

INTERFACE

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*“We live in a wonderful world that is full of beauty, charm and adventure. There is no end to the adventures we can have if only we seek them with our eyes open.” –
Jawahariral Nehru*

A PRESENTATION

BY

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“The world is a book and those who do not travel read only one page.”--St Augustine

Human beings are innately curious concerning the world in which we live. We yearn to know what other places look like - what the people, their culture, the animals and plant life, and landforms may be elsewhere. Today, higher levels of education and the influence of television and other communication media have combined to create in us a much greater awareness of our entire world. We are now in global economy and our industries must be globally competitive. We must think globally. Material prosperity in many countries, with accompanying higher standards of living, has made travel attainable for hundreds of millions of us. Although travel can be undertaken for many reasons, the most common are pleasure, business, and study.

Human beings have been moving from place to place for about 1 million years. Our early ancestors, *Homo erectus*, originated in eastern and southern Africa. But remains of these same forms of early humankind have also been found in China and Java (Indonesia). It has been estimated that migrations of this type took about 15,000 years, but this is a brief span of time in the long history of humanity. Various theories have been proposed regarding the motivation for such amazing journeys. Foremost is that these wanderings were in search of food and to escape from danger. Another theory is that people observed the migrations of birds and wanted to know where the birds came from and where they were going. Recently, in the most dramatic discovery of its kind ever made, the

preserved body of a man dubbed the “iceman,” who died 5,000 years ago, was found in the ice in mountainous northern Italy. Some of the scientists studying his body and accoutrements have concluded that he was returning to his home in what is now Switzerland from a journey to the south of what is now Italy. Since the times of the wanderings of ancient peoples, we have been traveling in ever-widening patterns about the earth. From the days of such early explorers as Marco Polo, Ibn Battuta, Christopher Columbus, Ferdinand Magellan, and James Cook to the present, there has been a steady growth in travel. Tourism is one of the world’s most rapidly growing industries. Much of its growth is due to higher disposable incomes, increased leisure time and falling costs of travel. As airports become more enjoyable places to pass through, as travel agency services become increasingly automated, and as tourists find it easier to get information on places they want to visit, tourism grows.

The Internet has fuelled the growth of the travel industry by providing on line booking facilities. It has also provided people with the power to explore destinations and cultures from their home personal computers and make informed choices before finalizing travel plans. With its immense information resources, the Internet allows tourists to scrutinize hotels, check weather forecasts, read up on local food and even talk to other tourists around the world about their travel experiences for a chosen destination. This new trend has made the tourism job very challenging. The holiday makers want a good rate of return on their investment. They are to be lured with value additions and

improved customer service. This also put emphasis on the regular flow of manpower with specific skills at the appropriate levels to match and cater to global standards. The success of the hospitality industry comes from provision of quality rooms, food, service and ambience. There is no doubt that fitness has increasingly become a larger part of everyone's life. And business and leisure travellers alike look to maintain their fitness goals while away from home. Awareness should be created about the environment and education. A collective effort and co-operation with powerful networking are the need of the hour. People should be acting as the watchdogs of the society as far as environmental issues are concerned. Eco-tourists are a growing community and tourism promotions have to adopt such eco-practices which could fit this growing community. Another growing trend in the tourism scene is the Incentive Market and the scope of the destination to attract conferences and convention traffic. Here the prospects are better for those destinations where state of the art infrastructure has been developed along with a safe and clean image. Tourism today is much more than just developing products. It is more about quality, insightful thinking and ability to have global information about technology, partners, contacts and responding quickly to global and regional trends. The fundamental task before tourism promoting is to facilitate integration of the various components in the tourism trade as active participants in the nation's social and cultural life. There is a long road ahead. All must work towards a society where people can work and participate as equal partners. Tourism should

be a vehicle for international cooperation and understanding of the various civilizations and a harbinger of peace. From the foregoing we can see how fast the face of tourism is changing and how challenging the job of travel agencies is now. There is therefore a need for proper training of the personnel working in the industry through thorough and detailed Tourism Resources of India. A unified approach to the subject is also needed since at present people from different fields have been studying tourism from different perspectives.

When we think of tourism, we think primarily of people who are visiting a particular place for sightseeing, visiting friends and relatives, taking a vacation, and having a good time. They may spend their leisure time engaging in various sports, sunbathing, talking, singing, taking rides, touring, reading, or simply enjoying the environment. If we consider the subject further, we may include in our definition of tourism people who are participating in a convention, a business conference, or some other kind of business or professional activity, as well as those who are taking a study tour under an expert guide or doing some kind of scientific research or study. These visitors use all forms of transportation, from hiking in a wilderness park to flying in jet to an exciting city. Transportation can include taking a chairlift up a Colorado mountainside or standing at the rail of a cruise ship looking across the blue Caribbean. Whether people travel by one of these means or by car, motor coach, camper, train, taxi, motorbike, or bicycle, they are taking a trip and thus are engaging in tourism. That is what this block is all

about-why people travel (and why some don't) and the socioeconomic effects that their presence and expenditures have on a society. Any attempt to define tourism and to describe its scope fully must consider the various groups that participate in and are affected by this industry. Their perspectives are vital to the development of a comprehensive definition. Four different perspectives of tourism can be identified:

1. The tourist: The tourist seeks various psychic and physical experiences and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed.
2. The businesses providing tourist goods and services: Business people see tourism as an opportunity to make a profit by supplying goods and services that the tourist market demands.
3. The government of the host community or area: Politicians view tourism as a wealth factor in the economy of their jurisdictions. Their perspective is related to the incomes their citizens can earn from this business. Politicians also consider the foreign exchange receipts from international tourism as well as the tax receipts collected from tourist expenditures, either directly or indirectly.
4. The host community: Local people usually see tourism as cultural and employment factor. Of importance to this group, for example, is the effect of the interaction between large numbers of international visitors and residents. This effect may be beneficial or harmful or both.

Every industry has its language; can you talk tourism?

We abbreviate words or phrases to save time, effort or space. This is great, but if you don't know what the acronym or abbreviation stands for, it may feel like people are speaking a different language. For those of us in the tourism industry, like many others, we use a wide array of abbreviations and/or acronyms. Below are 21 travel and tourism terms used frequently:

Travel and Tourism Terms

A-D

Accessible: *Usable by all people.* Whether a hotel, restaurant, or attraction can be enjoyed by people of all ages and abilities, regardless of physical or other limitations.

Assets: *The attractions, hotels and restaurants within a given region.* Assets are what that area has to offer guests who visit.

Buyers: *Travel Trade professionals who sell to consumers.* They are tour operators, receptive operators, travel agents and OTAs (online travel agents). They look for destinations and attractions to package and sell to their customers.

CVB: *Convention and Visitors Bureau.* Primarily the same thing as a DMO or TPA (see below).

DMO: *Destination Marketing Organization.* A destination marketing organization is an entity that promotes a town, city, region, or country to increase visitation. It promotes the development and marketing of a destination, focusing on convention sales, tourism marketing, and services. The primary goals of a DMO are to create and implement strategic marketing plans around tourism, to bring local tourism businesses together and to help them work collectively. This transforms a set of

attractions, activities and services into a cohesive and compelling travel experience. For example, Break the Ice Media works with several DMOs, including Cayuga County Office of Tourism, Genesee County Office of Tourism and Visit Syracuse.

Implement strategic marketing plans

F-G

FAM: *Familiarization Tour.* FAMs are marketing initiatives, inviting either media or travel trade professionals to tour a region or destination. Experiencing it helps them write about it or sell it as a product to their customers. The activities on a FAM are typically shorter than what the actual visitor experiences. They provide a sampling of what is offered.

FIT: *Foreign Independent Traveler.* An international family or small group travelling to the USA. They arrive by airplane and usually rent cars for transportation.

Fly drive: *A vacation package that includes air transportation and a rental car.* Many international tourists (FITs) prefer to buy these types of packages to explore a destination.

Front-line staff: *People who interact with and give service to customers, guests and visitors.* For example, front desk staff at a hotel or a cashier at an attraction.

Group Leader: *The person who accompanies and/or leads the people on a group tour.* They work for the Group Tour Operator who sells the tour.

Group Tour Operator: *A person who puts together vacation packages for groups.* They sell these packages as products to consumers. They also fit into the category of Buyers.

Tourism generated by visitors from foreign countries

I-N

Inbound operators: *Agencies that specialize in providing tour packages to international travelers visiting the United States.* Also known as Receptive Operators. Travel agents from foreign countries will work with an inbound receptive operator to find a travel package that suits their customers. A couple of examples are Tour Mappers and ATI, who we've worked with.

Inbound Tourism: *Tourism generated by visitors from foreign countries.* This does not include domestic travel like visitors from drive markets and in-state visitors.

Itinerary: *The planned route for a trip.* This is what travel trade professionals sell to their customers. It's a pre-planned experience with where to go, when, and what to expect when you get there.

Motorcoach: *Large passenger bus.* This is the vehicle most often used for people travelling with group travel tours.

Net Rate: *Hotel room inventory sold via a third-party distributor at prices subject to commission.* The Net Rate is the price for a hotel room without the commission of the third-party distributor. These distributors could be a travel agent, receptive operator or online travel agent.

P-T

Partners: *The people who own or manage the assets of a region.* These partners work closely with their region's DMO and benefit from tourism dollars spent at their establishments.

Rack Rate: *Standard daily rate established for hotel rooms.* This rate is typically public, printed on hotel brochures and listed on websites.

Suppliers: *Tourism or Travel professionals who sell to businesses aka Buyers.* They sell B2B (that means business to business). They work with tourism companies to promote their attraction or destination.

TPA: *Tourism Promotion Agency.* This is basically the same thing as a DMO. A government agency that promotes tourism in a specific county or region within a state.

Travel Advisor: *Someone who assists consumers in booking trips.* Previously called travel agents, travel advisors do more than book travel for people. The term agent switched to advisor to demonstrate how these professionals coordinate trips and help groups, families or individuals plan and book their travel.



Ecotourism : It typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions. Ecotourism is intended to offer tourists an insight into the impact of human beings on the environment and to foster a greater appreciation of our natural habitats. But if you have the zeal of a tourist even the campus where you study can be a soothing place for you. The only thing is how you perceive it.

Here are few captures of natural beauty of the College Campus from the eyes of the students of PG English.



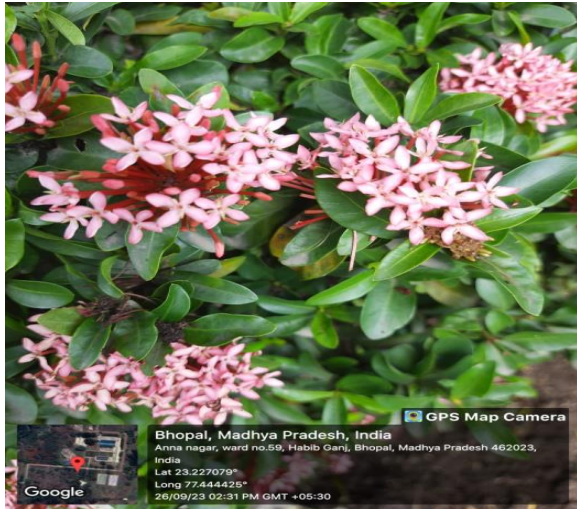
College Library where group reading can be a learning of different category.



Butterfly Communicating with Flowers in the Campus.



Common Activity and Movement Area in the Campus



Flowers in the Campus give all the reasons to smile.



The Beauty of Green in the green campus

SOME IDIOMS FOR TRAVELLING THAT YOU SHOULD KNOW

1 A Country Mile

A country mile is not an exact measurement but refers to a very long distance or way.

Example: She beat the other swimmers by a country mile.

2 Desert A Sinking Ship

The phrase “to flee a sinking ship” means to escape from a situation where failure is likely, and it references the tendency of rats to be the first to leave a sinking ship.

Example:

After seeing the company’s financial statement, he knew it was time to desert a sinking ship.

3 Drive Someone Up The Wall

To drive someone up the wall means to make someone extremely angry.

Example: My colleague is driving me up the wall.

4 Itchy Feet

People who have itchy feet are bored of where they are and have a desire to travel, do something new, or explore.

Example: I was getting itchy feet so I moved to London.

5 The Travel Bug

The meaning of the travel bug is to have a strong desire to travel.

Example: I caught the travel bug when I first explored Europe over 20 years ago.

6 Live Out Of A Suitcase

Individuals who live a nomadic lifestyle frequently travel to different locations and do not often return to their homes. As they only stay in each location for a short period of time, they prefer to keep their clothes

stored in their suitcase rather than taking the time to unpack and settle.

Example: Guys, we have a busy itinerary, so get ready to live out of your suitcases for the next month or so!

7 Hit the Road

Hit the Road Jack is a widely known travel expression that’s often referenced in songs like “Hit the Road Jack”. It means to depart on a journey.

Example: What time are we hitting the road tomorrow?

8 Take the Road Less Travelled

When faced with a decision, you may be advised to take the less travelled path. This is an encouragement to think independently and unconventionally, rather than conforming to the norm and choosing the option that everyone else would choose.

Example: I took the road less travelled when I decided not to go to college, unlike all of my friends.

BOOKS ON TRAVEL AND PLACES

A Few Thousand Kilometres of Happiness written by **Anand Krishna Panicker** narrates the captivating tale of Anand Krishnan and Varun Kumar, two motorcycle tourers who embark on an extraordinary journey spanning several thousand kilometers. This book intricately captures their expedition, chronicling the various incidents, conflicts, nightlife encounters, challenges, and accidents they encounter along the way.

Tongue of the Slip by **C.P. Balliappa** Belliappa delves into snippets from his everyday life, some ordinary some extraordinary, and presents to us a life that is not just different from us in terms of history but also geography. Unlike most of us city-

dwellers, Belliappa is a resident of a verdant green coffee estate of Coorg, and thus this geographical setting plays an important part in the setting the vibe and flavour of the book.

The Hour of the Leopard by Jim Corbett is approximately 200 pages in length, the book consists of 3 pieces of Jim's writings about leopards. These three pieces include – My First Leopard which is taken from his book Jungle Lore (published 1953), The Man-Eating Leopard of Rudraprayag which was published as a book in 1947, and The Panar Man-Eater which was included in the book The Temple Tiger and More Man-eaters of Kumaon (published 1954).

Ghats of Varanasi by Rajnish Mishra. Rows after rows of stone steps rising from the mighty Ganga and rows after rows of stone falling into the same – this is the quintessential picture of the city that comes to mind when one thinks about Varanasi. This is also what the author quite aptly refers to as the ghatscape. This ghatscape covered in the book has been divided into seven sections, with each section dedicated to its most famous ghat – Assi, Kedar, Dashashwamedh, Manikarnika, Panchganga, Trilochan, and Adikeshav.

Haunted India by Chandan Sinha talks about real places, buildings, and incidents of horror from all over India. In addition to this, the book also covers many mysterious places in India. Expect a book that has bite-size chapters which are easy and quick to read. Expect a short read of just under 100 pages.

Travel Diaries: The Pilgrimage by Shivani is a short travel journal that documents the author's many journeys to the majestic and inspiring temples and

mountains of the Kumaon and Garhwal Himalayas. Written informally, the book is an effortless read.

The Bera Bond by Sandeep Bhutoriya is a magnificent tribute to the small rural community of Bera in the Pali district of Rajasthan, located at about a distance of 140 km from Udaipur. Here, near the pristine waters of the Jawai river, 55 leopards peacefully coexist with their human neighbors.

“Mehman: Thoughts from my Travel Buddies by Anuj Tikku is a 4-in-1 travel memoir collection that brings to us the travel journey and experiences of 4 different travellers. These include 3 contributors from across India who contribute to author Anuj Tikku's blog Tikku'sTravelthon. It also includes travel writings from the author's pen.

Tiffin: Memories and Recipes of Indian Vegetarian Food by Rukmini Srinivas is part memoir (anecdotal) and part recipes; where the memories section far exceeds the recipes one. Expect a book that is a little lengthy and heavy on anecdotes. Expect a book that familiarizes one with the delights of South Indian vegetarian 'tiffin'.

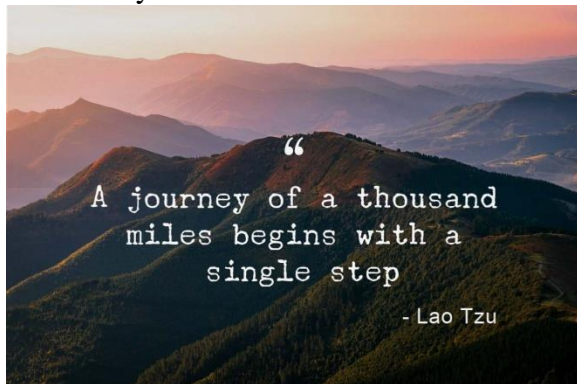
Yeh! hai India by Anuj Tikku does have certain things going for it which makes it a decent one time read. A candid conversational style of narration complemented with some very unique travel experiences is what makes this book click

It Was a Happy Trusting World, Then is a book by Vilas Kale which talks about a hitchhiking trip that he took, along with his two cousins, in the year 1971 to the Middle East and Europe. Planned on an impulse and carried out despite extreme budgetary

limitations, the trip proved to be a once-in-a-lifetime experience for this Indian trio.

Few Important Dates in September

- 5 September –Teachers Day
- 8 September –World's Literacy Day
- 27 September–International Tourism Day



Tourism : A Poem by



Sources :

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