

Global Tourism Assignment 1:
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- **Evaluate the structural and functional development of the global travel and tourism industry and its role within modern contemporary society.**

This assignment will showcase tourism within India as well as the structural, functional and things that influence people to want to go to India on holiday.

India

There are 6 components within the travel and tourism industry which includes transportation, accommodation, tourist attractions, travel agents and finally travel related services. These components are what makes tourism businesses tick.

India is one of the biggest countries in Asia and in recent years their tourism has been growing rapidly. In 2016 just under nine million tourists visited India but in 2017 the visitor numbers increased to over ten million foreign tourists visiting India.

The two most popular places to visit in India are Delhi and Agra which are known for their culture, heritage and cuisine. Agra is home of the iconic Taj Mahal and is India's most famous monument and is known as the shrine to eternal love. The Taj Mahal is dedicated to the favourite wife of Jahan who sadly died during childbirth as well as where the name originated from her name was Mumtaz Mahal.

The benefits of tourism within are the retail, hotels, transport services and the entertainment venues. These are the direct benefits of the tourism in India but the indirect benefit is the government spending the money on the infrastructure to help increase tourism in India. It is also the domestic spending of Indians working within the travel and tourism industry.

Delhi is the capital city of India and is known for their marketplaces, food and because it is the capital you can visit popular places such as the Rashtrapati Bhavan, parliament house and finally the India Gate.

If you are visiting India for religious purposes you can visit iconic religious venues such as Birla Mandir and Jama Masjid.

Delhi is also known for their popular market places Connaught place and Sarojini nagar etc in which they have a variety of goods with reasonable prices as well as different food varieties to try.

Delhi is also known for being the seat of the government of India as the region that delhi belongs has always been the seat of government since the Mahabarath times. Delhi is also known for a sweet made out of pumpkin cubes and is cooked in sugar syrup.

In recent times India has been hit with the Coronavirus which started in China but is slowly starting to spread across the world but they have declared that they are alert and will take appropriate action if necessary to stop the virus from spreading across the whole of india.

The Coronavirus has also caused many problems for India's drug makers because China usually supplies pharmaceutical drugs to India. India is one of the world's leading countries to export drugs and rely on China for the majority of the natural ingredients for antibiotics and antipyretics.

This has seen prices surge in recent weeks but due to the virus this has seen traffic restrictions and supply shortages etc.

Within India there are many things to do for all kinds of holiday makers such as the Uttarakhand tour which is an 8 day stay in, Delhi, Rishikesh and Lansdowne where you get to visit landmarks, wildlife thrill at the Jim Corbett National Park and many more.

Through searching online and listening to the news it has come to light that there has been several different acts of violence for example rioting in Delhi. It has been said in Delhi that from this act of violence the police have filed over 700 cases and have held just under 2,400 people in connection to the communal violence in the north east of delhi. This type of violence and break out can have a huge effect on people wanting to go to the country to visit and can have a huge effect on their land marks and has disrupted the local businesses income due to the ongoing violence through Delhi.

The effect of coronavirus has now begun to close places down, where tourists travel to see on a daily basis. Due to the coronavirus it has now closed down the taj mahal until the coronavirus dies down. This is disappointing to tourists who have been waiting to look around and enjoy the lovely landmarks. Whilst doing some research on the landmarks it has come to light that they are only closing them down due to the virus to prevent the tourists from becoming ill.

14 Italian tourists who have recently visited the landmarks have tested positive to the virus and have now begun to raise concern with the city and has now been passed down to the administrations. The city is on high alert due to the virus. The health department in India have already screened 55,000 in 18 different areas of the country, they are now following procedures.

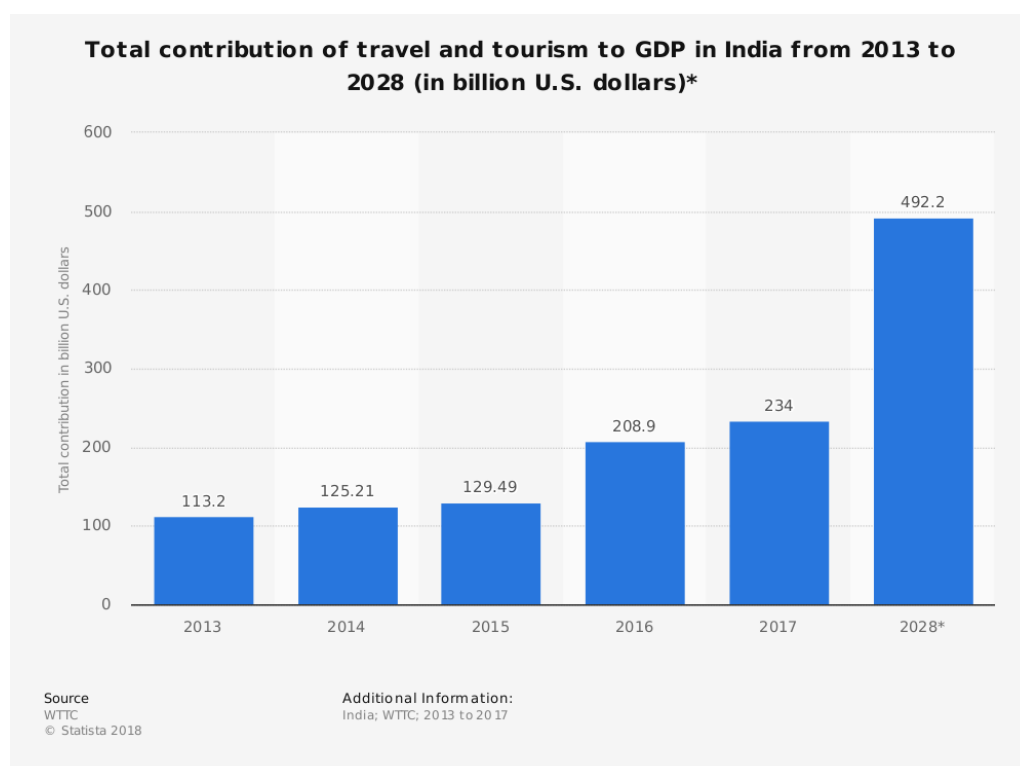
Recently there has been reports of 100 new airports to help the tourism and hospitality within India which can potentially increase tourism within India as well as boosting the local businesses etc.

The number of airports increased from 82 in 2010 to 103 in 2019 whilst the traffic from the passengers trebled from 123 million to a massive 3447 million passengers which is still continuing to grow.

The graph below shows the total contribution of tourism within India from 2013 which could still grow until 2028.

Recently hotels in Agra have denied rooms to tourists from the high risk countries who have severe cases of the Coronavirus as the union government has had to suspend visas and e - visas with immediate effect the countries include Iran, Italy, China, South Korea and Japan with other countries being at risk from this.

The officials from the hotels have stated that this decision is influenced by the fact that authorities have sent out warnings that the hotels will be closed for several days.



- **Appraise the factors that impact upon the international travel and tourism industry and consider the forces which influence global society's level of engagement with tourism and leisure.**

The internal factors that influence travel and tourism are the decision making for those who want to escape their home life, relaxation, health and fitness, social interaction and adventure. The external factors are whether the destination is attractive enough to go to as well as being the tourists perception and expectations of the tourist destination.

The factors that influence tourists to go on holiday to India is the cuisine because not many countries offer the same quality of food that India has. India is home of the world's most famous building (Taj Mahal) reputation for having incredible wildlife, cruising the backwaters of Kerala, home of the Golden Triangle, hiking the Himalayas and finally drinking at a literary festival.

People visit India because it's home to all of the major religions within the world ranging from Hinduism to Judaism. Most people go to India for spirituality, practicing yoga as well as attending meditation retreats in Ashram.

India is one of the the best countries in the world for many reasons because of the protective family culture, functioning democracy, people having a healthy tolerant outlook of people respecting other people's religions and being a fast growing developing economy.

India's rank within world tourism has grown in recent years from 40th to 34th in the world which shows that India is slowly becoming one of the best countries to visit.

Tourism has grown to be important world wide especially in poorer countries such as India as they rely on the money from their tourists to keep businesses running. Sports is also a major factor tourism such as cricket for example which is very popular in India and played mostly everywhere within India in which the countries national team has gone to win the 2007 ICC World 20, the 2011 Cricket World Cup which shows much sport has helped increase the popularity of India.

Forces that have influenced the travel and tourism industry include the rise of technology, budget holidays also things like responsible tourism, sustainable tourism. Technology also reduces costs especially over the last decade and improving the services and customer experience.

The development of social media has also helped influence the level of societies engagement within the tourism industry because people can take photos of their holidays which can help advertise the country that are in which can help boost the local tourism etc. Also things such as the introduction of virtual reality has helped societies engage with the tourism industry because tourists can see where they are going before they go on holiday.

Travel and tourism businesses can now keep the data of their holiday makers which can help them know what their customers want for when they rebook with their chosen travel agency.

Factors that influence travel and tourism include the environmental factors such as the climate and beautiful scenery of the destination, especially India which is known for its beautiful landscape and wildlife.

Also the socio - economic factors such as the accessibility accommodation, amenities and the auxiliary services which are the external parts of the tourism which includes travel insurance, foreign exchange, car hire and passport and visa services etc.

Also religious factors affect the development of tourism especially India which is known for its religious beliefs and home to many places for tourists to pray.

Historical and cultural factors affect the development of travel and tourism as many people visit countries for these purposes especially educational groups.

Reputation is a major factor that influences the travel and tourism industry especially with the ongoing violence in Delhi and the coronavirus outbreak which can be a cause of concern with travel and tourism in the country as well as the crime rates and so on.

Other things that influence the need to go away is the value of money, the quality and the amount of people that want to go to these countries etc.

Also events within the country is a major influence especially if it's popular within India.

The culture, the people and cuisine within India can be a major influence for people wanting to go to India on holiday as they have to have a valid reason to want to go on holiday there.

The culture includes the music and the dress sense and what kind of food they eat.

Social isolation is also a major factor for people as some people want to go on holiday to get away from everybody so they can experience the thrill of adventure.

If you went to a temple in India you must make sure that you dress appropriately as this shows that you are respecting the country's religious beliefs and culture.

Also make sure that you check the inappropriate hand gestures before you embark on your holiday as these can be seen as offensive to some people within the country.

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