

# Tourism Management - Types

In this chapter, we will be discussing the various types of tourism and their characteristics.

## **1. Mass Tourism**

It involves tourism of organized large groups of people to special tourist locations. It is a traditional way where the daily program is fixed by the tour organizer. It is a social activity. The tourists generally desire for souvenirs and site-seeing.

For example, religious places, theme parks, boat cruises, resort towns.

## **2. Alternative Tourism**

It includes individually organized tours to find first-hand information about a place, local culture, and environment.

For example, biking tour planned by an individual while accommodation is catered for on the go.

## **3. Business**

It is touring for conducting business transactions, attending business meetings, workshops, or conferences. The objective of business tourism is mainly professional.

## **4. Pleasure**

It includes tourism for improving one's physical or spiritual well-being. For example, vacation at a Yoga or rehabilitation center.

## **5. Nature**

It is tourism at places famous for pristine nature and serene beauty. The main objective is to experience and enjoy nature such as farms and wildlife. Ecotourism is a part of nature tourism.

## **6. Cultural**

This type of tourism has an objective of understanding the local history of the place, foods, local productions, and local culture.

## **7. Social**

It includes tours conducted among relatives, friends, and others.

## **8. Recreational Tourism**

It includes travelling to escape from routine life. This is often done for enjoyment, amusement, or pleasure. For example, Camping or beach visit.

## **9. Active Tourism**

It is conducted with a clear objective such as climbing a mountain, touring around the world, or learning local culinary arts or languages.

## **10. Sports Tourism**

It is tourism for attending some sports event such as World Cup Cricket Match, FIFA, or Olympics.

## **11. Religious Tourism**

It involves travelling to places of religious significance such as Vaishno Devi in Jammu-Kashmir and Golden Temple at Amritsar (India), Mecca in Saudi Arabia, Bethlehem, and other such places.

## **12. Health or Medical Tourism**

It involves travelling to improve one's health. It is with the objective of visiting weight-loss camps, naturopathy centers, and health resorts.

## **13. Adventure Tourism**

It involves tourism for adventurous activities such as rock climbing, bungee jumping, sky-diving, hiking, horse-riding, surfing, rafting, or skiing.