

## The 5 A's of tourism:

These are:

1. **Attraction:** It includes all those factors which attract a tourist. It could be a place, nature, lakes, beach, monuments etc.
2. **Accessibility:** It is how to access or reach to that place of attraction. Ways to reach.
3. **Accommodation:** Place to stay or accommodate while travelling for rest or overnight stays.
4. **Amenities:** All the other services which we require while travelling for good and comfortable living while travel such as food, drinking water, sanitary, etc.
5. **Activities:** It includes activities which a place or attraction holds such as nature walks, history & architecture, boating, views, health, etc.

All the above are major components that are taken into account in setting the branding strategy for the services and products of tourism.

### **Tourist Definition:**

A tourist is a person who is visiting a place for pleasure and interest, especially when they are on holiday. .