars
- ✘ Entrance fees to attractions
- ✘ Insurance
- ✘ Tickets for entry to events or attraction
- ✘ Insurance



# VARIETY OF TOURS OFFERED

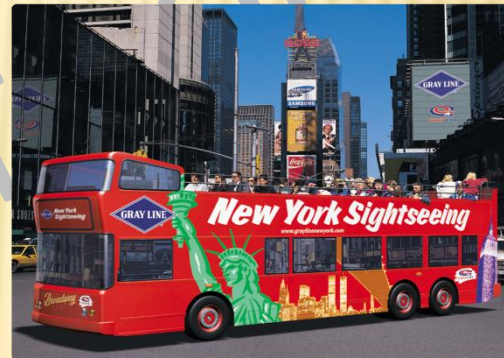


# DIFFERENT TYPES OF TOUR PACKAGES

✘ Group Tours



✘ City/regional Tours



✘ Adventure Tours





# TOURISM DEPARTMENTS OF GOVERNMENTS

- ✘ The Ministry of Tourism and Tourism Department in any country is charged with developing and fostering the tourism industry. Tourism is an export industry, whose economic importance lies not only in its major contribution to the balance of payments, but also in its being a magnet for large and ever-increasing investments. Tourism industry is the direct employer of millions of bread-winners throughout the world and is a tool for regional development and population dispersal. Tourism is also an effective, credible, and direct means of disseminating favourable information about the home country: every tourist who comes to the land gains a better understanding of the country's position, problems, and accomplishments.
- ✘ Tourism serves as a bridge for peace and the best link with non-resident nationals, whose visits reinforce their bonds with the home land.
- ✘ The Ministry of Tourism has to be active both in the home country and abroad. Activities abroad fall into two categories, both handled by the Ministry's tourism offices



# DEPARTMENT OF TOURISM PHILIPPINES



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# FUNCTIONS OF TANZANIA TOURIST BOARD

- ✘ To advertise and publicize Tanzania as a tourist destination
- ✘ To encourage development of amenities and to enhance Tanzania attractiveness
- ✘ To undertake research necessary for improving the industry's performance
- ✘ To foster understanding on the economic benefits of tourism in Tanzania
- ✘ To collect information necessary for carrying out its functions.

# VARIOUS SECTIONS IN THE DEPARTMENT OF TOURISM

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- ✘ Tourism Services
- ✘ Planning and Economics
- ✘ Tourism Promotion
- ✘ Articles Service
- ✘ Tourism Information Centre

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# ACTIVITIES AND BUSINESSES SUPPORTED BY TOURISM

- ✘ Infrastructure Projects
- ✘ A number of hotels, inns, sanitoriums, guest houses, restaurants, eateries, fast food joints are built around such sites and this creates a busy small or township. For example, when the Madikeri Buddhist Sanctum was established near Mysore, the small village of Kushalnagar underwent a total make-over and it has become a bustling township with many hotels, restaurants, shopping arcades and local transport vehicles. Road building gets a momentum around such sites too.

# LOCAL TRANSPORT BUSINESS

- ✘ Tourists generally move in buses or rented vehicles in a tourist city to see various attractions. Therefore, many transport operators set up base in such places and the business keeps growing as the place grows in popularity.

# VARIETY OF SHOPS AND SERVICE PROVIDERS

- ✘ Tourists like to take some souvenirs from the places they visit. So they buy speciality articles and products pertaining to those places. Therefore, souvenir shops, apparel shops, sweetmeat shops which provide the flavour of the local culture get a boost due to tourism. Most affluent households display Magnets portraying various places they visit like Dubai, Singapore, Bangkok, London, Kuala Lumpur and so on. Some souvenirs from London are seen here.



# ENTERTAINMENT PROVIDERS

- ✘ A number of tourists adults as well as children would like some sort of entertainment at places they go to. There are a variety of sports avenues, grounds and courts in famous tourist cities like Paris, Rome, Delhi and Goa.
- ✘ Fabulous entertainment in the form of casinos is available at Atlantic City, Las Vegas and Monaco and Macau.
- ✘ Children in tourist groups love theme parks and funfairs when on a holiday. Orlando provides the greatest entertainment in the form of Disney Land while Sentosa Park in Singapore and Genting Highlands in Malaysia are great attractions too.

# SOUVENIRS FROM LONDON



# AN AMBULANCE SERVICE AT SHIRDI





# SHOPPING AT TIRUPATI



# A THEME PARK IN THE USA





# STREET HAWKERS BENEFITTING FROM TOURISM IN THAILAND

