

## Chapter 4 – Types of Tourism

### Summary

This chapter explains different types of tourism around globe. Tourism is broadly categorised as a pleasure tourism or business tourism. Tourism industry is continually offering newer and better options for the traveller. Tailor made packages are available to meet the specialized interests and requirements.

The demand for leisure tourism has increased in recent times since increasingly availability of disposable income, technology, travel and education. Travelling on work referred to as Business Tourism and expenses are paid by the business he/she works for. Rise in global economy and development of incentive travel as well as for business events are resulting in growth of business travel. If destination appeals to him/her, business traveller returns on a pleasure trip.

Tourism options such as agri-tourism, adventure tourism, dark tourism, ecotourism are part of pleasure tourism. Inclusive tourism includes tourism for people with disabilities, their friends, relatives, care givers and older persons. This is a potential niche market for tourism.

### **3 Important factors in the provision of Inclusive Tourism are -**

- Legislation to protect rights of persons with disabilities
- Education & training for personnel throughout the tourism industry
- Provision of accessible facilities in the tourism sector

Voluntourism has gained an appeal amongst travellers with a wide range of motivation, time and skill including school and college students.

Agro tourism creates additional farm income to farmers and help urban population to understand agricultural operations. Some of the initiatives in agro tourism are self harvesting of produce, bio gas generation, animal Farming and tractor ride.

Ecotourism and Geotourism ensures that the profits go to provide health and education services to the local community. Geotourism incorporates sustainability principles. Dark tourism Involves travelling to places that are environmentally or otherwise threatened including war places. Destinations such as Greece, Spain, Thailand, Egypt are promoting recession tourism which is result of economic crisis of the global economy.

Meeting, Incentives, Conventions and Exposition are the four major revenue earners of the business tourism industry. Brazil is Mecca for cosmetic and plastic surgery. Malaysia and India witnessed growth in foreigners seeking healthcare services in their countries. Concept of “Pilgrimage” is sine old age. Mecca, Sarnath, Banaras, Jerusalem, Amritsar are key destinations and it is observed that around 300-330 million pilgrims visit the world’s key religious sites every year.

Educational Tourism is tourist activity undertaken by those who are undertaking overnight vacation and those who are undertaking an excursion for whom education and learning is a primary or secondary part of their trip.

Relatives and friend visiting places are for longer duration as expenses on this kind of travel is kept to a minimum.

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