

UNIT -9

TRAVEL AND TOURISM

PREPARATORY TASK:

1. Match the following:

1.	Architecture	5	Building constructed as a memorial
2.	Brochure	1	Construction/ building design
3.	Cuisine	2	Information sheet or booklet giving information about a place
4.	Itinerary	10	Jewellery
5.	Monument	8	Memento
6.	Motion sickness	4	Schedule for a trip
7.	Scenery	3	Style of cooking(food varieties of a particular region)
8.	souvenir	7	View of country side, setting of a place, landscape
9.	Trekking	6	Vomiting and sickness during travel
10.	Trinkets	9	Walking trip.

2. How familiar are you with these places? Try to name them.

1. Taj Mahal - Agra

2. Kerala

3. Charminar - Hyderabad

4. Mysore palace

5. Meenakshi Temple - Madurai.

PART – I

WHY TRAVEL?

Speaking:

a. What according to Twain and Huxley are the advantages of travelling?

A. Mark Twain says that the advantages of travelling are free from prejudice, bigotry, narrow-mindedness. Whereas Aldous Huxley interprets the travelling is to discover that everyone is wrong about the other countries and other people.

b. Brain storm in your group and list the other advantages of travelling?

A. Awareness of other religions, languages. Culture, traditions, living circumstances, moral views, superstitions, dress code, food, etc.,

2. Read the following excerpts from essays on travelling by two famous writers of the past. Note that these two writers have very different reasons for travelling. Can you pick out the reasons given by them and fill in the following table.

Reasons given by Hazlitt	Reasons given by Bacon
To be free	To educate oneself
To leave ourselves behind much more than to get rid of others	One can observe – courts of princes, courts of justice
To get little breathing-space to muse on different matters	One can visit- fortifications of cities, towns, heaven and harbours.
To laugh, to run, to leap and to sing for joy	One can learn – from ruins, libraries, colleges, disruptions and lectures
To enjoy the society	One can feel good experience.

VERBAL ABILITY

Column A in the following table is a list of things that a traveler should observe when he travels in a foreign country according to Bacon. Can you give the modern equivalents of what Bacon has said in the language of the seventeenth century? Refer to a dictionary for the meanings of words that you have not understood.

Things a traveller should observe	Modern equivalents
Courts of princes especially when they give audience to ambassadors	Foreign office / Parliament / Legislative house
Courts of justice, while they sit and hear causes	Judiciary places
Churches of monasteries, with the monuments which are therein extant.	Religion places
Walls and fortifications of cities, towns and so the heavens and harbours; antiquities and ruins	Historical places
Libraries; colleges, disputations and lectures	Educational places
Shipping and navies	Naval areas
Houses and gardens of state and pleasure, near great cities	Amusement areas
Armories, arsenals; magazines	Military basements
Exchanges; burses; warehouses	Stock exchange
Exercises of horsemanship, fencing, training of soldiers and the like	Armory
Treasuries of jewels and robes; cabinets and rarities	Comedies
Triumps, masks, feasts, weddings, funerals, capital executions, and such shows	Rituals

TEN REASONS WHY TRAVEL IS A WASTE OF TIME

VERBAL ABILITY:

1. Although the teacher agreed with the students' views, she differed and argued against the idea in class just to make the class interesting.
2. I tried very hard to convince my eight-year-old brother to give me his pencil but he was very adamant. Finally I gave him a chocolate and that pacified.
3. We had to settle the hospital bills on the day we got our friend discharged. That _____
_____. And after all the _____ we spent our friend had a relapse the very next day.
4. She was forced to hand in her resignation. The reasons cited was extraneous.

Reading:

SOUTHERN SPLENDOUR

NOTE-MAKING:

As described in Unit I, note down the main ideas of the passage and its supporting details.

1. Places to be visited

- a. Jewish Synagogue
- b. Dutch Palace
- c. Cochin harbour
- d. Chinese fishing nets
- e. Little islands on the Vembanad Lake in Kumarakom Lake
- f. Kerala back waters in Kettuvallom
- g. Kerala Street Theme Dinner

2. Modes of transport to be used

- a. Airplane
- b. houseboats

3. Places of overnight stay along with duration

- a. Two nights in hotel room at cochin
- b. One night at Kumarakom
- c. Last night at Kumarakom

READING AND WRITING.

1. Twain speaks both about the positive and negative aspects of India. Make notes on the positive and negative images of India in the following table.

Positive Images of India	Negative Images of India
Dreams of romance	Deep culture and traditions
Fabulous Wealth	Fabulous poverty
Beautiful palaces	Poor hovels
Excited wild life – tigers, elephants etc.,	Imperishable interest for alien prices
Birth place for human speech	Genii, Giants and Aladdin lamps
Educated and wise people	Darkness and superstitions

2. Is the overall picture of India appealing to the tourist? Which words or phrases in the passage give you a clue to the visitor’s reaction to India?
- A. Yes. The overall picture of India appeals to the tourist. “This is indeed India!”, “The land of dreams of romance”, the fabulous wealth, the beautiful palaces, exciting wild life, deep forests, etc., are some of the words and phrases that attract the tourists.
3. This travelogue was written and published in 1897. Does the picture of India remain the same today? How would a foreign tourist of today visiting India for the first time react to India? Write a short paragraph describing India as a foreign tourist sees it?
- A. The land of India has great traditional values where guest has equally treated with the same importance and value as that of God. With this supreme vision foreigners get the wonderful

expression of greeting during the meet which varies from religion to religion. One can find a perfect picture of culture and values in the form of different hues and vibrancy. From the past several centuries, the country follows the same path of unity, support and tolerance. A visitor can find a beautiful balance between the uniqueness and diversity on this land.

GRAMMAR

CLAUSES:

1. Join the following sets of clauses to form sentences:

1. I can't travel abroad. I don't have enough money.

A. I don't have enough money to travel abroad.

2. The technical snag in the airplane is being fixed right now. During this time let us do some shopping at the duty free shop here.

A. Let us do some shopping at the duty free shop here while the technical snag in the airplane is being fixed right now.

3. You should get some rest. Only then should you think of taking your next trip.

A. You should think of taking your next trip if and only if you get some rest.

4. You planned to go out many times. Every time it rains.

A. Whenever you plan to go out, it rains.

5. I ate at the local restaurant yesterday. I have contracted a stomach infection.

A. As I ate at the local restaurant yesterday, I have contracted a stomach infection.

PART – II

TOURISM

ATHITHI DEVO BHAVA

- 1. What are the objectives of the Athithi Devo Bhava campaign? List them out as phrases, as given in the example.**
 - To sensitise people towards tourists and tourism.**

- To create awareness on economic growth.
 - To preserve heritage and culture and warm hospitality.
 - To re-instill a sense of responsibility
 - To create safety and confidence in foreign tourists.
2. Fill in the blanks using information from the passage
- a. The campaign hopes to achieve its aims through a process of training and orientation.
 - b. Tourism acts as a catalyst for the economic growth of India.
 - c. The campaign hopes to a sense of responsibility in the Indians and reinforces the confidence in the foreign tourists.
 - d. This campaign is meant to act as a complement to the incredible India campaign.
3. The passage refers to stakeholders, though it does not mention who they are. Who would be the stakeholders in the tourism industry?
- A. The word stakeholders refer - the local people or the natives.
- b. What picture of India as a tourist destination do these statistics show?**
- A. India is a land of ruthless country.
- c. What are the problems of tourists that the campaign has identified? Do you think that the list is exhaustive? Are there other problems that the campaign overlooks?**
- A. The campaign has identified different problems pertaining to the tourists. Some of them are tourists are mistreated, cheated, rude behavior, rape and murder etc.,
5. **Why do you think hygiene has been listed as a thrust area for training?**
- A. Because in many tourist places, natives doesn't follow hygiene conditions where people from other countries insist upon this. Hence the Government of India have given top priority.
- b. Who are the people who are to be chosen for training?**
- A. Natives and stakeholders belonging to tourism industry.
- c. Discuss the reasons for initiating the training in specific cities listed.**
- A. The Government of India pertaining to Tourism industry selected some important tourist places like Delhi, Agra, Mumbai, Hyderabad, Jaipur, Aurangabad and Goa because these cities attracts foreigners as visiting places in India.

d. What is the duration of the programme?

A. The duration of the programme was one year.

READING:

1. State whether the following statements are true or false:

- a. The number of domestic tourists in India is more than the number of foreign tourists (T)
- b. India's foreign exchange earnings are dwindling each year (T)
- c. India trails behind many other Asian countries as far as tourism is concerned. (T)
- d. India is one of top ten tourist destinations in the world. (F)
- e. The number of Indians who go abroad is more than the number of Indians who go on domestic tours. (F)

2. On what basis are the rankings given in the above table

B. A. Foreign visitors and domestic visitors.

3. What other factors do you think should be taken into consideration when ranking a country as a tourist destination?

A.

TOURISM IN INDIA: ROLE IN CONFLICT AND PEACE

EQUATIONS, INDIA

READING

VERBAL ACTIVITY:

Unscramble the following sets of letters to form a word (from the passage). To help you, the meanings of the words are given against each set of letters.

1.	I USE STAND	To make something continue for something continue for sometime without becoming less	Sustained
2.	DID SLOPE	Not uniform, favouring a particular section while leaving out others.	Splendid
3.	VIOLATE NAIL	Making something less severe	Alleviations

4.	VENOM RAGS	Tropical tree growing in a swamps, mud and river edges with roots above the ground	Mangroves
5.	IF CRANK GIFT	Illegal trade	Trafficking
6.	NEVER A BULL	Weak, susceptible, open to attack	Vulnerable
7.	IN RTI STOOD	Twisting of facts, of the original picture	Distortion
8	COMMOTION IF ACID	Making something a commodity for profit	Commodification
9.	MAD ENGINE	Insulting, humiliating	Demeaning
10	PRESS UPS	Limit, constrain something	Suppress
11	A LOT VIE	Break the rules	Violate
12	VOTERS IN	People who put in the capital in a business venture	Investors
13	ADMIT, RELENT	Can be harmful	Detrimental
14	RAG FILE	Brittle, delicate, can be easily upset or broken	Fragile
15	AGRI NATIONALISM	Getting sidelined	Marginalization
16	GENIUS ODIN	Local material	Indigenous
17	SIR PAL	Encircling traps	Spiral
18	PALSID CEMENT	Forcibly sent out of one's home or habitat	Displacement
19	CAB TOM	Fight, battle	Combat
20	DOES THIS PACT I	Classy, refined	Sophisticated
21	SLY BUT	Not openly, without being seen	Subtly
22	STONY MITE	Witness, evidence	Testimony
23	A BREED, EXACT	To be aggravated, to be made worse	Testimony
24	BOARS AS MAD	Messenger, representative	Ambassadors
25	RATION I PASS	Hope of better things to come	Aspirations
26	IRE TORCH	Mere words, speeches (with not concrete meaning)	Rhetoric
27	INN THERE	Natural, innate, present right from birth	Inherent
28	MOTORS PER	People who sponsor, endorse and support something.	Promoters

READING

1. What is the reason given by the government of the USA for advising their citizens against travelling in India?

A. Terrorist attacks is the reason given by the government of the USA for advising their citizens against travelling and staying in India.

B. The following is the headline of a newspaper report on the Indian government's reaction to these tourist advisories. What does the word 'disproportionate' mean in this context?

A. The word 'disproportionate' refers not deserving its importance or influence.

FOLLOW UP ACTIVITY

1. Who has compiled these data?

A. Market Research Division of Ministry of Tourism compiles the data.

B. When has this report has been prepared?

A. 2010

C. Which of the following statements is true?

A. Andhra Pradesh receives domestic tourists but does not receive a significant number of foreign tourists (True)

B. The five states which received domestic tourists are all in South India. (False)

C. The foreign tourist arrivals declined in 2009 (True A)

D. The top ten states that attract foreign tourists contribute to less than 85% of all the foreign tourist visits in the country (True)

E. Domestic tourist visits increased steadily in 2010

(True)*****

