

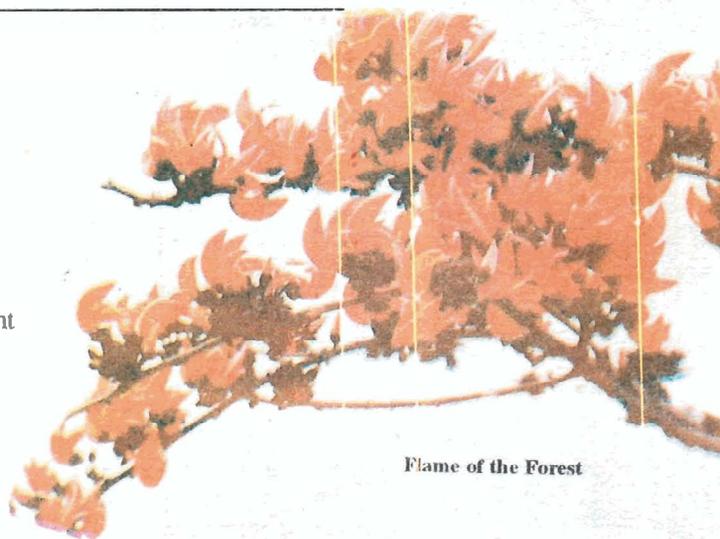
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# UNIT 18 SEASONALITY AND DESTINATIONS

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## Structure

- 18.0 Objectives
- 18.1 Introduction
- 18.2 Seasons and Climate
- 18.3 Seasonality in Tourism
- 18.4 Festival Season
- 18.5 Measurement of Seasonality
- 18.6 Destination Management, Marketing and Employment
- 18.7 Destination
- 18.8 Let Us Sum Up
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- 19.10 Answer to Check Your Progress Exercises
- Appendix



Flame of the Forest

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## 18.0 OBJECTIVES

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After reading this Unit you will be able to:

- appreciate the role of climate in tourism,
- know the relationship between climate, destination and tourism,
- understand the concept of seasonality in relation to tourism,
- know about the measurement of seasonality,
- learn about the impact of seasons on the destination and its marketing,
- know the impact of seasonality on employment, and
- learn about destinations.

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## 18.1 INTRODUCTION

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Very often you hear, “Oh! its tourist season”. What does it mean? Well, there are tourists all around the place and accordingly go the activities and services. You may have heard a hotelier say, “this was a bad season.”. Here he is not talking about the climate but in terms of his business which did not yield him the expected profits during that particular period. In this Unit an attempt has been made to familiarise a learner in tourism with matters related to seasonality and destinations. The Unit starts with a discussion on climate and weather conditions and how they affect the movement of people from the place of origin to destination. It further discusses different types of seasonality, its measurement and impact on destinations. Certain characteristics of destinations have also been listed. Such information equips a tourism professional with the knowledge to cater to his clients or generate awareness.

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## 18.2 SEASONS AND CLIMATE

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Seasonally a year can be divided into four main periods, recognised in the northern hemisphere as:

Spring (21 March to 20 June)

Summer (21 June to 22 September)

Autumn (23 September to 21 December)

Winter (22 December to 20 March)

millions of international and domestic tourists visit these hill resorts every year during hot weather season. In fact it is an escape from unpleasant weather at home. Some of them have also become popular for winter sports activities during cold weather seasons.

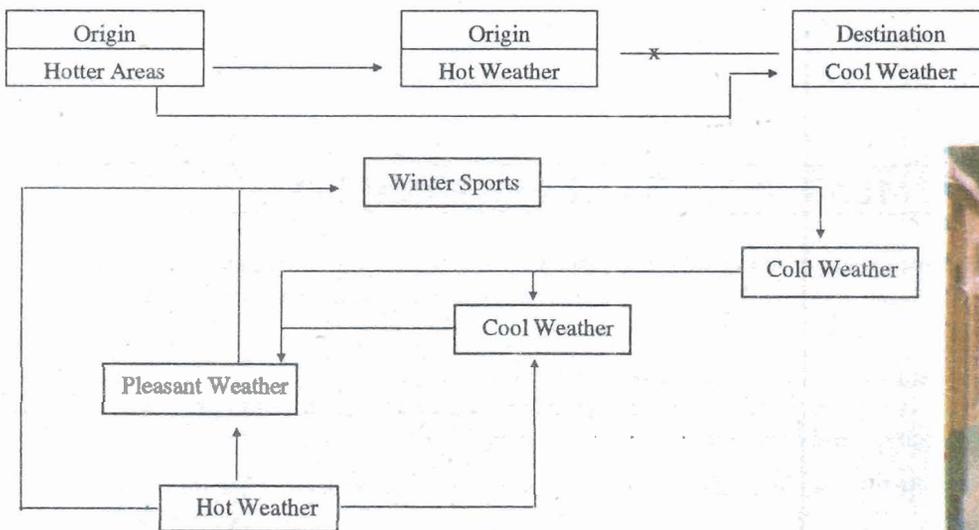
India also has a coastline of about 5700 kms providing a comparatively cool climate during summer and warmth during winter. Beach tourism is thus becoming popular in India with the development of some of the internationally known beaches like Goa, Kovalam, Mamallapuram, Puri, Konark, Gopalpur-on-Sea, etc. The climatic differences between different regions have thus helped India to develop beach and hill tourism.

The tourist movement in the whole of the world is, infact, influenced by climatic seasons. Tourist looks for better weather conditions. Hence, from the Tourism point of view the hot season is the peak season at hill stations. Millions of tourists flock to Mediterranean beaches in Europe and west coast beaches in United States during summer. During winter, the tourists travel to warmer regions including India. Relatively few international tourists visit India during summer months as compared to winter season.

The peak tourist season is from October to March with the largest arrivals during the month of December. The lean tourist season is from April to June with the lowest arrivals during the month of May.

The diversity of climates in India with its several striking contrasts is also a motivation for the movement of domestic tourists from one part of the country to another. While Assam in the east presents extreme dampness, Rajasthan in the west presents extreme dryness. Similarly, Punjab in the north has continental climate with alternating fierce summer heat and winter cold, while Kerala in the south has a tropical maritime climate with almost invaring warmth and uniformly moist air. These contrasts in climate between different regions drive millions of people across the country in different seasons. There is normally a heavy rush of tourists from north to south during hot weather season and from south to north during north east monsoon.

**MOVEMENT OF PEOPLE**



**18.4 FESTIVAL SEASON**

The different regions of the country do have specific crops and periods of cultivation depending on their climatic seasons. The period of plenty after the harvest in every agricultural season is therefore, the time for rejoicing and celebrations. A number of fairs and festivals have thus come into being as a part of Indian social life. The Pongal Festival in Tamil Nadu, Paush Mela at Shantiniketan, the Festival of Nongkrem in Meghalaya and Onam Festival in Kerala are a few such festivals. Several other festivals of historic and religious significance are also being celebrated in different part of the country. In fact, the Indian calendar is dotted with hundreds of fairs and festivals which are celebrated with devotion and spiritual fervour. The sheer

each month or for each quarter. In case the time series is available for each month for a period of ten years the monthly index for any month is estimated by using the following formula.

$$I_m = \frac{\text{Average value for the month "m"}}{\text{Overall average value per month}} \times 100$$

$$= \frac{\text{Total of the values for the month} / 10}{\text{Total of the values for all the months} / 12 \times 10} \times 100$$

$$= \frac{\text{Total of the values for the month} \times 1200}{\text{Total of the values for all the months}}$$

It has already been mentioned that the foreign tourist arrivals in India are highly seasonal. It can be quantified by calculating monthly indices of tourist arrivals as per the calculations given below:

**FOREIGN TOURIST ARRIVALS IN INDIA**  
(Including the nations of Pakistan & Bangladesh)

Month Year	January	February	March	April	May	June	July
1981	116130	104456	114853	105190	81338	89535	105292
1982	116148	104915	113254	105709	82393	87683	112583
1983	117065	102823	117280	101794	81513	87397	111408
1984	123013	113483	118899	112162	87285	76254	92891
1985	103676	101749	108919	96979	85960	93836	109637
1986	128581	118886	137274	108805	90558	105956	126742
1987	134292	128986	132297	108405	95435	105923	127611
1988	149156	136776	138840	108804	94649	111381	136857
1989	155633	142279	155497	114046	104237	120188	148884
1990	177984	154758	149653	122986	107989	110033	143973
1991	144173	114567	130178	113862	109988	114658	149215
1992	177475	167268	148559	134895	123446	124386	160971
<b>Total</b>	<b>1643326</b>	<b>1490946</b>	<b>1565503</b>	<b>1333637</b>	<b>1144791</b>	<b>1227229</b>	<b>1526064</b>
	(t1)	(t2)	(t3)	(t4)	(t5)	(t6)	(t7)
<b>Indices</b>	<b>110</b>	<b>100</b>	<b>105</b>	<b>90</b>	<b>77</b>	<b>83</b>	<b>103</b>

**FOREIGN TOURIST ARRIVALS IN INDIA**  
(Including the nations of Pakistan & Bangladesh)

Month Year	August	Sept.	October	November	December	Total
1981	112614	88430	115281	113483	132608	1279210
1982	111448	92680	117643	118147	125559	1288162
1983	104822	95562	127458	121042	136812	1304976
1984	88326	81816	104032	87222	108369	1193752
1985	96570	91453	117185	120779	132641	1259384
1986	113378	103773	132148	131220	153755	1451076
1987	119867	106016	132728	144678	148052	1484290
1988	129419	109961	136294	162181	176343	1590661
1989	135666	130581	170321	167134	191627	1736093
1990	133941	128067	146263	151241	180270	1707158
1991	141830	122693	158942	174304	203098	1677508
1992	153529	139746	174622	189573	173182	1867651
<b>Total</b>	<b>1441410</b>	<b>1290778</b>	<b>163297</b>	<b>1681004</b>	<b>1862316</b>	<b>17839921</b>
	(t8)	(t9)	(t10)	(t11)	(t12)	(T)
<b>Indices</b>	<b>97</b>	<b>87</b>	<b>110</b>	<b>113</b>	<b>125</b>	

where Index for its month =  $(T_i/T) \times 12 \times 100$

2) What is overloading?

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3) Discuss the link between seasonality and employment potential at a destination.

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**Destinations in India**



**18.7 DESTINATION**

In Unit 1 we discussed what a destination means in tourism. Here we will give you some more information related to destination.

Destinations can be naturally attractive like wild life sanctuaries or they can be designed with man-made or artificial attractions like amusement or theme parks, historical complexes or holiday villages. People and their customs and life style including fairs, festivals, music, dance, and ornamentation can also be staged as attractions. The Jaisalmer Desert Festival is an exercise of this kind. Many destinations have been developed as 8 modal designs, around a central attraction or an activity complex, where supplementary attractions and facilities are in close geographical proximity. Such modal attractions can then form circuits that link places of interest where tourists can make day trips and return to a particular centre or resort which provides the amenities and entertainment which tourists demand. Such modal destinations are ideal for package tours which sell because they combine so many activities and cover an area extensively.

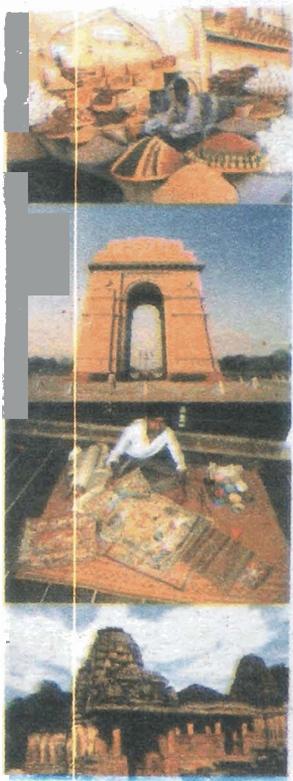
Destinations and attractions also cover a vast area. They encourage linear tourism which is popular with motorists and coach tours, such as the number of attractions that can be covered between Delhi and Jaipur or Bangalore and Ooty. Tourists can make stopovers as they like and for as long as they wish.

More than the site or the event, the attraction of a destination lies in the image that the potential tourist has of a particular place. For example, many tourists think of India as a single destination. For others, North India is the primary attraction because of Raj literature. For some India is a land of Temples whilst for many its attraction lies in Mughal Forts and Palaces. Many reject India because it is strange and therefore fearsome and for many the poverty of India is a deterrent. In fact the image of a destination depends on a variety of factors like attitude of the host population, civic amenities, natural surroundings, accessibility, food etc.

The image is neither constructed nor deconstructed over night. It tends to build up over time. In many cases it ends up in stereotypes created by the media or the promoters of tourist related practices and services. For example, for a long time the image of India was that of a land of snake charmers and rope climbing *fakirs*. Gradually many realistic things are now being added to the image.

No destination can become popular unless it is accessible and offers services and amenities that the tourists demand. Essential services are accommodation and food, backed up by local transport, activities and entertainment. In some cases the amenities themselves become the attraction as is the case with *handis* in Rajasthan. One reason for their attraction lies in the fact that they can be reached easily. Whilst the adventurer or explorer may enjoy the struggle to get there, the average tourist will not.

Accessibility means regular, efficient and convenient transport at an affordable price. Private transport requires good roads, service stations and wayside facilities. However a destination can become too accessible and therefore overcrowded like Mussorie, Shimla & Nainital. The



## 18.9 KEY WORDS

<b>Amenities</b>	: Facilities
<b>Antidote</b>	: Medicine against a diseases
<b>Climate</b>	: Average weather condition prevailing in an area over successive years
<b>Debris</b>	: Heap of rejected articles
<b>Destination</b>	: Place to be visited
<b>Dormitory</b>	: Sleeping room with several beds
<b>Ecstasy</b>	: Excessive happiness
<b>Encapsulate</b>	: Confine within a small place
<b>Fluctuation</b>	: Frequent changes in the quantity
<b>Haphazard</b>	: Casual
<b>Infrastructure</b>	: Permanent installation of basic nature
<b>Lean Period</b>	: Off-season time
<b>Linear</b>	: In the form of line
<b>Modal</b>	: Denoting manner
<b>Optimum</b>	: Maximum
<b>Oscillation</b>	: Periodic to & fro movement
<b>Poachery</b>	: Illegal killing of wild-life
<b>Proximity</b>	: Nearness
<b>Quantity</b>	: To be able to measure
<b>Remote</b>	: Not easily reached
<b>Stereotype</b>	: Of the same type
<b>Threshold</b>	: Minimum point below which the object becomes unidentifiable

## 18.10 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

### Check Your Progress 1

- 1) Mention how climate decides the destination of a tourist place e.g. hill station in summers. See Sec. 18.3
- 2) A period of festivals that serves as an attraction to a tourist to visit the destination. See Sec. 18.4
- 3) Naturally, in order to escape from the heat and dryness.

### Check Your Progress 2

- 1) Base your answer on Sec 18.5
- 2) Overloading in tourism language means meeting the excess demand through readjustments in the existing infrastructure. e.g. converting a single bed room into a double bed one. See Sec. 18.6
- 3) Base your answer on the last para of Sec. 18.6

### Check Your Progress 3

- 1) The quality of supplementary services like local transport, entertainment etc. are linked to the image of a destination. Some times their better quality itself becomes an attraction. e.g. non-availability of local transport can keep the tourists away from a destination or a cycle rickshaw ride of Jaipur and Motor cycle Taxis in Góá have become an attraction for tourists. See Sec. 18.7.

festival is POORAM celebrated at Trichur in Kerala where again the deity is taken out in a procession of caparisoned herds of elephants accompanied by the rhythm of fast beating temple drums.

An important festival in the month of May is ID-UL-FTR which is celebrated by Muslims all over India. It is a festival of prayers, family re-union and feasts to celebrate the end of Ramzan, the month of fasting. In Rajasthan, URS is celebrated at the dargah of Ajmer to commemorate the symbolic union of sufisaint Khoja Moinuddin Chisti with God. The International Flower Festival at Gangtok is another spectacular event of the month in which flora and fauna along with over 500 varieties of orchids are displayed.

As heat wave condition prevail in the plains of north India during the month of June, visitors move to Leh to enjoy HEMIS FESTIVAL which include mask-dances in the courtyard of Hemis Monastery.

One of the most spectacular temple festivals of India is the RATH YATRA held at Puri during June-July. The most impressive part of the festival is a chariot procession in which Lord Jagannath is taken out in an ancient and huge chariot of 14m high along with other chariots. All chariots are drawn entirely by thousands of devotees, displaying deep devotion and intensity of love for Lord Jagannath.

ID-UL-ZUHA or BAKRID is celebrated by Muslims all over India in the month of July. The festival commemorates the sacrifice of prophet Ibrahim's son in obedience to a command of God.

INDEPENDENCE DAY is celebrated throughout India on 15th August every year. Flat hoisting, bands by armed forces and cultural shows are the highlights of the celebrations. In Delhi, the Prime Minister hoist the national flag and receive salute at Red Fort.

A major festival which is celebrated throughout India with a lot of enthusiasm during August-September is JANMASHTAMI which commemorates the birth of Lord Krishna. The festivities include staging of Krishna Leela and offering prayers in temples. In Manipur 'Ras-Leela' dances are staged. Elaborate rituals are observed at Mathura and Brindavan where Lord Krishan is believed to have spent his childhood and youth.

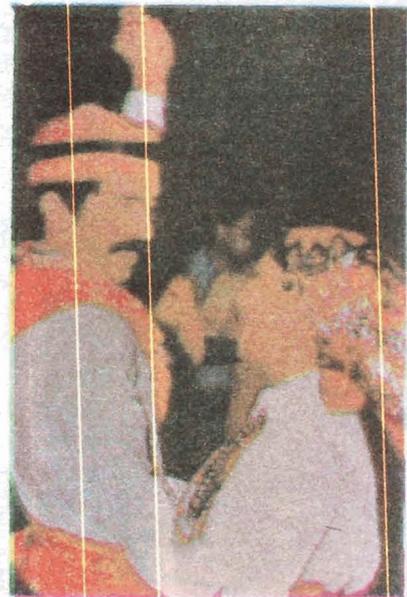
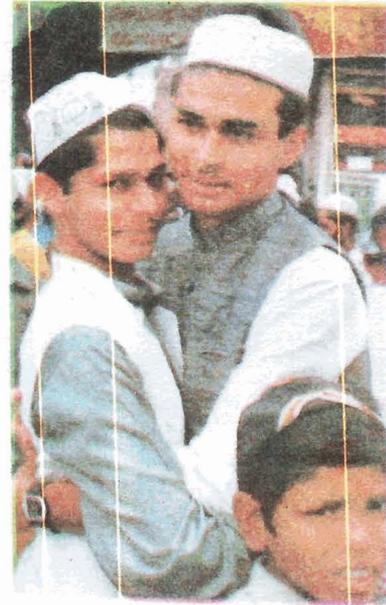
The most exciting festival of the period is the harvest festival, ONAM, celebrated in Kerala. The people of this fine State irrespective of their age, sex, caste and creed welcome their beloved king Mahabli back from his exile with clean and decorated houses, flower columns, music and dances. A special attraction of the festivities is the Nehru Boat Race held at Alleppey and Aranmula.

GANESH CHATURTHI is celebrated in Maharashtra, Tamil Nadu, Andhra Pradesh and Karnataka during September. The elephant headed God, Ganesh, is worshipped for 7 days and then the idols are taken out in spectacular processions with devotees chanting and dancing, to be immersed in the sea or lakes.

The birth anniversary of Mahatma Gandhi is celebrated on second October every year as GANDHI JAYANTI. Prayer meetings and social activities are organised throughout India on the day. Special functions are held at Rajghat in Delhi and at Sabarmati Ashram in Ahmedabad.

A most colourful festival celebrated in almost all parts of India is DEEPAWALI. The houses are lighted with lamps and sweets are exchanged.

The year closes with CHRISTMAS which is celebrated on 25 December. Prayers are organised at Churches and cakes distributed among people of all communities.



It is because of such necessity that we also have for you in this Unit certain useful maps and charts. The Unit provides you with a perspective about maps and charts and it is for you to apply that in practice.

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## 19.2 MAPS AND CHARTS: RELEVANCE

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Maps help us understand the world around us, and with proper illustrations and interpretations, one can almost get an idea of the country or the place as if one has actually visited it. Maps are used by everyone at one time or the other. For example, vacationers use it to plan vacation trips, while businessmen use it to find the right place for selling their products. Defence forces use it for planning their defence strategies. There are specific maps in use for specific purposes. For example, a wall map may give us a general idea about a country or continent, while another map may bring to us the details of population distribution in different parts of the world. Similarly, climatic types, and vegetation growth are some of the other features about which we can get information from the maps.

A modern world map performs several significant functions:

- Firstly, it brings this vast, spatial world in comprehensible form, onto our table-tops.
- Secondly, it is an efficient device for storage of information.
- It also acts as a research tool permitting an understanding of distribution and relationship of geographic features, otherwise not clearly understood today.

The map is a communication media, without which, modern developments in the world would hardly have taken place.

The charts are geometrical designs used for illustrating a variety of themes in such manner that the relativity of their constituent components is clearly established. The charts are a **very** effective modern device used for multifarious purposes because of the economy of space they provide and the clarity with which the subject can be made intelligible even to a mixed non-specialist audience. In tourism charts can be utilised in many ways and for different purposes. By way of random illustration, we give below some of the themes which can be depicted in chart form:

- a) Rainfall and temperature variations at a place, month-wise.
- b) Distance travelled, the cost involved in travel and the time taken, by a group of travellers.
- c) Share of foreign tourists in the total traffic in a given period of a year.

It is these very aspects that signify the relevance of maps and charts in a course on tourism.

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## 19.3 HISTORY OF MAPS

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Viewed in its development through time, the map is an indicator of the changing thought of man, reflecting his cultural activity as well as his perception of the world in different periods. It is believed that like art, cartography also pre-dates writing. Primitive men had learnt the use of maps ever since they moved about the earth, either to indicate hunting or gathering sites, or for purposes of trading or conquering territories. Among the different mediums and techniques used in the making of such maps were wooden boards, barks of trees, skin leather and fabric, metal, stone, and clay, marked with simple instruments and tools. A small fraction of these maps have survived, while others have been lost either because of the perishable nature of materials used or destroyed in wars, fires or due to such other causes. Perhaps, the oldest surviving map today belongs to about 2300 B.C. and is in the form of a clay tablet showing an estate. Egyptians made maps about 1300 B.C. showing the route from Nile Valley to the Nubian gold mines. The Greeks, who discovered that the earth is round, were perhaps the first to design the projection of the earth, developing longitudes and latitudes. Then came the Romans, pioneered the use of road maps.

The contribution of Ptolemy, an Egyptian scholar, to the science of geography, is considered most valuable. In his book **GEOGRAPHIA** he included a world map, instructions for making

**Special Maps or Thematic Maps** emphasize on particular aspects such as rainfall, population distribution, climatic conditions or mines and industries distribution. Thematic maps can be further sub-divided under several headings. Some of the important ones that may concern you have been described here briefly:

i) **Political Maps** — These maps give us information about political boundaries, the relative size of countries and arrangement etc. The depictions in such maps are generally in colour making the identification of political boundaries easier. By way of an example you may have a look at the political map of India which shows political divisions of India, by using different colours. The main features in this map are: international and state boundaries, main rivers, lakes, sea, capital cities, major industrial and commercial centres, and administrative boundaries and headquarters etc.

Such a map can help you explain to a tourist the country where his destination is located, through how many countries he would be crossing or flying over. In fact, explaining destinations through a map is a lucid exercise and a lot depends on your ability to use the maps for such details.

ii) **Physical Maps** — Physical Maps emphasize the elevation of land features on the earth's surface. These are generally obtained through shading of these features in different colours. Often, darker colours indicate higher elevations while lighter indicates low elevations for the physical contours of land forms. Unlike this, however, for the aqueous features they use light blue for shallow portions & deep blue for indicating deep waters. These maps give us information about the topography of the place i.e. showing physical features like mountains, hills, main rivers, and heights of important peaks, etc.

iii) **Tourist Maps** — Tourist Maps, obviously, are of great importance to you. These maps are published to show all types of information that a tourist needs regarding destinations i.e., monuments, religious places, hill stations, wild life sanctuaries, parks, and other places of tourist interest. They also show important rivers, lakes and the location of significant towns. It should, however, be noted that all these features may be integrated in one single map or may be depicted on different maps. Today every country publishes its tourist maps. This is done for the whole country as well as for local destinations. At a tourist information centre you may see, for example, the tourist map of U.P. as well as a map of Agra and its neighbourhood.

iv) **Road Maps** — In the manner of tourist maps, the road maps too are of great value to you. These show all the different kinds of roads and the state of each such road from the point of view of their motorability in fair as well as bad weather conditions. Along with this, they also show the distance between road segments between cities and towns, important tourist centre, & industrial points. Notings on these maps also indicate the location of highway petrol pumps, boarding/lodging facilities along the roads and places of assistance e.g. police stations etc. With the help of such a map you can plan for a tourist travelling in his car as to the next filling of his petrol tank, place to have tea or food on the way and also the station for night-halt.

v) **Railway Map** — The purpose of railway map is to provide information about railway networks of a country or group of countries. The railway map of India generally provides the following information:

- a) Nature of gauges in use in different sections.
- b) The route-lengths of each such gauge.
- c) The types of traction in use on respective gauges, e.g. electric traction or dieseltraction.
- d) The condition of tracks on various sections e.g. the track under construction, single/double track, track under gauge conversion.

The map is helpful to you for determining the nature or mode of transport to a destination. For example, you will find no railway in the map for Khajuraho. Hence, to a tourist travelling from Delhi to Khajuraho, you can suggest:

- travel by road, or

**Example:**

<b>Legend</b>	<b>Meaning</b>	<b>Legend</b>	<b>Meaning</b>
	Church		Railway Station
	Temple		Roads
	Hospital		School
	Police Station		Airport
	Post Office		

**COLOUR:**

Colours used on maps are also a part of map language. A political map has different colours for different countries. On a physical map, different shades of colour are used to indicate the elevation of different places. Rivers and bodies of water are generally shown in blue while higher altitudes are shown in brown and its shades. Thus orange colour is used for elevation of 5000 ft. - 7500 ft. above sea level, tan for 7500 ft. - 10,000 ft. and dark brown for 10,000 ft. and above. Now, if you are familiar with these colour shades and what they represent, a quick glance at the map will enable you to tell your client: Well if you want to go this high visit hill station X and another height for hill station Z.

**GEOGRAPHIC GRIDS:**

Maps are generally used to find the exact location of a place. This system of location of a place on the map surface necessitates the requirement of grid lines. These grid lines, in geographic terms, are called longitudes and latitudes. Longitudes are imaginary lines running from pole to pole, passing through the equator at perpendiculars. They run halfway around the globe, connecting the North Pole to South Pole. The 0° longitude is otherwise called the Prime Meridian. All the other meridians run east or west of the Prime Meridian with the 180° meridian falling exactly opposite the 0° meridian or longitude. These two lines i.e. 0° and 180° meridian divide the earth into two hemispheres (-)-eastern and western. All meridians running west of the Prime Meridian up to 180° are known as 1° W, 2° W and so on while all lines running east from the Prime Meridian are 1° E, 2° E and so on up to 180°. The 180° line is known as the International Date Line.

Latitudes or Parallels are lines drawn around the globe with each point of the same line, equidistant from the pole. The equator is parallel with all its points equidistant from either of the poles. It is otherwise called the 0° latitude. The equator divides the earth into Northern and Southern hemispheres. Thus all latitudes North of the equator are said to be in the Northern hemisphere and all in the South are in Southern hemisphere.

All latitudes are shown as x° N or x° S while all longitudes are shown as y° E or y° W.

**Check Your Progress 2**

1) What information do you get from a political map?

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2) A physical map uses colour shades. What do these shades represent?

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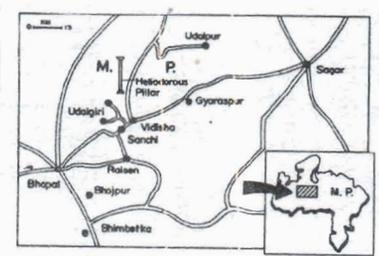
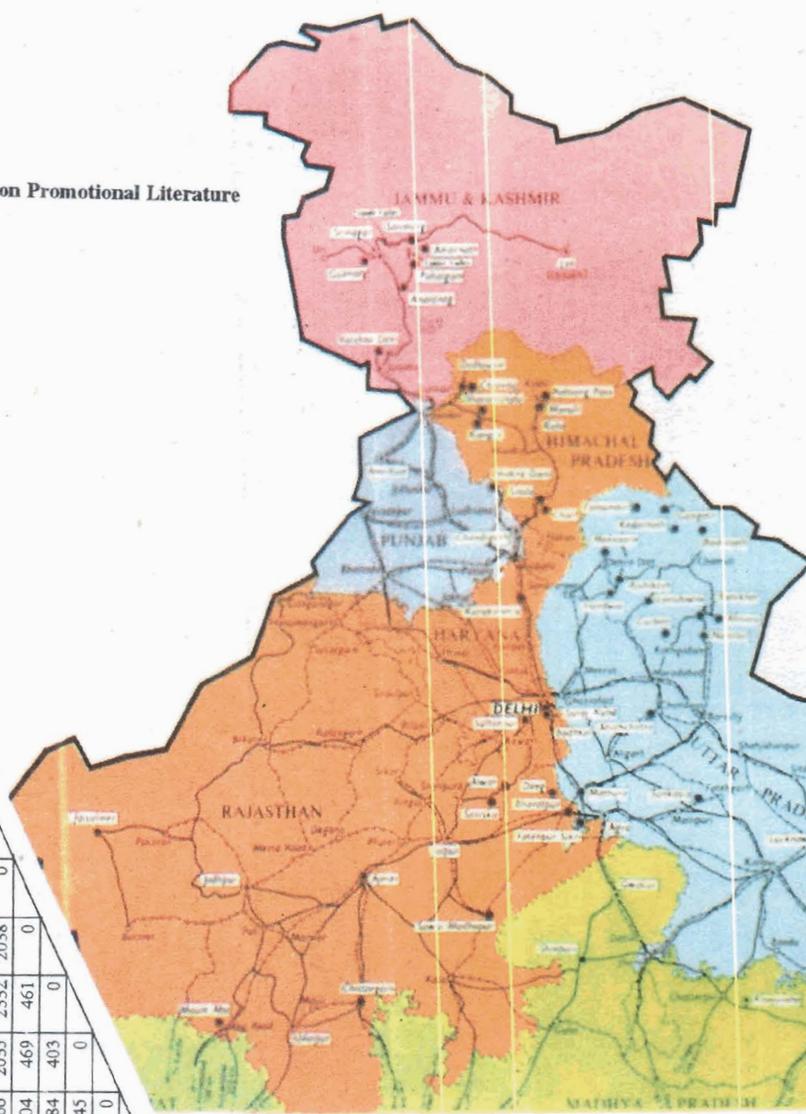
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AGPs	Ahmedabad	Amritsar	Bangalore	Bhopal	Bhubaneswar	Bombay	Calcutta	Cochin	Darjeeling	Delhi	Gangtok	Guwahati	Hyderabad	Indore	Jaipur	Lucknow	Madras	Madurai	Mysore	Panaji	Patna	Pondicherry	Shillong	Shimla	Srinagar	Trichy	Trivandrum	Udaipur	Varanasi	Visakhapatnam					
Ahmedabad	855	646	1819	541	1556	1208	1242	2365	1371	200	1407	1834	1253	606	230	369	1957	2251	1954	1704	811	2119	1834	568	1091	2188	2580	604	565	1551					
Amritsar	1837	1329	251	1081	1777	1254	2698	1817	1575	1063	1649	1946	1848	1848	1133	625	384	1220	2598	2171	866	2135	1832	2006	551	1829	571	1514	1332	0					
Bangalore	2307	1211	1081	1765	1765	1765	1765	1765	1765	1765	1765	1765	1765	1765	1765	1765	1765	1765	1765	1765	1765	1765	1765	1765	1765	1765	1765	1765	1765	1765	0				
Bhopal	1221	791	765	2140	1748	1632	1109	2148	1679	1025	1285	1514	1811	1517	703	735	187	813	2048	1621	741	1585	1925	1456	789	1175	0	0	0	0	0				
Bhubaneswar	426	980	1940	1636	2113	1731	1387	901	1661	1694	1680	1225	1370	1176	602	739	2847	2402	1408	2384	1351	2081	0	0	0	0	0	0	0	0	0				
Bombay	1376	1590	802	1568	1402	2299	1776	2947	1336	1824	582	1168	1469	1367	1370	1643	1472	1643	1516	1151	724	1442	688	2347	0	0	0	0	0	0	0	0			
Calcutta	879	677	1755	2468	1997	2133	1610	1251	1840	598	2114	2139	1678	963	1472	1643	1516	1151	724	1442	688	2347	0	0	0	0	0	0	0	0	0	0			
Cochin	1468	2309	2083	217	379	3456	2933	3666	548	2543	769	388	363	669	2446	2457	1601	1047	1083	1637	1808	2027	625	0	0	0	0	0	0	0	0	0			
Darjeeling	1567	806	1884	3156	2685	2462	1939	727	2528	560	2703	2692	2827	2366	1047	1601	1047	1083	1637	1808	2027	625	0	0	0	0	0	0	0	0	0	0	0		
Delhi	1861	765	635	2780	2388	891	368	2134	2319	1011	1904	2154	2451	2157	569	261	806	1457	2034	1607	0	0	0	0	0	0	0	0	0	0	0	0	0		
Gangtok	1603	842	1920	3192	3014	2498	1975	725	2564	596	2739	2728	2863	2402	1083	1637	1808	2027	625	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Guwahati	2030	1269	2347	3619	3148	2925	2402	100	2991	1023	3166	3155	3296	2829	1510	2064	2235	2454	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Hyderabad	637	1197	1471	1327	935	2344	1821	2554	866	1431	712	707	998	704	1334	1483	803	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Indore	1321	978	635	2084	1848	1697	1174	2335	1779	1212	1098	1614	1911	1617	768	800	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Jaipur	1891	795	374	2674	2418	1152	629	2164	2349	1041	1688	2184	2481	2187	599	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Lucknow	1742	286	882	2661	2269	3390	867	1610	2200	532	1866	2035	2332	2038	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Madras	799	1901	2099	790	319	3048	2525	2929	162	2099	904	469	461	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Madurai	1260	2195	2197	329	142	3342	2819	3390	340	2429	984	403	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mysore	1139	1898	1900	649	340	3045	2522	3255	438	2132	645	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Panaji	1235	1901	1314	986	039	2795	2279	3266	873	2143	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Patna	1311	246	1324	2758	2366	1902	1379	1123	2272	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Pondicherry	961	2063	2068	669	198	3210	2687	3091	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Shillong	2130	1369	2447	3719	3248	3025	2502	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Shimla	2229	1113	1003	3148	2756	787	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Srinagar	2742	1656	1526	3671	3279	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Trichy	1118	2132	2134	471	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Trivandrum	1589	2524	2300	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Udaipur	2108	1078	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Varanasi	1379	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Road Map on Promotional Literature



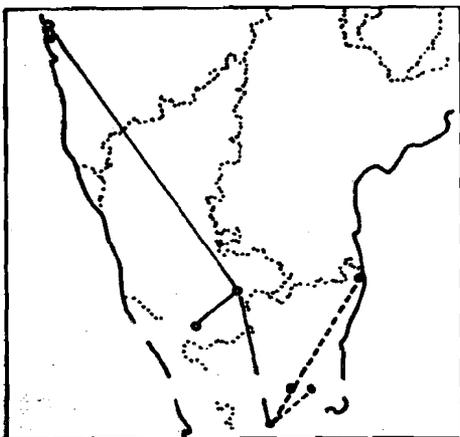
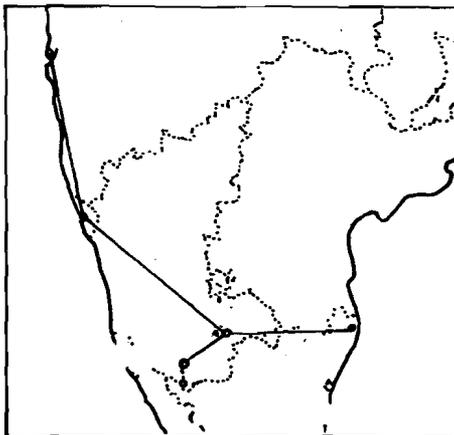
**Madhya Pradesh State Tourism Development Corporation Limited,**  
Gantongi, 4th Floor, T.T. Nagar, Bhopal.

jewel of Rajasthan. Departure by surface transport to Agra, famous for the Taj Mahal, Red Fort and Fatehpur Sikri. Tour ends at Delhi.

**CIRCUIT-2**

**Tamil Nadu/Karnataka/Maharashtra**

Arrive in Madras, the gateway to the south. Take a 4-day trip to Tiruchirapalli, Madurai and Thanjavur, famous for temples and handicrafts. Or follow the side itinerary in reverse from Tiruchirapally up to Madurai. Fly to Bangalore, year-round resort. Proceed by surface transport to Mysore. back to the garden city, Bangalore. Fly to Bombay where the tour ends.



**CIRCUIT-3**

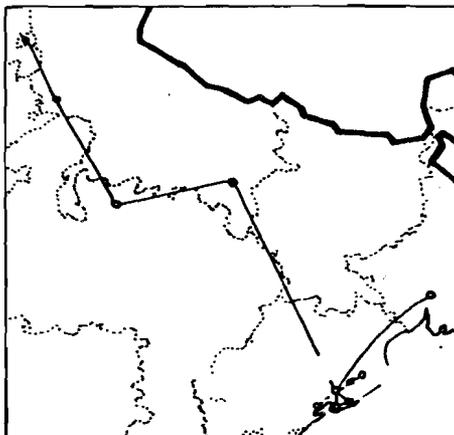
**Maharashtra/Goa/Karnataka/Tamil Nadu**

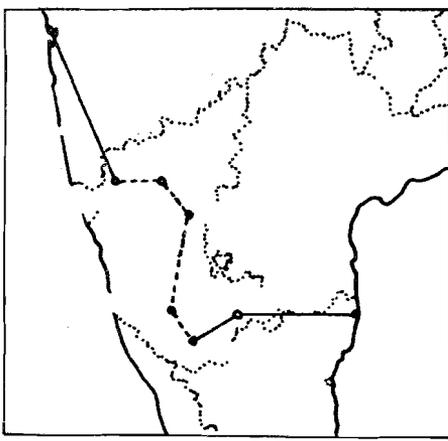
Arrive in Bombay. Fly to Goa and enjoy its palm-fringed beaches and lovely countryside and then to Bangalore. Proceed by surface transport to Mysore. Undertake a 5-day wildlife excursion tour of Bandipur National Park, Kabini River adjacent to the Nagarhole National Park offering fishing and Wildlife viewing. Back to Mysore. Proceed by road to Bangalore. Tour ends at Madras.

**CIRCUIT-4**

**Delhi/UP/MP/Orissa/West Bengal**

Arrive in Delhi. Go around sightseeing and proceed to Agra. After a tour of the city, visit Khajuraho, known for 85 ancient temples built 10 centuries ago. On to Varanasi, city of a thousand temples and innumerable shrines. Proceed to Puri, the great pilgrim-centre and abode of Lord Jagannath via Bhubaneswar. Reach Konark, famous for its magnificent Sun Temple in the form of a colossal chariot on 24 wheels drawn by seven horses. On to Bhubaneswar, the Cathedral city. A three-day excursion can be arranged from here to Chilika Lake, a paradise for bird watchers, and Lalitgiri and Ratnagiri where lie remains of Jain and Buddhist shrines of 2nd and 3rd centuries BC. Back to Bhubaneswar. Fly to Calcutta where the tour ends.

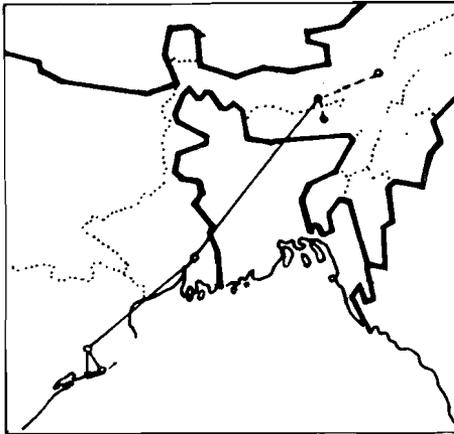
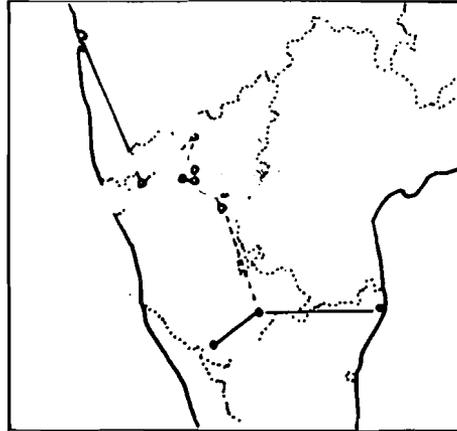


**CIRCUIT-9**

Arrive in Bombay. Fly to Belgaum. Take an extension tour to Badami, famous for its cave temples. On to Hospet. Proceed to Hassan, base for visiting the fabulous temples of Halebid and Belur. Proceed to Bangalore via Mysore. Fly to Madras, where the tour ends.

**CIRCUIT-10****Tamil Nadu/Karnataka/Maharashtra**

Arrive in Madras. Fly to Bangalore. On to Mysore by surface transport. Return to Bangalore. Follow the side itinerary to Hampi, Aihole, Pattadakal, Badami, Bijapur. Proceed to Belgaum by road. Fly to Bombay.

**CIRCUIT-11****West Bengal/Orissa/Assam**

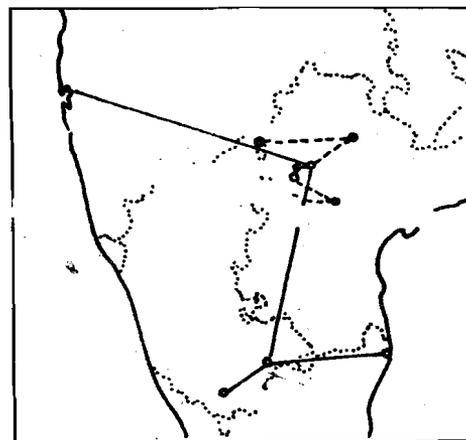
Arrive in Calcutta. Proceed to the temple-town of Bhubaneswar. Visit Puri and Konark by surface transport. Back to Bhubaneswar. Fly to Calcutta, to experience an old world charm and then on to Guwahati. Return to Calcutta.

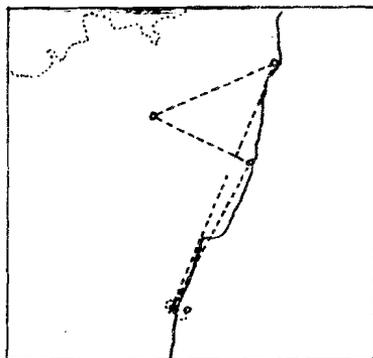
A side itinerary from Guwahati would take you to the rhino sanctuary of India—the Kaziranga National Park. Back to Guwahati. Visit Shillong and then return to Guwahati.

Foreigners require an entry permit.

**CIRCUIT-12****Maharashtra/AP/Karnataka/Tamil Nadu**

Arrive in Bombay. Fly to Hyderabad, the city of the Nizams. A 6-day excursion from Hyderabad city takes you to the Golconda Fort, Osman Sagar, Nagarjunakonda Dam where a number of excavations have been made, the fort-town of Bidar and Warangal. Back to Hyderabad and then fly to Bangalore. By surface transport, visit Mysore. Return to Bangalore. Tour ends at Madras.



**CIRCUIT-17****Tamil Nadu/Pondicherry**

Arrive in Madras. Proceed to Kanchipuram, a city dotted with beautiful temples via Mamallapuram or Mahabalipuram, famous for its magnificent shore temples. On to Pondicherry. Return to Madras.

Some other circuits and destinations recommended by the Department of Tourism are:

**Circuits**

- 1) Kullu-Manali-Leh
- 2) Gwalior-Shivpuri-Orchha-Khajuraho
- 3) Bagdogra-Sikkim-Darjeeling-Kalimpong
- 4) Bhubaneswar-Puri-Konark
- 5) Hyderabad-Nagarjunasagar-Tirupati
- 6) Madras-Mamallapuram-Pondicherry
- 7) Rishikesh-Narendernagar-Gangotri-Badrinath
- 8) Indore-Ujjain-Maheshwar-Omkareshwar-Mandu
- 9) Jaisalmer-Jodhpur-Bikaner-Barmer

**Destinations**

- 1) Lakshadweep Islands
- 2) Andaman Islands
- 3) Manali (Solang-Nalah)
- 4) Bekal Beach
- 5) Muttukadu Beach
- 6) Kangra (Pong Dam)

**Check Your Progress 3**

- 1) What is the relevance of a map for a tourist professional?

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- 2) Find out from the chart and write the road distance between:

- a) Delhi and Udaipur,
- b) Bhubaneswar and Pondicherry,
- c) Dispur and Vishakhapatnam.

- 3) Which of the following places have the maximum and minimum number of rooms?

**Maximum**

Varanasi  
Hyderabad  
Madras  
New Delhi

**Minimum**

Bhubaneswar  
Varanasi  
Agra  
Khajuraho

**19.9 LET US SUM UP**

It is assumed that maps, like art, pre-date writing. A map represents the earth's surface, in miniature. With the help of symbols, scales and shading, it represents the varied features on the earth's surface. Map-reading is the interpretation of the symbols, scale into its original form. It is a fundamental tool used in the process of planning, containing a variety of valuable information which can be used differently for different purposes. While a general map gives an overall idea of national, international boundaries, important cities, mountains and rivers a special map gives specific information. In the modern day world, the map has become a

S.H. Prater, *The Book of Indian Animals*, Oxford University Press, 1990.

K.K. Gupta & V.C. Tyagi, *Working with Maps*, Survey of India, Dehradun, 1992.

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## ACTIVITIES FOR THE BLOCK

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### Activity-1

1) Plan a visit to any such place in your town which has dense trees or bushes. Prepare the following inventory:

- i) Local names of the most commonly sighted birds in all seasons.
- ii) Local names of birds visiting your area in particular seasons.

Afterwards find out the scientific names of the birds in both inventories with the help of Salim Ali's book, *Indian Birds*.

2) Visit the veterinary hospital of your area and collect information on the following:

- i) Venomous snakes, their habitat and the season when they are most active.
- ii) Non-Venomous snakes, their habitat and the season when they are most commonly seen.

Also find out the availability of an antidote for the snakebite by the venomous snakes of your area in the local dispensary/hospital.

### Activity-2

1) Try to collect tourist literature of your state (available at state tourism offices). With its help make a list of all the tourist destinations and major attractions within a periphery of 200 kms from your town.

2) In the above you made a list of tourist destinations. Now divide this list into two columns. Include in column 1 those destinations which are preferred by tourists during the winter months (October to February). Column 2 will have destinations visited by tourists during the Summers (March to June).

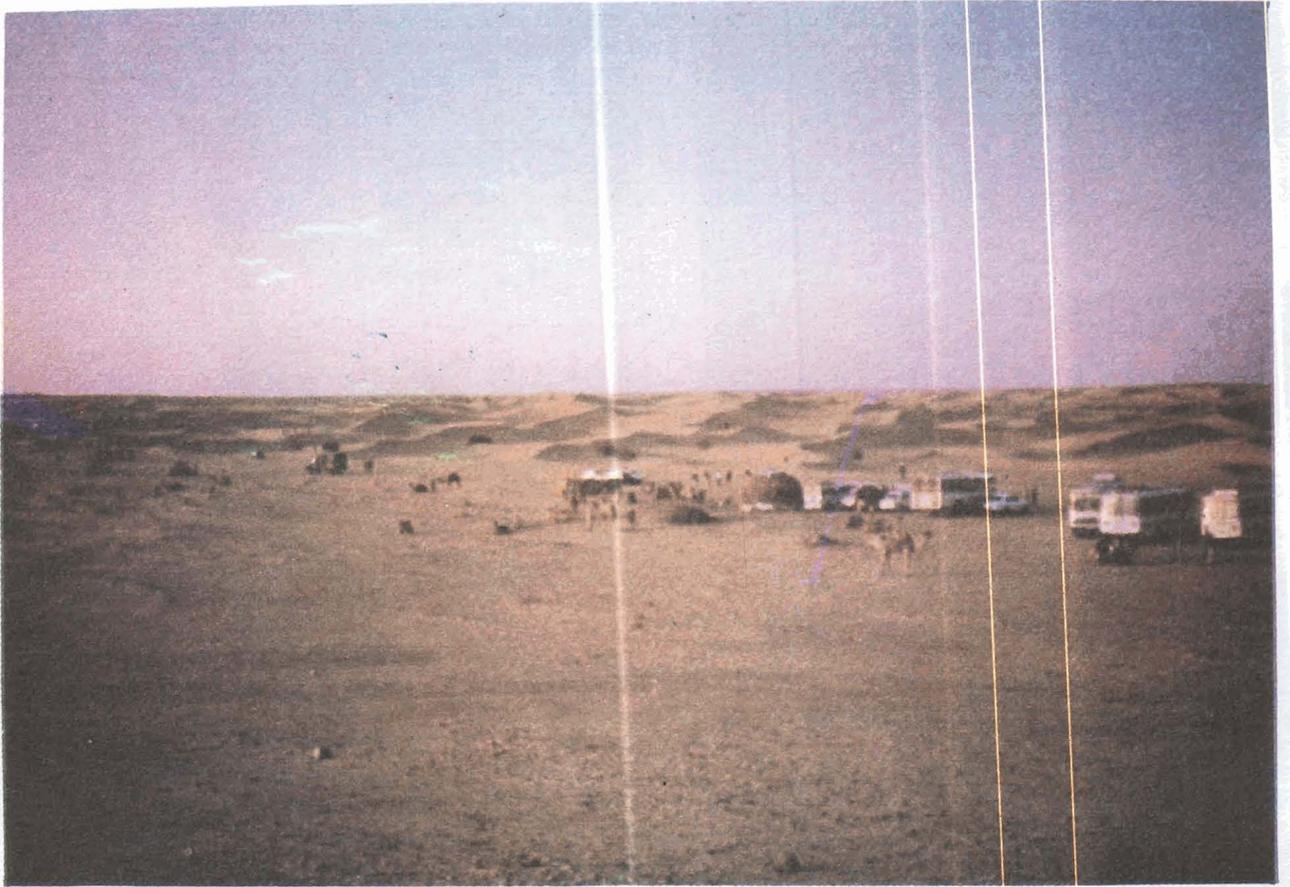
### Activity-3

1) With the help of the school atlas you have procured, write the longitudes and latitudes of capital town of your state.

2) Obtain a map of your district and mark on it the following:

- i) All-weather motorable roads and their total length within the boundary of your district.
- ii) Fair-weather motorable roads and their total length within the boundary of your district.

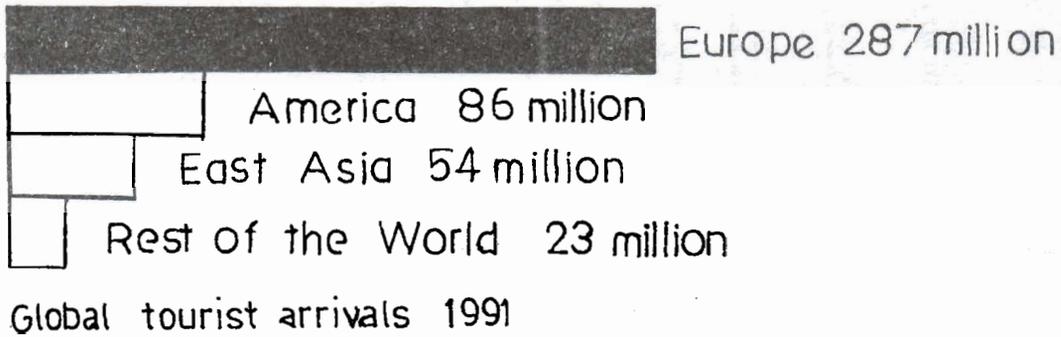




## PERCENTAGE BAR GRAPH



## BAR GRAPH

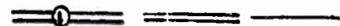


## MAP SYMBOLS

Boundary: international, state, dist.



Roads: national, state, district



Railway: broad gauge, meter gauge



River, stream, reservoir



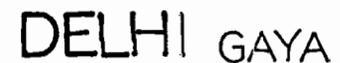
Police stn., telegraph office, post office, hospital



Temple, church, museum

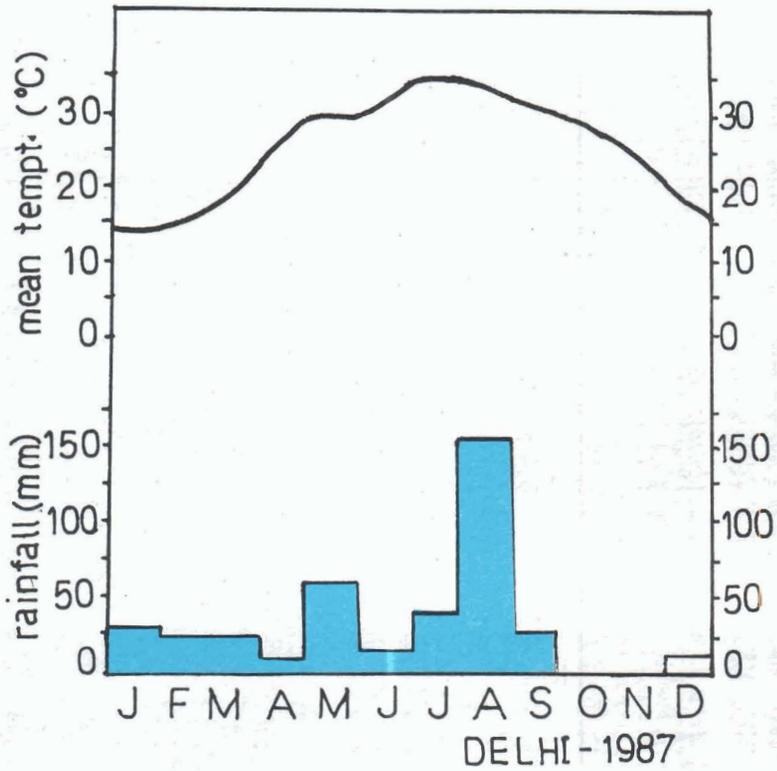


Capital, local

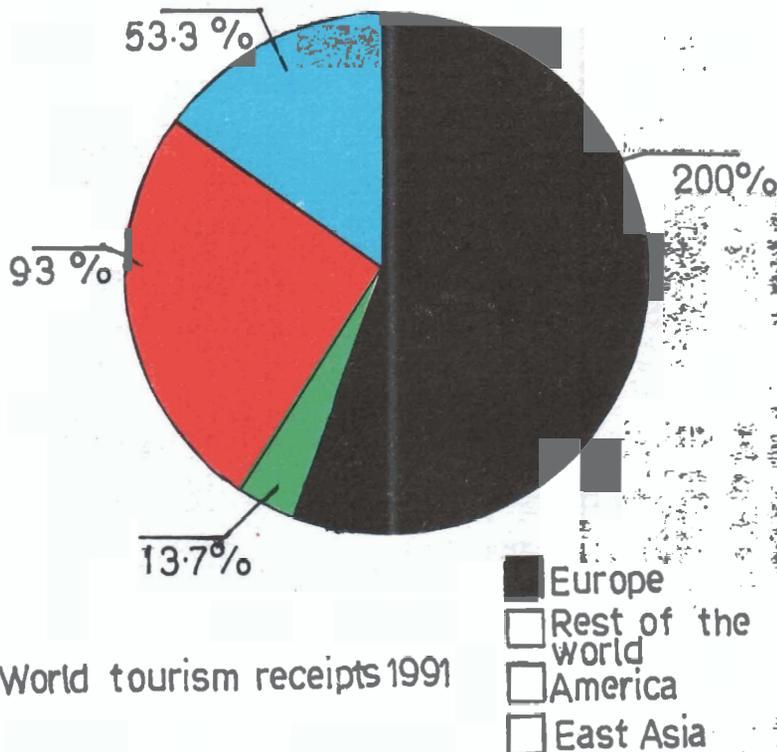


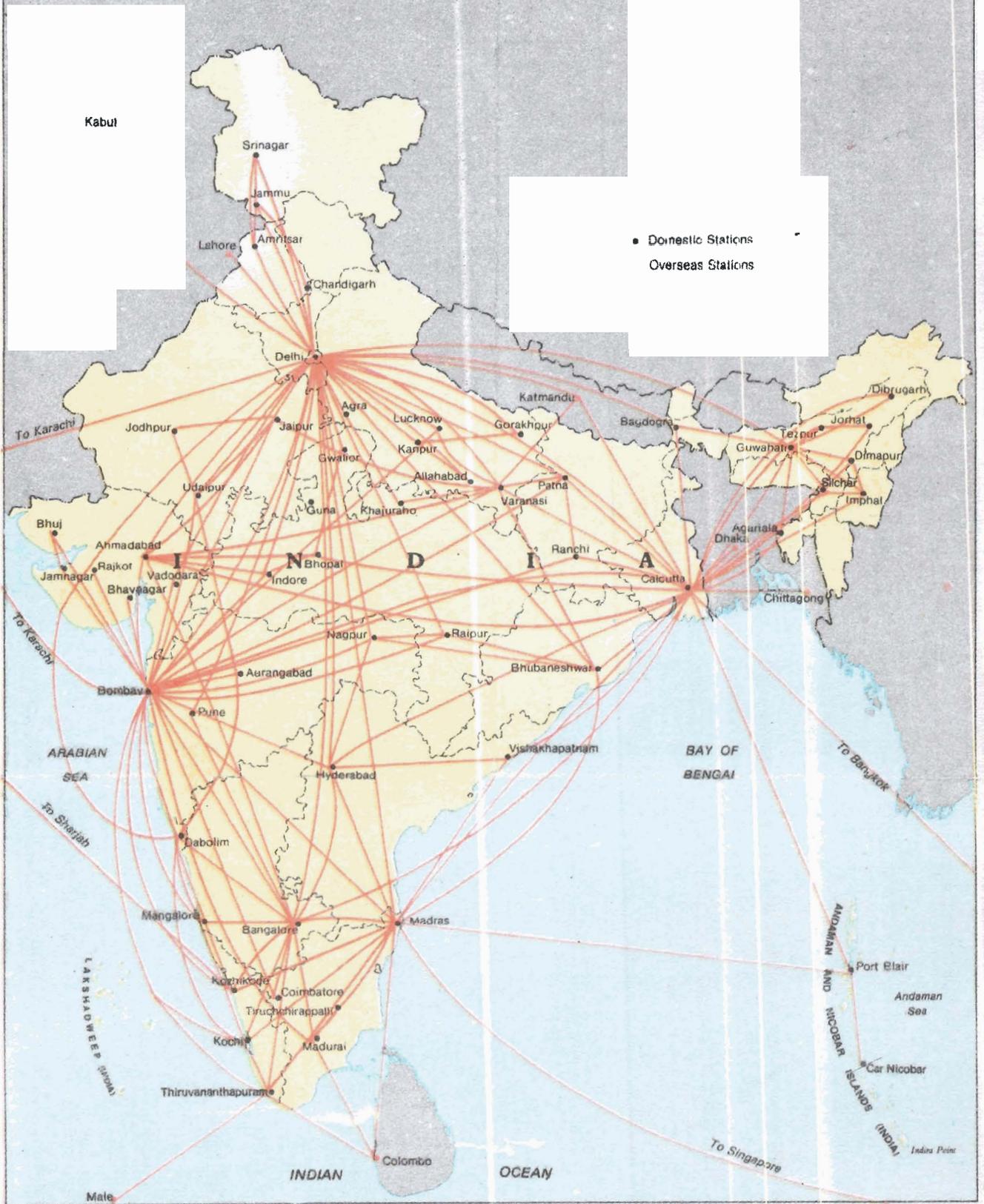
Height above m.s.l., depth below m.s.l.  $\Delta$ 3567  $\nabla$ 2566

# CLIMATE GRAPH



# PIE DIAGRAM





● Domestic Stations  
 ● Overseas Stations