

Quadrant II – Notes

Paper Code: COG 116

Module Name: Constituents of tourism industry

Module No: 13

Constituents of tourism industry

- ✓ The constituents of tourism industry are varied ranging from small scale businesses operating at local levels to multinationals.
- ✓ For e.g. A fast food counter at an airport is a component of tourism industry.
- ✓ These constituents have their own serving purpose for the tourist.
- ✓ They are closely linked to each other in spite of having competition within one set of constituents.

Constituents of tourism industry are classified into two categories:

1. Primary Constituents
2. Secondary Constituents

1. Primary Constituents:

Primary constituents are the essential constituents which forms part of the tourism industry. Following are the primary constituents:

- ✓ **Transport:** The most essential requirement to a particular plan is convenience transport. You need a mode of transport to travel or to suggest one to your client if one is a travel agent or a tour operator.

- ✓ **Accommodation:**

A tourist not only travels but also stays some where. And here comes in accommodation. It might be of different types i.e. from cottages or tourist lodges to a house boat or a five star hotel.

✓ **Catering, Food and Entertainment:**

A tourist has to eat also and here comes the role of catering and food. Restaurants, fast food joints and dhabas, all play a role in this regard with different cuisine to offer. Different forms of entertainments are provided as attractions at the destinations.

✓ **Intermediaries:**

The intermediaries constitute the travel agency, tour operator and guide services. The constituents which co-relate all the components of tourism is the travel agent/tour operator who has accumulated knowledge, expertise and contacts with providers of services.

✓ **Government Departments/ Tourist Information Centers:**

Many national and international organisations related to tourism forms part of the tourism industry.

For e.g. Goa Tourism Development Corporation (GTDC)

2. Secondary constituents:

Following are the secondary constituents of tourism industry:

- ✓ Shops and Emporiums who sell variety of products to tourists
- ✓ Handicrafts and souvenirs
- ✓ Local taxi/transportation services
- ✓ Haukers and coolies
- ✓ Communications services like STD booths at the destination.
- ✓ Publishing Industry who publishes travel guides, brochures magazines, etc.
- ✓ Artists, performers, musicians etc. who perform for the entertainment of tourists.