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## 25. Tourism Industry & its Significance

Dr. C. W. Gajewad

ACS.College, Shankarnagar, Tq. Biloli, Dist. Nanded.

### Introduction

Every day all over the world, innumerable people make their travel plans for a pleasure or Business- related trip. The trip may be of a short or long duration, for the fourth coming weekend, or for a longer holiday sometime during the coming year. Visas are applied for flights are reserved, accommodation is booked, cars are rented, train tickets are purchased, itineraries are planned, and the world wide web is surfed for travel related information and availability of assets. Thousands of people are working round the clock to provide these services and interact with the traveler, while another couple of thousands works behind the sense to help the traveler have a safe and memorable holidays. All these people form a part of one of the largest industry in the world the tourism industry.

### The meaning of Tourism

It is necessary to understand the term tourism in its totality and identify what its main characteristics are. Tourism is the temporary short – term movement of people to destinations outside the place where they normally live and work and includes the activities they indulge in at the destinations as well as all facilities and services specially created to meet their needs. Tourism does not only mean travelling to a particular destinations but also includes all activities undertaken during the stay.

### Objectives of the study

- 1) To understand the meaning of tourism
- 2) To know the significance of tourism Industry.
- 3) To describe the five 'A' of tourism.

### Significance of Tourism

Tourism is a global phenomenon, it is the world's largest & council (WTTC), tourism generate more than 230 million jobs directly and indirectly, and contributes to more than 10% of the world gross domestic product (GDP).



The tourism industry is vast industry made up of businesses and organizations that provide goods and services to meet the distinctive needs of tourists. These businesses and organizations are related to vertically all areas of the economy making tourism a very huge industry. The tourism industry comprises many sectors or sub – industries such as the hospitality industry, transport industry, attractions, and entertainment.

### **Five 'A' S of Tourism**

As we have already discussed there can be no tourism without a destination. When people travel, they go to some particular place. For a destination to develop and sustain itself, the following five 'A' S are important.

#### **1] Accessibility**

This refers to the transport infrastructure to reach the destination and at the destination. Tourists look for comfort and hassle – free travel. Apart from comfort, cost, convenience, time for travelling, and safety, there are other important factors which need to be considered before undertaking a journey.

#### **2] Accommodation**

It plays a central role in tourism. Every tourist needs a place to stay and relax. Tourists look for clean, hygienic, and well maintained accommodation with a comfortable bed, clean linen and sanitary facilities with adequate hot and cold water supply.

#### **3] Amenities**

It refers to the facilities available at the destination which help in meeting the needs and wants of tourists. Tourist's amenities include food and beverage facilities, drinking water, good communication network, local transport etc.

#### **4] Attraction**

This is the principal reason for undertaking travel to a particular destination. Natural attractions such as pristine beaches, waterfalls, scenic views, climate, heavy rainfall, and snow clad mountains etc. social attractions where one can meet and interact with the locals at a destination as well as meet friends & relatives.

#### **5] Conclusions**

People take a break because they want to see and do different things. Some like an active holiday and would like to go for water sports, fishing, nature trails, etc. While some would rather just sit back and relax. A number of activities may be available at the destination to suit various

groups and social backgrounds. Tourists may be attracted to a destination for any one or more of the above activities or attractions located there.

### Conclusions

Today tourism has reacted the common man or destinations are being developed, to provide accommodation, amenities, attractions, and transport which are affordable making tourism no longer the domain of the rich and famous, but forming a way of life for people all over the world. Tourism has been given the status of an industry.

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Dr. Jyoti S. Chavhan  
Assistant Professor  
Department of English  
Savitribai Phule Mahavidyalaya  
Warananagar, Pune-411 004