

INTRODUCTION

THE TRAVEL AGENT'S NIGHTMARE

Two couples, Mr. and Mrs. Apple and Mr. and Mrs. Banana, are going on individual vacations. One person wants to fly to Kathmandu, one to London, one to Frankfurt, and one to Hongkong.

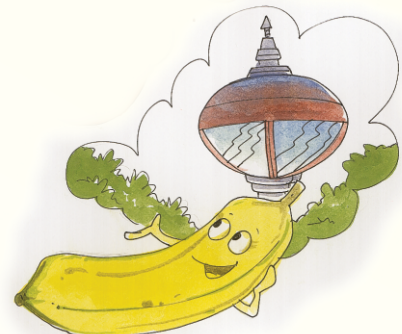
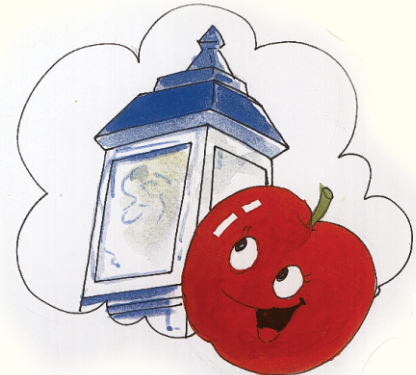
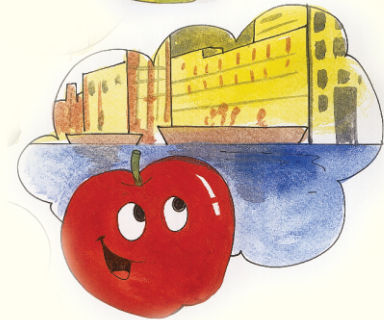
Of these four, only two can fly on a weekend.

One of those two is going to London.

One woman wants to fly to Hongkong on a weekend. Her husband wants to go to Kathmandu.

Mrs. Banana must leave on a weekday.

- 1) Where does Mrs. Banana want to go?
 - a) Kathmandu b) London
 - c) Frankfurt d) Hongkong
- 2) Where and when does Mr. Banana want to go?
 - a) to London on a weekend
 - b) to Kathmandu on a weekend
 - c) to Frankfurt on a weekend
 - d) to Hong Kong on a weekday
 - e) to London on a weekday
- 3) Who wants to fly to Kathmandu?
 - a) Mrs. Banana b) Mr. Banana
 - c) Mrs. Apple d) Mr. Apple



A. LAND OF ALL SEASONS

A1. Atithi Devo Bhava:

India is the current tourism hot spot. The other epithets used while referring to the nation include 'Destination of the Millennium' and 'Land of All Seasons'. Spanning an area of 3,287,263 square kilometers, India is a vast country and includes dry desert areas, evergreen forests, snowy Himalayas, a long coast, and fertile plains. The natural beauty and cultural diversity of the place echo a rich tradition. India flaunts with equal grandeur bays and beaches, deserts and mountains, enigmatic green valleys and backwaters. There exists in India a comfortable juxtaposition of contrasts- the existence of bustling *haats* and swanky malls, emergence of nuclear families but a reluctance to let go on the joint family system, a rush to embrace modernity yet a firm resolve to preserve traditions; destination for both ayurveda and modern medical tourism; bustling communities and indigenous tribes.



India has a rich heritage and culture of warm hospitality. In India it is believed that honouring guests equals to honouring God. A guest is welcomed into our home and hearth with cheerful gratitude. The Sanskrit adage '*atithi devo bhava*' dictates the respect granted to guests in India. This wonderful tradition of our country has become the unique selling point of the modern tourism industry. Ministry of Tourism, Government of India has pioneered an initiative that will help tap into the full potential of tourism in India. Ministry of Tourism, Government of India has introduced "*Atithi Devo Bhavah Program*"- a nation wide campaign that aims at sensitizing key stakeholders towards tourists, through a process of training and orientation. The endeavour is to boost tourism in India, which in turn would act as a catalyst for India's economic growth.

The 'Incredible India' Campaign has been launched to create awareness about the effects of tourism and sensitizing people about preservation of our rich heritage and culture, cleanliness and warm hospitality. It also re-instills a sense of responsibility towards tourists and reinforces the confidence of foreign tourists towards India as a preferred holiday destination.

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I. Fill in information from the text to complete the notes on the passage.

India: Destination of the Millennium

- I. To a tourist it offers
 - a. topography
 - b.beauty
 - c.diversity
- II. Traditional yet modern
 - a. shopping:
 - b. family structure:
 - c. medicine :
- III. Indian hospitality
 - a. belief:
 - b. attitude:
 - c. unique selling point(USP):
- IV. Ministry of Tourism, GOI proposal
 - a. name of the prog:
 - b. train people to
 - c. boost
 - d. effort to preserve.....
 - e. inculcating sense of.....



A2. Following are some web links to the most creative advertisements that are a part of the 'Incredible India' Campaign. Watch them and then discuss in class which one you liked best and the reason for your choice.

<http://www.youtube.com/watch?v=-T2qtEu9e5o&feature=related>

<http://www.youtube.com/watch?v=ruJvV7Tb6Mw&feature=related>

<http://www.youtube.com/watch?v=rNWeBVBqo2c&feature=related>

<http://www.youtube.com/watch?v=rLZ9eMNezQY&feature=related>

http://www.youtube.com/watch?v=Dro_oER2iDU&feature=fvw

Comment on the contents of each of them. Your comments should include your opinion about the message and the visuals. Discuss in class which one you liked best and the reason for your choice. Speak about the features of the advertisement which made it more attractive than the others. Alternatively prepare a scrap book of advertisements related to the promotion of tourism in India. Discuss in class which one you liked best and the reason for your choice. Speak about the features of the advertisement which made it more attractive than the others.

- A3. As an employee of the Ministry of Tourism, Government of India prepare an advertisement to promote tourism in India. You can promote tourism in your state or the country.**
- A4. Read the following text prepared by the Ministry of Tourism, Government of India and answer the questions that are given below the text.**

GUEST IS GOD-ATITHI DEVO BHAVAH

As the old saying goes, "Treat others as you would like to be treated yourself." That is the essence of Atithi Devo Bhavah campaign.

And for that to happen, we need to change our attitude towards tourists. Some of us have lost touch with the hospitality that we were famous for. Let us bring that warmth back. Let us truly embrace the spirit of Atithi Devo Bhavah.



WHY ATITHI DEVO BHAVAH: Last year we had 3.3 million visitors, but when you consider that Singapore gets 7 million a year, Thailand 9.6 million a year and Malaysia 11.5 million, it is a small number. There is no reason why we can't aim to increase our numbers by 100%. And that too would be just a beginning. However to do this we need to change our attitude towards those who visit us. Often tourists are mistreated, cheated and rudely dealt with. It is simple logic: if someone in a house is rude to you, as a guest, you don't encourage your friends and relations to go there.

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This is perhaps the reason why, in spite of an incredible wealth of tourist spots, cultural attractions, natural wonders and destinations for the soul, India still isn't amongst the top 15 tourist destinations of the world. The time has definitely come to get together to change this.



INSPIRATION BEHIND ATITHI DEVO BHAVAH: Respect has always been an integral part of the Indian soul. From time immemorial we have always respected our teachers, our elders, our parents and our guests. Perhaps this is why a great Indian Emperor once observed-'In Hindustan our manner is very respectful and our hearts are always open'. In many ways, at that time India was the ultimate destination for the enlightened travellers. Now, thousands of years later, we can bring that golden age back again. This inspired us to go back to those years, when Indian hospitality set the standard for the world. *And we found the keystone of what we want to do*

Or guest is blessed.

Our visitor is God.

That is how we have arrived at our mission called '**Atithi Devo Bhavah**'

THE SEVEN POINT 'ATITHI DEVO BHAVAH' PROGRAMME :

'Atithi Devo Bhavah' is a programme of hospitality and training

Sensitization- sensitize various sections of the tourism industry about how each of them has to contribute for the growth of the tourism industry and how they will benefit from the programme.

Training and Induction- explaining to them the needs and expectations of the tourist, how they should respond and behave in order to satisfy the needs and expectations of the tourist.

Motivation must be generated to participate in this programme through various measures e.g. Awards for the best worker in the segment. An enthused worker can do wonders.

Certification to ensure standards at various stages.

Feedback -Feedback must be obtained from tourists about the service they have received and the experience they have had, in order to improve the training programme on a continuous basis.

General Awareness - The mass media communication campaign must be undertaken to create general awareness among the public about the necessity and the benefits of the 'Atithi Devo Bhavah' Programme.

Ownership-The 'Atithi Devo Bhavah' programme is a movement which will urge all segments of the Indian society to adopt, and look upon it as their own.

THE CHARTER OF THE PROGRAMME :

Hygiene and Cleanliness:

Hygiene and Cleanliness shall cover the areas of product, for example, vehicles like taxies, hotel rooms, restaurants, shops, etc., personal hygiene and cleanliness of the person providing the service and cleanliness of the monuments / places of tourist interest.

Conduct and Behaviour:

The person concerned, for e.g. the taxi driver / hotel employee shall behave in a courteous and polite manner towards tourists.

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Integrity and Honesty:

The person providing service to the foreign tourists should display honesty and integrity.

Safety and Security:

The safety and security of the tourists shall be ensured.

PR Road Shows

Besides training, PR Road shows are also undertaken with the tourism trade in order to generate active participation and create an ownership of the 'Atithi Devo Bhavah' programme. Right now the contact programmes are being conducted in several cities

Mass Media Communication

Communication in newspapers, TV, cinema and outdoors is also carried out to create general awareness about the 'Atithi Devo Bhavah' programme and to communicate to key stakeholders as to how it is in their own interest that foreign tourists be treated well so that they will go back happily carrying fond memories.



Courtesy: Ministry of Tourism Government of India 2004
webmaster@incredibleindia.org

A.5 On the basis of your reading of the passage above, answer the following questions:

1. List the factors that you think inhibit tourists from coming to India. Find practical solutions to each of them. Give reasons to support your solutions.
2. Cultural Tourism is travel to experience the arts or history of a location or travel to immerse oneself in the language, society, or culture of a region.

This brings people into contact with each other and can foster understanding between people and cultures. This helps people to develop mutual sympathy and understanding and to reduce prejudices. The jobs created by tourism can act as a very important motivation to reduce emigration from rural areas.

However, this causes cultural and environmental destruction.

Write an article on "The Two Sides of Tourism Industry".

3. Prepare a Road Show to sensitize people towards the responsibility of being good hosts in order to ensure that India becomes a safe and preferred destination for foreign tourists. Your road show must include a talk, jingles, street play etc. Prepare banners, backdrop and posters to create a suitable effect. For this activity divide your class into five groups.

B. ECO TOURISM

B 1. Read the following feature on Eco Tourism.

Eco tourism means responsible travel to natural areas conserving the environment and improving the well being of local people

The Ecotourism Society of India is dedicated to the promotion of sustainable development in tourism and to develop responsible practices in and among the tourism fraternity. It works towards continuous identification of new ecotourism destinations, strengthening ecotourism and making India a preferred ecotourism destination. Its objectives are:

1. Make strategy for ensuring long-term (perpetual) sustenance of the environment.
2. Work with empowered bodies to establish carrying capacity and sustainable tourism practices which include conservation of nature and wildlife, and allow local communities to benefit from tourism.
3. To balance tourists and visitors' numbers and ensure good tourism practices that would allow nature to re-generate itself.
4. To work with government bodies to develop policies and code of conduct for promotion of sustainable tourism, and help implement the same.
5. To work towards certification of tourism service providers.
6. To act as watchdog for excessive consumption of natural resources and any negative impact in the tourism sector.
7. To support research in tourism environment related areas.

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8. Work with service providers to enhance quality of their product and eco-friendly services.
9. Encourage use of appropriate local practices, materials, art, craft, architecture, food.
10. Encourage minimal conspicuous consumption and prevent excessive consumption of energy.
11. Encourage energy saving practices, water harvesting, use of solar and other natural energy sources.
12. Encourage good waste management practices especially non-biodegradable materials.
13. Encourage low pollution-generating practices to minimize carbon footprint.
14. Organise training and other activities to create awareness on ecotourism, sustainable and responsible tourism.
15. To collaborate with like-minded bodies and implement ecotourism objectives all over the world.

B2. Carefully read the objectives of Ecotourism Society of India. Dividing students in pairs, distribute each point amongst the pairs. Initiate a one minute speech in the class where each pair will make a presentation on the point allotted to them.

B.3 Your school is organizing a long tour for the students of your class to Kolkata, Guwahati, Shillong and Gangtok. In order to make the students aware of the need to be responsible 'eco-tourists' and to brief them about what they should and should not do in this long tour, a meeting has been arranged. You have been asked to make a presentation giving tips to the students on responsible behaviour as tourists. Taking help from the objectives of eco tourism and your own research, prepare the presentation. It can be a power-point presentation or a speech supported by charts and visuals. As the places to be visited include heritage sites, places of worship, monuments and places of ecological importance such as mountainsides and

rivers, your presentation should cover a range of responsibilities. The general thrust should be "Towards Joyful and Sustainable Tourism". You may decide to do this as a group activity also. In that case, divide the work among the members of your group for research and collection of data, preparation of the presentation, preparation of visuals and actual presentation.

- B4. You are Aditya Vikram of Gyan Gurukul School. Your friend has appeared for class XII board examination this year. He has still not been able to make up his mind regarding the choice of vocation. You came across the information given below in a newspaper. You decide to write a letter to this friend of yours encouraging him to choose a career in the field of tourism. Using the inputs**

**ARE YOU LOOKING FOR
A CAREER OPTION IN THE FIELD
OF TOURISM?**

given below, write the letter to your friend.

- **PERSONALITY TRAITS**

The industry is highly competitive and the winner is the one who has the access to a wide range of information, quick access to travel and transportation data and who can blend business skills with diplomacy. Essential qualities for success:

Personal knowledge and experience of travel to major tourist destinations

Knowledge of accommodation, places of interest and local customs

Effective communication skills

Language skills

Enthusiasm to interact with people and social etiquettes

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- Business tactics, good memory and a positive attitude
- ELIGIBILITY
 - Class XII in any stream
- COURSES / TRAINING
 - Diploma / Degree courses in Travel and Tourism
 - Diploma / Degree courses in Public Relations / Advertising
 - Certificate course with a travel agency
- PLACEMENTS AND PROSPECTS
 - Government tourism departments
 - Private sector with travel agencies, civil aviation, tour operators and as free lancers
 - Self employment - establishing own travel agency

B5. The Students' Council of Greenland School, New Delhi has organised an excursion to Kulu, Manali and Rohtang Pass for students of Classes XI and XII during the Easter break. As the Headgirl/ Headboy of the school draft a notice for the notice board of your school to this effect inviting students who wish to join the excursion to give in their names for the same. Add relevant details like duration and cost of excursion and last date for submission of authority letter signed by parents and making the payment.

Do not exceed 50 words. Put the notice in a box.

C. THE EMERALD ISLANDS

C1. Read the passage about the awesome Andaman and Nicobar Islands

1. Floating in splendid isolation, east of the Indian mainland is the archipelago of 572 emerald islands, islets and rocks known as Andaman & Nicobar Islands. This Union Territory is stretched over an area of more than 700 Kms. from north to south with 36 inhabited islands. Once a hill range extending from Burma

(Myanmar) to Indonesia, these undulating islands are covered with dense forests and endless variety of exotic flowers and birds. The topography of the islands is hilly and abounds in evergreen forests. The sandy beaches on the edge of a meandering coastline are fringed with coconut-palms that sway to the rhythm of the sea. The sea around the islands offers excellent scope for



water sports. The rare flora and fauna, underwater marine life and corals, with crystal clear water and mangrove-lined creeks, offer a dream-view of the rare gifts of nature. The clean and wide roads, free of filth as well as unpolluted fresh air attract nature-lovers, who seek absolute peace and tranquility in the lap of mother nature. Adventure tourism like trekking, island camping, snorkeling, scuba diving etc., are the real attractions. A visit to these islands is a memorable lifetime experience. Mythologically, the name Andaman was presumed to be derived from Hanuman, who was known to the Malays as Handuman. Since prehistoric times, these islands were the home of aboriginal tribes.



The Cellular Jail

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The Cellular Jail

2. The Andamans reminds us of those freedom fighters who on 10th May 1857 gave the clarion call to rise against the British rule. This was our First War of Independence, what the British in their history books refer to as the Sepoy Mutiny. To totally stamp out the uprising, the British sent thousands to the gallows and even hung them up from trees. The revolutionaries, who survived, were exiled for life to the Andamans so that their connection with their families and their country would be severed and their countrymen would forget them forever. The Cellular Jail was inalienably linked to the long and glorious struggle of our revolutionary freedom movement fought on the mainland and it had deep political significance. Leading figures from revolutionary upsurges on the mainland were invariably banished to languish and suffer in the Andamans. Now in the evening an enthralling Sound and Light Show at Cellular Jail brings alive the struggle of the young prisoners.
3. The tribes of the Andaman group of islands are the Great Andamanese, Onges, Jarawas, and Sentinatese, all of Negrito origin, while the tribes of Nicobars are the Nicobarese and Shompens, both of Mongoloid stock. The first settlement by the British took place in 1789, which was later abandoned in 1796. The second settlement was basically a penal settlement, taken up in 1858, after the First War of Independence, followed by the settlement of convicts, Moplas, some criminal tribes from Central and United Provinces, refugees from erstwhile East Pakistan, Burma and ceylon as well as ex-servicemen.
4. In these islands people of all faiths - Hindus, Muslims, Christians, Sikhs etc., and of all languages like Hindi, Bengali, Malayalam, Tamil, Telugu, Punjabi, Nicobari etc., live together in complete peace and harmony. Inter-religion and inter-regional marriages are common. This amazing racial and cultural mix is correctly



(Photos: Survival International)

described as Mini-India.

5. 29 km from Port Blair, Mahatma Gandhi Marine National Park at Wandoor covers an area of 281.5 sq km and is made-up of open sea, creeks and 15 small and large islands. It is one of the best in the world offering views of rare corals and underwater marine life through glass bottom boats, scuba diving and snorkeling. Gandhi Park at Port Blair offers amusement rides, safe water sports, nature trails around the lake, historic ruins of a Japanese Temple, garden and bunker. 14 km from Port Blair, Sippighat Farm is a government farm sprawling over an area of 80 acres, where research and development programmes for cultivation of spices like cloves, nutmeg, cinnamon, coconut and pepper are conducted.
6. 25 km from Port Blair is Chidiya Tapu, the southern most tip of South Andaman with lush green mangroves, multitude of birds, sylvan sands and Munda pahar beaches. One can get excellent views of isolated islands, submerged corals and enchanting sunset from the forest guesthouse situated on top of a hillock. 36 km from Port Blair, Collinpur has a beautiful sandy beach with shallow waters suitable for swimming, sunbathing and watching sunset. A 20 km ferry ride away from Port Blair is Madhuban , a superb trekking area, north east of South Andaman, with outlandish endemic birds, animals, butterflies and elephants engaged in lumbering. 55 kms. from Port Blair, Mt Harriet is an ideal place for a bird's eye view of the outer islands and the sea. It was the summer headquarters of the Chief Commissioner during British Raj. 365 m high, it is the highest peak in the South Andamans. 110 kms. by road from Port Blair to Baratang are the



Spotted Deer

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amazing Mud Volcano and Lime stone caves. The travel involves crossing of creeks and dense forest.

7. The Nicobars abound in coconut palm, casuarina and pandanus trees. The fauna of Great and Little Nicobar islands consist of Giant Robber Crab, long-tailed Monkeys, Nicobarese Pigeons and Megapode, a rare bird found in Great Nicobar. The Indira Point (formerly known as Pygmalion Point), the southernmost tip of India is Great Nicobar Island. Car Nicobar, the headquarters of Nicobar District, is covered with clusters of coconut palms and enchanting beaches. Nicobari huts are unique and are built on stilts and have entrance through the floor with a wooden ladder. Katchal, a tiny island in the Nicobar group was honored with the first sunrise of the new millennium on 1st January 2000 and has beautiful beaches at East bay, Jhula and West bay.
8. A fortnight long Island Tourism Festival organized by the Andaman & Nicobar Administration annually in December to January exhibits developmental aspects of these islands. It features cultural programs and performances by artistes of national and international fame from all over India including the native tribals. Water sports competitions such as Nicobari Hodi Race, Canoe Race and Scuba Diving are organized and the festival focuses on eco-friendly tourist destination. Block Mela held annually at Diglipur in January or February highlights the development of the rural areas and typical rural life of these islands. Science Centre in Port Blair displays the genesis of the Andaman & Nicobar archipelago through interactive exhibits and explains the science of oceans, the flora and fauna of the islands.

C2. Articles are often divided into parts to help the reader. Given below are the subheadings of the eight paragraphs given in a jumbled order. Match the paragraphs with the subheadings.

1. Southern paradise.
2. Life of harmony.
3. Showcasing the culture and spirit of A&N
4. Links with freedom struggle.

5. Sea sports, farms and temples.
6. Indigenous population and settlers.
7. Flora and fauna.
8. Get to know the Emerald Islands.

C3. When people are not very familiar with a language, they will sometimes explain words by paraphrasing them. Match the words in the box to the paraphrases below. Check in the dictionary if you are not sure.

cluster, fauna, penal settlement, languish, mangrove, aboriginal, archipelago, topography, meandering, snorkeling

- It's a tropical tree, found near water, whose twisted roots grow partly above ground
- It refers to the shape of an area of land, including its hills, valleys etc.
- It is an area of sea in which there are many small islands
- It is a group of similar things that are close together
- It is to describe the course of a river, coast line or path that turns a lot.
- This is to exist in an unpleasant or unwanted situation
- They are all the animals that live wild in a particular area
- It is an activity that involves swimming underwater using a breathing device
- A type of prison, which is often in a place far away from other people

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- This is a person or living thing that has existed in a country or continent since the earliest time known to people

C 4. On the basis of your reading of the passage complete the "Mindmap" given

Andaman & Nicobar Islands-Introduction

- Origin of Name:
- Location:
- Length:
- Topography:
- Tourist Attractions:
-

Link with the Freedom Movement

-
-
-
-

People

-
-
-

Harmonious Life

- Faiths.....
- Languages.....

MGM National Park

-
-
-
-

South Andaman

- Chidiya Tapa
- Collinpur
- Madhuban
- Mt. Harriet

	Flora & Fauna
•	Fauna

•	Flora

Tourism Festival

- Organized by.....
- When.....
- Highlights.....

below:

Floating Splendour

- C 5. Dr Varun is a tourist on a visit to the awesome Andaman and Nicobar Islands and Maiguru is his tour guide. Dr Varun wishes to know about the history and social life of the Islands and the best places to visit during his trip. Based on the "Mindmap" you have prepared, write and act out a short dialogue between them. You can choose a partner for this activity.**
- C 6. Overawed by the beauty of the Islands, Dr. Varun writes an e- mail to his sister Ishita who promptly responds. Draft this exchange of e- mails between them.**
- C7. Imagine that Class X of your school is planning a trip to Andaman and Nicobar Islands from 25thDec to 01st Jan. Based on your reading of the text and your imagination complete the following itinerary:**

25th Dec: fly from the nearest airport to Port Blair

26th Dec: (morning)

(afternoon)

(evening) Sound and Light Show at Cellular Jail

27th Dec: (morning): take bus to National Park at Wandoor

(afternoon):

(evening) :enjoy local cuisine at hotel

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- 28th Dec: (morning): visit the Chidiya Tapu to observe the magnificent birds
(afternoon) :
(evening) :
- 29th Dec: (morning):
(afternoon) : free to explore local market
(evening) :
- 30th Dec: (morning):
(afternoon) : Island Tourism Festival
(evening) :.....
- 31st Dec: (morning): relaxed Breakfast at hotel
(afternoon) :
(evening) : cultural evening at hotel to celebrate New Year Eve
- 1st Jan: (morning): by bus to Katchal for.....
(afternoon) : transfer to Airport to reach home destination

C 8. Read the tourist brochure brought out by the Rajasthan Travels Guide, describing Jaipur and the surrounding area.

JAIPUR

History

Built by the warrior-astronomer Raja Sawai Jai Singh II in 1727, it is full of formidable forts, enchanting palaces and lovely temples. Jaipur is listed in most tourist books as one of the three cities that make India's Golden Triangle - the other two are Delhi and Agra. The old city of Jaipur is



enclosed within seven gates, the most important of which are Chandpol, Jaipuri and Sanganeri.

Reaching Jaipur

ByAir

Jaipur is well connected to all the major cities which include Delhi, Mumbai, Kolkata, Jodhpur and Udaipur. Recently, flights to Dubai have also started from Jaipur by Indian Airlines.

ByBus

Rajasthan Roadways run very comfortable deluxe & air conditioned buses from Delhi (Bikaner House, Nr. India Gate) to Jaipur. The roads are very good, and it takes around 5-6 hrs from Delhi. You can also come by taxi.

ByTrain

Jaipur is on the Broad Gauge and hence connected to all the metro cities of India. There are daily trains from Delhi in morning (Shatabdhi Exp) and evening (Intercity Exp).

Getting Around

In the city you can travel by un-metered auto-rickshaws, buses, cycle-rickshaws or you can also use car cabs and car-taxi. The Rajasthan Tourism Development Corporation operates regular bus service for local city tour.

GENERAL INFORMATION

Weather

In Summer: 45° C (Max) - 25° C

In winter: 22° C (Max) - 8° C (Min)

Rainy Season : July to Mid Sept; very humid (upto 90%)

Our suggestion: Best time to come: Oct to March

ACCOMMODATION: Accommodation for tourists in Jaipur ranges from five star



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deluxe hotels to budget hotels. Heritage hotels also offer in-
guests.

Hot Attractions

Kite Festival

A festival with a difference - as kites take to the sky all over Jaipur. In the evening, kites with lights in them and fireworks brighten the skies above. If you like kite flying, you should be here.

Elephant Festival

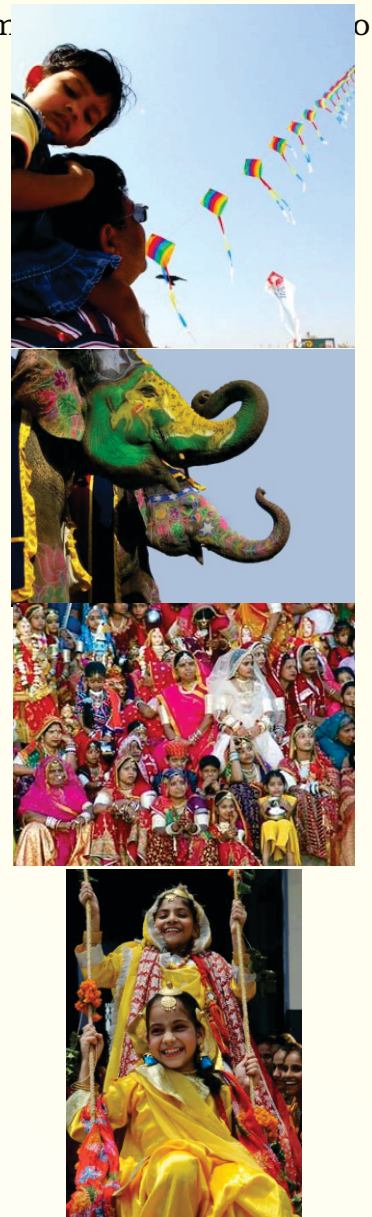
A festival to celebrate Holi, this is a great occasion for the visitor to watch several elephant sports and also play this festival of colors.

Gangaur Fair

A festival devoted to Goddess Parvati. It is time for young girls to dress up in their finery and pray for grooms of their choice while the married women pray for the well-being of their husbands.

Teej Festival

A festival to mark the advent of monsoon. Essentially a women's festival, it is interesting to watch them



enjoying in groups and at various bazaars where they turn up to shop in all their finery.

Local Sightseeing

Hawa Mahal

Built in 1799, the Hawa Mahal (the palace of Winds) is one of Jaipur's major landmarks.

Amber Fort

The magnificent Amber Fort, steeped in history, mesmerizes the visitor with its grand architecture and grandiose history

Jantar Mantar

Next to the City Palace entrance is the Jantar - Mantar, begun in 1728 by Savaii Singh whose passion for astronomy is renowned all over the world

Jaigarh Fort

The imposing fort, built in 1726 by Jai Singh was opened to the public in mid - 1983 and offers a great view.

Galtaji

A popular site with pilgrims, Galtaji's hilly location is full of surprising spires and peaks. Some of the temples here are quite old.

Ram Niwas Bagh

A garden planned by Maharaja Ram Sigh in the 19th century as a famine relief project, this extensive park consists of a zoo.

Jain Temple

The most beautiful temple in Sanganer is the ancient Shri Digamber Jain temple. The temple has fine carvings.

CUISINE: Dal Batti Churma

Recognised as a Rajasthan speciality, *Dal-batti-churma*, is a wholesome Rajasthani meal. *Dal*, or lentil curry, is served with *Batti*, a roundel of stuffed flour

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that's baked in a charcoal fire or oven. *Choorma* is a sweet dish made with flour, jaggery or sugar and ghee.

MAWA KACHORI is filled with mawa and sugar syrup; this delicacy is not to be missed.

SHOPPING

Johari Bazar: This is where you can buy jewellery and tie and dye sarees,

Tripolia Bazar and Chaura Rasta: You can shop here for textiles, utensils, ironware and trinkets. If you want to see the artisans at work, step into the side lanes and see for yourself.

Bapu Bazaar and Nehru Bazaar: Here you can purchase textiles, local perfumes and shoes made of camel skin.

Mirza Ismial Road (MI. Road): The broad thoroughfare houses a large number of emporia selling a variety of goods ranging from jewellery and brass work to textiles, blue pottery, woodwork, etc. These shops stock a large variety of goods to satisfy the tourists' needs.

Visiting Jaipur is the most satisfying experience as the city is a fine balance of modern conveniences and great traditions. No wonder the pink city is a tourist's haven.

C9. Prepare a similar brochure for the Andaman and Nicobar islands. Besides using the information from the passage given in this section (C.1), you will have to gather more information about the history, mode of travel, accommodation etc. Work in groups of 4-5 to prepare the brochure. Please keep in mind the following attributes of a brochure:

- Introduction
- General Information
- How to Reach
- Accommodation

- Intercity Travel
- Local Attractions
- Sightseeing
- Cuisine
- Shopping
- Appropriate closing sentence

C10. You are going to listen to Harsh Misra's vacation plans. As you listen, fill the blanks with the exact information.

Harsh Misra's Vacation Plan

- Travel from..... To
- Stopover at
- Visit during.....season.
- Will visit.....
- It is located..... away from the town.
- Being the peak, it offers view of the town.
- Coffee House serves the original picked from the plantations.
- Next halt:.....
- Temple trail would include visits to the, and

C 11. Punctuate the passage given below using capital letters wherever necessary.

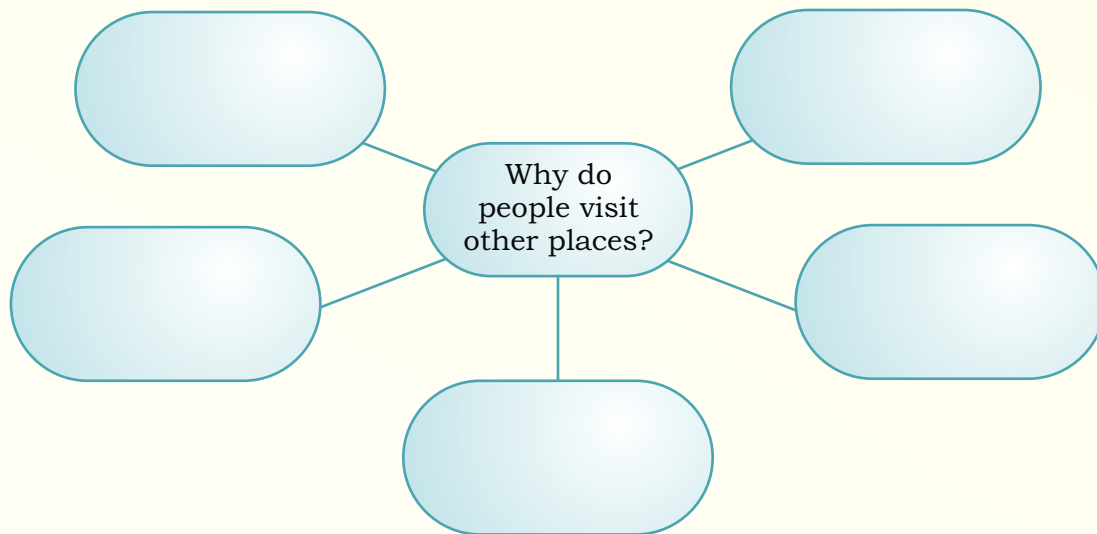
on a spring evening some years ago while living in mumbai i decided to take in a musical where i heard lakshya kumar sing for the first time i was enthralled i believed i had discovered the next kishore kumar yet disappointed by the sparse audience i decided to write an article to help promote him struggling to contain my

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excitement the next day i phoned the theatre where he was performing and unabashedly acted like a professional writer may I speak with lakshya kumar please just one moment replied the person at the other end hello this is lakshya kumar answered a deep voice at the other end who is speaking my trembling hands dropped the receiver and I seemed to have lost my voice I heard the phone being disconnected at the other end what an end to my grand plans

D. PROMOTING TOURISM

Discuss in groups



- What is tourism?
- Why do tourists visit a place?
- Do you think Indian tourists and foreign tourists visit places for the same reasons?
- Share your views with your class.

D.1. Read the following article about promoting tourism in India.

The new tourist is Indian



— by Hugh Colleen Gantzer (The Hindu January 1, 2011)

1. If India wants to make it to the top 10 in the international tourism market, then it will further have to revamp its strategies and re-woo its tourists. Today, the need is to highlight the potential areas within the country and court the new tourist.
2. "Indian tourism will soar by 15 to 20%" said Rajji Rai, President of the 2448 member Travel Agents Association of India. TAAI's interests lie in handling both visitors crossing international borders as well as the growing ranks of Indians travelling around India. This distinction between foreign and domestic tourists is important.
3. Judging by published statistics earlier, our efforts to attract foreign tourists had been consistently unsuccessful. Both Malaysia and China entered the international tourism market decades after we did. In 2009, Malaysia was ranked ninth with 23.6 million foreign arrivals. In the same year, China was ranked 4th with 50.9 million visitors. India did not appear in the first 10 because it just managed to attract less than 10 million tourists.

Future, tense?

4. All of which begs the question "What makes the Tourism Industry take a rosy view of the future?" It does so because it has realised that it had been courting the wrong tourist. No longer must it run after the brash, demanding, camera-bedecked foreigner trickling in from recession-hit economies.

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5. The New Tourist is the well-heeled, tolerant, eager Indian: keen to discover India, impatient to go abroad.
6. Mining this market are former *Travel Corporation of India* employees now in *Trail Blazer Tours*. According to its brisk and affable CEO, Homa Mistry, in the three brief years of their existence, they had doubled their business every year particularly to the new markets of China, Russia and South America. Indian travellers are now also signing up for cruises to exotic destinations in sybaritic comfort.
7. Karnataka, too, had been quick to assess that the rapidly changing demographics of India had blurred the line between the assumed needs of foreign tourists and those of our domestic ones. The state's glamorous *Golden Chariot* Tourist train, designed for foreigners, now also does a shorter *Jewel of the South* tour for upper-middle-class Indian tourists. To quote Vinay Luthra, the MD of the Tourism Development Corporation, "Money does not seem to be a constraint with domestic tourists interested in the Golden Chariot."
8. The state's very successful, and luxury class, *Jungle Lodges and Resorts* had, however, created a no-frills clone in their Jungle Camps and Trails for a younger clientele, tapping the growing ranks of junior executives still low on the corporate totem pole. Karnataka had, thus, broadened the base of its domestic tourism market and set another bench-mark.
9. So, too, has Kerala. Kerala's *God's Own Country* campaign had been clearly designed for the foreign market. But now, Dr. Venu, the then Kerala's Secretary, Tourism and Culture, had deliberately shifted his focus. It is to be noted that in '06-07 Kerala targeted 60% international and 40% domestic, and allocated their tourism resources accordingly. But then it was reversed. By organising *Partnership Meets* between Kerala's tourism stakeholders and tourism professionals in non-metro cities all around India, Kerala managed, very successfully, to bypass the slump felt by states dependent on international visitors. "We provide a strictly Business to Business platform in the cities we visit. It's been very successful: our tourism figures have grown while those of states dependent on the fickle, demanding, overseas market have remained static," Venu said.
10. This was, logically, a good strategy. In 2009, when we had received 5.11 million foreign tourists, 11.07 million Indians went to tourist destinations outside India. If

our Union Ministry of Tourism continues to concentrate on improving facilities for the domestic traveller, the outflow of tourists and rupees will diminish. Enhanced infrastructure such as roads, airports, hygiene, is also attracting more international visitors.

11. Madhya Pradesh saw this writing on the wall years ago. Its brilliant Heart of India campaign and finger-shadows version, overseen by its former Executive Director, Guru Chahal, targeted the domestic traveller. Hari Ranjan Rao, the then MD of the MPTDC had said: "We have the attractions. When we have the infrastructure.. a good network of roads, for instance... domestic tourists will flock in. The others will follow."
12. According to the authoritative trade publication, *TravBiz Monitor*, the States and Union Territories reported that more than 650 million domestic tourists had visited them in 2009. Contrast that with the insignificant 5.11 million foreign tourists we managed to attract in the same year.

Clearly Tourism, like Charity, begins at home.

D.2. Based on your reading of the article above, answer the following questions:

1. What evidence does the author provide to support his view that our efforts to attract foreign tourists have been unsuccessful?
2. What, according to you, may be the reasons for such a bleak scenario?
3. What is the shift in tourism policy recommended by the author? What are his arguments for such a shift?
4. What are the two initiatives taken by Karnataka that signify marked change in its marketing strategy?
5. Why have Kerala's tourism figures grown while those of some other states have remained static?
6. Why does the author say that we should now make efforts to attract the domestic traveller? What are the areas that we should focus on to achieve it?
7. Why does the author say, "Clearly Tourism, like Charity, begins at home?"

D.3. Find words or phrases from the passage that mean the same as the following.

- a) to renovate, redo, or revise (paragraph 1)
- b) trying to win the favor, preference, or goodwill of (paragraph 1)

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- c) come in small numbers (paragraph 4)
- d) well-off; rich (paragraph 5)
- e) friendly (paragraph 6)
- f) wanting or enjoying expensive pleasures (paragraph 6)

D.4 Imagine that you are the Director of the Department of Tourism of the State of Palwal Pradesh. You have recently received the following letter from the Minister of Tourism.

GOVERNMENT OF PALWAL PRADESH

Ministry of Tourism

13 May 20xx

Director of Tourism

121 Janta Avas Gri

Anandpur, Palwal Pradesh

Subject-

Dear...

As you are aware, local and international tourism is becoming increasingly important to Palwal Pradesh. It is now a major employer, and a significant means of earning foreign exchange. I am therefore anxious to promote and develop the State's tourism industry.

I should like you to study the present trends in tourism and write me a report on their main features, with projections for ten years' time. I should also like to receive your recommendations on certain matters. Specifically, your report should deal with the following:

Origin of Tourists: Where are they from - India and/ or foreign countries?

What do you predict will be the figures in 10 years' time?

What action do you recommend?

I look forward to receiving your report.

Yours sincerely

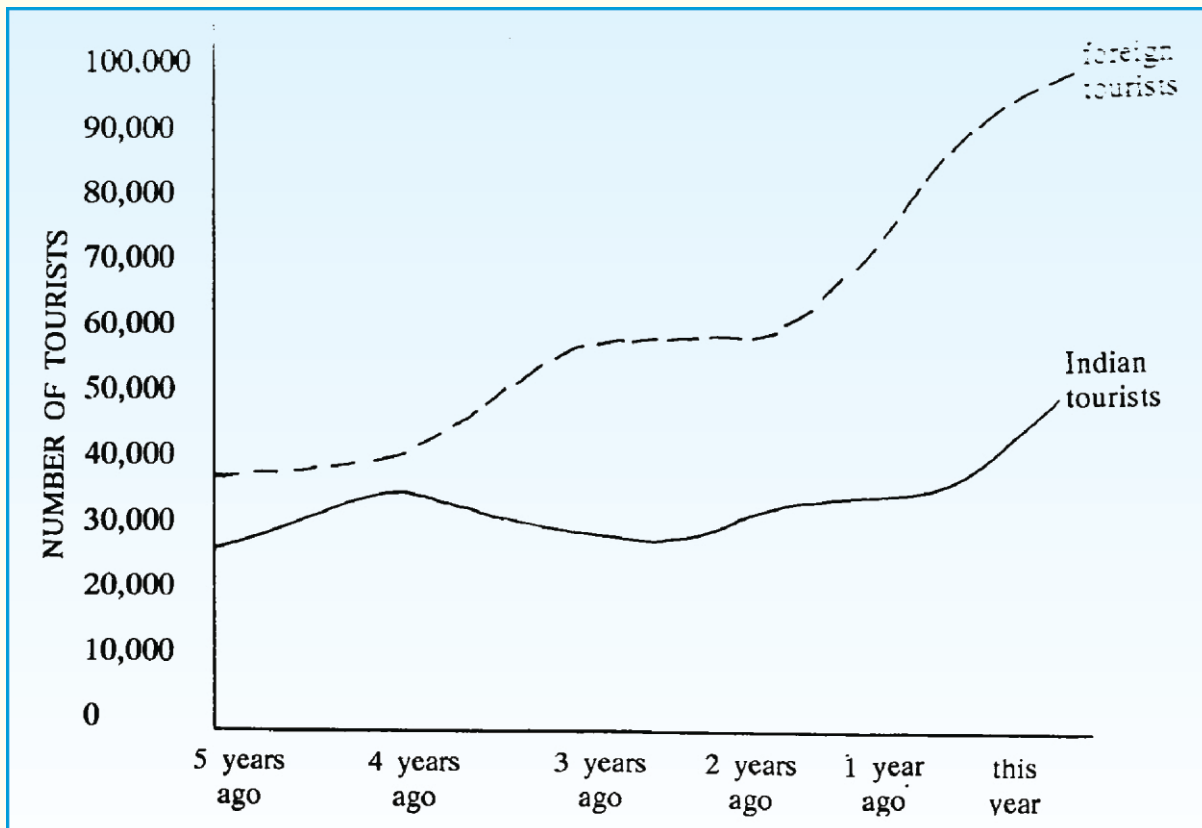
Krishna Mathur

(Krishna Mathur)

Minister of Tourism

D.5 In Section D.6 you will write the report asked for. First though, it is necessary to study the following statistics and draw appropriate conclusions. Work in groups of four. Discuss the three figures in this section and the questions that follow each figure, and write notes to answer those questions. (Contrary to the recent trends, foreign tourists visiting Palwal Pradesh outnumber domestic tourists).

Fig



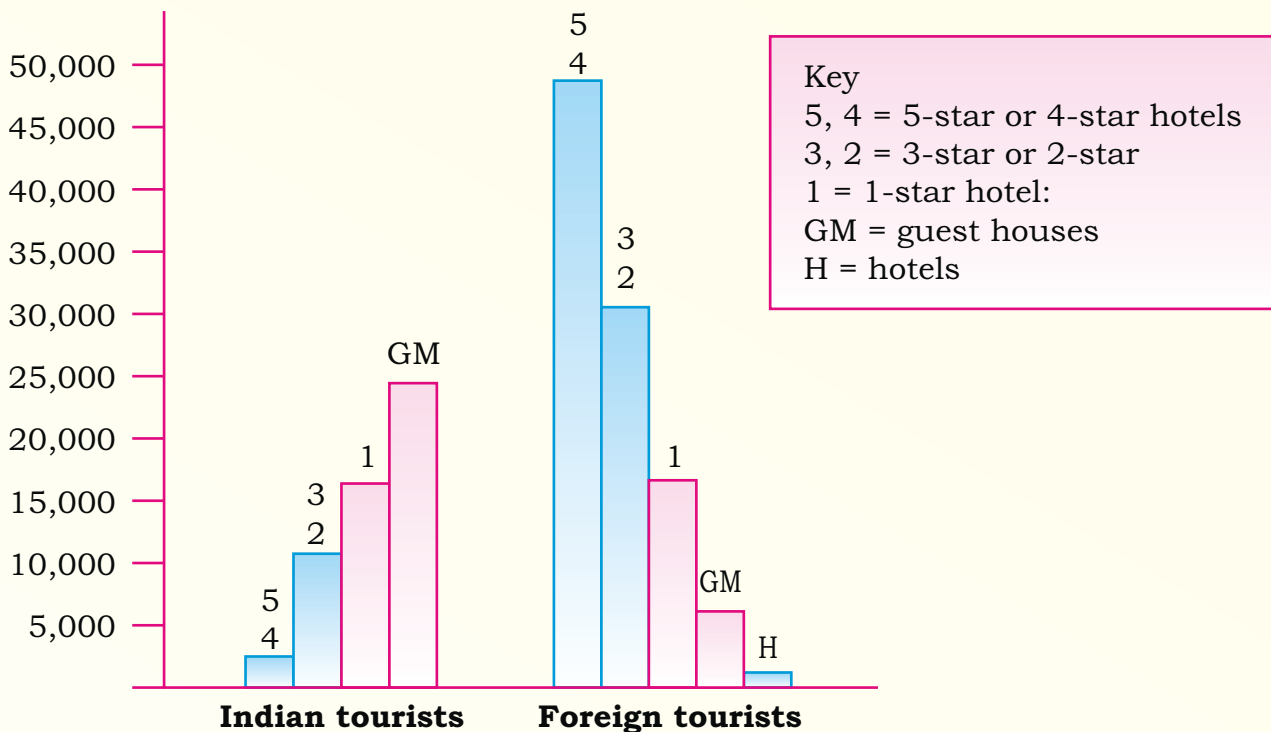
1 :

Number of Tourists over the Last Five Years

1. What has been the general trend in the number of tourists visiting Palwal Pradesh over the last five years?
2. Which groups have shown increases, and by how much?
3. Suggest reasons for the changes over the last five years, for both groups of tourists.

Fig. 2 : **Accommodation Preferences** (this year's figures)

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1. For each group of tourists, which is the most popular type of accommodation?
2. How many tourists of each group stayed in these most popular types of accommodation?
3. Suggest why different types of accommodation are popular with different types of tourists.

Type of accommodation Number Total number of beds Occupancy rate (in%)

Type of accommodation	Number	Total number of beds	Occupancy rate (in%)
5 star hotels	3	780	85
4 star hotels	5	500	92
3star hotels	10	350	65
1 and 2 star hotels	16	465	82
Guest houses	32	255	78
Youth hostels	13	780	95

Fig. 3 Types of accommodation (this year's figures)

1. What does the final column mean? Why is it important?
2. There are three 5 star hotels and 13 youth hostels, yet each type of accommodation has the same number of beds. Explain.
3. Which are the two most popular types of accommodation?
4. Which types of accommodation have occupancy rates of 85% or over?

D.6 Work with a partner to write the report asked for in D.4. You are the Director of Tourism for Palwal Pradesh. Make sure that....

- you answer all the questions raised by the Minister.
- you quote from the statistics in D.5 to support the points you make.
- you follow the report format and style in D.7 below.
- you use the language advice given in D.8 below.

First study D.7 and D.8. Then (working in pairs) write your report.

D.7

REPORT

From: (your name), Director of Tourism, Palwal Pradesh

To: Minister of Tourism, Palwal Pradesh

(Date)

(Suitable heading)

(Suitable introduction, eg) You recently asked me to submit a report on tourism in our State - specifically, present trends, projections for 10 years time, and recommendations on certain matters. The following are my findings and recommendations:

1 Current Trends

1.1 Origin of Tourists

(Summarize your answers to Questions 1-3 under Fig. 1)

1.2 Accommodation

(Summarize your answers to Questions 1-3, Fig 2)

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2. Predictions for 10 Years in the Future

2.1 Origin of Tourists

(On the basis of Fig. 1 and your own personal views, predict the situation in 10 years time.)

2.2 Accommodation

(On the basis of Fig. 3 and your prediction in 2.1 above, predict the number of beds needed in 10 years time for each type of accommodation.)

3. Recommendations

3.1 Accommodation

(On the basis of your predictions in 2.2 above, recommend the types of new hotels needed in 10 years time.)

3.2 Other Means of Attracting Tourists

(Do you have any recommendations to make?)

4. Conclusions

(A suitable ending, possibly expressing confidence in the future of tourism in Palwal Pradesh, if action is taken now)

(Your signature)

(Your name)

Director of Tourism

D.8 In your written report, you will find the following language useful when describing trends and changes.

There has been a	sharp fall in...	When making projections
	gradual decline	
	steady rise	It is forecast that approx....
	steep rise	projected
		I would predict that approx.....
		Present trends indicate that approx....
	is forecast
		projected to reach
		approx..in...
has dropped sharply		
..... gradually declined		
risen steadily		
risen steeply		
		*when making recommendations
		I recommend that.....
		urge
		propose
..... has levelled off at.....		
*when expressing probability		
It is probable that		It is proposed that....
most likely		recommended
The probability is that.....		My recommendation is that.....
		proposal

D. 9 A Final Check.....

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Before you hand in your report:

1. Have you answered all the questions in the Minister's letter in D.4?
2. Have you proof-read your report for accuracy in grammar, spelling and punctuation?
3. Is your report written in a simple, easy-to-read, interesting style?
4. Have you asked a classmate to read your report, and give you feedback on it?

NATIONAL INTEGRATION

(SUMMARY)

SECTION	In this UNIT you will develop your				VOCABULARY
	LISTENING SKILLS	SPEAKING SKILLS	READING SKILLS	WRITING SKILLS	
Introduction		<ul style="list-style-type: none"> Narrating incidents and events. 	<ul style="list-style-type: none"> Using a reading text as a trigger for discussion 	<ul style="list-style-type: none"> Making short notes. 	
(A) Unity in Diversity	<ul style="list-style-type: none"> Listening to narratives and using the information gathered to identify states/ regions. 	<ul style="list-style-type: none"> Presenting conclusions clearly and logically. 	<ul style="list-style-type: none"> Retrieving and synthesizing information from a range of material. 	<ul style="list-style-type: none"> Transcoding information into a grid. Writing captions 	<ul style="list-style-type: none"> Words related to features of a region.
(B) Challenges to National Integration.		<ul style="list-style-type: none"> Presenting an oral report on a SWOT analysis effectively. Role Play: Participating in spontaneous spoken discourse. Taking active part in a group discussion 	<ul style="list-style-type: none"> Local and global comprehension of a poem. Identifying the main points of a text. Deducing the meaning of unfamiliar lexical items. Interpreting and evaluating ideas. 	<ul style="list-style-type: none"> Writing a diary entry. Writing a letter to the editor Designing a stamp. 	<ul style="list-style-type: none"> Words and phrases that enhance the power of expression.

SECTION	In this UNIT you will develop your				
	LISTENING SKILLS	SPEAKING SKILLS	READING SKILLS	WRITING SKILLS	VOCABULARY
(C) Spirit of Unity		<ul style="list-style-type: none"> • Taking active part in a group discussion 		<ul style="list-style-type: none"> • Making a power point presentation. • Writing a film review. 	<ul style="list-style-type: none"> • Words used in film reviews.
(D) Mile Sur Mera Tumhara		<ul style="list-style-type: none"> • Making a musical presentation 	<ul style="list-style-type: none"> • Synthesising information from a range of material. 	<ul style="list-style-type: none"> • Writing slogans 	-----