

Unit-1

Tourism-Concept and Perspectives

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1.0 Introduction:

Welcome to the study of a dynamic group of industries that have developed to serve the needs of travellers worldwide—**tourism!** Tourism is the business of travel. Whether we are travellers or we are serving travellers' needs, this exciting and demanding group of visitor services industries touches all our lives.

In this unit, you will understand the different perspectives on the study of tourism, know the meaning of the terms 'tourism', 'visitor', 'tourist', 'excursionist', and 'transit traveller' and the difference between travel and tourism. You will also learn about the different definitions adopted by different countries for the term 'tourist.'

1.1 Objectives:

- To understand the basic concepts of tourism management.
- To understand the need to study Tourism management because of the changing scenario.
- To familiarize learners with different perspectives on tourism.

1.2 Changing Facets of Tourism:

Human beings are innately curious about the world we live in. We yearn to know what other places look like - what the people, their culture, the animals and plant life, and landforms may be elsewhere. Today, higher levels of education and the influence of television and other communication media have combined to create a much greater awareness of the world as a whole. We are now in the global economy, and our industries must be globally competitive. We must think globally. Material prosperity in many countries, with accompanying higher living standards, has made travel attainable for hundreds of millions of us. Although travel can be undertaken for many reasons, the most common are pleasure, business, and study. In this block, we explore the multiplicity of social and economic phenomena that bring about and are created by this vast worldwide industry.

The subject of travel is exciting. Humans have been moving from place to place for about 1 million years. Our early ancestors, *Homo erectus*, originated in eastern and southern Africa. However, the remains of these same forms of early humankind have also been found in China and Java (Indonesia). It has been estimated that migrations of this type took about 15,000

years, but this is a brief period in the long history of humanity. Various theories have been proposed to explain the motivation behind such unique journeys. Foremost, these wanderings were to search for food and escape from danger. Another theory is that people observed bird migrations and wanted to know where the birds came from and where they were going. Recently, in the most dramatic discovery of its kind ever made, the preserved body of a man dubbed the "Iceman," who died 5,000 years ago, was found in the ice in mountainous northern Italy. Some scientists studying his body and accoutrements have concluded that he was returning home in what is now Switzerland after a journey to southern Italy.

Since the wanderings of ancient peoples, we have been travelling in ever-widening circles around the earth. Since the days of early explorers such as Marco Polo, Ibn Battuta, Christopher Columbus, Ferdinand Magellan, and James Cook, travel has grown steadily.

Tourism is one of the world's most rapidly growing industries. Much of its growth is due to higher disposable incomes, increased leisure time and falling travel costs. As airports become more enjoyable places to pass through, travel agency services become increasingly automated, and tourists find it easier to get information on places they want to visit, tourism grows.

The Internet has fuelled the growth of the travel industry by providing online booking facilities. It has also provided people with the power to explore destinations and cultures from their home personal computers and make informed choices before finalizing travel plans. With its immense information resources, the Internet allows tourists to scrutinize hotels, check weather forecasts, read up on local food and even talk to other tourists worldwide about their travel experiences for a chosen destination.

This new trend has made the tourism job very challenging. Holidaymakers want a good return on their investment. They are to be lured with value additions and improved customer service. This also emphasized the regular human resources flow with specific skills at the appropriate levels to match and cater to global standards. The hospitality industry's success comes from providing quality rooms, food, service and ambience. Undoubtedly, fitness has increasingly become a significant part of everyone's life.

Furthermore, business and leisure travellers look to maintain their fitness goals while away from home. Awareness should be created about the environment and education. A collective effort and cooperation with powerful networking are the need of the hour. People should act as the watchdogs of society in terms of environmental issues. Eco-tourists are a growing community, and tourism promotions must adopt eco-practices that fit this growing community.

Another growing trend in the tourism scene is the Incentive Market and the scope of the destination to attract conferences and convention traffic. Here, the prospects are better for those destinations where state-of-the-art infrastructure has been developed along with a safe and clean image.

Tourism today is much more than just developing products. It is more about quality, insightful thinking and the ability to have global information about technology, partners, and contacts and respond quickly to global and regional trends. The fundamental task before tourism promotion is to facilitate the integration of the various components in the tourism trade as active participants in the nation's social and cultural life. There is a long road ahead. All must work towards a society where people can work and participate as equal partners. Tourism should be a vehicle for international cooperation and understanding of the various civilizations and a harbinger of peace.

From the previous, we can see how fast the face of tourism is changing and how challenging the job of travel agencies is now. Therefore, proper training of the personnel working in the industry is needed through the thorough and detailed study of the subject. A unified approach to the subject is also needed since people from different fields have studied tourism from different perspectives.

1.3 Different Approaches to Study Tourism

Tourism is commonly approached through a variety of methods. However, there is little or no agreement on how the study of tourism should be undertaken. The following are several methods that have been used:

Institutional Approach:

The institutional approach to studying tourism considers the various intermediaries and institutions that perform tourism activities. It emphasizes institutions such as the

travel agency. This approach requires investigating the organization, operating methods, problems, costs, and economic place of travel agents who act on the customer's behalf, purchasing services from airlines, rental car companies, hotels, etc.

Product Approach:

The product approach involves the study of various tourism products and how they are produced, marketed, and consumed. For example, one might study an airline seat - how it is created, the people engaged in buying and selling it, how it is financed, how it is advertised, and so on. Repeating this procedure for rental cars, hotel rooms, meals, and other tourist services gives a complete picture of the field. Unfortunately, the product approach tends to be too time-consuming. It does not allow the student to grasp the fundamentals of tourism quickly.

Historical Approach:

The historical approach is not widely used. It involves an analysis of tourism activities and institutions from an evolutionary angle. It searches for the cause of innovations, their growth or decline, and shifts in interest.

Managerial Approach:

The managerial approach is firmly oriented (microeconomic), focusing on the management activities necessary to operate a tourist enterprise, such as planning, research, pricing, advertising, control, etc. It is a popular approach, using insights from other approaches and disciplines. Regardless of which approach is used to study tourism, it is essential to know the managerial approach. Products change, institutions change, and society changes. This means managerial objectives and procedures must change to meet shifts in the tourism environment. The *Journal of Travel Research* and *Tourism Management*, one of the leading journals in the field, both feature this approach.

Economic Approach:

Because of its importance to domestic and world economics, tourism has been examined closely by economists, who focus on supply, demand, balance of payments, foreign exchange, employment, expenditures, development, multipliers, and other economic factors. This approach provides a framework for analysing tourism and its

contributions to a country's economy and economic development. The disadvantage of the economic approach is that whereas tourism is an important economic phenomenon, it also has noneconomic impacts. The economic approach does not usually pay adequate attention to the environmental, cultural, psychological, sociological, and anthropological approaches.

Sociological Approach:

Tourism tends to be a social activity. Consequently, it has attracted the attention of sociologists, who have studied the tourism behaviour of individuals and groups of people and the impact of tourism on society. This approach examines hosts' and guests' social classes, habits, and customs. The sociology of leisure is relatively undeveloped, but it shows promise of progressing rapidly and becoming more widely used. As tourism continues to make a massive impact on society, it will be studied more and more from a social point of view.

Geographical Approach:

Geography is a wide-ranging discipline, so naturally, geographers should be interested in tourism and its spatial aspects. The geographer specializes in the study of location, environment, climate, landscape, and economic aspects. The geographer's approach to tourism sheds light on the location of tourist areas, the movements of people created by tourism locales, the changes that tourism brings to the landscape in the form of tourism facilities, dispersion of tourism development, physical planning, and economic, social, and cultural problems. Since tourism touches geography at many points, geographers have investigated the area more thoroughly than scholars in many other disciplines. Because the geographers' approach encompasses dealing with land use, economic aspects, demographic impacts, and cultural problems, a study of their contributions is highly recommended.

Interdisciplinary Approaches:

Tourism embraces virtually all aspects of our society. We even have cultural tourism, which calls for an anthropological approach. Because people behave in different ways and travel for different reasons, it is necessary to use a psychological approach to

determine the best way to promote and market tourism products. Since tourists cross borders and require passports and visas from government offices, and most countries have government-operated tourism development departments, we find that political institutions are involved and calling for a political science approach. Any industry that becomes an economic giant affecting the lives of many people attracts the attention of legislative bodies (along with that of sociologists, geographers, economists, and anthropologists,) which create the laws, regulations, and legal environment in which the tourist industry must operate, so we also have a legal approach. The great importance of transportation suggests passenger transportation as another approach. The fact is that tourism is so vast, complex, and multifaceted that it is necessary to have several approaches to studying the field, each geared to a somewhat different task or objective. Figure 1.1 illustrates the interdisciplinary nature of tourism studies and their reciprocity and mutuality.

The Systems Approach:

What is needed to study tourism is a systems approach. A system is a set of interrelated groups coordinated to form a unified whole and organized to accomplish a set of goals. It integrates the other approaches into a comprehensive method of dealing with micro and macro issues. It can examine the tourist firm's competitive environment, market, results, linkages with other institutions, the consumer, and the firm's interaction with the consumer. In addition, a system can take a macro viewpoint and examine the entire tourism system of a country, state, or area and how it operates within and relates to other systems, such as legal, political, economic, and social systems.

1.4 The Importance of Managerial Perspectives to Study Tourism:

Now, due to higher disposable incomes, increased leisure time, and falling travel costs, the Tourism industry has shown very high growth. Since tourism is a service industry, it comprises several tangible and intangible components. The tangible elements include transport system-air, rail, road, water and now, space; hospitality services, accommodation, food and beverage, tours, souvenirs; and related services

such as banking, insurance and safety and security. The intangible elements include relaxation, culture, escape, adventure and new and different experiences.

As several bodies are involved, the need arises for the management of services related to this industry, so the study of Tourism acquires a great practical necessity and usefulness.

The tourism industry is growing fast, involving activities and interests of transport undertakings, tourist sites and attractions owners, various tourist service providers at tourist destinations, central and local governments, etc. Each of these serves both the resident population and the tourists, and their management must reconcile the needs of tourists with the needs of the resident population. So, it becomes essential to study tourism from the management perspective since the management of various bodies in this industry is being invaded.

1.5 What is Tourism?

When we think of tourism, we think primarily of people visiting a particular place for sightseeing, visiting friends and relatives, taking a vacation, and having a good time. They may spend their leisure time engaging in various sports, sunbathing, talking, singing, taking rides, touring, reading, or simply enjoying the environment. If we consider the subject further, we may include in our definition of tourism people who are participating in a convention, a business conference, or some other kind of business or professional activity, as well as those who are taking a study tour under an expert guide or doing some scientific research or study.

These visitors use all forms of transportation, from hiking in a wilderness park to flying in a jet to an exciting city. Transportation can include taking a chairlift up a Colorado mountainside or standing at the rail of a cruise ship looking across the blue Caribbean. Whether people travel by one of these means or by car, motor coach, camper, train, taxi, motorbike, or bicycle, they are taking a trip and thus are engaging in tourism. This block is all about- why people travel (and why some do not) and the socioeconomic effects of their presence and expenditures on society.

Any attempt to define tourism and fully describe its scope must consider the various groups that participate in and are affected by this industry. Their perspectives are vital to the

development of a comprehensive definition. Four different perspectives of tourism can be identified:

1. **The tourist:** The tourist seeks various psychic and physical experiences and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed.
2. **The businesses providing tourist goods and services:** Business people see tourism as an opportunity to profit by supplying goods and services that the tourist market demands.
3. **The government of the host community or area:** Politicians view tourism as a wealth factor in the economy of their jurisdictions. Their perspective is related to the incomes their citizens can earn from this business. Politicians also consider the foreign exchange receipts from international tourism and the tax receipts collected from tourist expenditures, either directly or indirectly.
4. **The host community:** Local people usually consider tourism a cultural and employment factor. Of importance to this group, for example, is the effect of the interaction between large numbers of international visitors and residents. This effect may be beneficial or harmful, or both.

Tourism:

Thus, tourism may be defined as the **sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments, and host communities in attracting and hosting these tourists and other visitors.**

Tourism is a composite of activities, services, and industries that deliver a travel experience: transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities, and other hospitality services for individuals or groups travelling away from home. It encompasses all providers of visitor and visitor-related services. Tourism is the entire world's industry of travel, hotels, transportation, and all other components, including promotion that serves the needs and wants of travellers. Finally, tourism is the total of tourist expenditures within the border of a nation or, a political subdivision or a transportation-centred economic area of contiguous states or nations. This economic concept also considers the income multiplier of these tourist expenditures.

One has only to consider the multidimensional aspects of tourism and its interactions with other activities to understand why it is challenging to come up with a meaningful, universally accepted definition. Each of the many definitions that have arisen is aimed at fitting a particular situation and solving an immediate problem, and the lack of uniform definitions has hampered the study of tourism as a discipline.

The development of a field depends on

- (1) Uniform definitions
- (2) Description
- (3) Analysis
- (4) Prediction and
- (5) Control.

Modern tourism is a discipline that has only recently attracted the attention of scholars from many fields. Most studies have been conducted for specific purposes and have used narrow operational definitions to suit the needs of researchers or government officials; these studies have not adopted a systems approach. Consequently, many definitions of “tourism” and “the tourist” are based on the distance travelled, the length of time spent, and the purposes of the trip. This makes it challenging to gather statistical information that scholars can use to develop a database, describe the tourism phenomenon, and do analyses.

The problem is not trivial. It has been tackled by several august bodies over the years, including the League of Nations, the United Nations, the World Tourism Organization (WTO), the Organization for Economic Cooperation and Development (OECD), the National Tourism Resources Review Commission, and the U.S. Senate’s National Tourism Policy Study.

The following review of various definitions illustrates the problems of reaching a consensus. We examine the concept of the movement of people and the terminology and definitions applied by the World Tourism Organization and those of the United States, Canada, the United Kingdom, and Australia. Later, a comprehensive

classification of travellers is provided to reflect a consensus of current thought and practice.

World Tourism Organisation:

The International Conference on Travel and Tourism Statistics, convened by the World Tourism Organisation (WTO) in Ottawa, Canada, in 1991 reviewed, updated, and expanded on the work of earlier international groups. The Ottawa Conference made some fundamental recommendations on definitions of Tourism, travellers, and tourists. The United Nations Statistical Commission adopted the WTO's recommendations on tourism statistics on March 4, 1993.

Tourism: WTO has taken the concept of tourism beyond a stereotypical image of "holiday-making." The officially accepted definition is: "**Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.**" The term **usual environment** is intended to exclude trips within the area of usual residence, frequent and regular trips between the domicile and the workplace and other community trips of a routine character.

Main Characteristics of Tourism identified from the Definition:

- Tourism arises from the movement of people to and their stay in various destinations.
- There are two elements in all tourism: the journey to the destination and the stay, including activities at the destination.
- The journey and the stay occur outside the usual places of residence and work, so tourism gives rise to activities distinct from those of the residents and working population of the places where tourists travel and stay.
- The movement to destinations is of a temporary, short-term character, intended to return to the usual environment within a few days, weeks, or months.
- Destinations are visited for purposes other than taking up permanent residence or employment remunerated from within the places visited.

Check Your Progress-I:

1. Which of the following activities can be included under the term tourism?
 - a) Ms Tina goes to the nearby market to shop for groceries.
 - b) Mr Ajay lives in Faridabad and goes to Nehru Place to pay his phone bills.
 - c) Mr Raj, a resident of Delhi, goes to Mumbai and takes up a job there.
 - d) Ms Sita, a resident of Mumbai, goes to Goa for a weekend.

1.6 Different Definitions of Tourist:

The 19th Century Dictionary defines 'tourist' as a **"person who travels for the pleasure of travelling, out of curiosity, and because he has nothing better to do."**

The term 'tourist', the Oxford Dictionary tells us, was used as early as 1800. According to the Dictionnaire Universal, the **'tourist' is a person who makes a journey for the sake of curiosity, for the fun of travelling, or to tell others that he has travelled.**

However, the term 'tourist' in the sense of a pleasure tour is of recent origin. In the words of Jose Ignacio De Arrilliga, "Tourism in its first period was considered as a sport or rather as a synthesis of automobiles, touring, cycling camping, excursions and yachting. In the early nineteenth century, the term 'tourist' assumed the meaning of 'one who makes a tour or tours', especially one who does this for recreation or travels for pleasure, the object of interest, scenery or the like. "

Definition by League of Nations:

All the above definitions of the term 'tourist' are general and, therefore, could not serve the purpose of measurement. It was, however, the League of Nations that pioneered the definition of statistical measurements. Realizing the importance of collecting tourist statistics and securing international compatibility, the Committee of Statistical Experts of the League of Nations in the year 1937 established the definition of the term 'tourist'. The League of Nations, with the concurrence of member countries, defined the term **'foreign tourist'** as: **"Any person visiting a country, other than that in which he usually resides, for at least 24 hours."**

The following persons are considered tourists as per the above definition:

- (i) Persons travelling for pleasure, domestic reasons or for health, etc.
- (ii) Persons travelling to meetings or in a representative capacity (scientific, administrative, diplomatic, religious, athletic, etc.)
- (iii) Persons travelling for business purposes.
- (iv) Persons arrive during a sea cruise, even for less than 24 hours. (The latter should be reckoned as a separate group, disregarding their usual place of residence if necessary.)

The following category of persons is not considered tourists:

- (i) Persons arriving, with or without a contract of work, to take up an occupation or engage in any business activity in the country.
- (ii) Persons coming to establish a residence in the country.
- (iii) Students and young persons in boarding establishments or schools.
- (iv) Residents in a frontier zone and persons domiciled in one country and working in an adjoining country.
- (v) Travellers pass through a country without stopping, even if the journey takes more than 24 hours. The above definition was confirmed by the United Nations in 1945, and it was stated that a 'tourist' is a person who stays in a foreign country for more than 24 hours and less than 6 months for any non-immigrant purpose. Many countries adopted the definition for the compilation of travel statistics.

United Nations-Rome Conference:

In 1963, the United Nations Conference on International Travel and Tourism held in Rome considered a definition and recommended that the United Nations Statistical Commission study it. A revised definition was prepared and adopted. The conference considered an overall definition of the term 'Visitor', which for statistical purposes, describes:

Any person visiting a country other than that in which he has his usual residence, for any reason other than following an occupation remunerated from within the country, is visited.

This definition covers:

- (i) **Tourists**, i.e., temporary visitors staying at least twenty-four hours at the destination visited, and the purpose of their journey can be classified under one of the following headings:
 - (a) Leisure (recreation, holiday, health, study, religion, and sport);
 - (b) Business, family, mission, meeting.
- (ii) **Excursionists**, i.e., temporary visitors staying less than twenty-four hours at the destination visited (including travellers on cruises).

The above definition excludes travellers who, in the legal sense, do not enter the country (e.g., air travellers who do not leave an airport's transit area). The Expert Statistical Group on International Travel Statistics, convened by the United Nations Statistical Commission, recommended in 1967 that countries use the definition of 'visitor' proposed by the United Nations Conference on International Travel and Tourism in Rome in 1963. The Group considered that it would be desirable to distinguish within the definition of visitor a separate class of visitors, who might be described as 'day visitors' or 'excursionists' defined as consisting of visitors on day excursions and other border-crosses for purposes other than employment, cruise passengers, and visitors in transit who do not stay overnight in accommodation provided within the country. The unique characteristic of this category of visitors that distinguishes it from the main class of visitors: there is no overnight stay. In 1968, the Commission approved the definition of Rome.

Recent studies show that the definitions discussed above have gradually received general acceptance. Published by the World Tourism Organisation, nearly 75 per cent of countries worldwide use these definitions in the collection of international travel statistics.

The main Characteristics of Tourists identified from the above Definition:

1. He takes up the journey of his own free will.
2. He takes up the journey primarily in search of enjoyment.

3. The money spent on the visit is derived from home, not money earned from the places of visit.
4. He finally returns to his point of origin.

Check Your Progress-II:

From the list below, who are included in the definition of a tourist?

- a) Mr Chand, a resident of Delhi, is going to a two-day conference in Hyderabad.
- b) Ms. Rina, a resident of Mumbai, is going for a heart transplant in America.
- c) Ms Mina, a resident of Delhi, takes a flight to America and has a stopover of 36 hours in Singapore. Is she a tourist in Singapore?

1.7 Definitions of tourists adopted by different countries:

India:

The definition of 'foreign tourist' adopted by the Government of India's Tourist Department as per the recommendations of the United Nations Conference on International Travel and Tourism, Rome, 1963 is as follows:

"A foreign tourist is a person visiting India on a foreign passport, whose journey can be classified under one of the following headings."

1. Leisure (recreation, holiday, health, study, religion and sport.)
2. Business, family, mission, meeting.

The following category of persons are, however, not regarded as foreign Tourists:

1. Persons arriving with or without a contract to take up an occupation or engage in activities remunerated from within the country;
2. Persons coming to establish residence in the country;
3. Excursionist, i.e., a temporary visitor staying in the country for less than twenty-four hours (including travellers on the cruises).

The following are not included in the statistics:

1. Nationals of Pakistan and Bangladesh;
2. Nationals of Nepal entering India through land routes along the Indo-Nepal border;
3. All foreigners entering India from Bhutan by land

Definition of a domestic tourist in India:

Domestic Tourist- A person who travels within the country to a place other than his usual place of residence and stays at hotels or other accommodation establishments run on commercial bases or in Dharamshala, stays with friends and relatives and uses sightseeing facilities, or goes on a pilgrimage for not less than 24 hours or one night and not more than six months at a time for any of the following purposes:

- Pleasure (holiday, leisure, sports and so on)
- Pilgrimage, Religious and Social functions.
- Study and Health.

The following are not regarded as domestic tourists:

- Persons arriving with or without a contract to take up an occupation or engage in activities remunerated from within the state centre.
- People visit their hometown or native place on leave or on a short visit to meet relations and friends, attend social and religious functions, stay in their own houses or with relatives and friends, and not use any sightseeing facilities.
- Foreigners resident in India.

Here, we observe that as per the Indian definition, a traveller must hold a foreign passport to be included in the category of an International Visitor; this implies that Indians settled abroad and holding Indian Passports will not be counted as International Visitors when they come to India for recreation, business or other such purposes. However, they are counted as domestic visitors, so categorisation is based on nationality rather than place of residence. However, under the WTO definition, they should have been included on the list of international visitors. From this, we can see the difference between the definition of India and the one given by the WTO.

United States:

The Western Council for Travel Research, 1963, employed the term 'visitor' and defined a visit as occurring whenever a visitor entered an area under study. The definition of tourist used by the National Tourism Resources Review Commission in 1973 was: "A tourist travels away from home for a distance of at least **50 miles (one**

way) for business, pleasure, personal affairs, or any other purpose except to commute to work, whether he stays overnight or returns the same day.”

The **National Travel Survey** of the U.S. Travel Data Center in 1994 reports on all round trips with a one-way route mileage of **100 miles or more**, and since 1994, on all trips involving one or more nights away from home, regardless of distance. Trips are included regardless of purpose, excluding only crews, students, military personnel on active duty, and commuters.

Canada:

In a series of quarterly household sample surveys known as the Canadian Travel Survey, which began in 1978, trips qualifying for inclusion are similar to those covered in the National Travel Survey in the United States. The main difference is that in the Canadian survey, the lower limit for the one-way distance is **50 miles** (80 kilometres) rather than 100 miles. The 50-mile figure was a compromise to satisfy concerns regarding the accuracy of recall for shorter trips and the possibility of including trips completed entirely within the boundaries of a large metropolitan area such as Toronto.

The determination of which length of trip to include in surveys of domestic travel has varied according to the purpose of the survey methodology employed. Whereas there is general agreement that commuting and one-way trips should be excluded, qualifying distances vary. The province of Ontario favours 25 miles.

In Canada’s international travel surveys, the primary groups of travellers identified are nonresident, resident, and other travellers. Both nonresident and resident travellers include both same-day and business travellers. Commuters are included and are not distinguished from other same-day business travellers. Other travellers include immigrants, former residents, military personnel, and crews.

United Kingdom:

The National Tourist Boards of England, Scotland, and Northern Ireland sponsor a continuous survey of internal tourism, the United Kingdom Tourism Survey (UKTS). It measures all trips away from home lasting one night or more, taken by residents

for holidays, visits to friends and relatives (non-holiday), or for business, conferences, and most other purposes. In its findings, the UKTS distinguishes between short (1 to 3 nights) and long (4+nights)-duration holiday trips.

The International Passenger Survey collects information on overseas visitors to the United Kingdom and travels abroad by U.K. residents. It distinguishes five types of visits: holiday independent, holiday inclusive, business, visits to friends and relatives, and miscellaneous.

Australia:

The Australian Bureau of Industry Economics in 1979 placed the length of stay and distance travelled constraints in its definition of tourist as follows: “A person visiting a location at least 40 km from his usual place of residence, for at least 24 hours and not exceeding twelve months.”

In supporting the use of the WTO definitions, the Australian Bureau of Statistics notes that the term “‘usual environment’ is somewhat vague.” It states that “visits to tourist attractions by residents should not be included” and that visits to second homes should be included only “where they are clearly for temporary recreational purposes.”

Check Your Progress-III:

1. **Mr. Rohit, an Indian, goes to work in America, and after five months, he comes to India and visits the Jagannath Temple in Orissa. As per the definition, is he an International Tourist?**

1.8 Comprehensive Classification of Travelers:

A traveller is “any person on a trip between two or more countries or between two or more localities within his/her country of usual residence.”

Travellers may or may not be included in tourism statistics. **All types of travellers engaged in tourism are described as visitors**, constituting the basic concept of the entire system of tourism statistics.

Visitors are persons who travel to a country other than the one in which they generally reside for a period not exceeding 12 months, whose primary purpose is other than the exercise of an activity remunerated from within the place visited.

Visitors are subdivided into **two categories**:

1. **Tourists**, i.e., temporary visitors staying at least twenty-four hours in the country visited, and the purpose of their journey can be classified under one of the following headings:
 - (a) Leisure (recreation, holiday, health, study, religion, and sport);
 - (b) Business, family, mission, meeting.
2. **Excursionists**, i.e., temporary visitors staying less than twenty-four hours in the country visited (including travellers on cruises).

The above definition excludes travellers who, in the legal sense, do not enter the country (e.g., air travellers who do not leave an airport’s transit area – **Transit Visitor**).

The drawback of the definition of a Visitor as per WTO is that it does not talk about visits made within the country. For these purposes, a distinction is drawn between Domestic and International Visitor.

Domestic Visitor: A person who travels within the country he resides in, outside his usual environment, for a period not exceeding 12 months.

International Visitor: A person who travels to a country other than the one where he has a usual residence for a period not exceeding 12 months.

Cruise Passenger: He is a visitor who arrives aboard a cruise ship and does not spend a night in an accommodation establishment in the country.

The broad class of travellers categorized as migrants, both international and domestic, is also commonly excluded from tourism or travel research. They are excluded because their movement is not temporary, although they use the same facilities as other travellers, albeit in one direction, and frequently require temporary accommodation on reaching their destination. However, the real significance of migration to travel and tourism is not in the one-way trip itself but in the long-run implications of a transplanted demand for travel and the creation of new travel destinations for separated friends and relatives.

Notes:

- (1) Visitors who spend at least one night in the country visited.
- (2) Foreign air or ship crews docked, or in layover, who use the accommodation establishments of the country visited.
- (3) Visitors who do not spend at least one night in the country visited, even if they visit for one day or more and return to their ship or train to sleep.
- (4) It is generally included in excursionists. Separate classification of these visitors is nevertheless recommended.
- (5) Visitors who come and leave the same day.
- (6) Crews who are not country residents visit the country for the day and stay.
- (7) When they travel from their country of origin to the duty station and vice versa (including household servants and dependants who accompany or join them).
- (8) Who does not leave the transit area of the airport or the port? In certain countries, transit may involve one day or more stay. In this case, they should be included in the visitor statistics.
- (9) The Rome Conference (1963) defined the visit's primary purpose.

Other groups of travellers are commonly excluded from travel and tourism studies because their travel is not affected by travel promotion, although they tend to compete for the same facilities and services. Two leading examples are students and temporary workers travelling purely for education or temporary employment. Another frequently excluded group consists of crews, although they can be regarded as particular subsets of tourists and excursionists.

Check Your Progress-IV:

- 1. Ms Mina, a resident of Delhi, takes a flight to America with a 36-hour stopover in Singapore. Is she a tourist in Singapore?**

1.9 Differences between Travel and Tourism:

Though Travel and Tourism are often used synonymously, Tourism is a broader concept that encompasses much more than travel alone. Travel implies journeys undertaken from one place to another for any purpose, including journeys to work and as part of employment, leisure, or to take up residence. In contrast, tourism includes the journey to a destination, the stay at a destination outside one's usual place of residence, and the activities undertaken for leisure and recreation. All tourism includes some travel, but not all travel is tourism. A person may often travel for a wide variety of purposes, of which tourism is only one. However, if properly handled, a part of the travel for non-tourism purposes can be motivated to travel for tourism as an additional purpose. For example, a person on a journey as a part of employment to a place with one or more tourist attractions like a spot of scenic beauty or historical significance, a pilgrimage, a lake, etc., can be induced to spare some time and money for a short visit and or stay for tourism purposes alone. In this sense, every traveller is a 'potential' tourist, and it is up to the industry managers to tap this 'potential' and convert the traveller into an 'actual' tourist.

Check Your Progress-V:

- 1. When gipsies go from one destination to another, is that covered under travel or tourism?**

2. If Mr Ravi, who works for a software company in Delhi, is transferred to Bangalore, would it be covered under travel or tourism?

3. If Mr Ravi, who has been transferred from Delhi to Bangalore, decides to go to Mysore for a weekend, would it be travel or tourism?

1.10 Summary:

This lesson shows how travel and tourism have changed over time and acquired new dimensions through the development of various facilities and infrastructure. The rapid growth in people movement, both domestically and internationally, has created

an industry of vast proportions and diversity. Also, it is found universally across countries but has immensely varied qualities and proportions.

The economic importance and prospects are also worthy of careful study. These considerations lead to how the study of tourism can be undertaken. There are several basic approaches to the study of tourism, and in this book, we include all of them in the various chapters. By the time you complete the block, you will know a great deal about the social and economic implications of tourism, and you will have developed a keen interest in our world and the fascinating panorama of places, peoples, cultures, beauty, and learning that travel provides in such abundance.

1.11 Glossary:

- **Recreation:** The action and activities of people engaging in constructive and personally pleasurable use of leisure time. Recreation may include passive or active participation in individual or group sports, cultural events, appreciation of natural and Human history, non-formal education, pleasure travel, sightseeing, and entertainment.
- **Tangible:** something that you can touch and see.
- **Intangible:** something that you can only feel.
- **Perspective:** outlook.

1.12 Self-Assessment Exercise:

- Identify and describe four perspectives in the definition of tourism in terms of your home community.
- Why do bodies such as the United States need specific tourism definitions? Why does a state or country need them? A county? A city?
- What approach to tourism study does this course take? Which approach interests you most?
- Have travel patterns changed a great deal in the past 20 years? What elements have not changed?
- Why are geographers, sociologists, anthropologists, and economists interested in tourism?
- What is the definition of Tourism?

- Who is included in the definition of a tourist as per WTO?
- Differentiate between the following:
 - ✓ Travel and Tourism
 - ✓ Domestic and International Tourist.
 - ✓ A Tourist and an Excursionist.

1.13 Further Readings:

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Unit-2
Emergence and Evolution of the Tourism Industry

Structure:

2.0 Objectives

2.1 Introduction

2.2 Travel through the Ages

2.2.1 Travel for Trade and Commerce

2.2.2 Travel for Seeking Knowledge

2.2.3 Travel for Religious Purpose

2.2.4 Roman Empire and Pleasure Travel

2.2.5 Renaissance and the Grand Tour

2.2.6 Concept of Annual Holiday

2.2.7 Travel in the Nineteenth Century

2.2.8 Emergence of Railways

2.2.9 Emergence of Organized Travel

2.2.10 Luxury in Rail Travel

2.2.11 Sea Transport

2.2.12 Change in Pattern of Society

2.2.13 Travel in the 20th Century

2.2.14 Motorized Road Transport

2.2.15 Growth of Air Travel

2.3 Summary

2.4 Suggested Readings

2.5 Review Questions

2.0 Objectives:

After reading this unit, you will be able to:

- Discuss the history of tourism
- Explain the various reasons responsible for the growth and development of the tourism industry
- Describe the growth and development of different modes of tourist transport

2.1 Introduction:

Tourism has entered this millennium with the prospect of continued expression and greater importance in the world economy, facing many challenges. The significance of tourism is recognised in both developed and developing countries as a beneficial agent of economic and social change. Indeed, tourism has stimulated employment and investment, modified land use and economic structure, and positively contributed to the balance of payment in many countries worldwide.

This ever-expanding spirit of travel has lived on down the ages. In recorded history, there have been instances of man travelling throughout the ages. From the very early historic period, travel has fascinated man. Much of the travel, at first, was eager and unconscious, and instead a simple affair. This unit will give details of travel patterns through the ages.

2.2 Travel through the Ages:

For a million years, climate change, dwindling food supplies, or hostile invaders alone have forced people to leave their homes and seek refuge elsewhere. Perhaps it was the invention of the wheel about five thousand years ago that made travel possible, followed by the Sumerians' (Babylonians') invention of money, which led to the development of trade and the beginning of a new era. The Phoenicians were probably the first real travellers in the modern sense, as they went from place to place as travellers and traders. At the same time, trade and travel developed in India, where the wheel and money were already known during the Indus Valley civilisation (3000-1100 BC). Traditions of travel in India are perhaps the oldest in the world, with

motives primarily religious or trade-based. The great sages retired to the Himalayas in the North or to the dense jungles of the South to meditate or to set up their Ashrams (hermitages), schools, or universities of learning.

As early as the third millennium B.C., Egypt was a popular place for people from the then-known world. The Babylonian King Shulgi, who ruled Egypt 4,000 years ago, is said to have boasted that he protected roads, built gardens, and provided rest houses for respectable travellers. The Bible describes these ideas in the following words: “Many shall run to and fro, and knowledge shall be increased”. The ancient Greeks travelled short distances in small boats. Jason and the legendary Argonauts built a significant ship to search for the Golden Fleece, undaunted by the dangers described in Homer’s *Odyssey*. In the 1st century B.C., Herodotus toured Phoenicia, Egypt, Cyrenaica, Greece, and the Black Sea, and recorded the history, customs, traditions, and practices of those living there. Philosophers – Thales, Pythagoras and Plato – all travelled to Egypt. Aristotle visited Asia Minor before starting his peripatetic school for wandering students. Greeks travelled to spas, festivals, and athletic meets and consulted the Oracle at Delphi and the Asclepiads at Epidaurus. They travelled by mules and carts and stayed at wayside inns. A character in one of the works of that time asks for “the eating houses and hostels where there are the fewest bugs.”

2.2.1 Travel for Trade and Commerce:

In the past, travel was not undertaken for pleasure but was related to trade: Commerce and the activities associated with it. Travelling to seek fortunes was the most vital force behind moving out. Throughout history, traders and merchants have travelled to far-off places to trade with other nations. Even travellers like Marco Polo and Christopher Columbus were primarily moving out in search of rich lands, which could provide them with additional resources. With the gradual opening of the trade routes, travel became more accessible and regulated. With time, the trade relations matured into cultural relations and helped to develop a better understanding. This simultaneous emergence of the cultural barter system was a favourable development towards increased travel activity during this period.

formidable years searching for knowledge. Perhaps these great explorers can be credited for pioneering modern-day travel.

2.2.3 Travel for Religious Purpose:

During the Middle Ages, travel for religious purposes. It became a well-established custom or motivation in many parts of the world. Many pilgrims were travelling to Europe's main shrines and elsewhere. The adoption and spread of Christianity led to numerous pilgrims visiting the Holy Land. Religion became the unifying force, and pilgrimages strengthened religious bonds. It was a means of forging unity and understanding between people from widely different regions. In India, pilgrims have travelled across the country for solace and salvation since time immemorial. Emperor Ashoka (3rd Cent. BC), the Great, travelled widely in his eagerness to spread the principles of Buddha. His entourage first travelled to Nepal, starting from Patliputra, then ventured to Lumbini and on to Kapilavastu, ending at Bodh Gaya, where Buddha was enlightened. Harsha Vardhan (7th Cent. AD) was another such emperor greatly influenced by the Buddhist scriptures. During his time, Dharamshala, rest houses, monasteries and temples were built for the pilgrims.

2.2.4 Roman Empire and Pleasure Travel:

There is a close association between Pleasure travel and the Roman Empire. Romans probably were the first pleasure travellers. Travel was greatly stimulated by the excellent communication system and the security of the Roman Empire. Romans developed an exemplary road network and new roads wherever they went. They recorded information on routes, major road names, distances, etc., and published it as travel literature. Romans could travel over a hundred miles daily using relays or horses. They journeyed to see famous temples, monuments and the famous pyramids of Egypt. They also indulged in travel during holidays, notably the famous Olympics in Greece.

Another face of pleasure travel was the development of spas and seaside resorts during the 16th and 17th Centuries AD. Medicinal baths (later named spas) were very popular with the Romans. It was thought that the patients using the spas would also

require some diversions, so the resorts added facilities for pleasure and entertainment to their medical facilities. Entertainment and amusement like theatre, competitions, and festivals were often provided at the sites of spas. These spas become externally popular with travellers.

The development of seaside resorts is also linked with the growth of the spas. Towards the latter half of the eighteenth century, people began to realise the curative effects of seawater, along with the lure of sun, sand, and sea. By 1861, major seaside resorts had emerged in Britain, France, Italy, and a few more central European countries. Millions of people visit these seaside resorts every year.

2.2.5 Renaissance and the Grand Tour:

However, another unimportant stage in travel history was marked by the Renaissance. Italy was perhaps the most important country where the Renaissance came as a giant wave. There was a full-scale development of the urban system and network of roads. By the end of the 11th century, Italy became the focus of attention and emerged as Europe's economic and cultural leader. However, political wars and disunity were essential in disseminating the Renaissance and developing the 'grand tour'. Italy, however, remained the intellectual capital of Europe. Many young noblemen were sent abroad to complete their education in France and Italy.

The development of grand tourism followed a shift in the focus of culture and economic and political power. The wealthy and educated visited countries that had passed their peak of prestige but were still venerated for cultural and historical reasons. The Romans visited Greece and the Eastern Mediterranean; the English visited Italy. The Grand Tourists respected the world's learning, antiquities and social refinements. The 18th century is considered the Golden Age of the Grand Canyon, especially between 1763 and 1793. Many poets, authors, and intellectuals wanted to broaden their knowledge and learn new arts and crafts during this period. The grand tourists paved the way for popular nineteenth and twentieth-century tourism. A generally accepted itinerary was also laid down, which involved an extended stay in France and Venice, followed by a return via Germany and the Low Countries, with a

stop in Switzerland. Of course, there were variations to this itinerary, but it was the most popular tourist route.

2.2.6 Concept of Annual Holiday:

The introduction of the annual holiday in Europe was another essential landmark that enabled many people to travel in large numbers during the 18th century. This concept was the forerunner to the paid holiday, later responsible for tourism's extraordinary growth during the 18th century. The term holiday refers to the 'Holy Days' associated with religious observances. A feature of ancient Rome, public holidays were among the most enjoyable events of the period. The most essential and enjoyable public holiday was known as 'saturnalia,' which meant the feast of Saturn. Also, in Europe, certain days commemorating religious festivals and Saint's Day became holy days when there was a holiday from work.

In England, an act was passed during the reign of Edward VI "for the keeping of holidays and fasting days" Subsequently, public and semi-official offices in England frequently closed on particular saint's days. There were, however, no general public holidays until the time of the Industrial Revolution. Modern annual paid holidays are essentially an outcome of the past industrial revolution. In present-day parlance, the word 'Holiday' is generally used in a secular sense, meaning a respite from the routine of daily workday life and a time for leisure, recreation, and amusement. There is no doubt that these developments paved the way for travel in subsequent periods.

2.2.7 Travel in the Nineteenth Century:

The early 19th century witnessed a surge in technological development surge in England, Europe, and America. Technological advancements also profoundly affected the transport sector, directly affecting people's movement. The introduction of newer means of transport has made travelling to distant places more practical and enjoyable.

temperance society from Leicester to Loughborough. A few weeks later, the idea culminated in the collection of 170 passengers, who journeyed at a specially reduced return fare of one shilling per passenger. Encouraged by this success, Thomas Cook arranged similar ventures by chartering trains to popular destinations. Because of this concept, Cook became known as the most incredible travel organiser. He is considered as the 'Father of Modern Tourism'. In 1843, nearly 3000 schoolchildren were taken from Leicester to Derby. From 1843 to 1863, Cook conducted circular tours of Scotland with almost 1,000 travellers a season. The success story of the Liverpool and Manchester railway reached the neighbouring countries in Europe. Railway tracks were laid in France, Austria and Switzerland. Across the Atlantic, tracks were laid in America, ushering in a spurt of travel to and from places where they were laid. In 1881, the railways were estimated to carry over 600 million passengers over the lines operated by over one hundred companies. Competition also crept in as the companies tried to make travel as comfortable as possible.

2.2.10 Luxury in Rail Travel:

In the early 1870s, travel was further boosted by the introduction of comfort and pleasure into long-distance journeys. The first class railway travel was introduced by an American, G.M. Pullman, who developed the Pullman coaches with their luxury furnishings and dining facilities. These coaches were manufactured in America and imported by railway companies in England and other European countries.

The eastern countries were not far behind in catching up with this growth. On April 16, 1853, the first train took off from Bombay to Thane, covering a distance of 33 kilometres. From this small beginning, the railway system in India has grown into the World's second-largest system under a single management, with a total network length of around 64,000 km.

2.2.11 Sea Transport:

While railways encouraged inland travel, steamships crossed boundaries and paved the way for intercontinental travel. Shipping played a significant role in travel during the 19th century. Several sailing ships were built in America and England. There was

improved communication across the Atlantic with America, leading to the development of deep-sea shipping. The history of the Canard Steamship Company in England demonstrates essential features in the growth of North Atlantic shipping. The use of ships for cruising, charter, and limited-scale cruises dates from the mid-19th century. In 1869, the possibility of a much-shortened route between the west and the east emerged with the creation of the Suez Canal, which connected the Red Sea with the Mediterranean.

2.2.12 Change in Pattern of Society:

In the second half of the nineteenth century, we witnessed a surge in travel as industrialised societies developed. Such societies in Western Europe and North America intensely wanted to travel for relaxation. This trend led to what became known as the tourism phenomenon in the later part of the 20th century. Modern-day tourism emerged from the development of Western industrialised societies. The figures point to the direct relationship between the development of industrialised societies and the expansion of tourism traffic. Various official statements, travel writers' observations, and other literature also show this relationship.

Due to the Industrial Revolution, the very concept of society underwent a sea change. There was a change in both economic and social systems prevailing at that time. The emergence of the working class and the sudden concentration of populations created unhealthy conditions in towns and cities. However, there was little relief from the routine of putting in long hours in difficult working conditions.

Gradually, industrialisation brought better working conditions and increased material wealth for many workers. Now, even these workers could avail themselves of holidays for rest, relaxation, and pleasure, and an urgent need was felt to develop more holidays. A substantial increase in purchasing power and disposable income led to the growth of pleasure zones. Many tourist resorts were developed to meet the growing demand for holidays among people who could afford them. In the later 19th century, the Italian Riviera also gained popularity with the English and the French.

2.2.13 Travel in the 20th Century:

Pleasure travel continued to expand in the 20th century as well. The main features of modern tourism can be listed as:

- Changes in mental attitudes towards pleasure seeking.
- Recognised the value of travel for education.
- Increase in material wealth.
- Social prestige is associated with travel.
- Need relief from the work routine.
- Improvement in passenger transport system.

Until the first quarter of the 20th century, pleasure travel was a luxury for the privileged sections of society who had purchasing power. As a result, several associations related to travel and hospitality were also formed, which organised excursions, holiday camps, family rest, and holiday homes for like-minded people.

A temporary halt to tourist movement came during the quarter of the 20th Century due to the abruption of the First World War. As such, the war saw a considerable decline in tourism not only within Europe but also worldwide. However, this decline was soon surpassed as travel activity increased. The early post-war period also brought prosperity and the development of mass communication systems like television, radio, and the press, which played an increasingly important role. It paved the way for increased travel by widening many people's knowledge and interest in other countries. During the post-war period, they also witnessed attitudinal changes that influenced the volume and value of tourism. It was responsible for breaking down international barriers and fostering an ideal, optimistic, peaceful internationalism - just the climate in which tourism will likely flourish most. There was also a rise in the standard of living of the working and middle class. Tourists began to appear in countries where tourism had been virtually unknown a few years earlier.

2.2.14 Motorized Road Transport:

The motorised private and public road transport, along with improved road conditions, led to tremendous growth in travel. The ten years after the First World War saw the first great impetus in the invention of the private motor car and coach. The motor car revolutionised the holiday habits of the Europeans and Americans. Further, good motor roads were provided, which led to the development of both domestic and international tourism. In the last quarter of the nineteenth century, increasing attention was paid to the desirability of holidays with pay, so mass tourism emerged along with the introduction of holidays with pay. The introduction of annual paid holidays is very mainly of English origin. By 1939, some 11 million people were covered by the Holidays with Pay Act. The concept of paid holidays led to the following:

- The excellent mobility of the population
- Creation of new industries
- Broadening the horizons of people
- Growth of many towns of distinctive functions.

The International Labour Organisation's convention on paid holidays was an innovation well ahead of its time, as only a few European countries had the provision of paid holidays until then. Paid holidays are now established worldwide and active stimulant for travel growth. However, this wave of prosperity and place was disrupted by economic destruction and political instability caused by the Second World War from 1939 to 1941. However, again, rapid development was witnessed in the activity at both domestic and international levels. There was a threefold increase during 1911-61. Also, in 1976, it increased by more than 90% from 1961, reaching 220 million international tourist arrivals worldwide. Nevertheless, this boom was driven by the 1973-74 economic crisis. It was not a prolonged slowdown.

2.2.15 Growth of Air Travel:

Another post-World War II phenomenon was the introduction of air transport for the masses. The new civil aircraft provided a tremendous increase in speed, safety, and

comfort, leading to a noticeable increase in long-distance travel. In 1912, two-class travel was introduced, and there was also an increase in aircraft capacity, which meant an improved economy.

However, the most dramatic event was the advent of jet travel in 1918, which added to the dimension of speed, comfort, and efficiency. Air travel grew at a phenomenal rate after 1960. Since then, continuous advancement has been made by adding elements of sophistication and luxury. Further, supersonic aircraft like the Concorde have added glamour to this industry. However, another development during this period was the concept of inclusive tours and charter flights. The leading causes of the rapid growth of tourism can be summed up as:

- Economics reasons
- Social factors
- Technological advancement

2.3 Summary:

Travel has existed since the beginning of time when the primitive man set out, often traversing great distances, in search of food and shelter necessary for survival. Throughout history, people have travelled for trade, religious conviction, economic gain, war, migration and other equally compelling motivations. In the Roman era, wealthy aristocrats and high government officials travelled worldwide for pleasure. Seaside resorts located at Pompeii and Herculaneum in Italy allowed citizens to escape to their vacation villas to avoid the summer heat of Rome. Travel, except during the Dark Ages, has continued to grow and, throughout recorded history, has played a vital role in the development of civilizations.

Tourism as we know it today is distinctly a twentieth-century phenomenon. Historians suggest that the advent of mass tourism began in England during the Industrial Revolution with the rise of the middle class and relatively inexpensive transportation. The creation of the commercial airline industry following the Second World War and the subsequent development of jet aircraft in the 1910s signalled the rapid growth and expansion of international travel. This growth led to the

development of a significant new industry. In turn, international tourism became a concern for several world governments, as it provided new employment opportunities and a means of earning foreign exchange.

Tourism today has grown significantly in both economic and social importance. The fastest-growing economic sector of most industrialized countries over the past several years has been services. One of the most significant segments of the service industry, although largely unrecognized as an entity in some of these countries, is travel and tourism. According to the World Travel and Tourism Council, 'Travel and Tourism' is the largest industry in the world in terms of virtually any economic measure, including gross output, value-added, capital investment, employment, and tax contribution.

2.4 Reference and Suggested Readings:

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- **Sharma K.K. (2005)** "Tourism and Development", Sarup & Sons, Delhi
- **Sinha P.C. (2002)**, "Tourism, Transport and Travel Management", Anmol Publisher, Delhi.
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2.5 Self-Assessment Questions:

- How did people travel in ancient times?
- How did the railway change the pattern of travel?
- What were the most revolutionary changes in the early nineteenth century that transformed travel?
- What is the size and magnitude of international tourism worldwide?

Unit-3

Understanding Basic Terminologies of the Tourism Industry

Structure:

3.0 Objectives

3.1 Introduction

3.2 Technical Terminologies Used in Tourism Industry

3.2.1 Tourist

3.2.2 Excursionist

3.2.3 Visitor

3.2.4 Traveller

3.2.5 Accommodation

3.2.6 Accessibility

3.2.7 Amenities

3.2.8 Recreation

3.2.9 Leisure

3.2.10 Resource

3.2.11 Attraction

3.2.12 Product

3.2.13 Market

3.2.14 Industry

3.2.15 Tourist Destination

3.3 Check Your Progress

3.4 Summary

3.5 Self-Assessment Questions

3.6 Further and Suggested Readings

3.0 Objectives:

The following are the primary objectives of the present Unit:

- To familiarise you with the different terminologies used in the tourism industry
- To understand the fundamental differences between the different terminologies.

3.1 Introduction:

Every discipline has terminology used by academicians, practitioners, researchers, and learners; without knowing this terminology, a person cannot understand the essential concepts. Similarly, in this chapter, you will learn the terminology used in the tourism and travel industry. Suppose a person is reading any book, chapter, or unit and cannot understand anything unfamiliar, such as the basic terminology used in the discipline. Like other industries, the tourism and hospitality industry also uses many diverse and unique. It is essential to understand them in the very beginning. In the present unit, all the essential terminology has been included, which will help learners better understand the chapters.

3.2 Technical Terminologies Used in Tourism Industry:

Some of the essential terminologies commonly used in the service industry are listed below:

3.2.1 Tourist:

A tourist is a person who travels for a minimum of 24 hrs. to a maximum of one year. During his travels, he has not engaged in any income-generating activities. A tourist must have leisure time and disposable money. A tourist can be a leisure or business traveller. We may be classified as business travellers. We may classify tourists into domestic and international types. He travels for health, medical, religious, business, and relaxation purposes.

- **Domestic Tourist:**

A domestic tourist travels within their own country from one place to another. He travels for at least 1 year. He travels for business, health, and relaxation.

- **International Tourist:**

An international tourist is a person who travels from one country to another. He also travels from a minimum of 24 hrs. to a maximum of 1 year. He uses a passport, visa, health certificate, and foreign currency during his travels. He also travels to the destination for medical, health, religion, culture, business, etc. purposes. An international tourist can be classified into the following categories:

- **Inbound Tourist:**

A tourist travelling from any other country to our country is known as an inbound tourist, for example, a tourist from Japan to India.

- **Outbound Tourist:**

A tourist travelling from our country to any other country, for example, an Indian citizen travelling from India to France, is known as an outbound tourist.

3.2.2 Excursionist:

An excursionist is a person who travels for up to 24 hrs. Usually, he travels to the local destination and does not stay overnight. He also travels for religious reasons, health, relaxation, and to visit friends and relatives. The only difference between a tourist and an excursionist is the duration: a tourist travels for at least 24 hrs, and an excursionist for at most 24 hrs.

3.2.3 Visitor:

A visitor is a person who travels from one destination to another and ultimately returns to their domicile. He does not travel for immigration and employment purposes. A visitor is a broad term that includes a tourist and an excursionist.

3.2.4 Traveller:

A traveller is a person who moves from one place to another. This includes every kind of movement. It is a broad term that includes tourists, excursionists, and visitors. A traveller can also visit for immigration, employment and educational purposes.

3.2.5 Accommodation:

It is any building or establishment where a person who is ready to pay can stay. The existence of accommodation can be seen in the earliest times of travel. Earlier, inns were established for the overnight stay of tired tourists. Religious places were also ideal places for travellers. However, nowadays, various types of accommodation are available for travellers. People travelling from one place to another have different needs and requirements. They belong to various countries, cultures, age groups, genders, and economic classes; therefore, depending on their requirements, they want to stay in different types of accommodation, such as Dharamshala, Lodges, Heritage Hotels, Capsule Hotels, Motels, Resorts, etc. Low-budget tourists, which usually include religious tourists, stay in Dharamshalas. People who want to stay in heritage properties and feel like they stay in heritage properties. Resorts attract such tourists who are seeking relaxation. We can broadly classify accommodation into primary accommodation and secondary or supplementary accommodation.

Primary or Traditional Accommodation: Primary accommodations are accommodations where we find different types of rooms with attached restaurants, reception or front office areas, various departments, and parking areas. These types of accommodation are costlier than secondary types of accommodation.

Secondary or Supplementary Accommodation: Most secondary accommodation types only provide a staying facility. These are also known as budget hotels. Mostly, low-income class or single travellers use such properties for their stay. In these hotels, we generally find common washrooms and common drinking facilities.

Primary or Traditional Accommodation	Secondary or Supplementary Accommodation
Heritage Hotel	Dharamshalas or Sarai
Commercial Hotel	Lodges
International Hoel	Camping Sites
Resorts	Bed and Breakfast Establishments
Time-Sharing Establishment	Capsule Hotels

Condominiums	Youth Hostels
Ice Hotels	Government Guest House
Airport Hotels	Dak Bungalows
Floatels/Floating Hotels	Paying Guest Accommodation
Residential Hotels	Tourist Bungalow
Motels	Railway Retiring Room
	Boatels
	Roatels

Traditional or Primary types of accommodation also offer food and beverage facilities for their guests. Usually, hotels provide meals and food based on the following plans:

- **EP** - European Plan - Includes only the room
- **CP** - Continental Plan - Includes Room and Morning Breakfast
- **MAP** - Modified American Plan - Includes Room, Breakfast and Lunch or Dinner
- **AP** - American Plan - Includes Room, Breakfast, Lunch and Dinner.

A tourist destination with a unique attraction but no accommodation will always fail to attract a variety of tourists. Therefore, it is the duty of the Government and the private sector to provide accommodation from the budget to the five-star deluxe categories.

3.2.6 Accessibility:

It includes the different modes of transport that tourists use to reach their destinations. If a destination has tourist attractions and accommodations but lacks various modes of transport, it will fail to attract different categories of tourists. A destination must have all categories of transportation. It must have airports connecting domestic and international flights and railway stations connecting trains with different parts of the country. A coastal or island destination must be accessible by cruise ships, ferries, hovercrafts, motorboats, etc. Finally, every tourist destination must have excellent roads because low-income people use them to reach the

destination, while middle- and high-income people go sightseeing or explore different tourist attractions. If a destination lacks the above-said mode, it will fail to attract a particular segment of people. We can broadly classify various modes of tourist transportation into the following categories.

- 1) **Air Transportation:** Air transportation is used by people who have money but do not have time. These travellers are our politicians, Bollywood stars, and big business people. They are too busy with work, so if a destination has airports, it will easily attract tourists. Similarly, international tourists prefer to travel by air, especially those from the USA, Australia, or other European countries. It is not enough to have only airports; the destination must also have connectivity with significant domestic and international destinations. We can classify air transportation into scheduled and non-scheduled airlines.
 - **Scheduled Airlines:** These airlines publish timetables and departure and arrival destinations and start selling tickets in advance. Such airlines include Air India, SpiceJet, and Indigo. Air India was previously a public-sector airline, while the others are private. We can also classify scheduled airlines into two other broad categories, which include:
 - ✓ **Full-Fledged Airlines:** Full-fledged airlines operate from all major cities of India, offer good leg space, high ticket prices, meals to their passengers, etc., and usually provide economy, business, or first-class service.
 - ✓ **Low-Cost Airlines:** Low-cost airlines usually operate from small cities, do not offer extra legroom, offer only economy class, charge extra for meals, etc.
 - **Non-Scheduled Airlines:** These airlines do not publish timetables or sell tickets. A person or group that intends to hire the services of a non-scheduled airline must charter the entire plane.

3.2.7 Amenities:

This includes basic facilities necessary not only for tourists but also for the host community. Amenities include drinking water facilities, 24-hour electricity, good roads, garbage disposal, ATMs, banking facilities, hospitals, shops etc. A tourist

destination with attractions, accommodations, and accessibility but lacks amenities will always fail to create a good image for tourists. As a result, day by day, it will not be able to attract a good number of tourists.

3.2.8 Recreation:

Recreation is any activity a person engages in when he has leisure time. Every human being is involved in some recreational activity. Some recreational activities are playing sports, travelling, driving, cooking, and watching movies or television. Every tourist travelling to any destination involves activities, including adventure sports, fishing, shopping, and sightseeing.

3.2.9 Leisure:

Leisure is a person's free time after completing his routine work. In their leisure time, everyone engages in some recreational activity. Leisure time does not include our sleeping or eating time. Without leisure time, a tourist can not travel to the destination.

3.2.10 Resource:

A tourism resource can be used to attract tourists to a destination and provide them with a valuable experience. This can include natural attractions like beaches, mountains, and forests, as well as man-made attractions like museums, theme parks, and historical sites. Tourism resources include intangible elements like culture, local cuisine, and festivals.

3.2.11 Attraction:

Attraction is the main reason or purpose of travel to the tourist destination. A destination will never attract many visitors unless it has a good number and variety of tourist attractions. Attraction is something that has the power to attract and draw the attention of others. In the tourism industry, tourist attractions are tangible or intangible products that attract different tourists. Tourist attractions may include museums, amusement parks, religious institutions, parks, sea beaches, hill stations, national parks, wildlife sanctuaries etc. A different kind of attraction attracts tourists

of all ages and religions because it depends on their tastes, interests, and the unavailability of particular tourist attractions in their area. For example, other tourist attractions will attract people living in hilly regions. Broadly, we can classify tourist attractions into different categories, which are listed below:

1) Natural Attractions: These are attractions created by nature, with humans having no role in their creation or existence. Human beings have only developed infrastructure to draw tourists to these destinations. Natural tourist attractions attract nature lovers. Such attractions may include sea beaches, lakes, desserts, mountains, hills, plateaus, forests, oceans, sea islands, ponds, snowfall, snow-hailing volcanoes, River, springs, waterfalls, flora and fauna species, pleasant climate, rainfall, delta etc. We can take the example of the Nainital district, known as the city of lakes, and tourists visit this place not only to see its beautiful lakes but also to enjoy its beautiful flora and pleasant climate. To attract tourists to this city, the local administration and the private sector have constructed roads, hotels, resorts, taxi services, boating services etc., to make travel more relaxed and comfortable.

Natural tourist attractions contribute less to attracting tourists because most travel to other nations to see their cultures. For example, France, Spain and Italy, which are among the top 10 tourist countries of the world, are also rich in having UNESCO World Heritage Sites. India has the sixth number of UNESCO World Heritage Sites, and because of this, most tourists travel to see Man-Made tourist attractions.

2) Man-Made Tourist Attractions: Man-Made tourist attractions are built by human beings. Some are built for other purposes, others for other purposes, and others are built only to attract tourists. At the destination, for example, forts, palaces, educational institutions and many other historical buildings were constructed for residential or educational purposes, but now tourists want to see them. Shah Jahan built the Taj Mahal in memory of his beloved wife. Mumtaz Mahal is recognized as a UNESCO World Heritage Site, Seven Wonders of the World and comes under

the Archaeological Survey of India (ASI), but now this monument is also serving as India's most visited tourist attraction. Most international and domestic tourists travel to India to see manufactured tourist attractions. India has 42 UNESCO World Heritage Sites, attracting foreigners worldwide. Domestic tourists mostly travel for religious purposes created by human beings. Some essential kinds of manufactured tourist attractions are religious places, museums, forts, palaces, educational institutions, amusement parks, archaeological sites, historical monuments, ocean parks, water parks, trade fairs, dance, music, cuisines etc. Broadly, we can classify manufactured tourist attractions into different parts, which are listed below:

- **Historical Sites:**
- ✓ **Historical Monuments** include buildings that emperors of the past or our ancestors built. These may include forts, palaces, temples, mosques etc. In India, many historical monuments are situated in places that attract tourists. Some important historical monuments in India are the Taj Mahal, Agra Fort, Red Fort, Fatehpur Sikri, etc.
- ✓ **Archaeological Sites:** Archaeological sites are also important tourist attractions that provide evidence of a glorious past or monument. Now tourists visit these sites, and many of them are also recognized as UNESCO World Heritage Sites, for example, Sarnath Archaeological Site, Nalanda Archaeological Site, Nalanda Archaeological Sites, Harppa and Mohenjo-Daro (Indus Valley Civilization), Kushinagar Archaeological site, colosseum in Rome etc.
- **Educational and Scientific Institutions:**
- ✓ **Universities, Colleges and Libraries:**
Universities, colleges, and libraries are essential tourist attractions because they attract many worldwide tourists. Delhi University, JNU, IGNOU, BHU, Allahabad University and AMU are some of India's oldest Universities, attracting learners and simultaneously attracting tourists' attention. Sometimes, libraries also become

essential tourist attractions because they offer world-class facilities or are one of the oldest libraries in the nation or world.

✓ **Planetariums and Science Cities:**

Planetariums also attract the attention of youths and science lovers. Nowadays, many planetariums are constructed in important tourist destinations of India, for example, Birla Planetarium and Science City of Kolkata, Birla Planetarium, Hyderabad, Panorama & Science Centre and Kapana Chawla Memorial Planetarium, Kurukshetra.

• **Religious Sites:**

Travelling for religion is one of the primary reasons for travel, and since then, this type of tourism has been practised. Every religion has its place of worship. For example, Hindus visit temples, Muslims travel to mosques, Sikhs to Gurudwaras, Christians to Churches and Buddhists visit Stupas and pillars. In India, Hindus visit Mata Vaishno Devi Temple, Tirupati Balaji Temple, and Shirdi Sai Temple, and Sikhs visit the Golden Temple, Hemkund Sahib, and other places. Muslims visit Ajmer Sharif, Haji Ali Dargah; similarly, Christians visit St. Paul's Cathedral, Kolkata, and Se Cathedral Church, Goa.

• **Entertainment:** Entertainment is one of the primary reasons for travel because people want relaxation due to urbanization and busy lifestyles. Entertainment facilities are available in different forms.

✓ **Theatres or Multiplexes:** Newly released movies are shown here and are watched by the host community and tourists. They visit the theatre because they have world-class amenities or their favourite movie is released during travel.

✓ **Amusement Parks:** Disneyland, Fun City and Esselworld are some examples of amusement parks. These are full of rides that attract people of every age group.

✓ **Water Parks:** Due to extreme heat in the summer season these days, water parks are coming into existence. These attractions attract people from the city, and many tourists visit them.

3) Symbiotic Tourist Attractions: These tourist attractions emerged through the equal contribution of natural and human beings' efforts. For example, flower shows: flowers are natural, but human beings have grown them and are now displaying them. The mango festival also showcases the variety of mangoes that the public not only sees but also purchases, based on their needs and requirements. National Parks, Wildlife Sanctuaries, Bird Sanctuaries, and Marine Parks also fall under the category of symbiotic tourism attractions because these products are created by nature. However, humans have put the flora and fauna species under different rules and restrictions and are now using them as per their requirements.

3.2.12 Product:

The term "tourism product" refers to the combination of tangible and intangible elements that contribute to a tourist's overall experience in a destination. It encompasses components such as attractions, accommodations, transportation, activities, and services that make up a tourist package or offer. Essentially, it represents a destination's total offering to attract and satisfy visitors.

3.2.13 Market:

A market is a dynamic system where buyers and sellers interact to exchange goods, services, or information. It serves as the arena for economic transactions, facilitating the allocation of resources through the forces of supply and demand. Markets can take various forms, ranging from physical spaces like traditional marketplaces to virtual platforms in the digital age.

In a market, buyers seek products or services that fulfil their needs or desires, while sellers offer these goods or services in exchange for a price. The interaction between supply and demand determines the equilibrium price and quantity. Markets can be categorised based on the nature of the products traded (commodities, financial instruments, etc.), the level of competition, and the degree of regulation.

Efficient markets foster competition, innovation, and optimal resource allocation. They signal producers about consumer preferences and guide resource allocation based on changing demands. Markets may operate within local, national, or global

contexts, influencing economic activities broadly. Market dynamics are influenced by consumer behaviour, economic policies, technological advancements, and external events, making markets complex and adaptive systems central to economic development and prosperity.

3.2.14 Industry:

"Industry" refers to economic activity involving the production, manufacturing, or provision of goods and services. It encompasses diverse businesses and organisations engaged in similar economic activities, sharing common characteristics and goals within a specific sector. Industries play a crucial economic role, contributing to employment, income generation, and technological advancements.

Industry's Key components include the production and distribution of goods, the provision of services, and the utilization of resources such as labour, capital, and technology. Industries can be classified into sectors based on similarities in their production processes, raw materials, or end products. These sectors include manufacturing, agriculture, services, information technology, healthcare, and more. The concept of industry extends beyond individual companies to encompass the collective efforts of various entities working together to meet consumer demands. Governments often regulate and support industries to ensure fair competition, consumer protection, and economic stability. The term is integral to understanding the structure and dynamics of economies worldwide, reflecting the interconnected web of businesses and activities that drive economic growth and development.

3.2.15 Tourist Destination:

A tourist destination is a location or area specifically chosen and visited by tourists for recreational, cultural, historical, or leisure purposes. It is a place with attractions, amenities, and infrastructure designed to cater to tourists' needs and preferences. Tourist destinations can range from natural wonders like beaches, mountains, and wildlife reserves to cultural and historical sites such as museums, monuments, and ancient cities.

3.4 Summary:

Based on the above study, it is clear that tourism and its allied industries use many technical terms that every practitioner, academician, research scholar, and learner should learn and use in their daily professional lives. Not only the tourism discipline but also other disciplines use their specific terminologies. A person who uses technical terminology daily is considered a learned person.

3.5 Self-Assessment Questions:

- Describe any ten terminologies used in the tourism industry
- Write a short note on any five terminologies used in the hospitality industry
- Discuss the meaning of any five terminologies used in the airline industry.
- Differentiate between Attraction and Tourist Attraction.
- Differentiate between a destination and a tourist destination.
- What is accommodation? Also, discuss its essential types.
- Differentiate between a visitor and a traveller.
- Why is a tourist destination accessible to all?
- Discuss the relationship between leisure, recreation, and tourism.

3.6 Reference and Suggested Readings:

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Unit-4

Different Approaches To Study Tourism

Structure:

4.0 Introduction

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4.2 Changing Facets of Tourism

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4.9 Difference Between Travel and Tourism

4.10 Summary

4.11 Glossary

4.12 Self-Assessment Exercise

4.13 Further Readings

4.0 Introduction:

Welcome to the study of a dynamic group of industries that have developed to serve the needs of travellers worldwide- Tourism is the business of travel. Whether we are travellers or we are serving travellers' needs, this exciting and demanding group of visitor services industries touches all our lives.

In this unit, you will understand the different perspectives on the study of tourism, know the meaning of the terms 'tourism', 'visitor', 'tourist', 'excursionist', 'transit traveller' and the difference between travel and tourism. You will also learn about the different definitions adopted by countries for the term 'tourist'.

4.1 Objectives:

The following are the objectives of the present unit:

- To understand the need to study Tourism because of the changing scenario.
- To familiarise you with different perspectives on the study of Tourism.
- To explain the meaning and definition of Tourism.
- To explain the meaning and definition of a Visitor, Tourist, Excursionist and Transit Visitor.

4.2 Changing Facets of Tourism:

Human beings are innately curious about the world we live in. We yearn to know what other places look like - what the people, their culture, the animals and plant life, and landforms may be elsewhere. Today, higher levels of education and the influence of television and other communication media have combined to create in us a much greater awareness of our entire world. We are now in the global economy and our industries must be globally competitive. We must think globally. Material prosperity in many countries, with accompanying higher standards of living, has made travel attainable for hundreds of millions of us. Although travel can be undertaken for many reasons, the most common are pleasure, business, and study. In this block, we explore the multiplicity of social and economic phenomena that bring about and are created by this vast worldwide industry.

The subject of travel is exciting. Human beings have been moving from place to place for about 1 million years. Our early ancestors, *Homo erectus*, originated in eastern and southern Africa. But remains of these same forms of early humankind have also been found in China and Java (Indonesia). It has been estimated that migrations of this type took about 15,000 years, but this is a brief period in the long history of humanity. Various theories have been proposed to explain the motivation behind such amazing journeys. Foremost, these wanderings were in search of food and to escape danger. Another theory is that people observed bird migrations and wanted to know where the birds came from and where they were going. Recently, in the most dramatic discovery of its kind ever made, the preserved body of a man dubbed the “iceman,” who died 5,000 years ago, was found in the ice in mountainous northern Italy. Some of the scientists studying his body and accoutrements have concluded that he was returning home in what is now Switzerland after a journey to the south of what is now Italy.

Since the wanderings of ancient peoples, we have been travelling in ever-widening circles around the earth. From the days of early explorers such as Marco Polo, Ibn Battuta, Christopher Columbus, Ferdinand Magellan, and James Cook to the present, travel has grown steadily.

Tourism is one of the world’s most rapidly growing industries. Much of its growth is due to higher disposable incomes, increased leisure time and falling travel costs. As airports become more enjoyable places to pass through, travel agency services become increasingly automated, and tourists find it easier to get information on places they want to visit, tourism grows.

The Internet has fuelled the growth of the travel industry by providing on line booking facilities. It has also provided people with the power to explore destinations and cultures from their home personal computers and make informed choices before finalizing travel plans. With its immense information resources, the Internet allows tourists to scrutinize hotels, check weather forecasts, read up on local food and even

talk to other tourists around the world about their travel experiences for a chosen destination.

This new trend has made the tourism job very challenging. Holidaymakers want a good return on their investment. They are to be lured with value additions and improved customer service. This also emphasized the regular flow of human resources with specific skills at the appropriate levels to match and cater to global standards. The hospitality industry's success comes from providing quality rooms, food, service and ambience. There is no doubt that fitness has increasingly become a larger part of everyone's life. And business and leisure travellers alike look to maintain their fitness goals while away from home. Awareness should be created about the environment and education. A collective effort and cooperation with powerful networking are the need of the hour. People should be acting as the watchdogs of the society as far as environmental issues are concerned. Eco-tourists are a growing community, and tourism promotions have to adopt eco-practices that could fit this growing community.

Another growing trend in the tourism scene is the Incentive Market and the scope of the destination to attract conferences and convention traffic. Here the prospects are better for those destinations where state-of-the-art infrastructure has been developed along with a safe and clean image.

Tourism today is much more than just developing products. It is more about quality, insightful thinking and the ability to have global information about technology, partners, contacts and responding quickly to global and regional trends. The fundamental task before tourism promotion is to facilitate the integration of the various components in the tourism trade as active participants in the nation's social and cultural life. There is a long road ahead. All must work towards a society where people can work and participate as equal partners. Tourism should be a vehicle for international cooperation and understanding of the various civilizations and a harbinger of peace.

From the foregoing, we can see how fast the face of tourism is changing and how challenging the job of travel agencies is now. There is therefore a need for proper training of the personnel working in the industry through thorough and detailed study of the subject. A unified approach to the subject is also needed since at present people from different fields have been studying tourism from different perspectives.

4.3 Different Approaches to Study Tourism:

Tourism commonly is approached through a variety of methods. However, there is little or no agreement on how tourism should be studied. The following are several methods that have been used.

4.3.1 Institutional Approach:

The institutional approach to the study of tourism considers the various intermediaries and institutions that perform tourism activities. It emphasises institutions such as travel agencies. This approach requires an investigation of the organisation, operating methods, problems, costs, and economic position of travel agents who act on behalf of customers, purchasing services from airlines, rental car companies, hotels, and so on.

4.3.2 Product Approach:

The product approach involves studying various tourism products and how they are produced, marketed, and consumed. For example, one might study an airline seat - how it is created, the people who are engaged in buying and selling it, how it is financed, how it is advertised, and so on. Repeating this procedure for rental cars, hotel rooms, meals, and other tourist services gives a full picture of the field. Unfortunately, the product approach tends to be too time-consuming, it does not allow the student to grasp the fundamentals of tourism quickly.

4.3.3 Historical Approach:

The historical approach is not widely used. It involves an analysis of tourism activities and institutions from an evolutionary angle. It searches for the cause of innovations, their growth or decline, and shifts in interest.

4.3.4 Managerial Approach:

The managerial approach is firm-oriented (microeconomic), focusing on the management activities necessary to operate a tourist enterprise, such as planning, research, pricing, advertising, control, and the like. It is a popular approach, using insights gleaned from other approaches and disciplines. Regardless of which approach is used to study tourism, it is important to know the managerial approach. Products change, institutions change and society changes, this means that managerial objectives and procedures must be geared to change to meet shifts in the tourism environment. The Journal of Travel Research and Tourism Management, leading journals in the field, both feature this approach.

4.3.5 Economic Approach:

Because of its importance to both domestic and global economies, tourism has been closely examined by economists, who focus on supply and demand, the balance of payments, foreign exchange, employment, expenditures, development, multipliers, and other economic factors. This approach is useful in providing a framework for analysing tourism and its contributions to a country's economy and economic development. The disadvantage of the economic approach is that, whereas tourism is an important economic phenomenon, it also has noneconomic impacts. The economic approach usually pays little attention to environmental, cultural, psychological, sociological, and anthropological approaches.

4.3.6 Sociological Approach:

Tourism tends to be a social activity. Consequently, it has attracted the attention of sociologists, who have studied the tourism behaviour of individuals and groups, as well as the impact of tourism on society. This approach examines the social classes, habits, and customs of both hosts and guests. The sociology of leisure is a relatively undeveloped field, but it shows promise of progressing rapidly and becoming more widely used. As tourism continues to have a massive impact on society, it will be studied more and more from a social perspective.

4.3.7 Geographical Approach:

Geography is a wide-ranging discipline, so, naturally, geographers should be interested in tourism and its spatial aspects. The geographer specializes in the study of location, environment, climate, landscape, and economic aspects. The geographer's approach to tourism sheds light on the location of tourist areas, the movements of people created by tourism locales, the changes that tourism brings to the landscape in the form of tourism facilities, dispersion of tourism development, physical planning, and economic, social, and cultural problems. Since tourism touches geography at so many points, geographers have investigated the area more thoroughly than scholars in many other disciplines. Because the geographers' approach is so encompassing dealing with land use, economic aspects, demographic impacts, and cultural problems, a study of their contributions is highly recommended.

4.3.8 Interdisciplinary Approaches:

Tourism embraces virtually all aspects of our society. We even have cultural tourism, which calls for an anthropological approach. Because people behave in different ways and travel for different reasons, it is necessary to use a psychological approach to determine the best way to promote and market tourism products. Since tourists cross borders and require passports and visas from government offices, and since most countries have government-operated tourism development departments, we find that political institutions are involved and are calling for a political science approach. Any industry that becomes an economic giant affecting the lives of many people attracts the attention of legislative bodies (along with that of sociologists, geographers, economists, and anthropologists,) which create the laws, regulations, and legal environment in which the tourist industry must operate, so we also have a legal approach. The great importance of transportation suggests passenger transportation as another approach. The fact simply is that tourism is so vast, so complex, and so multifaceted that it is necessary to have several approaches to studying the field, each geared to a somewhat different task or objective. Figure 4.4

illustrates the interdisciplinary nature of tourism studies and their reciprocity and mutuality.

4.3.9 The Systems Approach:

What is needed to study tourism is a systems approach. A system is a set of interrelated groups coordinated to form a unified whole and organized to accomplish a set of goals. It integrates the other approaches into a comprehensive method dealing with both micro and macro issues. It can examine the tourist firm's competitive environment, its market, its results, its linkages with other institutions, the consumer, and the interaction of the firm with the consumer. In addition, a system can take a macro viewpoint and examine the entire tourism system of a country, state, or area and how it operates within and relates to other systems, such as legal, political, economic, and social systems.

4.4 The Importance of Managerial Perspectives to the Study of Tourism

Now due to higher disposable incomes, increased leisure time and falling cost of travel, the Tourism industry has shown a very high growth and since tourism is a service industry it comprises several tangible and intangible components. The tangible elements include transport system-air, rail, road, water and now, space; hospitality services accommodation, food and beverage, tours, souvenirs; and related services such as banking, insurance and safety and security. The intangible elements include relaxation, culture, escape, adventure and new and different experiences.

As there are several bodies involved the need arises for the management of services related to this industry and so the study of Tourism acquires a great practical necessity and usefulness. The tourism industry is very fast growing and this industry involves activities and interests of Transport Undertakings, Owners of Tourist Sites and Attractions, Various tourist Service Providers at the tourist destinations and Central and Local Government, etc. Each of these serves both the resident population and the tourists and their management must reconcile the needs of tourists with the needs of the resident population. So it becomes important to study tourism from the

perspective of Management since the management of various bodies in this industry is invaded.

4.5 What is Tourism?

When we think of tourism, we think primarily of people who are visiting a particular place for sightseeing, visiting friends and relatives, taking a vacation, and having a good time. They may spend their leisure time engaging in various sports, sunbathing, talking, singing, taking rides, touring, reading, or simply enjoying the environment. If we consider the subject further, we may include in our definition of tourism people who are participating in a convention, a business conference, or some other kind of business or professional activity, as well as those who are taking a study tour under an expert guide or doing some kind of scientific research or study.

These visitors use all forms of transportation, from hiking in a wilderness park to flying in a jet to an exciting city. Transportation can include taking a chairlift up a Colorado mountainside or standing at the rail of a cruise ship looking across the blue Caribbean. Whether people travel by one of these means or by car, motor coach, camper, train, taxi, motorbike, or bicycle, they are taking a trip and thus are engaging in tourism. That is what this block is all about people travel (and why some don't) and the socioeconomic effects that their presence and expenditures have on a society. Any attempt to define tourism and to describe its scope fully must consider the various groups that participate in and are affected by this industry. Their perspectives are vital to the development of a comprehensive definition. Four different perspectives of tourism can be identified:

- 1. The tourist:** The tourist seeks various psychic and physical experiences and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed.
- 2. The businesses providing tourist goods and services:** Business people see tourism as an opportunity to make a profit by supplying goods and services that the tourist market demands.

3. The government of the host community or area: Politicians view tourism as a wealth factor in the economy of their jurisdictions. Their perspective is related to the incomes their citizens can earn from this business. Politicians also consider the foreign exchange receipts from international tourism as well as the tax receipts collected from tourist expenditures, either directly or indirectly.

4. The host community: Local people usually see tourism as a cultural and employment factor. Of importance to this group, for example, is the effect of the interaction between large numbers of international visitors and residents. This effect may be beneficial or harmful or both.

Tourism:

Thus, tourism may be defined as the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments, and host communities in the process of attracting and hosting these tourists and other visitors. Tourism is a composite of activities, services, and industries that deliver a travel experience: transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities, and other hospitality services available for individuals or groups that are travelling away from home. It encompasses all providers of visitor and visitor-related services. Tourism is the entire world's industry of travel, hotels, transportation, and all other components, including promotion, that serve the needs and wants of travellers. Finally, tourism is the total of tourist expenditures within the border of a nation a political subdivision or a transportation-centered economic area of contiguous states or nations. This economic concept also considers the income multiplier of these tourist expenditures.

One has only to consider the multidimensional aspects of tourism and its interactions with other activities to understand why it is difficult to come up with a meaningful definition that will be universally accepted. Each of the many definitions that have arisen is aimed at fitting a special situation and solving an immediate problem, and the lack of uniform definitions has hampered the study of tourism as a discipline.

Development of a field depends on (1) uniform definitions (2) Description (3) analysis (4) prediction and (5) control.

Modern tourism is a discipline that has only recently attracted the attention of scholars from many fields. The majority of studies have been conducted for special purposes and have used narrow operational definitions to suit the particular needs of researchers or government officials; these studies have not encompassed a systems approach. Consequently, many definitions of “tourism” and “the tourist” are based on the distance travelled, the length of time spent, and the purposes of the trip. This makes it difficult to gather statistical information that scholars can use to develop a database, describe the tourism phenomenon, and do analyses.

The problem is not trivial. It has been tackled by several august bodies over the years, including the League of Nations, the United Nations, the World Tourism Organization (WTO), the Organization for Economic Cooperation and Development (OECD), the National Tourism Resources Review Commission, and the U.S. Senate’s National Tourism Policy Study. The following review of various definitions illustrates the problems of arriving at a consensus. We examine the concept of the movement of people and the terminology and definitions applied by the World Tourism Organization and those of the United States, Canada, the United Kingdom, and Australia. Later, a comprehensive classification of travellers is provided that endeavours to reflect a consensus of current thought and practice.

World Tourism Organization:

The International Conference on Travel and Tourism Statistics convened by the World Tourism Organization (WTO) in Ottawa, Canada, in 1994 reviewed, updated, and expanded on the work of earlier international groups. The Ottawa Conference made some fundamental recommendations on definitions of Tourism, travellers, and tourists. The United Nations Statistical Commission adopted WTO’s recommendations on tourism statistics on March 1, 1993.

Tourism: WTO has taken the concept of tourism beyond a stereotypical image of “holiday-making.” The officially accepted definition is: “**Tourism comprises the**

activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." The term **usual environment** is intended to exclude trips within the area of usual residence frequent and regular trips between the domicile and the workplace and other community trips of a routine character.

Main Characteristics of Tourism identified from the Definition:

1. Tourism arises from the movement of people to, and their stay in, various destinations.
2. There are two elements in all tourism: the journey to the destination and the stay including activities at the destination.
3. The journey and the stay take place outside the usual place of residents and work, so that tourism gives rise to activities, which are distinct from those of the residents and the working population of the places, through which the tourist travels and in which they stay.
4. The movement to destinations is of temporary, short-term character, intending to return to the usual environment within a few days, weeks or months.
5. Destinations are visited for purposes other than taking up permanent residence or employment remunerated from within the places visited.

Check Your Progress-I:

1. Which of the following activities can be put under the term Tourism?
 - a) Ms. Tina goes to the nearby market to shop for groceries.
 - b) Mr. Ajay who stays in Faridabad, goes to Nehru Place to pay his phone bills.
 - c) Mr. Raj, a resident of Delhi, goes to Mumbai and takes up a job there.
 - d) Ms. Sita a resident of Mumbai, goes for a weekend to Goa.

4.6 Definition of a 'Tourist':

The 19th Century Dictionary defines 'tourist' as a "person who travels for the pleasure of travelling, out of curiosity, and because he has nothing better to do."

The term 'tourist', the Oxford Dictionary tells us, was used as early as the year 1800. According to the Dictionnaire Universal, the 'tourist' is a person who makes a

journey for the sake of curiosity, for the fun of travelling, or just to tell others that he has travelled.

The term 'tourist' in the sense of a pleasure tour is, however, of recent origin. In the words of Jose Ignacio De Arrilliga, "Tourism in its first period was considered as a sport or rather as a synthesis of automobiles, touring, cycling camping, excursions and yachting. In the early nineteenth century, the term 'tourist' assumed a meaning of 'one who makes a tour or tours', especially one who does this for recreation or who travels for pleasure, object of interest, scenery or the like."

Definition by League of Nations:

All the above definitions of the term 'tourist' are general and, therefore, could not serve the purpose of measurement. It was, however, the League of Nations which did pioneering work in defining the term for statistical measurements. Realising the importance of collecting tourist statistics and securing international compatibility, the Committee of Statistical Experts of the League of Nations in the year 1937 established the definition of the term 'tourist'. The League of Nations with the concurrence of member countries defined the term '**foreign tourist**' as: "**Any person visiting a country, other than that in which he usually resides, for a period of at least 24 hours**"

The following persons were to be considered tourists within this definition:

- Persons travelling for pleasure, for domestic reasons, for health, etc.
- Persons travelling to meetings, or in a representative capacity of any kind (scientific, administrative diplomatic, religious, athletic, etc.)
- Persons travelling for business purposes.
- Persons arriving in the course of a sea cruise, even when they stay for less than 24 hours. (The latter should be reckoned as a separate group, disregarding if necessary their usual place of residence.)

The following categories were not to be regarded as tourists:

- (i) Persons arriving, with or without a contract of work, to take up an occupation or engage in any business activity in the country.

- (ii) Persons coming to establish a residence in the country.
- (iii) Students and young persons in boarding establishments or schools.
- (iv) Residents in a frontier zone and persons domiciled in one country and working in an adjoining country.
- (v) Travellers passing through a country without stopping, even if the journey takes more than 24 hours.

The above definition was confirmed by the United Nations in 1945, and it was stated that the 'tourist' was a person who stayed in a foreign country for more than 24 hours and less than 6 months for any non-immigrant purpose. The definition was adopted by many countries for compiling travel statistics.

United Nations-Rome Conference:

In 1963, the United Nations Conference on International Travel and Tourism held in Rome considered a definition and recommended that it be studied by the United Nations Statistical Commission. A revised definition was prepared and adopted. The conference considered an overall definition of the term 'Visitor', which for statistical purposes describes:

Any person visiting a country other than that in which he has his usual place of residence, for any reasons other than following an occupation remunerated from within the country visited.

This definition covered:

- (i) Tourists, i.e., temporary visitors staying at least twenty-four hours in the country visited and the purpose of whose journey can be classified under one of the following headings:
 - (a) Leisure (recreation, holiday, health, study, religion, and sport)
 - (b) Business, family, mission, meeting.
- (ii) Excursionists, i.e., temporary visitors staying less than twenty-four hours in the country visited (including travellers on cruises).

The above definition excludes travellers who, in the legal sense, do not enter the country (e.g., air travellers who do not leave an airport's transit area). The Expert

Statistical Group on International Travel Statistics convened by the United Nations Statistical Commission recommended in 1967 that countries use the definition of 'visitor' proposed by the United Nations Conference on International Travel and Tourism in Rome in 1963. The Group considered that it would be desirable to distinguish within the definition of visitor a separate class of visitors, who might be described as 'day visitors' or 'excursionists' defined as consisting of visitors on day excursions and other border-crosses for purposes other than employment, cruise passengers, and visitors in transit who do not stay overnight in accommodation provided within the country. The special characteristic of this category of visitors distinguishing it from the main class of visitors, is that there is no overnight stay. In 1968 the Commission approved the Rome definition.

The various definitions discussed above have gradually received general acceptance. According to recent studies, published by the World Tourism Organisation, nearly 75 percent of the countries world over use these definitions in the collection of international travel statistics.

Main Characteristics of Tourists identified from the Definition:

1. He takes up his journey of his own free will.
2. He takes up the journey primarily in search of enjoyment.
3. The money spent on the visit is the money derived from home, not money earned in the places of visit.
4. He finally returns to his original starting point.

Check Your Progress-II

1. From amongst the persons listed below who all are included in the definition of a Tourist?
 - a) Mr. Chand, a resident of Delhi goes for a two-day conference in Hyderabad.
 - b) Ms. Rina, a resident of Mumbai goes for a heart transplant to America.
 - c) Ms. Mina, a resident of Delhi takes a flight to America and the flight has a stopover of 36 hours in Singapore. Is she a tourist in Singapore?

4.7 Definitions of tourists adopted by different countries India:

The definition of 'foreign tourist' adopted by the Government of India's Tourist Department as per the recommendations of the United Nations Conference on International Travel and Tourism, Rome, 1963 is as follows:

"A foreign tourist is a person visiting India on a foreign passport, whose journey can be classified under one of the following headings "

1. leisure (recreation, holiday, health, study, religion and sport.)
2. Business, family, mission, meeting.

The following categories are, however not regarded as foreign Tourists:

1. Persons arriving with or without a contract, to take up an occupation or engage in activities remunerated from within the country.
2. Persons coming to establish residence in the country.
3. Excursionist i.e., a temporary visitor staying less than twenty-four hours in the country (including travellers on the cruises).

The following are not included in the statistics:

1. Nationals of Pakistan and Bangladesh.
2. Nationals of Nepal entering India through land routes along the Indo-Nepal border.
3. All foreigners entering India from Bhutan by land

Definition of a domestic tourist in India:

Domestic Tourist- A person who travels within the country to a place other than his usual place of residence and stays at hotels or other accommodation establishments run on commercial bases or in Dharamshala stays with friends and relatives and uses sightseeing facilities, or goes on a pilgrimage for a duration of not less than 24 hours or one night and not more than 6 months at a time for any of the following purposes:

- Pleasure (holiday, leisure, sports and so on)
- Pilgrimage, Religious and Social functions.
- Study and Health.

The following are not regarded as domestic tourists:

- Persons arriving with or without a contract to take up an occupation or engage in activities remunerated from within the state centre.
- Persons visiting their home town or native place on leave or a short visit for meeting relations and friends, attending social and religious functions and staying in their own houses or with relatives and friends and not using any sightseeing facilities.
- Foreigners resident in India.

Here we observe that as per the Indian definition, a traveller must hold a foreign passport to be included in the category of an International Visitor; this implies that Indians settled abroad and holding Indian Passports will not be counted as International Visitors when they come to India for recreation, business or other such purposes. However, nonetheless, they are counted as Domestic Visitors and so here we see that categorization is based on nationality rather than the place of residence. But as per WTO definition, they should have been included in the list of International Visitors. From this, we can see the difference between the Indian definition and the one given by WTO.

United States:

The Western Council for Travel Research in 1963 employed the term visitor and defined a visit as occurring every time a visitor entered an area under study. The definition of tourist used by the National Tourism Resources Review Commission in 1973 was: “a tourist travels away from home for a distance of at least **50 miles (one way)** for business, pleasure, personal affairs, or any other purpose except to commute to work, whether he stays overnight or returns the same day.”

The **National Travel Survey** of the U.S. Travel Data Center in 1994 reports on all round-trips with a one-way route mileage of **100 miles or more**, and since 1994 on all trips involving one or more nights away from home, regardless of distance. Trips are included regardless of purpose, excluding only crews, students, military personnel on active duty, and commuters.

Canada:

In a series of quarterly household sample surveys known as the Canadian Travel Survey which began in 1978, trips qualifying for inclusion are similar to those covered in the National Travel Survey in the United States. The main difference is that in the Canadian survey, the lower limit for the one-way distance is **50 miles** (80 kilometres) rather than 100 miles. The 50-mile figure was a compromise to satisfy concerns regarding the accuracy of recall for shorter trips and the possibility of the inclusion of trips completed entirely within the boundaries of a large metropolitan area such as Toronto.

The determination of which trip length to include in surveys of domestic travel has varied depending on the survey methodology and its purpose. Whereas there is general agreement that commuting journeys and one-way trips should be excluded, qualifying distances vary. The province of Ontario favours 25 miles.

In Canada's international travel surveys, the primary groups of travellers identified are nonresident travellers, resident travellers, and other travellers. Both nonresident and resident travellers include both same-day and business travellers. Commuters are included and are not distinguished from other same-day business travellers. Other travellers consist of immigrants, former residents, military personnel, and crews.

United Kingdom:

The National Tourist Boards of England, Scotland, and Northern Ireland sponsor a continuous survey of internal tourism, the United Kingdom Tourism Survey (UKTS). It measures all trips away from home lasting one night or more, taken by residents for holidays, visits to friends and relatives (non-holiday), or for business, conferences, and most other purposes. In its findings, the UKTS distinguishes between short (1 to 3 nights) and long (1+nights)-duration holiday trips.

The International Passenger Survey collects information on both overseas visitors to the United Kingdom and travel abroad by U.K. residents. It distinguishes five

different types of visits: holiday independent, holiday inclusive, business, visits to friends and relatives, and miscellaneous.

Australia:

The Australian Bureau of Industry Economics in 1979 placed length of stay and distance travelled constraints in its definition of tourist as follows: "A person visiting a location at least **10 km** from his usual place of residence, for a period of at least 24 hours and not exceeding twelve months."

In supporting the use of the WTO definitions, the Australian Bureau of Statistics notes that the term "'usual environment' is somewhat vague." It states that "visits to tourist attractions by residents should not be included" and that visits to second homes should be included only "where they are clearly for temporary recreational purposes."

Check Your Progress-III:

- Mr. Rohit, an Indian goes to work in America and after five months he comes to India and visits the Jagannath Temple in Orissa. As per the definition is he an International Tourist?

4.8 Comprehensive Classification of Traveller:

Traveler Terminology of International Tourism Underlying, the foregoing conceptualization of tourism, is the overall concept of the **traveller**.

A **traveller** is defined as "any person on a trip between two or more countries or between two or more localities within his/her country of usual residence."

Travelers may be included in tourism statistics or may not be. **All types of travellers engaged in tourism are described as visitors**, a term that constitutes the basic concept of the entire system of tourism statistics.

Visitors are persons who travel to a country other than the one in which they generally reside for a period not exceeding 12 months, whose main purpose is other than the exercise of an activity remunerated from within the place visited.

Visitors are subdivided into **two categories**:

- **Tourists**, i.e., temporary visitors staying at least twenty-four hours in the country visited and the purpose of their journey can be classified under one of the following headings:
 - ✓ Leisure (recreation, holiday, health, study, religion, and sport);
 - ✓ business, family, mission, meeting.
- **Excursionists**, i.e., temporary visitors staying less than twenty-four hours in the country visited (including travellers on cruises).

The above definition excludes travellers who, in the legal sense, do not enter the country (e.g., air travellers who do not leave an airport's transit area - **Transit Visitor**).

The drawback of the definition of a Visitor as per WTO is that it does not talk about visits made within the country. For these purposes, a distinction is drawn between a Domestic and International Visitor.

- **Domestic Visitor** - A person who travels within the country he is residing in, outside the place of his usual environment for a period not exceeding 12 months.
- **International Visitor** - A person who travels to a country other than the one in which he has a usual residence for a period not exceeding 12 months.
- **Cruise Passenger** - He is a visitor who arrives in the country aboard a cruise ships and who does not spend a night in an accommodation establishment in the country.

The broad class of travellers categorized as migrants, both international and domestic, is also commonly excluded from tourism or travel research. They are excluded because their movement is not temporary, although they use the same facilities as other travellers, albeit in one direction, and frequently require temporary accommodation on reaching their destination. The real significance of migration to travel and tourism, however, is not in the one-way trip in itself, but in the long-run implications of a transplanted demand for travel and the creation of new travel destinations for separated friends and relatives.

World Tourism Organisation Classification of Travellers:**Notes:**

- 1) Visitors who spend at least one night in the country visited.
- 2) Foreign air or ship crews docked or in layover and who use the accommodation establishments of the country visited.
- 3) Visitors who do not spend at least one night in the country visited although they may visit the country for one day or more and return to their ship or train to sleep.
- 4) Normally included in excursionists. Separate classification of these visitors is nevertheless recommended.
- 5) Visitors who come and leave the same day.
- 6) Crews who are not residents of the country visit and stay in the country for the day.
- 7) When they travel from their country of origin to the duty station and vice-versa (including household servants and dependants accompanying or joining them).
- 8) Who does not leave the transit area of the airport or the port? In certain countries, transit may involve a stay of one day or more. In this case, they should be included in the visitor statistics.
- 9) Main purposes of visit as defined by the Rome Conference (1963).

Other groups of travellers are commonly excluded from travel and tourism studies because their travel is not affected by travel promotion, although they tend to compete for the same facilities and services. Two leading examples are students and temporary workers travelling purely for education or temporary employment. Another frequently excluded group consists of crews, although they can be regarded as particular subsets of tourists and excursionists.

Check Your Progress-IV:

- **Ms. Mina, a resident of Delhi takes a flight for America and the flight has a stopover of 36 hours in Singapore. Is she a tourist in Singapore?**

4.9 Differences between Travel and Tourism:

Though the words Travel and Tourism are synonymous and used interchangeably Tourism is a wider concept and encompasses a lot more than travel alone. Travel implies journeys undertaken from one place to another for any purpose including journeys to work and as a part of employment, as a part of leisure and to take up residence; whereas Tourism includes the journey to a destination and also the stay at a destination outside one's usual place of residence and the activities undertaken for leisure and recreation. All tourism includes some travel, but not all travel is tourism. A person may often travel for a wide variety of purposes of which tourism is only one. However, if properly handled, a part of the travel for non-tourism purposes can be motivated to travel for tourism as an additional purpose. For example, a person on a journey as a part of employment to a place with one or more tourist attractions like a spot of scenic beauty or historical significance, a pilgrimage, a lake, etc. can be induced to spare some time and money for a short visit and or stay for tourism purposes alone. In this sense, every traveller is a 'potential' tourist and is up to the industry managers to tap this 'potential' and convert the traveller into an 'actual' tourist.

Check Your Progress-V:

- **When gipsies go from one destination to another, is that covered under travel or tourism?**

- **If Mr. Ravi, working in a software company in Delhi, is transferred to Bangalore would it be covered under travel or tourism?**

- **If Mr. Ravi, who is transferred to Bangalore from Delhi, decides to go to Mysore for a weekend, would it be travel or tourism?**

4.10 Summary:

In this lesson, we have seen how travel and tourism have changed over time and acquired new dimensions by developing various facilities and infrastructure. The rapid growth in the movement of people, both domestically and internationally, has brought about an industry of vast proportions and diversity. Also, it is universal-found in all countries of the world, but in greatly varied qualities and proportions.

The economic importance and prospects are also worthy of careful study. These considerations lead to how the study of tourism can be undertaken. There are several basic approaches to the study of tourism, and in this book, we include all of them in the various chapters. By the time you complete the block, you will know a great deal about the social and economic implications of tourism, and you will have developed a keen interest in our world and fascinating panorama of places, peoples, cultures, beauty, and learning that travel provides in such abundance.

4.11 Glossary:

- **Recreation-** The action and activities of people engaging in constructive and personally pleasurable use of leisure time. Recreation may include passive or active participation in individual or group sports, cultural functions, natural and Human history appreciation, non-formal education, pleasure travel, sightseeing and entertainment.
- **Tangible-** Something that you can touch and see.
- **Intangible-** Something that you can only feel and experience
- **Perspective-** Outlook.

4.12 Self Assessment Exercise:

- Identify and describe four perspectives contained in the definition of tourism, in terms of your home community.
- Why do bodies such as the United States need specific tourism definitions? Why does a state or country need them? A county? A city?
- What approach to tourism study does this course take? Which approach interests you most?
- Have travel patterns changed a great deal in the past 20 years? What elements have not changed?
- Why are geographers, sociologists, anthropologists, and economists interested in tourism?
- What is the definition of Tourism?
- Who is included in the definition of a tourist as per WTO?

- What is the difference between:
 - ✓ Travel and Tourism
 - ✓ Domestic and International Tourist.
 - ✓ A Tourist and an Excursionist.

4.13 Further Readings:

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Unit-5

Tourism Infrastructure and Superstructure

Structure:

5.0 Objectives

5.1 Introduction

5.2 Meaning of Infrastructure

5.3 History of Tourism Infrastructure

5.4 Different Components of Tourism Infrastructure

5.5 Characteristics of Tourism Infrastructure

5.6 Importance of Tourism Infrastructure

5.7 Meaning and Components of Tourism Superstructure

5.8 Differences between Tourism Infrastructure and Superstructure

5.9 Relationship between Tourism Infrastructure and Tourism Superstructure

5.10 Role of Infrastructure in the Promotion and Development of Tourism Industry

5.11 Summary

5.12 Glossary

5.13 Self-Assessment Questions

5.14 References and Suggested Readings

5.0 Objectives:

The following are the primary objectives of the present unit:

- To learn the meaning and components of tourism infrastructure and superstructure.
- To understand the relationship between tourism infrastructure and the tourism industry.
- To know the differences and relationship between tourism infrastructure and tourism superstructure.

5.1 Introduction:

Tourism infrastructure refers to the foundational facilities that enable the smooth functioning of the tourism industry. It encompasses the essential facilities, services, and systems required to support and enhance tourist experiences and local people's lives. These include transportation networks such as roads, airports, railways and accommodations like hotels, resorts, and camping sites. Additionally, attractions such as museums, theme parks and natural landmarks contribute to the infrastructure. Essential utilities like safe and clean water supply, 24-hour uninterrupted electricity and waste management system are crucial to tourism infrastructure. Investment in robust infrastructure not only increases the travel and tourism activities at the tourist destination but also increases the economic development in regions, which ultimately helps local people live better lives.

Tourism superstructure encompasses the organizational and managerial framework that coordinates, promotes and enhances tourism activities at the destination. This includes travel agencies, tour operators, destination management organizations, or ground handling agents who design and manage travel packages, ensuring memorable experiences for visitors. Government tourism departments establish policies, regulations, and marketing initiatives to attract tourists and maintain industry standards. Tourist information centres (TIC) assist travellers by offering maps, guidance, and brochures. Collaborative engagement with local communities ensures sustainable practices, balancing economic benefits with environmental and

cultural preservation. Tourism infrastructure and superstructure play vital roles in the success and sustainability of the tourism industry. Infrastructure provides a tangible framework for tourists to enjoy destinations comfortably. Efficient transportation systems and quality accommodations enhance the overall visitor experience. At the same time, attractions and facilities create unique selling points that draw travellers to specific regions.

On the other hand, Superstructure orchestrates the behind-the-scenes efforts that transform a location into a desirable destination. Marketing and promotional activities generate demand, while organizational bodies ensure services meet standards and regulations. Collaboration with local communities fosters responsible tourism, minimizing negative impacts and maximizing benefits for all stakeholders. Infrastructure and superstructure contribute to economic growth, job creation, and cultural exchange while safeguarding natural and cultural resources for future generations. A well-balanced interplay between these components fosters a thriving and sustainable tourism ecosystem.

5.2 Meaning of Infrastructure:

Infrastructure refers to the fundamental physical and organizational systems and facilities that form the backbone of a society, enabling its functioning and development. It encompasses many essential components such as roads, transportation networks, communication systems, energy sources, water supply, healthcare facilities, and more. The infrastructure supports economic activities, social services, and daily life by providing the necessary framework for transportation, communication, utilities, and other crucial functions. Well-planned and maintained infrastructure enhances quality of life, promotes economic growth, and facilitates the efficient movement of goods, services, and people. It is a cornerstone of modern civilisation, contributing to connectivity, progress, and the overall well-being of communities.

5.3 Meaning of Tourism Infrastructure:

Tourism infrastructure is the backbone of any destination's ability to welcome and accommodate travellers, offering them memorable and seamless experiences. It constitutes an intricate network of physical and organizational elements designed to support the multifaceted needs of tourists while contributing significantly to a region's economic growth and development. This expansive concept encompasses various components, from transportation and accommodation options to communication networks and healthcare facilities. Each element collaborates harmoniously to create an environment conducive to exploration, comfort, and enjoyment.

At the heart of tourism infrastructure lies transportation, the arteries that connect visitors to their chosen destinations. Airports, seaports, roads, railways, and public transit systems collectively form a comprehensive network, ensuring that tourists can journey effortlessly from their home countries to the farthest corners of the globe. A well-maintained transportation infrastructure fuels travellers' wanderlust, boosts trade, generates employment opportunities and fosters cultural exchange.

Accommodation is another pivotal facet, offering travellers a home away from home. Hotels, resorts, hostels, and vacation rentals cater to diverse preferences and budgets, providing safe and comfortable lodging options. These establishments extend beyond mere shelter, serving as spaces for relaxation, rejuvenation, and social interaction. Accommodation infrastructure's quality and availability significantly influence a destination's appeal, often becoming a decisive factor for tourists when choosing their next getaway.

Utilities play an essential yet often overlooked role in shaping the tourism experience. The seamless provision of water, electricity, and sanitation services is critical to ensure visitors' well-being and comfort. A destination's ability to meet these basic needs effectively reflects its commitment to creating a positive and hassle-free tourist environment.

Communication networks have become integral to modern tourism infrastructure in today's digitally connected world. Reliable internet and mobile networks enable tourists to stay connected with their loved ones, access vital information, and share their experiences in real time. This connectivity also supports the growth of digital platforms that assist travellers in planning their journeys, making reservations, and discovering hidden gems.

Healthcare facilities are vital components of tourism infrastructure that ensure tourists' and locals' safety and health. From clinics equipped to address minor ailments to fully-fledged hospitals prepared for emergencies, a well-structured healthcare system contributes to a destination's reputation as a responsible and caring host.

The symbiotic relationship between tourism infrastructure and economic prosperity is undeniable. Well-developed infrastructure draws more tourists, creating a demand for hospitality services such as restaurants, cafes, bars, and souvenir shops. Events and festivals also enhance a destination's attractiveness, foster cultural exchange, and boost the local economy.

Sustainability lies at the core of modern tourism infrastructure planning. As destinations seek to maximise the benefits of tourism while minimising its negative impacts, the concepts of environmental responsibility and community engagement gain prominence. Efforts to preserve cultural heritage, protect natural resources, and involve local communities in decision-making processes are integral to ensuring the longevity of both tourism and the destinations themselves.

In conclusion, tourism infrastructure is the intricate tapestry that weaves a destination's potential and a traveller's aspirations together. Its components collectively shape the tourism experience, from when a traveller embarks on a journey to the memories they carry back home. By investing in well-planned, sustainable, and inclusive infrastructure, destinations can become welcoming hosts ready to offer unforgettable, enriching adventures.

5.4 Different Components of Tourism Infrastructure:

Tourism infrastructure does not exist alone. It includes a large number of other components, which are collectively known as tourism infrastructure. Tourism infrastructure not only facilitates the smooth movement of tourists but also benefits the host community. The essential components of tourism infrastructure include:

- Roads and highways:
- Airports
- Seaports
- Railways
- Buses and taxis
- Communication (telephone, postal service and internet)
- Security (tourist police and local police)
- Drinking water facilities in public places
- Sanitation and garbage disposal facilities
- Water management
- Healthcare (hospitals and clinics)
- Banks and ATMs
- Shopping malls and shops

Based on the above discussion, it is clear that tourism infrastructure includes various components. These are the supporting things that encourage tourists to travel.

5.5 Characteristics of Tourism Infrastructure:

The characteristics of tourism infrastructure can vary by destination and the types of tourists it attracts. However, some general characteristics of tourism infrastructure include:

- **Accessibility:** Tourist infrastructure should be accessible to people of all abilities. This includes providing wheelchair ramps, accessible toilets, and other facilities for people with disabilities.
- **Safety:** Tourist infrastructure should be safe for tourists to use. This includes providing adequate lighting, security measures, and emergency services.

- **Sustainability:** Tourism infrastructure should be developed and managed sustainably. This includes minimizing the environmental impact of tourism and using resources efficiently.
- **Quality:** Tourist infrastructure should be of high quality. This includes providing clean and well-maintained facilities and friendly and efficient staff.
- **Variety:** Tourist infrastructure should offer various options to meet the needs of different tourists. This includes providing various transportation options, accommodation types, and attractions.
- **Digitalization:** Tourism infrastructure is becoming increasingly digitized, with the use of technology to improve the efficiency and convenience of travel. This includes using online booking systems, mobile apps, and self-service kiosks.
- **Sustainability:** There is a growing awareness of the need for sustainable tourism, and tourism infrastructure is being designed and built with sustainability in mind. This includes using renewable energy sources, reducing water consumption, and minimizing waste.
- **Accessibility:** Tourism infrastructure is becoming more accessible to people with disabilities, including wheelchair ramps, accessible toilets, and other facilities.
- **Safety:** Tourism infrastructure is becoming safer for tourists by installing security cameras, emergency call boxes, and other safety measures.
- **Quality:** Tourism infrastructure is becoming higher quality, with the provision of cleaner and better-maintained facilities and

By considering these characteristics, destinations can develop tourism infrastructure that is attractive to tourists and sustainable for the long term.

5.6 Importance of Tourism Infrastructure:

The importance of tourism infrastructure cannot be overstated, as it plays a critical role in shaping the success, sustainability, and overall appeal of tourism destinations. Compelling and well-developed infrastructure is essential for fostering positive experiences for tourists and local communities. Here are some key reasons highlighting the significance of tourism infrastructure:

- **Visitor Satisfaction:** Well-designed and maintained infrastructure enhances the overall quality of the tourist experience. Adequate transportation options, comfortable accommodation, reliable utilities, and efficient communication networks contribute to tourists' comfort and satisfaction, leading to positive reviews and repeat visits.
- **Accessibility:** Tourism infrastructure, particularly transportation networks, makes destinations accessible to a broader range of travellers. This inclusivity encourages diversity in tourism and allows people from different backgrounds and abilities to enjoy and explore new places.
- **Economic Growth:** Robust tourism infrastructure stimulates economic growth by attracting tourists, creating job opportunities, and generating revenue. It supports various sectors such as hospitality, retail, entertainment, and transportation, contributing to local economies.
- **Employment Opportunities:** Developing, maintaining, and operating tourism infrastructure requires a workforce, which leads to job creation in construction, maintenance, hospitality, and other related industries.
- **Competitiveness:** A destination with modern, well-planned infrastructure is more competitive in the global tourism market. Visitors often choose destinations that offer convenience, comfort, and a range of amenities that enhance their travel experience.
- **Environmental Sustainability:** Sustainable tourism infrastructure focuses on minimizing negative environmental impacts. Thoughtful planning can lead to energy-efficient buildings, waste reduction strategies, and responsible use of resources, preserving natural beauty and local ecosystems.
- **Community Benefits:** Tourism infrastructure development can positively impact local communities by improving public services. As governments invest in infrastructure, residents often benefit from improved roads, utilities, healthcare facilities, and educational institutions.

- **Cultural Preservation:** Properly planned infrastructure can help preserve a destination's cultural heritage. Destinations can protect their authenticity and uniqueness by managing visitor flows and designing infrastructure that complements the local culture.
- **Resilience:** Strong infrastructure can enhance a destination's resilience against unexpected challenges like natural disasters or pandemics. It allows for effective emergency responses and aids in recovery efforts.
- **Tourism Growth:** Adequate infrastructure allows destinations to accommodate more significant numbers of tourists, supporting tourism growth while minimizing negative impacts on the environment and local communities.
- **Revenue Generation:** Tourism-related infrastructure generates revenue through direct tourist spending and taxes and fees collected from tourism-related businesses, which can be reinvested into further development.
- **Destination Image:** High-quality infrastructure contributes to a positive destination image. It attracts media attention, positive word-of-mouth, and positive media coverage, attracting more visitors and enhancing a destination's reputation.

In conclusion, tourism infrastructure is the backbone of successful tourism development. It ensures that a destination can effectively cater to the needs of travellers, offer enjoyable experiences, and create lasting benefits for visitors and locals. Strategic investment and management of tourism infrastructure are crucial for fostering sustainable growth and maintaining a destination's competitiveness in a rapidly evolving global tourism landscape.

Check Your Progress-I:

- **What is infrastructure? Differentiate between infrastructure and tourism infrastructure:**

- **Discuss the significance of tourism infrastructure:**

- **Highlight the salient features of tourism infrastructure:**

5.7 Meaning and Components of Tourism Superstructure:

Tourism superstructure refers to the secondary layer of amenities, attractions, facilities, and services that enhance the overall tourism experience and contribute to a destination's appeal. Unlike basic infrastructure, which provides fundamental necessities like transportation and accommodation, superstructure adds value, excitement, and uniqueness to a tourist's visit. It encompasses various elements designed to entertain, educate, and engage travellers, making their journey more memorable and enjoyable. Components of Tourism Superstructure:

- **Tourist Attractions:** Landmarks, monuments, natural wonders, theme parks, museums, and historical sites that are specifically designed to draw tourists due to their cultural, historical, or entertainment value.
- **Entertainment Venues:** Theatres, concert halls, cinemas, and stadiums that host cultural performances, concerts, sports events, and other entertainment.
- **Recreational Activities:** Adventure sports, water activities, hiking trails, and other recreational opportunities that allow tourists to engage in outdoor experiences.
- **Cultural Experiences:** Workshops, culinary tours, craft demonstrations, and immersive experiences that provide insights into the local culture, traditions, and way of life.
- **Events and Festivals:** Special events, festivals, and celebrations that showcase a destination's culture, art, music, and local traditions.
- **Shopping and Dining:** shopping malls, markets, boutique stores, and a diverse range of restaurants, cafes, and eateries that cater to tourists' tastes and preferences.
- **Entertainment Centres:** Casinos, nightclubs, and entertainment districts that offer nightlife options for tourists seeking vibrant and social experiences.
- **Educational Facilities:** Educational institutions, research centres, and interactive exhibits provide learning opportunities about a destination's history, ecology, or other aspects.

- **Wellness and Spa Centres:** Wellness retreats, spa resorts, and facilities offer travellers relaxation and rejuvenation experiences.
- **Adventure Tourism:** Facilities and services related to zip-lining, rock climbing, bungee jumping, and other high-adrenaline experiences.

Tourism superstructure is integral to creating a well-rounded destination experience that goes beyond the practical needs of travellers. It enriches a journey by offering diverse leisure, exploration, and engagement options. By investing in a vibrant superstructure, destinations can attract a broader range of tourists, foster cultural exchange, and leave visitors with lasting memories.

5.8 Differences between tourism infrastructure and superstructure:

Tourism infrastructure and superstructure are the two main components of tourism development. Infrastructure refers to the basic physical structures and facilities that support tourism, such as roads, airports, and telecommunications. Superstructure refers to the tourism-related facilities that cater to tourists, such as hotels, restaurants, and tourist attractions.

Here is a table that summarises the key differences between tourism infrastructure and superstructure:

Features	Infrastructure	Superstructure
Definition	The basic physical structures and facilities that support tourism	The tourism-related facilities that cater to tourists
Examples	Roads, airports, telecommunications, water supply, sewage treatment	Hotels, restaurants, tourist attractions, tour operators, travel agencies
Purpose	To provide the necessities for tourists to travel and stay in a destination	To provide tourists with the services and amenities they need to enjoy their vacation
Importance	Essential for the development of tourism	Necessary for the growth and sustainability of tourism

For a destination to successfully attract tourists, it needs to have a good mix of infrastructure and superstructure. Infrastructure provides the foundation for tourism, while superstructure makes it a more enjoyable experience for tourists.

Here are some examples of how infrastructure and superstructure can work together to create a thriving tourism destination:

- A well-developed road network makes it easy for tourists to get around a destination. This can be important for destinations with many attractions and things to do.
- A modern airport with direct flights from major cities can make it easier and more convenient for tourists to travel to a destination. This can be especially important for destinations that are located far away from major tourist markets.
- A reliable telecommunications system lets tourists stay connected with friends and family back home. This can be important for tourists who want to share their vacation experiences with others.
- A clean water supply and sewage treatment system are essential for public health and hygiene. This is especially important for destinations that attract large numbers of tourists.
- Various hotels, restaurants, and tourist attractions provide tourists with the services and amenities they need to enjoy their vacation. This is important for destinations that want to offer a wide range of tourism experiences.

By investing in infrastructure and superstructure, destinations can create a more attractive and enjoyable visitor tourism experience. This can increase tourism revenue, job creation, and economic development.

5.9 Relationship between Tourism Infrastructure and Tourism Superstructure:

Tourism infrastructure is essential for the local community and the visitors to a destination. It includes fundamental amenities such as 24/7 electricity, clean water, waste disposal, ATMs, roads, hospitals, malls, banks, communication services, and sewage systems. On the flip side, tourism superstructures are specifically for tourists

and encompass accommodations, restaurants, amusement parks, airports with connecting flights, and tourist attractions.

When tourists choose a destination, they look for a combination of good infrastructure and superstructure. Without proper infrastructure, even a place with excellent superstructures can lead to a negative overall experience for the tourist. Top tourist destinations like France, Spain, the USA, and others consistently rank high because they offer robust tourism infrastructure and attractive superstructures.

In contrast, smaller countries like Austria, Turkey, and Greece may not match India regarding the variety of tourist attractions. However, they are often considered among the most beautiful countries globally. To attract tourists, a destination must provide a well-rounded experience by offering reliable infrastructure and appealing superstructures.

5.10 Role of Infrastructure in the promotion and development of the Tourism Industry:

Here are some of the critical points on the role of infrastructure in the growth of the tourism industry:

- **Improves accessibility:** Good infrastructure makes it easier for tourists to reach a destination. This is important for both domestic and international tourists. A well-developed road network, modern airports, and high-speed rail networks can all make a destination more accessible to tourists.
- **Basic amenities:** Infrastructure also provides tourists with the amenities they need to enjoy their stay. This includes things like clean water, sanitation, electricity, and telecommunications. Without these basic amenities, tourists will not have a positive experience and will be less likely to return.
- **Attracts tourists:** Good infrastructure can attract tourists to a destination. For example, a modern airport with direct flights to major cities can make a destination more attractive to international tourists. A well-developed road network can make it easier for tourists to explore different parts of a country, attracting more tourists.

- **Write a detailed note on tourism superstructure and its role in the tourism industry.**

5.11 Summary:

Based on the detailed study above, it can be concluded that infrastructure is the backbone of any destination. This is because it enhances the quality of life for locals and ensures a comfortable experience for tourists visiting the destination. Infrastructure serves locals and tourists, while tourists exclusively utilize the superstructure. The presence of both structures makes a tourist destination highly sought after.

A destination with excellent infrastructure but lacking tourist attractions still holds a positive image among travellers. For instance, countries like Malaysia, Singapore, Switzerland, and other European nations are known for their cleanliness and world-class infrastructure. On the contrary, countries with a wealth of attractions but inadequate infrastructure struggle to attract many tourists. India serves as an example, possessing a variety of natural and man-made tourist attractions. However,

the initial lack of well-maintained roads, 24-hour electricity, and proper garbage disposal facilities deterred international tourists from visiting in substantial numbers.

5.12 Glossary:

- **Infrastructure:** The basic facilities and systems necessary for the operation of a society or enterprise. It includes roads, bridges, airports, railways, water supply, sanitation, electricity, telecommunications, and education.
- **Superstructure:** It refers to the above-ground facilities and services that are provided to tourists. This includes things like hotels, restaurants, attractions, and tour operators. The superstructure is what tourists experience when they visit a destination.
- **Tourism Infrastructure:** It refers to the physical and organisational assets and facilities, such as transportation networks, accommodation options, attractions, and amenities, that support and enhance tourists' travel and leisure experiences in a destination.
- **Communication Infrastructure:** The networks, systems, and technologies that enable the exchange of information, including telecommunications, internet services, and broadcasting.
- **Tourism Amenities** refer to facilities, services, and resources to enhance visitors' travel experiences. These include accommodations, transportation, attractions, entertainment, dining, and other conveniences that contribute to a destination's appeal and comfort for tourists.

5.13 Self-Assessment Questions:

- What is tourism infrastructure? Also, discuss its features.
- Discuss the significance of tourism infrastructure.
- Differentiate between tourism infrastructure and superstructure.
- Write a detailed essay on tourism superstructure with the most suitable examples.
- How are tourism infrastructure and superstructure related to each other?
- Discuss the role of tourism infrastructure in promoting and developing the tourism industry.

- How does the non-availability of tourism infrastructure discourage a tourist from travelling?
- Discuss the role of the Government in the growth of tourism infrastructure.
- Discuss the role of the private sector in the development of tourism infrastructure.
- How does the availability of tourism infrastructure increase tourist inflow at the destination?
- Tourism infrastructure is the backbone of any tourist destination. Justify the statement.
- What are the different components of tourism infrastructure?
- What are the different components of tourism superstructure?
- Why does India have a low rank in world tourism rankings despite having a variety of tourist attractions?
- Discuss the role of technology and innovation in shaping the future of tourism infrastructure.
- What factors should destinations consider when planning and designing accessible tourism infrastructure for travellers with disabilities?

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Unit-6

Components and Elements of Tourism

Structure:

6.0 Introduction

6.1 Objectives

6.2 Services and Tourism

6.3 Characteristics of Tourism

6.4 Basic Travel Motivators

6.5 Factors influencing the growth of tourism

6.6 Components of Tourism

6.7 Elements of Tourism

6.8 Geographical Components of Tourism

6.9 Benefits and Costs of Tourism

6.10 Summary

6.11 Glossary

6.12 Self-Assessment Exercise

6.13 Further readings

6.0 Introduction:

Tourism has become a truly global activity, free of political, ideological, geographical, or cultural boundaries. Tourism is an amalgamation of many things into a composite whole. In this unit, you will study the Characteristics of Tourism, the basic travel motivators and factors influencing the growth of Tourism.

In the second half of the unit, you will study the major components and elements of Tourism. If any component or element is missing, the unified tourism phenomenon is affected.

6.1 Objectives:

- To understand the characteristics of Tourism
- To understand the basic Travel Motivators
- To Identify the factors influencing the growth of Tourism

6.2 Services and Tourism:

Service and tourism go hand in hand. However, as we begin our study of tourism, it is important to note that these activities have a significant economic impact on almost every nation worldwide! Services are growing faster than all agricultural and manufacturing businesses combined. Tourism-related businesses are the leading producers of new jobs worldwide.

Tourism has developed into a truly worldwide activity that knows no political, ideological, geographical, or cultural boundaries. For a long time, tourism was disparate and fragmented, but with maturity, it has gained a professional identity. It has formed lobbying groups such as the World Travel and Tourism Council, which includes airlines, hotel chains, and travel agents among its members and concentrates on making tourism of economic value to the host countries. The prospects for tourism are brighter than ever as people continue to travel for work or pleasure. "Given its historical performance as a luxury good during expansions and a necessity during the recession, travel and tourism future economic prospects look quite bright". The growth and popularity of tourism activities have not been accidental.

Tourism has become more than just another industry; it has developed into an important part of the economic foundation of many countries. The positive benefits of tourism activities in periods of economic stagnation or decline have not gone unnoticed. Tourism activities have historically shown an upward trend in the number of participants and revenues. Even during recessions, travel and tourism expenditures continue to rise.

Tourism is an economic activity in which tourists are consumers. Tourism is concerned with consumer demand. Thus, tourism involves tourists' consumption and expenditure in places other than their residences. The aim of the leisure traveller is not to earn income at a destination but to spend income there. The effect of tourism expenditure is the same as the effect of the resident population's expenditure. Only in international tourism are foreign-exchange earnings important to the tourist-receiving country.

6.3 Characteristics of Tourism:

A tourist product is the total of services and products consumed by tourists. International transportation is an integral part of the tourist product.

Tourism, at the management level, is the composition of economic activities geared to satisfy the needs of the travellers. Due to the many products and services involved in tourism, it is impossible to define a distinct tourism industry. Instead, there are industries, sectors, and services catering to the needs of travellers. **Tourism has a few characteristics that differentiate it from other economic activities.** These are:

- **Tourism is an invisible export activity:**

Tourism is recorded in the statistics as '**invisible**'. Tourists consume what they consume in their countries, emphasising recreation and leisure services and goods.

- **Products and services are complementary:**

Tourism demand is not for a specific product but rather for a bundle of services and consumption commodities. The services comprising the final tourist product differ from one another, and at first glance they seem independent. That is why destinations assume they can control the tourism demand and the prices of the tourist products

they offer to international markets. Different tourist services are complementary and closely related to each other, forming a final tourist product for the tourist. Accommodation at a destination depends on the availability of suitable transportation to and from the destination. Catering is primarily dependent on accommodation.

In the cultural tourism market, tourist products from different countries may complement each other, such as religious and archaeological tours to Turkey, Egypt, Israel, and Greece.

- **There is no distinct industry solely producing for tourism:**

There is no such production activity to be called a tourism industry or sector. (The use of the tourism industry term is preferred to the tourism sector in line with the internationally accepted usage. Services, commodities and products produced for tourism and offered to tourists have distinct characteristics. Production, sale, and consumption in tourism occur concurrently.

- **Tourism products are perishable:**

Tourism services and tourist products cannot be stored for the future; they should be consumed when available, or they are lost forever. There is no inventory of the product. Like, a bed in a hotel or a seat in an aircraft that is not sold by a certain date is lost forever. Hence, the tourism products are perishable.

- **The direction of the transaction is reversed:**

In tourism, goods and services are exchanged between tourist-generating centres and destinations. The direction of flow in tourism is the opposite of that for a trade good. In tourism, the consumers are shipped to the location of the services, commodities and goods.

- **Intermediaries in consumption:**

The demands of the tourists and their consumption of tourist products and services are realised through intermediaries. The products can be consumed with the help of intermediaries. Examples of intermediaries include tour operators and travel

agencies at the firm level, and, at the personnel level, guides and hotel or restaurant staff.

- **Tourist products are fragmented:**

The tourist product is defined as a package tour. The components of a package tour are: International transportation, Destination/Ground-Land services, Local transport/Transfers, Accommodation, Catering, Recreation and Guiding. Thus, it affects many sectors of the economy.

- **Travel is an experience:**

Travel is an experience; there is no tangible product in tourism. The tourist purchases an intangible service that cannot be tested before consumption begins. It is an image-dream sold and experienced as lived. Image and experience necessitate the involvement of intermediaries in the consumption process, either firms or individuals. An intermediary must help the tourist to experience the image and consumption. The only tangible assets in tourism are souvenirs.

- **Demand is volatile /unstable and Seasonal:**

Tourism is an unstable export. It is affected by Economic and political conditions – war, strikes, political crises etc. and by the behaviour of tour operators and travel agencies; Preferences of tourists; Natural disasters, epidemics etc. Tourism demand is concentrated in the summer months, both in mass and cultural tourism. Seasonal concentration is linked to the use of a country's natural tourism resources and is particularly severe in Mediterranean destinations. Seasonality is also observed in some countries in winter, such as Austria and Switzerland. Indian Destinations have a lean season and a peak season, depending on favourable climatic conditions at the destination. Peak season means more tourists come in specific months, and lean season means fewer tourists come in specific months.

- **Enterprises in the tourism industry:**

Tourism is mostly composed of many small and medium-sized enterprises. There are a few giant firms and conglomerates in the industry that affect the tourism industry structure. They dominate the international tourism industry and market. Just a very

6.4 Basic Travel Motivators:

Travel motivations vary: Travel motivations are heterogeneous. Travellers travel for many different reasons. Irrational subjective factors can also influence these motivations. Travel service suppliers aim to meet the needs of a highly heterogeneous travel demand and produce products with wide appeal.

Various attempts have been made to study why people wish to travel or become tourists. McIntosh has stated that basic travel motivators may be grouped into the following four broad categories:

- (i) **Physical motivators:** These are related to physical relaxation, sporting activities and specific medical treatment; all are connected with the individual's bodily health and well-being.
- (ii) **Interpersonal motivators:** These relate to a desire to visit relatives and friends, meet new people, or simply escape the routine of everyday life.
- (iii) **Status and prestige motivators:** These are identified with the needs of personal esteem and personal development, are related to travel for business or professional interests, for education or the pursuit of hobbies.

6.5 Factors Influencing the Growth of Tourism:

Socio-economic factors such as income, mobility, age, education, and cost are crucial to the evolution of demand. Along with leisure, these factors drive international tourism growth. The most comprehensive list of factors influencing the growth of tourism however, comes from Louis Erdi (1970) of the Swiss Federal University. The list includes:

- (i) Greater affluence and more leisure for an increasing number of people, particularly in the developed countries.

- (ii) The emancipation of the young and the relatively higher wages they earn (when they have no family responsibilities) enable them to travel.
- (iii) Transport facilities, especially air, are much better and cheaper, and car ownership is high.
- (iv) An enormous growth in international business, necessitating travel.
- (iv) Package tours allow people not used to making their own arrangements to travel with an easy mind and are good value because of bulk buying of transport and hotel accommodation.
- (v) Relief from adverse climatic conditions in the home country may be found abroad.
- (vi) Travel has become a status symbol.
- (vii) Conferences and business meetings are proliferating.
- (ix) Better education has interested a large section of the public in cultural tourism.
- (x) World exhibitions and trade fairs have become very popular.
- (xi) Publicity has become more and more aggressive, whetting the appetite of even the most unwilling to travel.
- (xii) Ideological pressure groups (political, cultural, scientific, etc.) hold more and more annual conventions, etc.

6.6 Components of Tourism:

The tourist industry can be described as shown in Figure 6.1. Accommodations include all forms of lodging, including camping and caravanning, as well as all types of food and beverage services. Shopping encompasses any retail purchase, such as souvenirs, arts and crafts, clothing, groceries, and more. Activities include entertainment, sports, sightseeing, local tours, cultural events, festivals, and gambling. Transportation includes all forms of land, air, or water.

The entire tourism industry rests on a base of natural resources that must be wholesome and attractive, preferably with unusual natural beauty and appealing to vacationers. These natural resources must be adequate in dimension to avoid crowding, and they should be free from such hazards as pollution and dangerous or

Accommodations**Transportation****Shopping & Other Activities:**

- Marketing
- Selling

Base of Natural, Built, & Cultural Resources:

The best tourism products will not sell themselves but must be marketed through vigorous efforts. Those providing the products are the principal marketers. However, travel agents, tour companies, associations, and other intermediaries are important lines in the marketing and distribution system.

Tourism is a fragmented industry with many parts and varied activities. As a young industry, it has not yet achieved the cohesiveness necessary for all components to work together for the common good. Each segment contributes to the overall tourism picture, yet they are interrelated and depend on one another. For example, the success of a Colorado ski resort depends on transportation to bring skiers to the slopes, housing to accommodate them, restaurants to feed them, and other services (medical facilities, après-ski lounges, and retail shops) to take care of their needs. Most of the enterprises affiliated with skiing are small. Although they operate as independent businesses, they depend on each other and serve as small parts of the total picture. This dependence calls for cooperative effort and similar policies; however, because businesses often compete for consumers' dollars, cooperation is difficult. Many of them are fiercely independent, dominated by their self-interest. As tourism grows and matures, the industry will become more united and speak with a single voice on significant issues. Firms will become more prominent, and the weak links in the tourism chain of services will be eliminated. Thus, the future of tourism promises to be bright, dynamic and exciting

Peter's inventory of tourist attractions:

1. **Cultural:** Sites and areas of archaeological interest;
Historical buildings and monuments;

-
- Places of historical significance;
Museums; Modern culture; Political and
Educational Institutions; Religious institutions.
- 2. Traditions:** National festivals, Arts and handicrafts;
Music; Folklore Native life and customs.
- 3. Scenic:** National parks; Wildlife, Flora and
Fauna; Beach resorts, Mountain resorts.
- 4. Entertainment:** Participation and viewing of sports
Amusement and recreation parks; Zone
and oceanariums; Cinemas and theatres;
Nightlife; Cuisine.
- 5. Other attractions:** Climate; Health resorts or spas; Unique
attractions not available elsewhere.

According to Robinson, the attractions of tourism are, to a very large extent, geographical in their character. Location and accessibility (whether a place has a coastal or inland position, and the ease with which a given place can be reached) are important. Physical space may be considered a component for those who seek wilderness and solitude. Scenery or landscape is a compound of landforms, water, and vegetation and is related to the amount of sunshine, temperature, and precipitation (snow as well as rain). Animal life may be a significant attraction, firstly, for birdwatching or viewing them in their natural habitat, and secondly, for sport. Landscape in the form of their settlements, historical monuments, variety of cultural features, ways of life, folklore, artistic expression, etc. Provide valuable attractions to many.

6.7 Elements of Tourism:

The four basic components of tourism, namely, transport, attraction, accommodation and support services, are very important. In addition to the basic components, certain elements or ingredients are crucial to tourism. These elements are the fundamental attractions of tourism. These include:

- (a) Pleasing weather
- (b) Scenic attractions
- (c) Historical and cultural factors
- (d) Accessibility
- (e) Amenities
- (f) Accommodation
- (g) Pleasing Weather

One of the most crucial attractions of any tourist place is fine weather with warm sunshine. For holidaying, good weather is a particularly important ingredient, since it plays a key role in making a holiday pleasant or unpleasant. Millions of tourists from countries with extremes of weather visit sea beaches in search of fine weather and sunshine. Sunshine and clear sea breeze at the beaches have attracted many for a very long time. The development of spas and resorts along the coastlines of many countries was a result of travellers' desire to enjoy good weather and sunshine. In Europe, countries like France, Italy and Spain. Italy has built Sardinia along the Adriatic and Mediterranean coasts, taking advantage of brilliant sunshine. Many Mexican resorts, the Pacific and California, Florida, and the Hawaiian Islands in the United States are yet another example of what good weather can do. All these areas, capitalising on good weather, have become important tourist spots.

Areas with attractive winter climates, warmth, and sunshine are also important centres of tourist attraction. Many areas have become important winter holiday resorts, attracting large numbers of tourists. Around these winter resorts, a variety of winter sports facilities have been installed to meet the growing needs of tourists. In countries with tropical climates, many upland cool areas have been developed as hill station resorts. The climate is then of particular significance to tourism, as areas with good climatic conditions can be potential tourist destinations.

(b) Scenic Attractions:

Scenic attractions like good weather are essential factors in tourism. Scenery or the landscape consisting of mountains, lakes, waterfalls, glaciers, forests, deserts, etc. are

strong forces attracting people to visit them. Breathtaking mountain scenery and the coastal scenery strongly fascinate the tourist. The magnificent mountain ranges provide an atmosphere of peace and tranquillity. Tourists visiting the northern slopes of the Alps in Switzerland and Austria, the southern slopes in Italy, and the Himalayan mountain slopes of India and Nepal for the first time cannot but be charmed by their physical magnificence. Great natural wonders such as the Grand Canyon in the United States, the Giant's Causeway of Northern Ireland, the Niagara Falls, the Geysers of Iceland, the glaciers of the Alps, the forests of Africa, the mighty rivers, the lakes and the deserts are a source of great interest to many tourists and have become the basis of an expanding tourist industry.

(c) Historical and Cultural Factors:

Characters of historical and cultural interest exert a powerful attraction for many. For many centuries, these have had a profound influence on the traveller. A large number of tourists are attracted every year by the great drawing power of Stratford-on-Avon in England because of its association with Shakespeare, the city of Agra in India because of its famous Taj Mahal, or Pisa in Italy, because of its famous leaning tower. Thousands of Americans and Canadians visit Europe because of its rich historical heritage; many also view Europe as their original homeland and have a sentimental attachment to it. Any foreign visitor to England must visit London, not because it is the largest city in the country and the capital, but because of its historical associations and traditions and its many cultural attractions. Similarly, the visitor to France includes Paris in his itinerary, as he does Rome and Moscow on visits to Italy and Russia, respectively. Many developing countries that are building tourist industries are using their historical legacies as their major tourist attractions. In India, the world-famous caves of Ajanta and Ellora are an example. These caves are India's oldest and most beautiful testimony to religious architecture and painting, and are man-made caves hewn out of rocky mountains, conceived and executed some 2000 years ago.

(d) Accessibility:

Accessibility is a crucial factor, as it is the means by which a tourist can reach the area where attractions are located. Tourist attractions of whatever type would be of little importance if their locations were inaccessible by the normal means of transport. If the tourist attractions are located in places where no transport can reach or where transport facilities are inadequate, they become of little value. Tourist attractions located near tourist-generating markets, linked by an efficient network of roads, and easily accessible by air receive the most tourists. The distance factor also plays an important role in determining a tourist's destination choice. Longer distances cost much more in travel expenses than short distances. An example is India. 3.9 million tourist arrivals for a country of the size of India may look rather unimpressive. However, if one looks at factors such as the country's distance from Europe, Canada, Japan, and Australia, one may conclude that the long distance is one of the factors responsible for low arrivals. It costs a visitor from these countries quite a substantial amount. Europe and North America continue to be the main generating and receiving areas for international tourism, accounting for as much as 70 per cent and 20 per cent respectively of international tourist arrivals. Intra-regional tourism (tourism within countries of the same region) has a significant influence on the distribution of global arrivals. Of the total international tourist movements within Europe and North America, at least 80 per cent are intra-regional. In the Americas, the United States and Canada alone account for nearly 50 per cent of all international tourist traffic in the region, where intra-regional international tourist movements are therefore also predominant. In Europe, intra-regional tourism accounts for over 80 per cent of international tourist movements. Easy accessibility is thus a key factor in the growth and development of tourist movements.

(e) Amenities:

Facilities are essential to the tourist centre. For a seaside resort, facilities such as swimming, boating, yachting, surfing, and other activities like dancing, recreation, and amusements are important for every tourist centre. Amenities can be of two

types: **natural**, e.g., beaches, sea bathing, opportunities for fishing, and opportunities for climbing, trekking, viewing, etc., and man-made, e.g., various types of entertainment and facilities that cater to the special needs of tourists. Excellent sandy beaches, sheltered in the sunshine, with palm and coconut trees, and offering good bathing, from very good tourist attractions. Certain other natural amenities, such as spacious, sheltered water for sailing, or opportunities for fishing and shooting, are also very important.

(f) Accommodation:

Accommodation is very basic in any tourist destination. The demand for accommodation away from one's home is met by the variety of facilities. The term is loosely used to cover food and lodging. The types of accommodation have undergone considerable changes over the last 25 years. There has been a decline in the use of boarding houses and small private hotels. The larger hotels are managing, more or less, to retain their share of the holiday trade, especially in major metropolitan areas and popular tourist destinations. Elsewhere, particularly in more traditional holiday resorts and in some seaside resorts in Europe, these are having a lean time. In recent years, changes in the type of accommodation have been reflected, with a growing demand for more informal types. New types of accommodation, particularly holiday villages, apartment houses, camping and caravan sites, and tourist villages, have become very popular in recent years.

Accommodation may in itself be an important tourist attraction. A large number of tourists visit a particular tourist region or town simply because there is a first-class luxury hotel or resort that provides excellent services and facilities. Some countries, like Switzerland, Holland, Austria, France, and Belgium, have gained a reputation for providing excellent accommodation and good cuisine. Many hotels have gained a reputation for their excellent food, services and facilities. The French Government, for instance, paved the way for the development of tourism in Corsica by launching a major hotel-building programme.

6.8 Geographical Components:

H. Robinson, in his book *A Geography of Tourism*, published in 1979, has outlined a list of components of tourism, termed the geographical components of tourism. These are brought out in the following table:

Geographical Components of Tourism:**1. Accessibility and location****2. Space****3. Scenery**

(a) Landforms: e.g., mountains, canyons, coral reefs, cliffs, etc.

(b) Water: e.g., rivers, lakes, waterfalls, geysers, glaciers, the sea.

(c) Vegetation: e.g., forests, grasslands, moors, deserts, etc.

4. Climate: Sunshine, clouds, temperature conditions, rain and snow.**5. Animal life**

(a) Wildlife, e.g., birds game reservations, zoos.

(b) hunting and fishing

6. Settlement features:

(a) Towns, cities, villages

(b) Historical remains and monuments

(c) Archaeological remains.

7. Culture: ways of life, traditions, folklore, arts and crafts etc.

6.9 Benefits and Costs of Tourism:

Tourism brings both economic and non-economic benefits and costs to host communities. The benefits occurring to the traveller, such as the contribution of pleasure travel to relaxation, the educational benefit, the understanding of other people and cultures, and the physical and mental well-being of the traveller.

There is no question that tourism delivers benefits, but tourism is not perfect. There are costs and benefits, and they do not accrue equally. Many of the social costs incurred are difficult or impossible to measure. Books such as *The Golden Hordes*,

Tourism: Blessing or Blight, and The Holiday Makers point out some of the unpleasant aspects of tourism.

Improperly planned and developed tourism can create problems. The demands of tourism may come into conflict with the needs and wishes of residents. Thoughtless development, inappropriate development, over-development, or unfinished development can easily damage the environment.

Tourism has been blamed for polluting beaches; raising the price of labour, land goods, and so on; spoiling the countryside; contaminating the values of native people; crowding; congestion; noise; litter; crime; loss of privacy; creating social tensions; environmental deterioration; lack of control over destination's future and low-paid seasonal employment. These problems are common to many forms of development and in many cases represent dissatisfaction with change for the status quo or over-development. They emphasize the need for a coordinated overall economic development plan of which tourism will be one part.

We must accept that tourism is neither a blessing nor a blight, neither Poison nor panacea. Tourism can bring great benefits but it can also bring social problems. The world has experience in how to increase the benefits of tourism, and at least some experience in how to lessen social problems. What has to be done is to balance the benefits and costs to come up with the best cost/benefit result. Tourism students and executives must have a clear understanding of both the positive and negative impacts of tourism on the quality of life of a nation, a province or state or a community. What are the positive aspects? The negative aspects? We need a balance sheet.

First, we look at the **plus side** of the ledger.

- Provides employment opportunities, both skilled and unskilled, due to its labour-intensive nature.
- Generates a supply of needed foreign exchange
- Increases incomes
- Creates increased gross national product
- Can be built on existing infrastructure

- Develops an infrastructure that will also help stimulate local commerce and industry
- Can be developed with local products and resources
- Helps to diversify the economy
- Tends to be one of the most compatible economic development activities available to an area, complementing other economic activities.
- Spreads development
- Has a high multiplier impact
- Increases governmental revenues
- Broadens educational and cultural horizons and improves feelings of self-worth
- Improves the quality of life-related to a higher level of income and improved standards of living.
- Reinforces preservation of heritage and tradition
- Justifies environmental protection and improvement
- Visitor interest in local culture supports artists, musicians, and other performing artists, enhancing cultural heritage.
- Provides tourist and recreational facilities that may be used by a local population
- Breaks down language, sociocultural, class, racial, political, and religious barriers.
- Creates a favourable worldwide image for a destination
- Promotes a global community
- Promotes international understanding and peace
- On the minus side of the ledger, we find several problems that can be created by tourism, especially by its over-development.
- Develops excess demand for resources
- Creates the difficulties of seasonality
- Causes Inflation
- This can result in unbalanced economic development
- Creates social problems
- Degrades the natural physical environment and creates pollution

- Degrades the cultural environment
- Increases the incidence of crime, prostitution, and gambling
- Increases vulnerability to economic and political changes
- Threatens family structure
- Commercialises culture, religion and the arts
- Creates misunderstanding
- Creates conflicts in the host society
- Contributes to disease, economic fluctuation and transportation problems
- Like all change, tourism exacts a price. However, it is huge here it is huge and it needs to be planned and managed.

6.10 Summary:

In this unit, we have examined tourism, its characteristics, and basic travel motivations. The rapid growth in people movement, both domestically and internationally, has created an industry of vast proportions and diversity. Also, it is universally found in all countries of the world, but in greatly varied qualities and proportions.

There are four major components of Tourism Accommodation, Transportation, Attraction and Support services. In addition to these components, elements such as pleasant weather, scenic attractions, historical and cultural factors, accessibility, and amenities are also crucial to tourism.

6.11 Glossary:

- **Accommodation:** A place where tourists stay e.g. hotels, motels, resorts, caravans, camps etc.
- **Transportation:** Means of travelling from one place to another. It can be an aeroplane, car, coach, rail, ship, hovercraft etc.
- **Attractions:** Base of Natural, built or cultural resources of a Destination.

- **Support Services:** Anything that provides supporting facilities and services to tourists, e.g., multiplexes, malls, gift and souvenir shops, art and craft shops, restaurants, theme parks, etc.
- **Travel Motivators** - Anything that motivates (encourages) a person to go for tourism.
- **Invisible** - Which cannot be seen
- **Intermediaries** - middlemen, e.g., travel agents.
- **Fragmented** - Divided.
- **Accessibility** - Approachability of a place

6.12 Self-Assessment Exercise:

- What are the characteristics of Tourism?
- What are the basic travel motivators according to McIntosh?
- What are the factors influencing the growth of tourism?
- Elaborate on every component of Tourism.
- What are the major elements of Tourism?
- What are the geographical components of Tourism?
- What are the benefits of Tourism?
- What are some negative aspects of Tourism?

6.13 Further Readings:

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Unit-07

Five 'A's of Tourism

Structure:

7.0 Objectives

7.1 Introduction

7.2 Attraction

7.3 Accommodation

7.4 Accessibility

7.5 Amenities

7.6 Activities

7.7 Role of Five 'A's in the Development of the Tourist Destination:

7.8 Relationship among different 'A's of Tourism

7.9 Summary

7.10 Glossary

7.11 Self-Assessment Questions

7.12 References and Suggested Readings

7.0 Objectives:

After reading this unit, you will be able to:

- Understand the five 'A's of Tourism.
 - Explain the role of the five 'A's in the tourism industry.
 - Describe the relationship among 'A's of tourism
-

7.1 Introduction:

Five 'A's are the base of the tourism industry because these include all important and basic components of tourism. Without all the components of tourism, a destination cannot grow as a tourist destination. The five 'A's of tourism are developed by the public as well as private sector because only one sector cannot develop all necessary things; for example, roads, airports and railway stations are developed by the Govt. sector, but the private sector establishes hotels, runs buses, planes etc. similarly, activities which may include adventure sports activities, horse riding etc. are started by the private sector. Missing any component from five 'A' will decrease the inflow of visitors. For example, a destination with abundant natural and man-made attractions but lacking proper amenities will always fail to attract a large number of tourists.

Similarly, a destination with good amenities and activities will only attract excursionists and tourists. All five 'A' of tourism depend on each other because attraction is useless unless a destination has proper connectivity and accommodation for a tourist's stay. Similarly, accommodation and accessibility will never attract tourists unless the destination offers a variety of attractions. So, in this unit, we will discuss the five 'A's of tourism and their role in the tourism industry.

7.2 Attraction:

Tourist attractions are the major reasons or purposes for which tourists visit the tourist destination. A destination will never attract many visitors unless it has a good number and variety of tourist attractions. Attraction is something that has the power to attract and draw the attention of others. In the tourism industry, tourist attractions

are tangible or intangible products that attract different tourists. Tourist attractions may include museums, amusement parks, religious institutions, parks, sea beaches, hill stations, national parks, wildlife sanctuaries etc. A different kind of attraction attracts every age group and religion of tourist because it depends upon their taste, interest, and unavailability of any particular kind of tourist attraction in their area. For example, other tourist attractions will attract people living in a hilly region. Broadly, we can classify tourist attractions into different categories, which are listed below:

1) Natural Attractions: These are natural attractions, and humans have no role in their manufacturing and existence. Human beings have only developed infrastructure to draw tourists to the destinations. Natural tourist attractions attract nature lovers. Such attractions may include sea beaches, lakes, deserts, mountains, hills, plateaus, forests, oceans, sea islands, ponds, snowfall, snow-hailing volcanoes, River, springs, waterfalls, flora and fauna species, pleasant climate, rainfall, delta etc. We can take the example of the Nainital district, known as the city of lakes, and tourists visit this place not only to see its beautiful lakes but also to enjoy its beautiful flora and pleasant climate. To attract tourists to this place, local administration and the private sector have constructed roads, hotels, resorts, boating, taxi services etc., to make travel more accessible and more comfortable.

Natural tourist attractions contribute less to attracting tourists because most travel to other nations to see their cultures. For example, France, Spain and Italy, among the world's top 10 tourist countries, are also rich in having UNESCO World Heritage Sites. India has the sixth number of UNESCO World Heritage Sites, and because of this, most tourists travel to see Man-Made tourist attractions.

2) Man-Made Tourist Attractions: Man-Made tourist attractions are built by human beings. Some are built for other purposes, others for other purposes, and others are built only to attract tourists. At the destination, for example, forts, palaces, educational institutions and many other historical buildings were constructed for

residential or educational purposes, but now tourists want to see them. Shah Jahan built the Taj Mahal in memory of his beloved wife, Mumtaz Mahal. It is recognized as a UNESCO World Heritage Site, Seven Wonders of the World, and it also comes under the Archaeological Survey of India (ASI), but now this monument also serves as the most visited tourist attraction in India. Most international and domestic tourists travel to India to see man-made tourist attractions. India has 42 UNESCO World Heritage Sites, attracting foreigners worldwide. Domestic tourists mostly travel for religious purposes created by human beings. Some important man-made tourist attractions are religious places, museums, forts, palaces, educational institutions, amusement parks, archaeological sites, historical monuments, ocean parks, water parks, trade fairs, dance, music, cuisines etc. Broadly, we can classify man-made tourist attractions into different parts, which are listed below:

- **Historical Sites:**

- ✓ **Historical Monuments** include buildings that emperors of the past or our ancestors built. These may include forts, palaces, temples, mosques etc. In India, many historical monuments are situated in places that attract tourists. Some important historical monuments in India are the Taj Mahal, Agra Fort, Red Fort, Fatehpur Sikri, etc.

- ✓ **Archaeological Sites:** Archaeological sites are also important tourist attractions that provide evidence of a glorious past or monument. Now tourists visit these sites, and many of them are also recognized as UNESCO World Heritage Sites, for example, Sarnath Archaeological Site, Nalanda Archaeological Site, Nalanda Archaeological Sites, Harappa and Mohenjo-Daro (Indus Valley Civilization), Kushinagar Archaeological site, colosseum in Rome etc.

- **Educational and Scientific Institutions:**

- ✓ **Universities, Colleges and Libraries:**

Universities, colleges, and libraries are essential tourist attractions because they attract many worldwide tourists. Delhi University, JNU, IGNOU, BHU, Allahabad

University, and AMU are some of the oldest universities in India, and they not only attract learners but simultaneously draw the attention of tourists. Sometimes, libraries also become essential tourist attractions because they offer world-class facilities or are one of the oldest libraries in the nation or world.

✓ **Planetariums and Science Cities:**

Planetariums also attract the attention of youths and science lovers. Nowadays, many planetariums are constructed in important tourist destinations of India, for example, Birla Planetarium and Science City of Kolkata, Birla Planetarium, Hyderabad, Panorama & Science Centre and Kapana Chawla Memorial Planetarium, Kurukshetra.

• **Religious Sites:**

Travelling for religion is one of the primary reasons for travel, and since then, this type of tourism has been practised. Every religion has its place of worship. For example, Hindus visit temples, Muslims travel to mosques, Sikhs to Gurudwaras, Christians to Churches and Buddhists visit Stupas and pillars. Hindus visit Mata Vaishno Devi Temple, Tirupati Balaji Temple and Shirdi Sai Temple in India. Sikhs visit the Golden Temple, Hemkund Sahib and other places. Muslims visit Ajmer Sharif, Haji Ali Dargah; similarly, Christians visit St. Paul's Cathedral, Kolkata and Se Cathedral Church, Goa.

✓ **Entertainment:** Entertainment is one of the primary reasons for travel because people want relaxation due to urbanization and busy lifestyles. Entertainment facilities are available in different forms.

✓ **Theatres or Multiplexes:** Newly released movies are shown here and are watched by the host community and tourists. They visit the theatre because they have world-class amenities or their favourite movie is released during travel.

✓ **Amusement Parks:** Disneyland, Fun City and Esselworld are some examples of amusement parks. These are full of rides that attract people of every age group.

✓ **Water Parks:** Due to extreme heat in the summer season these days, water parks are coming into existence. These attractions attract people from the city, and many tourists visit them.

3) Symbiotic Tourist Attractions: These tourist attractions emerged through the equal contribution of natural and human efforts; for example, flower shows because flowers are natural, but human beings have grown them and now display them on display. The mango festival also showcases the variety of mangoes that the public not only sees but also purchases, based on their needs and requirements. National Parks, Wildlife Sanctuaries, Bird Sanctuaries, and Marine Parks also fall under the category of symbiotic tourism attractions because these products are created by nature. However, humans have put the flora and fauna species under different rules and restrictions and are now using them as per their requirements.

7.3 Accommodation:

It is any building or establishment where a person ready to pay can stay. The existence of accommodation can be seen from when people started to travel. Earlier inns were established for the night stay of the tired tourists. Religious places were also ideal places for travellers. However, nowadays, various types of accommodation are available for various travellers. People travelling from one place to another have different needs and requirements. They belong to different countries, cultures, age groups, genders, and economic classes; therefore, as per their requirements, they want to stay in different kinds of accommodation such as Dharamshala, Lodges, Heritage Hotel, Capsule Hotel, Motels, Resorts etc. Low-budget tourists, which usually include religious tourists, stay in Dharamshalas. People who want to stay in heritage properties and feel like they stay there. Resorts attract such tourists who are seeking relaxation. We can broadly classify accommodation into two parts: primary and secondary or supplementary.

1) Primary or Traditional Accommodation: Primary accommodations are accommodations where we find different types of rooms with attached restaurants, reception or front office areas, different departments, and parking

areas. These types of accommodation are costlier than secondary types of accommodation.

2) **Secondary or Supplementary Accommodation:** Most secondary accommodation types only provide a staying facility. These are also known as budget hotels. Mostly, low-income class or single travellers use such properties for their stay. In these hotels, we generally find common washrooms and common drinking facilities.

Primary or Traditional Accommodation	Secondary or Supplementary Accommodation
Heritage Hotel	Dharamshalas or Sarai
Commercial Hotel	Lodges
International Hoel	Camping Sites
Resorts	Bed and Breakfast Establishments
Time-Sharing Establishment	Capsule Hotels
Condominiums	Youth Hostels
Ice Hotels	Government Guest House
Airport Hotels	Dak Bungalows
Floatels/Floating Hotels	Paying Guest Accommodation
Residential Hotels	Tourist Bungalow
Motels	Railway Retiring Room
	Boatels
	Roatels

Traditional or Primary types of accommodation also offer food and beverage facilities for their guests. Usually, hotels offer meals and food based on the following plans:

- **EP** - European Plan - Includes only Room
- **CP** - Continental Plan - Includes Room and Morning Breakfast
- **MAP** - Modified American Plan - Includes Room, Breakfast and Lunch or Dinner
- **AP** - American Plan - Includes Room, Breakfast, Lunch and Dinner.

A tourist destination with a different kind of tourist attraction but no accommodation will always fail to attract various tourists. Therefore, it is the duty of the Government and private sector to establish accommodation from the budget category to the five-star deluxe category.

7.4 Accessibility:

It includes the different modes of transport that tourists use to reach their destinations. If a destination has tourist attractions and accommodations but lacks various modes of transport, it will fail to attract different categories of tourists. A destination must have all categories of transportation. It must have airports connecting domestic and international flights and railway stations connecting trains from different parts of the country. A destination on the coast or an island must be accessible by cruise ships, ferries, hovercrafts, motorboats, etc. Finally, every tourist destination must have excellent roads because low-income people use them to reach the destination, while middle- and high-income people go sightseeing or explore different tourist attractions. If a destination lacks the above-said mode, it will fail to attract a particular segment of people. We can broadly classify tourist transportation modes into the following categories.

- 1) **Air Transportation:** Air transportation is used by people who have money but do not have time. These travellers are our politicians, Bollywood stars and prominent business people. They are too busy with work, so if a destination has airports, it will easily attract tourists. Similarly, international tourists, especially those from the USA, Australia or European countries, also prefer air transport. It is not enough to have only airports. The destination must also have connectivity with significant domestic and international destinations. We can classify air transportation into scheduled and non-scheduled airlines.
 - **Scheduled Airlines:** These airlines publish timetables and departure and arrival destinations and start selling tickets in advance. Such airlines include Air India, Spice Jet, Indigo etc. Out of these, Air India was earlier a public sector airline company, while others were private. We can also classify scheduled airlines into two other broad categories, which include:
 - ✓ **Full-Fledged Airlines:** Full-fledged airlines operate from all major cities of India, offer good leg space, high ticket prices, meals to their passengers, etc., and usually offer economy, business, or first-class service.

- ✓ **Low-Cost Airlines:** Low-cost airlines usually operate from small cities, do not provide extra space for legs, mainly offer only economy class, charge extra money for meals etc.
- **Non-Scheduled Airlines:** These airlines do not publish timetables or sell tickets. A ticket or a group that intends to hire the service of non-scheduled airlines needs to hire the entire plane.

2) Land Transportation:

It is the cheapest mode of transport. It covers short distances or sometimes when air and rail tickets are unavailable. When a tourist reaches the destination, he uses local transport to see tourist attractions. The choice of the mode of transport depends upon the following things:

- Economy class of the tourist
- No. of persons in a tourist group
- Purpose of travel
- Availability of the different modes of transport at the tourist destination.
- Distance between two attractions.

Generally, a tourist destination has the following modes of transportation:

- Government Buses
- Volvo Buses
- Buses (AC/Non-AC)
- Tempo Traveller
- Taxi (AC/Non-AC)
- Auto Rickshaw
- Paddle Rickshaw
- Rented Bikes and Scooters
- Rented Bicycles

If a tourist group size is significant, which means it has many members, they may hire Volvo buses tempo travellers or regular buses. AC or non-AC taxis if they are small in size. If a tourist group is small in number, they can take the services of an

auto-rickshaw. They may take pedal rickshaw services if a destination is within 2-3 kilometres. Nowadays, cars, bikes, and scooters are available for rent, attracting many visitors.

3) Water Transportation:

It is the least used mode of transportation. It is used to cross a river to see islands and travel between two beaches. Some important modes of water transportation are listed below:

- Cruise Ships
- Ships
- Hovercrafts
- Ferries
- Motor Boats
- Pedal Boats
- River Boats
- Canal Boats

The above types of accommodation are used when other modes of transport are unavailable or the intention is to explore the tourist destination. Sometimes tourists want to see the sea life, so they choose water transportation rather than air transportation.

4) Rail Transportation:

It is used to cover long distances in a country. It is the cheapest mode of transport. Domestic tourists frequently use this mode, but sometimes international tourists also use this mode to explore the country or when the destination is not connected to air transport or seats are not available on airlines. Travellers use rail transportation because of the following reasons:

- Rail is the cheapest mode of transport
- Rail transport is used to cover long distances
- Allows interaction with people from different cultures.
- When other modes of transportation are not available

Some of the most extended railway network countries of the world are the following:

- **USA-** The total length of the track is 220,480
- **China-** The total length of the track is 150,000
- **Russia-** Total length of the track is 105,000
- **India-** The total length of the track is 68,043

Eurail Pass is used to cover 33 European countries on the European continent. This pass is only available for foreigners. It has been in use since 1959. Amtrak is the USA's national railway network. It covers 46 out of 48 states of the USA, including three Canadian provinces. In 2023, Japan tested the train for the highest speed and achieved 603 km, but China is the country with the highest train speed, which is in regular use. Its speed is 350 ks/h, and this train runs between Beijing and Shanghai High-Speed Railway.

In India, a total number of 8.44 billion passengers travel daily. It is used by most Indians who wish to cover long distances and people from low to middle-income classes. About 13523 passenger trains run daily in India. Some international tourists also use Indian Railways to explore Indian culture and diversity.

Indian Railways runs the following types of passenger trains:

- **Passenger train-** Speed is slow, stops at every railway station and is used by the local passengers.
- **Express Train-** This train runs faster than a passenger train and stops at more stations than passenger trains.
- **Superfast Train:** Fastest version of Express Trains and stops at only big and popular stations.
- **Rajdhani Train:** Runs between Delhi (the National Capital of India) and State Capitals.
- **Duranto Train:** This is a long-distance cond
- **Double Decker Train:** Offers Chair Class and Runs only between a few essential stations in India.
- **Vande Bharat Train:** Fastest running train in India.

- **Local Trains:** These trains run in metropolitan cities like Mumbai, Kolkata, Chennai, and Delhi.
- **Shatabdi Express:** These trains include only AC Chair Class and run between two important cities.
- **Garib Rath Train:** Offers only AC 3rd Economy Class. It was started primarily for people from the lower economic class.
- **Tejas Express:** A series of semi-high-speed, fully air-conditioned trains.
- **Gatiman Express:** India's First Semi-High-Speed Train
- **Humsafar Express:** Premium AC train for a comfy ride with modern amenities
- Duranto Express
- Jan Shatabdi Express
- Sampark Kranti Express
- Intercity-Express
- **Toy Trains:** Runs on hill stations. Presently running toy trains are The Kalka-Shimla Toy Train, Darjeeling Himalayan Toy Train, Matheran Mountain Toy Train, Nilgiri Mountain Railway and Kangra Valley Toy Train.

Different classes of Indian Railways are listed below:

- **First Class AC (1A):** Upper class of Indian Railways usually available in long-distance trains and Rajdhani Express trains. The berths available in the first class are more prominent than other classes. Private coupes are also available for couples and families.
- **Two Tier AC (2 A):** The second highest class of Indian Railways available on almost all long-route Indian trains.
- **Three Tier AC (3A):** Seating is similar to sleeper class but fully air-conditioned.
- **Executive Chair Car (EC):** Air-conditioned seating with comfortable reclining chairs, ideal for short journeys.
- **Sleeper Class (SL):** Most superfast and express trains have sleeper classes. Most of the Indians use this class for their journey.

- **AC Chair Car (CC):** Chair class seats with AC. This class is available on Shatabdi, Janshabdi, intercity, and double-decker trains.
- **Second Seating (2S):** Unreserved or reserved seating is available on Jan Shatabdi and intercity trains.
- **Unreserved General Class (UR):** This is the cheapest class of Indian Railways. These coaches are available at the endpoint of the express and superfast trains. No prior reservation is required to travel in this class.

7.5 Amenities:

This includes basic facilities necessary not only for tourists but also for the host community. Amenities include drinking water facilities, 24-hour electricity, good roads, garbage disposal, ATMs, banking facilities, hospitals, shops etc. A tourist destination with attractions, accommodations, and accessibility but lacks amenities will always fail to create a good image for tourists. As a result, day by day, it will not be able to attract many tourists.

7.6 Activities:

It means the recreational activities undertaken by a tourist. When a tourist reaches a destination, he participates in different recreational activities, which may vary from one person to another. Some participate in adventure sports, and some go boating, fishing, horse riding, or shopping. No tourist travels to a destination without the intention to participate in any activity.

7.7 Role of Five 'A's of Tourism in the Development of the Tourist Destination:

The five 'As of tourism are essential parts of the tourism industry. Without any of these, a tourist destination will not grow, as they include all the important components of the tourism industry. A destination with only attractions but lacks accommodation, accessibility, amenities, or activities will fail to attract tourists. Similarly, a destination with accommodation and accessibility but lacks attractions will only attract business travellers. Luckily, if a destination has attractions, accommodation, and accessibility but lacks good amenities, including basic facilities necessary for tourists, it will ruin the tourists' overall experience. Therefore, it can be

said that tourist destinations have all the components of the five 'A's of tourism and will attract business and leisure travellers, but lacking any of these will not attract many tourists.

7.8 Relationship Among Five 'A's of Tourism:

All the five 'A's of tourism are interrelated with each other, and in the absence of them, any one tourist's movement will be affected. Let us understand about the the relationship among all these five 'A's of tourism:

- A. Attraction:** It is the primary and essential component of the tourism industry. It attracts tourists to the destination. Suppose a destination has a variety of tourist attractions. In that case, it will also attract a variety of tourists from different countries, genders, ages, and socio-cultural backgrounds, but being attractive alone is not enough for the destination, because for a night stay a tourist needs accommodation and a transportation mode that suits his budget.
- B. Accommodation:** In any building where a tired traveller can stay, he needs to pay for his stay. If a destination offers both primary and secondary types of accommodation, it will undoubtedly attract all economy-class travellers. But if it lacks a good number of tourist attractions, how will it attract leisure tourists? Similarly, if all modes of transportation tourists do not connect, a destination will not be able to reach the destination. Only having all modes of transportation is not enough for the destination.
- C. Accessibility:** Every tourist destination must be accessible to every kind of tourist, whether senior or handicapped. Unfortunately, if a tourist destination is accessible to tourists but does not have tourist attractions, accommodation will not attract tourists. That destination's transportation will be only used by the host community.
- D. Amenities:** Basic facilities which are required to live in the city. Amenities are not only necessary for the host community but also for the tourists. A destination that only has amenities but lacks attraction, accommodation, and accessibility will fail

to attract a good number of tourists because amenities are the additional facilities that make the journey more comfortable and pleasant.

E. Activities: These are an essential part of the destination because every tourist wants to participate in some activity. These recreational activities include sightseeing, shopping, fishing, participation in adventure sports, etc. A tourist will participate in different activities only if he goes to the destination to see the attraction, stays in accommodation, and has safely reached the destination.

So, based on the above-detailed study, it is clear that every single one of the five 'A's of tourism is dependent on each other because tourists need everything when they reach a destination.

7.11 Summary:

So, based on the above-detailed study, it is clear that the five 'A's of tourism are an essential part of the tourism industry. A destination with all these will attract many tourists, but destinations without them will also not see a strong inflow of domestic and international tourists.

7.12 Glossary

- **Attraction:** Any tangible or non-tangible product that attracts tourists to travel there. Attraction can be a destination, a person, an event, a monument, a culture, an institution, etc.
- **Accommodation:** Any building offering boarding and lodging services to tired travellers ready to pay for services. Accommodation can include hotels, motels, resorts, heritage hotels, international hotels, ice hotels, etc.
- **Accessibility:** This refers to how easily a destination can be reached. A destination should provide all modes of transportation; those modes must be for senior citizens and people with physical disabilities.
- **Amenities:** Basic facilities required to travel to a tourist destination. Amenities include well-maintained roads, drinking water facilities, 24-hour electricity supply, ATMs, banks, medical facilities, garbage disposal, and sewage treatment, etc.

- **Activities:** These are also known as a person's recreational activities in his leisure time. These include fishing, shopping, travelling, driving, and participating in sports or adventure sports.
- **Tourist Destination:** A place with many tourist attractions, accommodation, transportation facilities and amenities. These facilities attract domestic and international tourists.

7.13 Self-Assessment Questions:

- How does the non-availability of the five 'A's of tourism affect the development of a tourist destination?
- What are the different components of the five 'A's of tourism?
- Differentiate between tourism components and the five 'A's of tourism.
- Explain the relationship between various components of the five 'A's of tourism.
- What is accommodation? Discuss its significance in the growth of a tourist destination.
- What is the meaning of attraction? Also, the different types of tourist attractions should be discussed.
- Discuss the role of amenities in the growth of a tourist destination.
- What are the different activities done by tourists at the tourist destination?
- What is accommodation? Explain the different types of accommodation.

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Unit 8
Types and Forms of Tourism

Structure:

8.0 Objectives

8.1 Introduction

8.2 Mass Tourism

8.3 Emerging Forms of Tourism or Alternate Tourism

 8.3.1 Sustainable Tourism

 8.3.2 Medical Tourism and Health Tourism

 8.3.3 Volunteer Tourism

 8.3.4 MICE tourism

 8.3.5 Theme Park Tourism

8.4 Alternative Tourism-A New Approach for Tourism Promotion

8.5 Summary

8.6 Self-assessment Questions

8.7 Sources and Further Readings

8.0 Objectives:

This unit aims to understand the various alternative or emerging forms of tourism and how they can be helpful in tourism promotion. After going through this unit you will be able to:

- Analyse tourism as a developmental strategy
- Differentiate between mass tourism and alternative tourism
- What is mass tourism
- What is an alternative tourism
- What are the various emerging tourism forms
- How these alternative forms can be helpful in tourism promotion

This unit aims to understand what 'Forms of Tourism' are. To understand this concept, we should explore what tourism is and begin classifying the diverse types of tourism. The diverse tourism types are created from the experiences tourists want to have; examples include nature, cultural, and adventure tourism, among others. Each type of tourism is a way to give a denomination to a new market niche for a different experience. This is the case with the two main types of tourism: Mass Tourism and Alternative Tourism.

To understand the emerging trends in the tourism industry, we first need to understand what mass tourism is and why it is being replaced by alternative tourism, or so-called emerging trends.

8.1 Introduction:

Tourism is probably as old as mankind. However, as an organised, regular, and multidimensional business activity, it qualified as an industry in the post-Second World War period. Since then, it has grown into an industry of worldwide importance, one of the most important sectors and the largest commodity in international trade in some countries. For too long, tourism has been regarded as unworthy of serious consideration or analysis, and as providing only 'candy floss' jobs. However, over the years, the tourism phenomenon has attracted almost the entire world and has become a painless procedure for the transfer of real resources

from industrially capital-surplus developed countries to low-income developing countries and vice versa. It is a very important source for maximising scarce foreign exchange, either positively or negatively affecting the balance of payments. It has become a “major employer, taxpayer, and physical and political presence in many jurisdictions.”

8.2 Mass Tourism:

Mass tourism is a concept that is very commonly and lavishly used. But what does it mean exactly? The basic elements of mass tourism are:

- Participation of a large number of people
- Mainly the collective organisation of travelling
- Collective accommodation
- Conscious integration of holidaymakers in a travelling group.

Mass tourism refers to the participation of large numbers of people in tourism, a general characteristic of developed countries in the twentieth century. In this sense, the term is used in contrast to the limited participation of people in some specialist forms of tourist activity, such as yachting, or in contrast to the situation in developing countries or countries with extreme inequalities of income and wealth or indeed, to the limited extent of tourist activity everywhere until a few decades ago. Mass tourism is essentially a quantitative notion, based on the proportion of the population participating in tourism or on the volume of tourist activity.

- The participation of large numbers of people in tourism, whatever the tourist activity may be.
- The holiday is mainly standardised, rigidly packaged and inflexible.

The driving forces behind mass tourism are said to be the desire to escape everyday life and the search for the four Ss: ‘sun, sea, sand and sex’ or ‘sun, ski, snow and sex’. Mass tourism is responsible for the unprecedented growth of the tourism industry in modern days. One cannot just deny the economic benefits generated by tourism, including income from tourist expenditure, employment creation, foreign exchange earnings, tax receipts, social benefits, the tourism multiplier, the transaction

multiplier, and many more. Notwithstanding the positive effects of tourism on the economy, art, architecture, and society, one cannot overlook the adverse consequences of mass tourism.

8.3 Emerging Forms of Tourism or Alternate Tourism:

The various emerging tourism forms can be explained as follows:

8.3.1 Sustainable Tourism:

The World Commission on Environment and Development (The Brundtland Commission) brought the term 'sustainable tourism development' into common use in its seminal report (1987) called "Our Common Future".

"Sustainable Development is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

The definition within it is two concepts:

- The concept of 'needs', especially the needs of the poor
- Ability to meet present and future needs.

"When we talk of sustainable development, the easiest definition is that we, the present generation, have inherited a certain amount of ecology and environment surrounding in terms of land, water and air; when we leave it to the next generation, we should leave it at least in the same condition, if not in a better condition than what we inherited. This is the sum and substance of sustainable development, putting it in elementary terms."

Sustainable Tourism: Basis, Definition and Principles:

To ensure destinations benefit from tourism and do not suffer the negative impacts identified, this section introduces the concept of sustainable tourism and presents principles that may be used to guide the overall planning and development process.

The Basis of Sustainable Tourism:

Over the past two decades, the interrelatedness of all earth and human systems has become abundantly clear. It is understood that no human action ever occurs in total isolation from other natural systems. There is a growing awareness of the reality that

humans are dependent on the limited and finite resources of the earth. This was very clearly identified at the World Summit on Sustainable Development.

Among the principles and imperatives that promote and enhance the vision of sustainable futures are the following:

- Prudent use of the earth's resources within the limit of the planet's carrying capacity.
- Devolution of top-down decision-making responsibilities to a broader range of the destination's stakeholders.
- The abatement of poverty and gender inequalities and respect for fundamental human rights.
- Enhancement of the quality of life through improved health care, shelter, nutrition and access to education and income-generating skills.
- Preservation of biodiversity and life support systems for all-natural habitats.
- Preservation of indigenous knowledge and ways of living, and respect for the spiritual and cultural traditions of different peoples.

These principles have been discussed in several statements and declarations of the World Tourism Organization (WTO) including:

- Manila Declaration on World Tourism, 1980.
- Acapulco Documents on the Rights to Holidays, 1982.
- Tourism Bill of Rights and Tourism Code, Sofia, 1985.
- The Hague Declaration on Tourism, 1989.
- Lanzarote Charter for Sustainable Tourism, 1995 (jointly with UNEP, UNESCO, EU).
- Statement on the Prevention of Organized Sex Tourism, Cairo, 1995.
- Global Codes of Ethics for Tourism, 1999.
- Quebec Declaration on Ecotourism, 2002.

To fulfil these imperatives, governments and other societal agents are struggling to find an appropriate balance between different and sometimes apparently conflicting needs and value systems. Achieving sustainable tourism development requires that

the private and public sectors and the community cooperate as partners in working toward a sustainable society.

Individual tourism resource management decisions need to be made with an increased understanding of all these dimensions if the goal of a sustainable future is to be attained. Achieving sustainable futures requires the development of appropriate tourism on a continuum where growth decisions, development viewpoints and sustainability issues are balanced with the environment and economy.

Defining sustainable Tourism:

The World Tourism Organization defines sustainable tourism in the following manner:

“Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.”

While tourism is welcomed almost universally for the benefits and opportunities it creates, there is a growing recognition of the need to see tourism in its environmental context, to acknowledge that tourism and the environment are interdependent, and to work to reinforce the positive relationship between tourism, the environment and poverty reduction.

Guidelines and Principles for Sustainable Tourism:

Many destinations are now pursuing strategies, which aim to ensure a sensitive approach when dealing with tourism. Many of these strategies are based on a formal expression of principles for sustainable tourism. A list of guidelines, techniques and principles is presented below that are important for national governments, destinations and organizations who wish to be guided by the ethics of sustainable and responsible tourism. These guidelines and principles include:

(a) Participation: Residents of a community must maintain control of tourism development by being involved in setting a community tourism vision, identifying the resources to be maintained and enhanced, and developing goals and strategies for tourism development and management. Residents must participate in the implementation of strategies and the operation of the tourism infrastructure, services and facilities.

(b) Stakeholder Involvement: Tourism initiatives should be developed with the help of broad-based community input. Participants could include local NGO groups and institutions, volunteer service groups, the poor, women, municipal governments and their economic development departments, tourism associations, visitor bureaus, town business associations, regional representatives of provincial tourism development and any other party which might be involved in or impacted by tourism.

(c) Local Ownership: Tourism development must provide quality employment for community residents. The provision of fulfilling jobs has to be seen as an integral part of any tourism development at the local level. Part of the process of ensuring quality employment is to ensure, as much as possible, that the tourism infrastructure (hotels, restaurants, shops, etc.) is developed and managed by local people. Experience has demonstrated that the provision of education and training for residents and access to financing for local businesses and entrepreneurs are central to this type of policy.

(d) Establishing Local Business Linkages: Linkages must be established among local businesses in the tourism industry to ensure tourism expenditures stay within the destination rather than leak out to purchase imported goods and services for tourists. Local involvement in tourism facilitates the development of linkages among the service and goods providers within the tourism destination.

(e) Sustainability of the Resource Base: Sustainable tourism development has to provide for intergenerational equity. Equitable distribution of costs and benefits of tourism development must take place among present and future generations. To be fair to future generations of tourists and the travel industry, society should strive to

leave a resource base no less than the one inherited. Sustainable tourism development must, therefore, avoid resource allocation actions that are irreversible.

(f) Community Goals: Harmony is required between the needs of a visitor, the place and the community. This is facilitated by broad community support with a proper balance between economic, social, cultural and human objectives, and recognition of the importance of cooperation between government, host communities, the tourism industry and non-profit organizations involved in community development and environmental protection.

(g) Cooperation: Cooperation between local attractions, businesses and tourism operators is essential given that one business or operation can be directly affected by the performance or quality of another. Models of partnerships must be explored in the areas of planning, management, marketing and funding for tourism ventures.

(h) Carrying Capacity: There is a definite need for the impact assessment of tourism development proposals to distinguish between plans, that encourage mass versus quality tourism. The capacity of sites must be considered, including physical, natural, social and cultural limits. Development should be compatible with local and environmental constraints, and operations should be regularly evaluated and adjusted as required.

(i) Monitoring and Evaluating: Guidelines have to be established for tourism operations, including requirements for impact assessment. There should be codes of practice established for tourism at the national, regional and local levels. There is also a need to develop indicators and threshold limits for measuring the impacts and success of local tourism ventures. Protection and monitoring strategies are essential if communities are to protect the very resources that form the basis of their tourism product to protect the environment (the tourism resource base) on which it depends.

(j) Accountability: The management and use of public goods such as water, air and common lands should ensure accountability on behalf of users to ensure these resources are not abused.

(k) Training: Sustainable tourism development requires the establishment of education and training programmes to improve public understanding and enhance business, vocational and professional skills especially for the poor and women. Training should include courses in tourism, hotel management, creation and operation of small businesses and other relevant topics.

(l) Positioning: Sustainable tourism development involves promoting appropriate uses and activities to reduce poverty and draw from and reinforce landscape character, sense of place, community identity and site opportunities. These activities and uses should aim to provide a quality tourism experience that satisfies visitors while adhering to other principles of sustainable tourism.

8.3.2 Medical Tourism and Health Tourism:

The very concept of health tourism is quite old, but it's only now that it's been promoted as a full-fledged tourism product. Earlier, it was only a part of the whole travel experience. This is good news for the hospitality industry since an affluent population that is determined to stay well and stress-free is an expanding and profitable market for those who are conscious of staying healthy.

There is no single accepted definition for health tourism, but a simple description comes from Mary Tabachi of Cornell University's School of Hotel Administration.

According to her: "Health Tourism is any kind of travel to make yourself, or a member of your family, healthier".

Most health tourism today focuses on two areas:

- 1) Pampering and
- 2) Wellness

Pampering involves offering people an experience that makes them feel good services such as massages, herbal wraps and exfoliating scrubs. Wellness involves helping healthy people prevent problems so they stay well, both physically and mentally. Sometimes this means offering diagnostic testing to identify potential problems. More often, guests who have self-identified concerns are taught how to relieve stress,

change eating habits, reduce the likelihood of sports injuries or improve their sex lives.

Health Tourism has a promising future in the land of *Ayurveda* where the first plastic surgery was performed by Sushruta about 2000 years ago. Kerala is a heaven for health seekers as it offers authentic ayurvedic treatments. It has pioneered health and medical tourism in India. The state has made concerted efforts to promote it in a big way, which has resulted in a substantial increase in visitor arrivals into the state. Kerala and Ayurveda have virtually become synonymous with each other. The bias towards health tourism in Kerala is so strong that Kerala Ayurveda centres have been established at multiple locations in various metro cities. Kerala participates in various trade shows and expos wherein the advantages of this traditional form of medicine are showcased. The state's equable climate, natural abundance of herbs and medicinal plants, and the cool monsoon season are best suited for ayurveda's curative and restorative packages. On the world level, Thailand is famous for spa treatments. Another facet of Health Tourism in India is the popularization of Yoga the world over. Yoga has gained all the more importance because of exponents like Swami Ramdev and B.K.S. Iyengar. One can practice Yoga for all sorts of seasons:

- To remain fit
- to stay healthy/recover your health
- To balance the nervous system
- To calm your busy mind
- To live in a meaningful way

It is believed that Yoga helps one in finding the very source of happiness, beyond pleasure and pain. It leads to 'self-realization' and seeks to recover one's full potential.

This highlighted the importance of Yoga, which has also been recognized and accepted by international celebrities like Halle Berry, Prince Charles and others, is a matter of pride for the Indians. Every year in the month of March, the International Yoga Festival is held on the banks of the River Ganga at Rishikesh which attracts

people from far and wide. Rishikesh is called the 'Yoga Capital' of the world as it attracts those who are in search of mental peace amid the humdrum of modern life. There are many ashrams in Rishikesh offering courses on meditation, Yoga and Hindu philosophy. Another luxury resort in the Himalayas is the Ananda Spa, which is listed in the top 5 spas of the world.

Although health and medical tourism are used interchangeably many times, there is a marked difference between the two; medical tourism essentially deals with the surgical part of curing. Talking particularly about India, it has come a long way as the facilities in India are of international standards at a much cheaper rate, which is encouraging patients from neighbouring countries, the Middle East, the UK and even the USA for specialized treatments. India's healthcare industry is worth \$23 billion (4% of GDP). The industry is expected to grow by around 13% per year for the next four years.

The cost of medical procedures seems out of control in the West, patients are becoming medical tourists to India. Surgeries in India cost one-fifth of what they cost in the USA. Given the availability of top-of-the-line facilities related to hospitals and diagnostics, this has become a virtual growth sector. According to CII, India can potentially attract 1 million health tourists per annum, which could contribute \$ 5 billion to the economy. Recently enacted fiscal and non-fiscal incentives by the government are set to stimulate the development of the health sector further.

The various surgeries offered by multi-specialty hospitals in India are:

- Bone Marrow transplant
- Cosmetic surgery
- Gynecology and obstetrics
- Joint replacement surgery
- Neurosurgery
- Osteoporosis
- Refractive surgery
- Vascular surgery

- Cardiac care

Due to significant differences in treatment costs, some clinics, such as Kaya Skin Clinic, have seen a 200% increase in overseas clients in the past six months (cosmetic surgery). Not far behind is the concept of Dento Tourism: an Increasing number of tourists are having their teeth treated while touring India. Here, the focus is mainly on the 45-60 age group, because it is at this age that dental problems begin, and patients also have enough savings to spend on travel and leisure.

8.3.3 Volunteer Tourism:

A volunteer tourist, using the most widely used definition, is someone who, for various reasons, volunteers in an organised way to undertake holidays that might involve aiding or alleviating the material poverty of some groups in society, the restoration of certain environments, or research into aspects of society or the environment. Quite often, volunteer tourism is considered one of the noblest ways to travel and a form of tourism that most likely follows strict sustainability standards and even serves as a catalyst for peace. When it comes to the sustainability of tourism, there are no official rules to be followed. Nevertheless, all the dimensions of sustainability, socio-cultural, ecological, and economic, are the most important ones, and can be found in the example of volunteer tourism.

According to Brown – Morrison, the emergence of volunteer tourism is the result of increased recognition of the negative impacts of mass tourism. This is a quite common way to explain the rise of so-called alternative tourism, to which volunteer tourism has also been linked.

Volunteer tourism surely belongs to the group of the new, alternative forms of tourism. Nevertheless, it is possible to identify characteristics that, to some extent, set volunteer tourism apart from other forms of tourism, such as adventure tourism, ecotourism, and extreme tourism. In terms of its motivations, volunteer tourism differs from many other newer forms of tourism. These motives are linked to factors pushing tourists to make a tour, which includes volunteering. These consist of internal factors, which are derived from a person's values and history and somehow

echo the person's self-identity. Nevertheless, like tourism in general, also volunteer tourism can be motivated by external pull factors. Host communities may for example find solutions to their shortage of workforce from foreign tourism and this might lead to a situation where tourists are treated as inexpensive workers rather than tourists.

In general, the idea of volunteering lies in the direct interactive experience between hosts and guests. This process should lead to a change in value and also influence the lifestyles of both sides. This interaction is mutual, and although the discussion of volunteer tourism usually focuses on tourists who volunteer while travelling, it must not be forgotten that there are a large number of people in host destinations who voluntarily work in tourism and, like volunteer tourists, share a combination of altruistic and leisure-related motives.

8.3.4 Mice Tourism:

MICE = Meetings, Incentives, Conferences and Exhibitions

The acronym MICE is inconsistently applied, with the "E" sometimes referring to Events and the "C" to Conventions. MICE is used to refer to a particular type of tourism in which large groups, usually well in advance, are brought together for some particular purpose.

Most components of MICE are well understood, perhaps except for Incentives. Incentive tourism is usually undertaken as a type of employee reward by a company or institution for meeting or exceeding targets or for a job well done. Unlike other types of MICE tourism, Incentive tourism is usually conducted purely for entertainment rather than for professional or educational purposes.

MICE tourism usually consists of a well-planned agenda centred on a particular theme, such as a hobby, profession, or educational topic. MICE tourism is a specialized area with its trade shows and practices. MICE events are normally bid on by specialized "convention" bureaus located in particular countries and cities and established for bidding on MICE activities. This process of marketing and bidding is

normally conducted well in advance of the actual event, often several years. MICE tourism is known for its flawless planning and demanding clientele.

The MICE segment has emerged as a significant driver of inbound tourism growth. Most countries constantly endeavour to attract MICE clientele through bids for various international conventions, conferences, seminars, and the like.

International organisations and societies continue to organise their regular conferences and conventions in various destinations around the world. To give a boost to MICE tourism, the Government of India has decided to extend the benefits under the Market Development Assistance (MDA) Scheme, administered by the Ministry of Tourism, to 'Active Members' of the India Convention Promotion Bureau (ICPB) towards bidding for International Conferences/Conventions, thereby bringing more MICE business to the country.

8.3.5 Theme Park Tourism:

Theme parks are settings where all the entertainment and facilities are designed around a particular subject or idea. To give them a tourist appeal, these settings are shaped like an amusement park. The largest theme park in the world is Disney World Orlando (Florida, USA), which attracts more than 40 million visitors annually. In the 1950s and 1960s, Walt Disney Productions, Ltd., was one of the major producers of films for theatres and television. As the scope of his enterprises expanded, Disney retained as much artistic control as possible. The company was involved in publishing children's books and syndicating comic strips, most featuring Donald Duck and Pluto, the dog. In 1955 Walt Disney Productions, Ltd., opened a huge amusement park called Disneyland in Anaheim, California. Featuring historical reconstructions, displays, and rides, it became a famous tourist attraction. Disney World opened near Orlando, Florida, in 1971.

The Lost World: Jurassic Park Part II, is a motion picture about an island populated with real dinosaurs. Released in 1997, this science-fiction adventure is the sequel to the box-office hit Jurassic Park (1993), in which a mad scientist built a dinosaur theme park on a remote island. Although those dinosaurs were destroyed, some remain on

another island. Dr. Sarah Harding (played by Julianne Moore) and Dr. Ian Malcolm (Jeff Goldblum) travel to the island to observe the dinosaurs and try to prevent Roland Tembo (Pete Postlethwaite) from rounding the beasts up and taking them to a theme park in the United States. The weather turns bad, the dinosaurs become violent, and one of the angry beasts makes his way to Los Angeles, California.

8.4 Alternative Tourism - A New Approach for Tourism Promotion:

Alternative tourism forms have changed the tourism industry, making it more responsible. Travel has shifted from established to unexplored destinations. The tourism industry's attitude has changed significantly. Earlier, countries were concerned with the number of visitors, but now they are thinking about the economic and social benefits of tourism. Due to the rise of alternative tourism, the tourism industry has shifted toward all-weather tourism. Tourists have also changed a lot. He is now a value-conscious traveller who travels for self-improvement through vivid experiences.

Due to the alternative tourism forms, targeted customers are considered a database rather than socio-economic groups. The place of one-way communication has been taken by relationships, enabled by customer management techniques. With the promotion of alternative tourism, the conventional ways of looking at consumer behaviours are becoming outdated.

Alternative tourism can be seen as a new marketing technique to attract tourists who belong to the responsible class and are more focused on experiences. Thus, it can be said that alternative tourism can be termed a new approach to tourism promotion because of its benefits to the local community, the diversification of tourism, the dispersal of tourism from traditional places, and its making tourism an all-weather deal.

8.5 Summary:

Tourism today is a major industry that impacts many small and medium-sized businesses. It has many participants and players. It has unique characteristics and

poses challenges for all governments due to its snowballing impact on the entire economy.

There is no doubt that tourism directly and indirectly influences national, regional and local economies. As you read in the preceding lesson, tourism development can have various potentially beneficial economic impacts that may positively influence economic development in the destination country. Traditional forms of tourism were not well suited to the varied and diverse motivations people have for travelling. However, earlier, people used to settle for the traditional 'sun, sand and sea' because they had little information about unexplored opportunities, and tour operations were not very organised. But with the advent of Information Technology in virtually every field of our lives and the increased awareness among prospective travellers, the diversification of tourism is the answer to customers' needs. These diverse forms are a step toward maximising the travel experience for tourists. Moreover, it is said that 'Change is the spice of life'.

Traditional mass tourism is not considered more beneficial to the local community, whereas alternative tourism is. Further, it can serve as a newer marketing concept, offering opportunities for the local community.

8.6 Self Assessment Questions:

- Discuss the characteristics of the tourism industry.
- What do you understand by mass tourism? Explain by taking the example of a famous tourist destination.
- What are the various emerging trends in the tourism industry?
- Discuss the concept of Alternative Tourism.
- Highlight some important forms of alternative tourism popular in India.
- How can alternative tourism act as a new approach to tourism promotion?
- Identify some alternative forms of tourism that can be promoted in India.

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Unit-9

Recreations, Leisure & Tourism: Interrelationship

Structure:

9.0 Objectives

9.1 Introduction

9.1.1 General Concepts of Tourism

9.2 Tourism: Definitions

9.2.1 Tourism Re-defined

9.2.2 Relationship between 'Leisure', 'Recreation', and 'Tourism'

9.3 Classification of Tourism

9.4 Elements of Tourism

9.5 Conceptual Discussions

9.6 Global Tourism Scenario

9.7 Future of Tourism Industry

9.8 Summary

9.0 Objectives:

After reading this unit, you will be able to:

- Explain the nature of tourism
- Discuss the elements and classification of the tourism industry
- Discuss the relationship between tourism, recreation and leisure

9.1 Introduction:

Travel is one of the oldest activities. It existed even before the recorded history of man roaming in search of food and shelter. From the very earliest historical period, travel has fascinated mankind in various ways. Much of travel in the beginning was largely unconscious and rather a simple affair. Travel in the distant past was not a thing of pleasure as it is now. The travellers of the past were merchants, pilgrims, scholars in search of ancient texts and even a curious wayfarer looking forward to new and exciting experiences. Trade and commerce, however, were the sole motivating factors in the ancient past, leading people to travel to distant lands in search of fortune. Travel got a big boost with the opening of trade routes, as travellers from distant lands began moving in large numbers and visiting many places for business. Thus, the opening of new trade routes provided markets for merchants, and these trade relations matured into cultural relations and a better understanding of each other's way of life. Various arts, cultures, and customs were exchanged, and science, technology, and religious faith also influenced one another.

Today, we live in an advanced economic era. The only country with a sound economy can enjoy freedom in all ways. The concept of developed and developing nations is nothing more than an economic criterion based on the living standards of these countries. To achieve financial soundness, all countries are making efforts. In a sound financial position, many countries have entered a near-blind race of industrialisation, which has raised a major environmental pollution problem. So the need for such an industry was to earn maximum foreign exchange by being the least polluting. The quest culminates in the promotion and development of the tourism industry, the second-largest in the world. The most significant characteristic of this industry is that

it is the least polluting, also called the “Smokeless Industry”. The importance of this industry is well understood, as it promotes national integration, fosters better international understanding, and generates vast employment opportunities. The economies of many countries, such as Singapore, Thailand, and France, are based solely on tourism. One of the major characteristics of modern times is travel and tourism. Almost all inventions and innovations worldwide have, in some way, contributed to people's ability to travel. Today, people talk of visiting capitals and exotic places around the world almost as if it were an everyday happenstance. It is rare to go to a party or social function without hearing people talk about far-off places they have visited or intend to visit soon. Our world has become a world where countries and communities are in contact with each other. One major avenue for this contact is tourism. Today, tourism is at its peak. It is more highly developed than ever.

People have always travelled, but in the first few thousand years of human history, only a select few could do so. Most people were concerned with the daily task of living; their idea of a trip was to their neighbour’s farm or the local town market. The transition from a rural society to an industrial one brought with it the tourism phenomenon. One characteristic of industrial and post-industrial society is the onset of leisure time associated with travel.

The first major change in modern history came with the Industrial Revolution. Modern machines and techniques brought people into the cities. As we moved to an urban society, changes in religious organisations and rural kinship systems led to the formation of recreational groups. Leisure pursuits have become a new aspect of our society. There was a change from the concept that “the idle mind is the devil’s workshop” to the realization that leisure is a human right if not a God-given one. Still, old habits die hard, and whether conscious or unconscious, many people still think of idleness as wrong.

The use of computers in recent years has resulted in what we may call a second industrial revolution. Computers have increased our ability to work quickly and

produce more and given us even more leisure time and better incomes with which to pursue other interests. Although attitudes towards our work ethic and free time are changing, most people still feel they must work hard and play hard, and that their leisure pursuits, which may be healthy and restful, should also keep them busy.

9.1.1 General Concepts of Tourism:

Krippendorff explored the identification of leisure as one of the major influences of an industrial society. He indicated that a man in an industrial society is concerned with three primary things: work, habitat, and leisure. The industrial society can be understood to have four subsystems that relate to these concerns: (1) its values (2) its economy (3) its government and (4) its environment or resources. In turn, each of these parts of society can be analysed further. Its values stress wealth and consumption. The economy can develop into super companies and a concentration of wealth. The environment can be treated as having either limited or infinite resources. The government's policies directly influence the lives of its people. According to Krippendorff's analysis, people travel so they can better endure their work and home life. Krippendorff documented a growing feeling among people that society is going through such profound changes that it will no longer be a society known for its work. He stated that the post-industrial society will be one that:

Should put the art and quality of life before the standard of living. Values such as freedom, participation, autonomy, and the desire for self-fulfilment are gaining priorities in the hierarchy of needs. Professional careers, security, and salaries are losing importance. One begins to realize that man has an overabundance of money and possessions, but that he does not have enough time. People are rediscovering the meaning of time. He concluded with the statement that, although the character of travel will change as society changes, tourism will contribute to the desire for a better life and help in building a better society.

The study of tourism has become very complex. To understand it better, there is a need to consider the various points of view held by many participants in the field including tourists, businesses, governments of tourist-generating countries

(subsequently referred to as tourist governments), host governments, and the host communities.

Tourists: Tourists have a set of needs and wants that travel fulfils. These needs and wants depend upon the tourist's time, money, cultural background, and social characteristics. The needs and characteristics of tourists help determine the destinations and activities chosen.

Business: The opportunity to provide services and products that meet the needs and desires of tourists, either to assist them in transportation or at the destination is a market function, referred to as the tourist industry. The tourist industry is divided into its components transportation, accommodations, shopping, and activities. All these components, from a duty-free store in an international airport to festivals, super bowls, hotels, or rides in horse carriages are highly organized.

Tourist Governments: Economically and politically governments view tourism as a competitive export – money flows from one country or region to another. To some governments, particularly socialist nations, the flow of money is very important to their economy and stability and must be carefully controlled.

Host Governments: Host governments benefit from tourism income, jobs, and tax revenues.

Host Communities: It is on the local community level that tourism has its greatest impact, both positive and negative. Tourists not only bring income, jobs, and cultural interaction, but they also bring environmental concerns.

While each of the five groups has complex viewpoints that require considerable effort to understand, their interactions increase the complexity of tourism, and together they make the world grow closer and more congenial.

The conceptual framework of tourism can be divided into 4 parts:

- Dynamic element
- Service element
- Functional element
- Consequential element

1. Dynamic Element- The Tourism Phenomenon: The tourism phenomenon is an extraordinary occurrence, which developed historically from an activity of the privileged few to a mass cultural lifestyle, accepted as a basic need of our modern world. It is characterized by constant change, producing personal, social, and physical benefits, that hold great promise for human growth and development in society.

2. Service Element- The Tourism System: The tourism system is an open-ended arrangement of components logically related or practically connected to enable people to use tourism resources. These components produce the results or opportunities that are a reflection of the characteristics and behaviour of tourists, otherwise called the demand component. On the other side is the supply component, which includes the destination environment and tourism services. Connecting these two components of tourism is the linking component, which includes promotion, transportation/ tour operations, distribution channels, and pricing strategies.

3. Functional Element- Tourism Management: Tourism management is the art of accomplishing all the functions required to fulfil a goal, including, but not limited to, the major tasks required to operate and control the tourism system that includes tourists, hosts, business concerns, nonprofit organizations, and governments.

4. Consequential Element- Tourism Impacts: The goal of the tourism system is to achieve outcomes that attain the best and most favourable balance of benefits and costs when all the tourism components are combined. Throughout the process, the essential elements of hospitality need to be preserved and maintained in a culturally authentic manner as possible. Hospitality is defined as the act, practice, or art of being friendly, kind, and socialites with guests, with appropriate concern for their health, comfort, security, and overall happiness. The exchange of cultural and human experiences through tourism should be carried out in the most harmonious way, so that the needs of both tourists and hosts are met with equal care. When all involved in the tourism phenomenon “think globally and act locally in a responsible manner,” this optimum goal is achieved.

9.2 Tourism Definitions:

A variety of definitions exist for what we call tourism. Thus, it is important to know exactly what we mean when we say “tourism” for several reasons. The development of attractions and facilities required increasingly large amounts of money. The decision to build or not build depends upon the number of potential users. Is there a large enough market to support such a project, be it a hotel, restaurant, or theme park? If we can arrive at a common definition of tourism, travel, and tourism, then we are better able to use the data to determine whether to build, where to advertise, and which destinations are growing or fading. In short, our business decisions will be better if they are made with a full understanding of what exactly we are talking about.

Tourism is not just one industry, although tourism gives rise to a variety of industries. Tourism is an activity engaged in by people who travel.

International Tourist:

- 1. League of Nations:** It is generally agreed that definitions of a tourist are unsatisfactory. According to the League of Nations in 1937, a “foreign tourist” is ‘any person visiting a country, other than that in which he usually resides for a period of at least 24 hours’.

The following individuals are considered tourists: persons travelling for pleasure, for family reasons, for health, etc.; persons travelling for meetings, or in a representative capacity of any kind (scientific, administrative, diplomatic, religious, athletic, etc); persons travelling for business reasons; persons arriving in the course of a sea cruise, even when they stay less than 24 hours (the latter should be regarded as a separate group, disregarding if necessary their usual place of residence).

The following individuals are not regarded as tourists: persons arriving, with or without a contract of work, to take up an occupation or engage in any business activity within that country; other persons arriving to establish a residence in that country; students and other persons in boarding establishments or schools; residents in a foreign zone and persons domiciled in one country and working in an adjoining

country; travellers passing through a country without stopping, even if the journey takes more than 24 hours.

The definition of 'foreign tourist' was largely one of time-staying in the country for more than 24 hours. Exceptions were made for those on a sea cruise. The motivations for travel, to be included as a tourist, were rather liberal. As long as people were not arriving to take up work or not students they were called 'tourists' whether their purpose was business or pleasure.

2. **IUOTO:** In 1950 the International Union of Official Travel Organizations (IUOTO), which later became the World Tourism Organization suggested two changes to the above definition. The organization recommended that 'students and young persons in boarding establishments or schools' be regarded as tourists. It also suggested that excursionists and transit travellers not be defined as tourists. The IUOTO believed that the term 'excursionist' should be given to someone travelling for pleasure in a country in which he or she normally does not reside for a period of less than 24 hours as long as the person was not there to work. A "transit traveller" could be in the country longer than 24 hours. According to the IUOTO this term referred to "any person travelling a country even for a period of more than 24 hours, without stopping, or a person travelling a country during a period of less than 24 hours, provided that the stops made are of short duration and for other than tourism purposes.
3. **United Nation's Rome Conference:** In 1963 the United Nations Conference on International Travel and Tourism in Rome recommended a definition of the term "visitor" to include any person who visits a country other than the one in which he or she lives for any purpose other than one which involves pay from the country being visited. Specifically, conference members noted that visits could be for the following reasons: (1) leisure, recreation, holiday, sport, health, study and religion; (2) business, family, friends, mission and meeting.
4. **United Nations Department of Economic and Social Affairs:** In 1978 the Department of Economic and Social Affairs of the U.N. published guidelines that

included a definition of the term “international visitor.” The agency recognized that international visitors were those who visited a given country from abroad (what we might call inbound tourists)S and those who went abroad on visits from a given country (outbound tourists). It indicated that the maximum period a person could spend in a country and still be called a visitor would be one year.

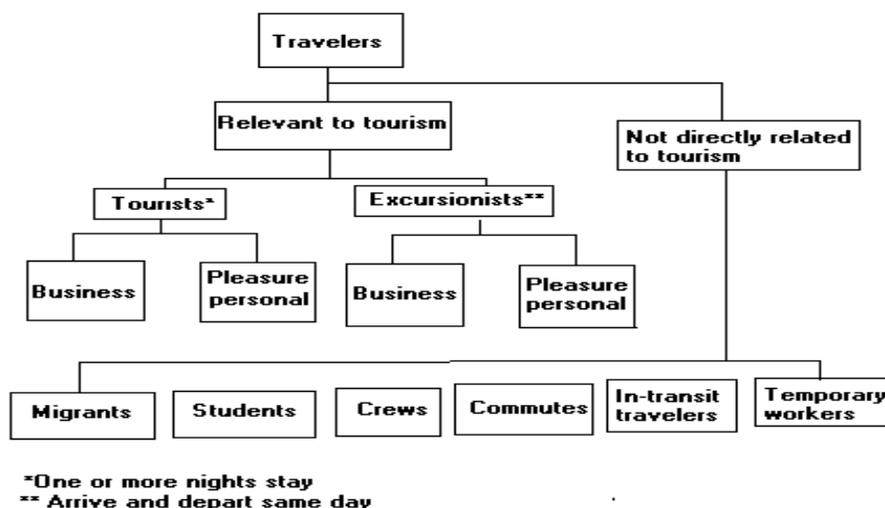


Figure-1: Classification of Travellers

Source: Robert Christie Mill and Alastair M. Morrison, (1985), *The Tourism system: An Introductory Text*, Englewood Cliffs, N.J.: Prentice-Hall, p. 100.

Most countries at the national level accept the United Nations’ definition of visitors. The classification of travellers adopted by the World Tourism Organisation is shown in Figure 1.1. Briefly, an international tourist spends at least one night in a country other than his or her own but not more than one year. The tourist may be there for various reasons, but not because of the country they are visiting. A person who meets the above criteria but does not stay overnight is called an excursionist.

Domestic Tourist:

World Tourism Organisation: The World Tourism Organisation has also proposed a definition for “Domestic tourist” that is based on length of stay:

Any person residing within a country, irrespective of nationality, travelling to a place within this country other than his usual residence for not less than 24 hours or one

night for a purpose other than the exercise of a remunerated activity in the place visited. The motives for such travel may be **(1)** leisure (recreation, holidays, health, studies, religion, sports); **(2)** business, family, mission or meeting.

A domestic excursionist is someone who meets the above definition but who does not stay overnight.

National Tourism Resources Review Commission: In 1973 the National Tourism Resources Review Commission published its landmark study of tourism in the United States. The commission proposed that a domestic tourist travel at least 50 miles one way from home. The travel could be for any reason except commuting to work. The Canadian government specified that a tourist must travel at least 25 miles outside their community.

Definitions of Tourism:

Given the complexity and importance of tourism worldwide, there is a need to define it to better understand it. A definition would be tourism as the sum of all relationships arising from the interactions among tourists, businesses, tourist governments, and the host government and communities.

H. Robinson (1976) described a tourist as a person travelling for more than a day to any place other than where he usually lives. George Young (1973) utilises a broader definition, saying that a tourist travels away from home. W. Hunziker defined tourism in 1942 as “the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity.” In 1975, the Department of Hotel, Catering and Tourism Management at the University of Surrey in England, adopted a broader view: “Tourism denotes the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations. Much of this movement is international in character and much of it is a leisure activity” (Hudman & Hawkins, 1987). A.J. Burkart and S. Medlik (1981) suggest both the journey and stay, outside the normal place of residence and work, if it is temporary, can be defined as tourism.

All the different definitions of tourism are evidence of how complex this subject is. In 1937, the League of Nations realized the importance of collecting tourism data. It suggested that tourists be considered as those people travelling for a period of twenty-four hours or more in a country other than the one in which they usually reside. The committee assigned to the task by the League of Nations regarded tourists as those travelling for pleasure, health and domestic reasons; those travelling to international meetings; those travelling for business; and those arriving in a country by a sea cruise regardless of the length of stay, which was in many cases less than twenty-four hours.

People not regarded, as tourists are those entering a country to work, reside, or go to school. Also not considered tourists are people living near frontiers who work in an adjacent country, or travellers passing through a country without stopping. This was revised at a United Nations Conference on International Travel and Tourism in Rome in 1963 as follows: the term “visitor” describes any person visiting a country for any reason other than following an occupation enumerated within the country visited. Visitors were divided into two categories.

Tourists are temporally visitors staying over twenty-four hours in the country visited, whose journey is in one of the following categories; leisure, recreation, holiday, sport, health, study, religion, business, family, friends, mission, and meetings.

- Excursionists include temporary visitors staying less than twenty-four hours in the country visited, including cruise passengers.
- This distinction between the two kinds of visitors is important, as excursionists require less planning for accommodations, but more concerning transportation and shopping facilities.

In most cases, the terms travel and tourism are used as synonyms, although some writers have tried to draw a fine line between the two. Douglas Frechtling former Director of the U.S. Travel Data Centre, uncomfortable with both terms, devised a definition for the term “traveller” as one who takes a trip of at least one hundred miles away from home and returns. The term tourism has become more popular for

government agencies. Many states in the United States, the provinces and territories in Canada, as well as various countries, are using the term “tourism” in their agency titles. For example, there is the British Tourist Authority, the U.S. Travel and Tourism Administration, the Tourism Industry Association of Canada, and the World Tourism Organization (WTO). The everyday use of “tourist” is usually associated with some sort of pleasure trip, while “traveller” usually has a broader meaning to include trips for both pleasure and business. All definitions have three common elements at either the domestic or international level. They are:- Movement between two or more places (origin and destination);

- Purpose and
- Time (temporary)

Most organizations have established a minimum mileage between two places to qualify as tourism. The explanations of the word tourist exclude certain types of trips. The U.S. Travel Data Centre excludes travel as part of an operation crew on some form of public transportation such as an aeroplane or train, the journey to work, and student travel to and from school. In general, most measurements and definitions exclude migrant workers and other temporary workers, students, and immigrants. The time element, referring to the length of time a visitor spends in an area, is divided into two categories: less than 24 hours and at least 24 hours. The basic concept is that tourists or travellers will return to their original residence after visiting an area for the purpose defined as a trip.

9.2.1 Tourism Re-defined:

On 4 March 1993, the United Nations Statistical Commission adopted WTO’s recommendations on tourism statistics. This endorsement represents a milestone for the tourism industry. Standard definitions and classifications provide decision-makers with a common basis for accurately measuring the economic impact of tourism. Essentially, WTO has taken the concept of ‘tourism’ beyond a stereotype image of ‘holiday making’. The officially accepted definition in the report is:

“Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

The report distinguishes the following types of tourism:

- Domestic tourism involves residents of a country visiting their own country.
- Inbound tourism involves non-residents visiting a country other than their own.
- Outbound tourism involves residents of a country visiting other countries.

These three basic forms of tourism can in turn be combined to derive the following categories of tourism:

- Internal tourism, which comprises domestic tourism and inbound tourism,
- National tourism, which comprises domestic tourism outbound tourism and
- International tourism, which comprises inbound and outbound tourism.

Underlying the above conceptualization of tourism is the overall concept of ‘Traveler’ defined as “any person on a trip between two or more countries or between two or more localities within his/ her country of usual residence”. All types of travellers engaged in tourism are described as ‘visitors’ – a term that constitutes the basic concept for the whole system of tourism statistics.

A ‘Visitor’ is defined as a person who travels to a country other than that in which he has his usual residence but outside his usual environment for a period not exceeding twelve months and whose main purpose of the visit is other than the exercise of an activity remunerated from within the place visited.

Visitors are subdivided into two categories:

- Same-day visitors: Visitors who do not spend the night in a collective or private accommodation in the country visited.
- Tourists: Visitors who stay for at least one night in a collective or private accommodation in the country visited.

9.2.2 Relationship between ‘Leisure’, ‘Recreation’, and ‘Tourism’:

The words ‘Leisure’, ‘Recreation’ and ‘Tourism’ are often used to express similar meanings. What exactly is the relationship between these words? Leisure is the time

left over after work, rest, sleep, and household chores. Leisure is the time when an individual can do what he likes to refresh his/ her spirits. Recreation refers to a variety of activities a person can choose to refresh his/her spirit. It may include activities as diverse as playing golf, watching television, or travelling abroad.

Tourism, therefore, is simply one of these activities, which a person could undertake to refresh his/her spirit. It places tourism firmly as a part of the recreation activities spectrum of a person:

Table - 1
The interrelationship between Leisure, Recreation and Tourism

Leisure Time				Work Time
Leisure: Free time available to a person after work, sleep and household chores.				
Recreation: Activities engaged upon during leisure time				
Recreation activities can be				
Home-based activities - watching TV, reading, gardening, etc.	Daily leisure - going to cinemas, theatres, restaurants or calling on friends.	Weekend leisure - day trips, picnics, visiting nearby tourist attractions, weekend trips, etc.	Tourism - temporary movement from home and work, place to a place where you do not normally reside and engaging in activities available there	Business travel

Source: Seth P.N. (1999), Successful Tourism Management, New Delhi: Sterling. P-16.

9.3 Classification of Tourism:

Tourism can be classified into six distinct categories according to the purpose of travel:

- **Recreational:** Recreational or leisure tourism takes a person away from the humdrum of everyday life. In this case, people spend their leisure time at the hills, at the sea beaches, etc.
- **Cultural:** Cultural tourism satisfies cultural and intellectual curiosity and involves visits to ancient monuments, places of historical or religious importance, etc.
- **Sports/Adventure:** Trips taken by people to play golf, ski in the mountains, or hike fall within this category.
- **Health:** Under this category, people travel for medical treatment or visit places where there are curative possibilities, for example, hot springs, spas, yoga, etc.
- **Convention Tourism:** It is becoming an increasingly important component of travel. People travel within a country or overseas to attend conventions relating to their business, profession or interest.
- **Incentive Tourism:** Major companies offer holiday trips as incentives to dealers and salesmen who achieve high sales targets. This is a new and expanding phenomenon in tourism. These are instead of cash incentives or gifts. Today, incentive tourism is a 3 billion dollar business in the USA alone (Seth, 1999).

9.4 Elements of Tourism:

Tourism is an amalgamation of diverse elements essential for providing a memorable, enriching experience to the final consumer, i.e., the tourist. The 5 such basic components/elements are as follows:

1. Accessibility: The ability to reach a destination from the point of origin of a tourist is called accessibility. In other words, accessibility implies connecting one place to another through a mode of transport. It is a means for a tourist to reach the area where attractions are located. If the tourist attractions are located in places where no means of transport can reach, or where transport facilities are inadequate, the place becomes of little value. A place can be accessible via an easy, convenient mode of transportation.

Broadly speaking, there are 4 modes of transportation:

- Air

- Land
- Water
- Rail

These modes of transport can be used for both internal and external transportation.

External Transportation means moving from the point of origin to the final destination. **e.g.** A tourist leaves from Delhi to Singapore by air or moving from Delhi to Goa as a final destination by air, road or rail shall be called External transportation.

Internal Transportation means travelling within a destination. **e.g.**, Using any mode of transport for sightseeing in Singapore, or for airport-to-hotel transfers and excursions in Goa.

2. Accommodation: A provision for staying overnight provided to tourists is known as accommodation. It includes all types of lodging units, viz., hotels, Motels, resorts, guesthouses, and camping sites.

3. Attractions: Attractions to a particular destination are the prime reason for leisure travel for any tourist. Had there been no place of interest at a destination, tourists would never have visited that place. Attractions can be natural or man-made. **e.g.**, Dal Lake in Srinagar is an example of a Natural attraction, whereas the Taj Mahal in Agra is an example of a man-made attraction.

4. Activities: Anything that a tourist indulges in at the destination is called an activity. **e.g.** Boating, adventure sports, fishing, swimming etc. Activities rejuvenate a tourist and add spice to his overall experience.

5. Amenities: Services/facilities enabling a visitor to enjoy various attractions/activities at the destination and draw him to that place for the use of which he normally pays. Facilities are elements of the tourist product that are necessary aids to the tourist centre. The facilities complement the attractions.

These include:

- Accommodation
- Various types of entertainment
- Picnic sites and recreation

- Rafting or surfing equipment, fishing nets and rods, Spa, sauna, Jacuzzi in the hotel, etc.

9.5 Conceptual Discussions:

Travel versus Tourism:

To a layman, the terms "travel" and "tourism" may appear synonymous, but in reality, they are not. Travel means going from one place to another, whereas tourism is travelling with a specific purpose. Tourism is a core activity that involves travel (transport), accommodation (hotels), and local sightseeing tours. **"Every traveller is not a tourist but every tourist is a traveller"**. This statement shows that tourism comprises all kinds of travel, whereas travel is just one part of the multifarious tourism Industry. Tourism comprises all those industries that directly or indirectly help a tourist fulfil his demands at a destination. Therefore, travel of any form air, land or water, in simple words is a displacement or movement of a person from one place to another for business, leisure or holiday purposes. This displacement will be converted into tourism only when the tourist stays overnight at the destination travelled to, and thus, it adds to the economy of that place directly or indirectly.

For instance, if a person starts his journey from Chandigarh to visit Shimla and his mode of transport is surface, then his entire journey from his point of origin (Chandigarh) would be considered as travel. However, tourism is a broader concept than travel. All the activities of that person right from the time he leaves his place of residence from Chandigarh to visit Shimla, his stay at the latter for more than 24 hours, the sightseeing he undertakes there and various other interrelated pursuits he indulges himself in, the destination till the time he comes back to Chandigarh would be called as Tourism. Further, travel broadens horizons, opens minds, and clears prejudices. Tourism provides employment benefits in backward areas and helps make better roads, water, power, and communication available to more people, raising living standards.

9.6 Global Tourism Scenario:

Travel & Tourism is the world's largest industry and creator of jobs across national and regional economies. Tourism ranks in the top five export categories for 83 per cent of countries, notably in Europe, the Middle East and the Americas, and is the leading source of foreign exchange in at least one in three developing countries. Countries with the highest ratios of tourism receipts to GNP are typically small island nations. Although much of the gross tourism receipts (i.e. 50-70 per cent) "leak" out of these countries to pay for imported tourism inputs, the ratio of net receipts to GNP remains much higher than for larger countries. The fact remains that Tourism is not just one industry; it is many industries in one. Worldwide travel and tourism create a new job every 10 seconds. Out of every nine persons, one earns a living from tourism, and one out of every ten inhabitants of this planet is a tourist. Thus, the predictions say that Travel is expected to grow 50 per cent faster than any other sector of world employment.

WTTC (World Travel and Tourism Corporation) Research Shows that between 2001 and 2011:

- World Travel & Tourism is expected to generate US\$6,201.5 billion of economic activity.
- Total tourism demand shall be around US\$10,678.5 billion by 2015.
- Travel & Tourism Demand is expected to grow by 5.4% in 2008 and by 4.6% per annum, in real terms, between 2008 and 2015.
- Global Gross Domestic Product will increase from 10.7 per cent to 11 per cent;
- Global employment contribution will increase from 207.1 million to 260.4 million or 9 per cent of total global employment.
- The global value of tourism-related exports will increase from US\$ 1,063.8 billion to US\$ 2,538.3 billion or 12.8 per cent of global export value; and
- Global capital investment in tourism will increase from US\$ 657.7 billion to US\$ 1,434 billion, representing 9.3 per cent of global investment.

World Tourism Growth in 2007:

The year 2007 has started on a higher-than-expected note for global tourism. From January through April, international tourist arrivals worldwide rose by over 6% to 252 million, representing an additional 15 million arrivals as against the same period in 2006, according to the latest UNWTO World Tourism Barometer.

Asia and the Pacific (+9%) achieved the strongest growth, followed by Africa (+8%), the Middle East (+8%) and Europe (+6%). Although arrivals to the Americas (+4%), showed the slowest growth rate among the world regions during the first four months of 2007, this performance is nevertheless very positive as the region doubled the 2007 forecast growth (+2%).

Drivers of Tourism Growth:

Continuing world prosperity has been a main driver. Emerging markets and developing economies in general, and especially those of Asia, maintained their extraordinary strength. Meanwhile, in continental Europe and Germany in particular, economic growth has picked up encouragingly. With increasing disposable income and the continued development of low-cost airlines, which are making travel available to a larger share of the population, international tourism seems on track for another year of above-average growth.

Regional Outcome:

Although Europe (+6%) is the world's most visited and most mature destination region, its arrival growth rates in 2005 and 2006 were not far short of the worldwide average and growth continued even more strongly through the first four months of 2007, supported by the sustained boom in the world economy – a boom in which Europe is now sharing more emphatically, with notably higher GDP growth in the Euro zone.

Asia and the Pacific (+9%) stands out as the best-performing region in the world in the first four months of 2007, confirming its role as one of the motors of international tourism expansion. The highest increase in arrivals was recorded by South Asia

(+12%), while South-East Asia and North-East Asia (both at +9%) sustained the healthy growth of 2006. Only Oceania (+2%), bucked the strong growth trend.

The Americas (+4%) started 2007 by doubling last year's overall results. The region benefited from star performers Central America (+7%) and South America (+9%), particularly of those of North America (+4%), already far ahead of last year's 1% growth. This trend, however, was not widespread. The Caribbean (-2%) has been the only sub-region in the world to record a decline over the first four months of 2007, reflecting the impact of decreased arrivals from the USA in many of its destinations. Preliminary results for the first four months of 2007 point to a stronger-than-expected increase in international tourist arrivals in the Middle East (+8% compared with +6% in 2006), as destinations such as Egypt (+14%) posted extraordinary growth rates. Nevertheless, this trend might still vary, as available data remains limited.

Africa continued its strong growth (+8%), though at a slightly lower rate than in 2006 overall, when it reached +10%. Short-term prospects for the continent look very bullish. Particularly in Sub-Saharan Africa, there is growing optimism, with increasing emphasis on human resources and product development to help tourism better contribute to poverty alleviation.

Outlook:

As measured through the survey among UNWTO's Panel of Tourism Experts, confidence in tourism prospects is higher than it has been since September 2004 - a year of peak growth. With economic growth expected at almost 5% in 2007 and again in 2008, the fifth consecutive year of growth above the long-term average, increased economic prosperity is certainly one of the main reasons for such a high confidence level. Both Europe and North America are approaching their high season, which also goes some way to explain part of this optimism. Given the current European and world economic prospects, not to mention consumers' enthusiasm for travel, there is no reason to expect a radical slowdown in the growth of international tourism to European destinations in the next few months. The Caribbean and parts of North America are, not surprisingly, anxious about the 2007 hurricane season as well as

about the uncertainty of the developments in the Western Hemisphere Travel Initiative (WHTI). The outlook for the next four months looks promising in Asia and the Pacific. Short-term prospects for Africa look also bullish, while in the Middle East, they vary sharply across the region. Nevertheless, though the Middle East is under significant tension, the region has shown high resilience so far as proven by the good results achieved during 2006 and the first months of 2007 by destinations such as Egypt, Jordan or the Gulf countries.

Present Trends in the Global and Indian Tourism Industry:

With increased technology the coming years the world will witness the emergence of fast transportation systems all around the world.

- The modern information technology has led to the creation of more demand for tourism.
- The market for budget hotels has continued to expand during the last decade.
- Special Interest Tourism is growing at a fast pace. Activities like Visiting Theme Parks, Adventure Tourism, and Casinos are attracting more and more tourists.
- To attract repeat visitors, the hotel industry is emphasising personal attention to their customers.
- Short breaks are becoming an increasing feature of modern lifestyles as travellers opt to take many more trips of shorter lengths. Increased frequency of transportation and its network is making it easy for people to reach far away destinations much faster.
- One of the major changes that are occurring in the world tourism market is the increasing size of mature travellers. The Baby Boom generation (Babies born post World War -II) will retire and will lead to the development of Ethnic, cultural and heritage tourism. On the same pattern, senior citizens are also taking more and more trips.
- Environmental Issues are becoming more important for lodging properties and more green hotels are coming up. In green hotels, guests save millions of gallons of water and prevent the release of tons of detergents.

- With environmentalism becoming more important to more people, the size of the ecotourist segment is increasing dramatically. A survey shows that 34 million Americans took a nature-based trip during their last vacation or plan to do so on an upcoming vacation.
- The early years of this millennium are marked by major social and economic shifts that have changed the way customers behave. Stimulated by increased knowledge, information, and buying power, these shifts are creating aspirations for better lifestyles.
- One of the newest trends happening in global tourism is Single Holiday Tourists. Compared to Group Travel, people prefer to travel alone. Travel by single women to India is increasing by 6 to 8 percent each year.
- As the number of visitors to a common destination increases, managing visitors' needs is becoming difficult for service organisations. Resulting in an increased number of mergers, acquisitions, alliances and cooperative agreements.
- The participation of Non-Governmental Organisations in heritage conservation and the preservation of heritage properties is increasing worldwide.
- To tap the domestic and international health tourism markets, hotel properties will develop or convert their hotels into spa resorts based on Ayurvedic and other rejuvenating concepts.
- In India, foreign hotel chains are thriving on the concept of franchising. All international players are scouting for properties in India.
- Internationally branded hotels are coming to India. The country has caught the fancy of leading international groups.
- Business travel accounts for about 12 per cent of the global travel industry's share. According to industry estimates, the Indian business travel industry will reach 1 billion by 2010.
- Following Singapore's model, several amusement and theme parks are coming up in metro towns across India.

- Golf has been identified as a thrust area for tourism development, and the Indian Department of Tourism is working with major courses to attract potential golf tourists.

9.7 Future of the Tourism Industry:

Tourism is a trillion-dollar industry worldwide and continues to grow. It employs more people than any other industrial sector and, in a world made smaller by a travel-conscious society, it makes a vital contribution to the economy of virtually every country on the globe. The future of the tourism sector depends on protecting the Earth's natural and cultural environments. Consequently, with proper planning, tourism can be an effective protector of the environment. WTO forecasts that international tourism will double by 2010, to nearly 1 billion arrivals. While this rapid growth will provide many opportunities for prosperity, it will also put tremendous strain on tourism destinations: beaches and mountain resorts, small islands, historic city centres, and picturesque villages. It is in self-interest to actively prevent the deterioration of these resources.

The WTO's Tourism 2020 Vision forecasts that international arrivals will reach over 1.56 billion by 2020. Of these worldwide arrivals in 2020, 1.2 billion will be interregional and 0.4 billion will be long-haul travellers. The total tourist arrivals by region shows that by 2020, the top three receiving regions will be Europe (717 million tourists), East Asia and the Pacific (397 million), and the Americas (282 million), followed by Africa, the Middle East, and South Asia.

East Asia and the Pacific, South Asia, the Middle East, and Africa are forecast to record growth rates of over 5 per cent per year, compared to the world average of 4.1 per cent. The more mature regions of Europe and the Americas are anticipated to show lower-than-average growth rates. Europe will maintain the highest share of world arrivals, although it will decline from 60 per cent in 1995 to 46 per cent in 2020.

• Check Your Progress - II:

State whether it is true or false:

- External Transportation is the movement from the point of origin to the final destination.
- Every traveller is not a tourist, but every tourist is a traveller.
- Tourism is a worldwide, million-dollar industry and is still growing.
- Travel and tourism is the world's smallest industry and creator of jobs across national and regional economies.
- Tourism is a dialogue between Imagination and Destination.

Check your answer with the one given at the end of the unit.

9.8 Summary:

The travel and tourism industry is fascinating with its aura of international glamour, excitement, and romance. Because it is global in scope, it must respond to many different social, political, economic, and legal environments. Travel is also a business, and as a business, it demands from its personnel certain skills and a sophisticated knowledge of the world. Like any business, the travel and tourism industry must align its offerings with prospective buyers. This economic activity, providing services to tourists, encompasses a wide range. Put the other way round, Tourism means the practice of touring or travelling for pleasure or recreation, and the management of tourists as a business. It is the total of the Activities of Persons travelling to and staying in a Place outside their usual Environment for **more than 24 hours and less than 01 consecutive Year** for leisure, business, Business and other Purposes called **tourism**. Thus, one can say that: **"Tourism is a Dialogue between Imagination and Destination"**.

9.9 Answers to Check Your Progress:

Check Your Progress-I:

1. Work, leisure
2. 1) Dynamic element 2) Service element

3) Functional element 4) Consequential element

3. 1773

4. 4 March 1773

5. 1) Air 2) Land

3) Water 4) Rail

Check Your Progress-II:

1. True

2. True

3. False

4. False

9.10 Suggested Readings:

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9.11 Review Questions:

- What is Krippendorff's analysis regarding travel and tourism?
- How we can divide the conceptual framework of tourism?
- What are the various elements of tourism?
- List various definitions of tourism.
- What are the various classifications of travellers?
- What is the difference between 'visitor', 'traveller' and 'tourist'?
- What are the various types and forms of tourism?
- What is the relationship between 'Leisure', 'Recreation' and 'Tourism'?
- Elaborate on the statement "Every traveller is not a tourist but every tourist is a traveller".

9.12 Exercise:

- Study and explore the tourism industry in your vicinity, list the various participants involved in the industry and try to prepare a profile of the tourism industry of your place on the given four elements.
- Visit a nearby tourist attraction and classify visitors after interviewing them.
- Interview your friends and relatives and classify them following the type and form of tourism.

Unit-10

Diversification of Tourism Industry From Traditional to Non-Traditional Resources

Structure:

10.0 Objectives

10.1 Introduction

10.2 Development of Tourism

10.3 Traditional Tourism Resources

10.4 Non-Traditional Resources

10.5 Paradigm Shift in Tourism Industry

10.7 Factors for Diversification of the Tourism Industry

10.7 Summary

10.0 Objectives:

After reading this unit, you will be able to:

- Discuss the traditional resources of tourism;
 - Discuss the non-traditional resources of tourism;
 - Explain the paradigm shift in tourism industry; and
 - Describe the factors responsible for the diversification of tourism resources.
-

10.1 Introduction:

Tourism enters the new millennium with the prospect of continued expression and greater importance in the world economy, facing many challenges. The significance of tourism has been recognized in both developed and developing countries. There is a widespread optimism that tourism might be a powerful and beneficial agent of economic and social changes. Indeed, tourism has stimulated employment and investment, modified land use and economic structure, and made a positive contribution to the balance of payment in many countries throughout the world. Above all tourism is not only growing in numbers (From 25 million in 1950 to 842 million in 2007) rather there has been noticed a considerable growth in the dimension of tourism as well. Tourism has gradually moved from the traditional resources towards the non-traditional resources. 'Diversification' is the buzz word in Tourism in the present scenario. Tourists' attention is shifting from established destinations such as sea beaches to emerging destinations. Tourism has become a multiple activity focused with integration of shopping and recreation, entertainment and education, culture and business. New travel patterns reflect changes in consumer behaviour, economic strength of source markets, new destinations and political realignments. There is a new tourism 'wave' arising from developing Asian economies with less travel constraints. The trend of short breaks is also increasing. There is also a trend toward high yield and extended vacations that are purpose driven by education, wellness or other forms of motivation. Leisure destinations are not providing a greater menu of activities to accommodate the increasingly wide range of interests desired by the individual consumer and the family. Destinations and products have

become weather independent whereas the markets have also become less weather dependent.

If we go through the annals of human behaviour it seems that travel was one of the oldest human activities. It existed even before the recorded history, when the man was roaming in search of food and shelter during pre-historic period. From the very earliest historical period, travel has fascinated mankind in various ways. Much of travel in the beginning was largely unconscious and rather a simple affair. Travel in the distant past was not a thing of pleasure as is the case now. The travellers of the ancient period were merchants, pilgrims, scholars who went across the world out curiosity exploration and exciting experiences. Trade and commerce was however sole motivating factor in the ancient past, which made people travel to distant lands in order to seek fortunes. Travel got a big boost with the opening of the trade routes as the travellers from distant lands started moving about in large numbers and visited many places for the business purposes. Thus opening of new trade routes provided market places to merchants and these trade relations matured into cultural relations and better understanding of each other's way of life. Various arts, culture and customs exchanged and science, technology, religious faiths also experienced influence of each other.

10.2 Development of Tourism:

The importance of tourism industry can well understand as it promotes national integration, builds better international understanding besides generating a vast employment opportunities. The economy of many countries like Singapore, Thailand and France etc. is solely based on tourism. One of the major characteristics of modern society is the emergence of phenomenon of travel and tourism on mass scale. Almost all inventions and innovations in the world have in some way contributed to the increased ability of people to travel. Today, people talk of visiting capitals and exotic places around the world almost as an everyday happened stance. Our world has become a world where countries and communities are in contact with each other. Today, tourism is at its peak. It is more highly developed than it has even been.

People have always traveled, but with the periods creation of amenities and facilities on highway's. But before this people were concerned with the daily task of living; their idea of a trip was to their neighbor's farm, or to the local town market. The transition from a rural society to an industrial one brought with it the tourism phenomenon. In fact, one characteristic of industrial and post-industrial society is the onset of leisure time associated with travel.

The first major change in modern history came with the Industrial Revolution. Modern machines and techniques brought people into the cities. As we moved to an urban society, changes in religious organizations and in rural kinship system led to the formation of recreational groups. Leisure pursuits became a new aspect of our society. There was a change from the concept that "the idle mind is the devil's workshop" to the realization that leisure is a human right if not a God-given one.

The use of computers in recent years has resulted in what we may call a second industrial revolution. Computers have not only increased our ability to work quickly and produce more, they have given us even more leisure time and better incomes with which to pursue other interests. Although attitudes towards our work ethic and our free time are changing, most people still feel that they must work hard and play hard; that their leisure pursuits, which may be healthy and restful, should also keep them busy.

10.3 Traditional Tourism Resources:

Let us now have a look at the traditional resources that were mainly responsible for tourist movement in the past.

These resources can be headed as:

Religious tourism is as old as "human civilization" is. It was during the Buddhist era that people began travelling to places associated with the life of Gautama Buddha. The travel of people to Monasteries and education centres like Nalanda University give shape to religious tourism. Religious tourism has a different mode, each community, ethnic group at the ground level different form each other. They have their own way of worship and rituals.

Religious activities are undertaken by pilgrims of different faiths and beliefs including Hindus, Muslims, Christians, Sikhs, Buddhists, Jains, and Jews. They visited quite a large number of religious places in search of solace, salvation and renunciation. Some of the places which were familiar among pilgrims of Hindu and Buddhists become the notable centers of mass visitors of modern India.

Pleasure and holiday

The Romans probably were the first pleasure travellers in the world. Travel became quite sophisticated by the time Christ was born. There are reasons to believe that pleasure travel also developed at the same time in China, India and Japan. The Romans used to travel up a hundred miles a day by using relays of horses, taken from rest posts five to six miles apart. They traveled to see the temples in the Mediterranean area and the Pyramids of Egypt. They also journeyed to medicinal baths, called “spas”, and seaside resorts. The Roman Empire had an excellent network of roads. Plutarch spoke of “globe trotters, who spent the best part of their lives in inns and boats.” Persons of means traveled in little (littiga) four-wheeled wagons or chariots. Others used carts or public coaches. Some Roman cargo ships carried a few passengers. Private vessels could be marvelously luxurious. The vessel that carried the beautiful queen Cleopatra to meet Mark Antony reportedly had billowing scarlet silk sails, silver tipped oars, decks draped with royal purple cloth. Holiday tourism was also on cards during ancient times but this was given a new shape in nineteenth century by Thomas Cook when he introduced the concept of ‘Organized Tour’.

Visiting friends and relatives:

This was one of the older concepts of tourism, in which people travel from one place to another to meet friends and relatives, for example to attend special ceremonies.

Sun, sand and sea

Travel in the past was mainly dependent on going to beaches, seaside resorts, or hill stations. Such resorts provided rest and relaxation to tourist from the daily chores of life. Such resorts also provided entertainment and recreational facilities, such as

health clubs, various sports, games for children, etc. Hence, they combined different activities at one place for providing a wholesome time to families.

Aboriginal sites

People in the past used to visit places especially concerned with their origin.

Quest to visit learning centre In ancient and medieval period people used to take trips to famous learning centres like Ashrams, institutions and centers disseminating knowledge and information for the betterment of human being.

Check Your Progress-I:

Answer the following question:

1. List out some the traditional tourism resources in India.

Check your answer with the one given at the end of the unit.

10.4 Non-Traditional Resources:

However, over time, a shift has been observed from traditional to non-traditional tourism resources, resulting in the diversification of tourism products. During the past decade, particularly in the new millennium, a number of dimensions have been added to the tourism product.

1. Alternative forms of tourism:

- Medical Tourism
- Health tourism
- Ecotourism
- Ethnic Tourism
- Rural/Farm/Village Tourism

- Golf Tourism
- Theme Parks Tourism
- Spiritual Tourism
- Adventure Tourism
- Camping Tourism

2. Business and MICE

Check Your Progress-II:

Answer the following question:

1. Highlight some non-traditional tourism forms preferred by tourists.

Check your answer with the one given at the end of the unit.

10.5 Paradigm Shift in Tourism Industry:

The following are major factors for paradigm shift in tourism industry:

• Diversification in Travel Pattern:

There is an evident change in the old and modern travel patterns. Earlier there was flow of tourists from east to west, now it is North-South flow. People now taking trips to within their region, which lead to end in the Atlantic dominance. This paradigm shift suggests the Asia-Pacific dominance. There is also a shift in duration of tour from long tour to short stay; reasons may be lack of time and development in transportation facilities. Now travel is considered as a free trade.

• Diversification in Destinations:

The travel has now changed from established tourism destinations to unexplored travel destinations. Emergence of China, African countries and India in global tourism map are the best examples of this shift in destination choice.

- **Diversification in Industry Nature:**

The nature of tourism industry has changed a lot. Earlier countries were concerned with number of visitors but now they are thinking of economic and social benefits of tourism. Earlier there was a lot of competition among countries but now they are opting for intelligent cooperation. Product was the major dominating factor in old tourism, which is now based on customer orientation.

- **Diversification in Products:**

Earlier, travel was limited to natural environments, and people were interested in a single activity, and the biggest constraint on tourism was seasonality. Now, the product has shifted to an artificial environment, and people are opting for multi-activity-based tours. Modern tourism is now has taken shape of all seasons tourism.

- **Diversification in Developer Control:**

The developers control over tourism has also changed with time. There was the time of political lobbying, which now changed to approvals via referendum. These days, developers are giving more importance to jobs and small businesses rather than focusing solely on the economic impacts of tourism. We have changed our focus from environment protection to environment improvement. Earlier tourist arrival was considered as cultural intrusion, where as it is now considered as a major force for heritage protection.

- **New Concern of Promoters:**

Present concern is now on developing franchise opportunities, meeting investors' needs through economic simulation. Tourism is now on top priority list of states' budget and other related stakeholders.

- **Change in Consumer Attitude:**

Tourist has also changed a lot. He is now a value conscious traveller, who is traveling for self-improvement through vivid experiences.

- **Shift in observing technologies:**

The observing technologies have also changed from simple print media to interactive media and maps has been replaced by GIS and GPS technology.

• Pragmatic Marketing Style:

This is one of the best thing happened to tourism. Now targeted customers are considered as data base rather than socio-economic groups. The place of one way communication has been taken by relationships through customer management techniques.

Check Your Progress - III:

Answer the following question:

1. Explain the paradigm shift in tourism industry?

Check your answer with the one given at the end of the unit.

10.6 Factors for Diversification of Tourism Industry:

The major factors for the tourism industry expansion can be listed as:

- Increased urbanisation
- Desire to escape from daily routine
- Growth of information and technology
- Growth of transport facilities leading to greater mobility and accessibility
- Increased disposable incomes
- Change in age-wise composition of tourists with the dominance of the 18-50 age group.
- Change in family set-up like late marriages, Prevalence of DINKs (Double Income No Kids), and emergence of nuclear families etc.

It would not be wrong to say that the above-listed factors and the diversification process of tourism are complementary. On the one hand, the demand for newer forms

of tourism arises from the above factors and people's readiness to experiment, and on the other hand, the initiators (developers) want to offer something unique and novel to prospective travellers. Therefore, in the present scenario, a prospective traveller has a variety of options for fun and recreation.

10.7 Summary:

Travel has existed since the beginning of time, when primitive man set out, often traversing great distances, in search of food and shelter, which provided him with clothing, food, and other necessities for his survival. Throughout history, people have travelled for trade, religious conviction, economic gain, war, migration, and other equally compelling motivations. In the Roman era, wealthy aristocrats and high government officials travelled for pleasure and recreation across Europe and Asia. Seaside resorts at Pompeii and Herculaneum afforded citizens the opportunity to escape to their vacation villas to avoid the summer heat of Rome. Travel, except during the Dark Ages, has continued to grow and, throughout recorded history, has played a vital role in the development of civilisations.

Tourism as we know it today is distinctly a twentieth-century phenomenon. Historians suggest that the advent of mass tourism began in England during the Industrial Revolution, with the rise of the middle class and the advent of relatively inexpensive transportation. The creation of the commercial airline industry following the Second World War and the subsequent development of jet aircraft in the 1950s signalled the rapid growth of international travel. This growth led to the development of tourism industry. Today, tourism has become a concern for many countries, as it not only provides new employment opportunities but also generates foreign exchange.

Tourism today has grown significantly in both economic and social front. The fastest-growing economic sector in most industrialised countries over the past several years has been services. One of the largest segments of the service industry, although largely unrecognized as an entity in some of these countries, is travel and tourism. Changes in people's lifestyles and the opening of the economy have contributed to

the growth of the tourism industry. With the advent of globalization travel barriers have been broken and there is flow of free trade. Tourists' attention is shifting from established destinations such as European countries to emerging destinations as Asia-Pacific countries. Tourism has become a multiple focused with integration of shopping and recreation, entertainment and education. New travel patterns reflect changes in consumer behaviour, economic strength of source markets, new destinations and political realignments. In modern tourism industry there is diversification from traditional tourism resources (Sun, sand, sea, religion, leisure, holiday etc.) to non-traditional resources like alternative tourism forms and business tourism.

10.8 Answers to Check Your Progress:

- I. Refer to section 7.4
- II. Refer to section 7.5
- III. Refer to section 7.7

10.9 Suggested Readings:

- **A.K. Bhatia**- Tourism Development – Principles and Practices
- **K.K Sharma**- Tourism and Development
- **P.C. Sinha**- Tourism, Transport and Travel Management
- **William C. Gartner**- Tourism Development – Principles, Processes and Policies

10.10 Review Questions:

1. What do you understand by traditional tourism resources?
2. List out some areas of diversification in the tourism industry?
3. What are the factors that change the nature and business style of tourism?
4. What are the various non-traditional tourism forms?
5. Identify some unexplored places in your vicinity, and how tourism can be developed at these places

Unit-11

Nature and Characteristics of Tourism Industry

Structure:

11.0 Objectives

11.1 Introduction

11.1.1 General Concepts of Tourism

11.2 Tourism: Definitions

11.2.1 Tourism Re-defined

11.2.2 Relationship between 'Leisure', 'Recreation', and 'Tourism'

11.3 Classification of Tourism

11.4 Elements of Tourism

11.5 Conceptual Discussions

11.6 Global Tourism Scenario

11.7 Future of Tourism Industry

11.8 Summary

11.0 Objectives:

After reading this unit, you will be able to:

- Explain the nature of tourism;
- Discuss the elements, classification of the tourism industry;
- Discuss the relationship among tourism, recreation and leisure;
- Describe the difference between travel and tourism; and
- Explain the trends and prospects of tourism.

11.1 Introduction:

Travel is one of the oldest activities. It existed even before recorded history, when men roamed in search of food and shelter. From the very earliest historical period, travel has fascinated mankind in various ways. Much of travel in the beginning was largely unconscious and rather a simple affair. Travel in the distant past was not a thing of pleasure as is now. The travellers of the past were merchants, pilgrims, scholars in search of ancient texts and even a curious wayfarer looking forward to new and exciting experiences. Trade and commerce, however, were the sole motivating factors in the ancient past, which made people travel to distant lands to seek fortunes. Travel got a big boost with the opening of trade routes, as travellers from distant lands began moving in large numbers and visiting many places for business. Thus, the opening of new trade routes provided markets for merchants, and these trade relations matured into cultural relations and a better understanding of each other's way of life. Various arts, cultures, and customs were exchanged, and science, technology, and religious faith also influenced one another. Today, we live in an advanced economic era. The only country having a sound economic status can enjoy freedom by all ways. The concept of developed and developing nations is nothing but an economic criteria depending upon the living standards of these countries. To get financial sound status all countries are making their efforts, during sound financial position many countries have started nearly blind race of industrialization, which raised a big problem of environmental pollution. So the need of such industry felt which could earn maximum foreign exchanges being least

pollutant. The quest ends with the promotion and development of tourism industry, which is the second largest industry of the world. The most significant characteristic of this industry is that it is least pollutant for which it is also called “Smokeless Industry”. The importance of this industry can well understand as it promotes national integration, builds better international understanding besides generating a vast employment opportunities. In fact, the whole economy of many countries like Singapore, Thailand and France etc. is solely based on tourism.

One of the major characteristics of modern times is the phenomenon of travel and tourism. Almost all inventions and innovations in the world have in some way contributed to the increased ability of people to travel. Today, people talk of visiting capitals and exotic places around the world almost as an everyday happenstance. It is seldom one goes to a party or social function without hearing people talking about far off places they have visited or intend to visit soon. Our world has become a world where countries and communities are in contact with each other. One major avenue through which this contact is made is tourism. Today, tourism is at its peak. It is more highly developed than it has even been. People have always travelled, but in the first few thousand years of human history only a select few could do so. Most people were concerned with the daily task of living; their idea of a trip was to their neighbor’s farm, or to the local town market. The transition from a rural society to an industrial one brought with it the tourism phenomenon. In fact, one characteristic of industrial and post-industrial society is the onset of leisure time associated with travel. The first major change in modern history came with the Industrial Revolution. Modern machines and techniques brought people into the cities. As we moved to an urban society, changes in religious organizations and in rural kinship system led to the formation of recreational groups. Leisure pursuits became a new aspect of our society. There was a change from the concept that “the idle mind is the devil’s workshop” to the realization that leisure is a human right if not a God-given one. Still, old habits die hard, and whether conscious or unconscious, many people still think of idleness as wrong. The use of computers in recent years has resulted in what we

may call a second industrial revolution. Computers have not only increased our ability to work quickly and produce more, but they have also given us even more leisure time and better incomes with which to pursue other interests. Although attitudes towards our work ethic and our free time are changing, most people still feel that they must work hard and play hard; that their leisure pursuits, which may be healthy and restful, should also keep them busy.

11.1.1 General Concepts of Tourism:

Krippendorf explored the identification of leisure as one of the major influences of an industrial society. He indicated that a man in an industrial society is concerned with three primary things: work, habitat, and leisure. The industrial society can be understood to have four subsystems that relate to these concerns: (1) its values, (2) its economy, (3) its government and (4) its environment or resources. In turn, each of these parts of society can be analysed further. Its values stress wealth and consumption. The economy can develop into super companies and a concentration of wealth. The environment can be treated as having either limited or infinite resources. Government's policies have direct influence on the lives of its people. According to Krippendorf's analysis, people travel so they can better endure their work and home life. Krippendorf documented a growing feeling among people that society is going through such profound changes that it will no longer be a society known for its work. He stated that the post-industrial society will be one that:

Should put the art and quality of life before the standard of living. Values such as freedom, participation, autonomy, and the desire for self-fulfillment are gaining priority in the hierarchy of needs. The professional careers, security, and salaries are losing importance. One begins to realize that man has an overabundance of money and possession, but that he does not have enough time. People are rediscovering the meaning of time. He concluded with the statement that, although the character of travel will change as society changes, tourism will contribute to the desire for a better life and help in building a better society.

The study of tourism has become very complex. To understand it better, it is necessary to consider the various points of view held by many participants in the field, including tourists, businesses, governments of tourist-generating countries (hereinafter referred to as tourist governments), host governments, and host communities.

Tourists: Tourists have a set of needs and wants that travel fulfils. These needs and wants depend upon the tourist's time, money, cultural background, and social characteristics. The needs and characteristics of tourists help determine the destinations and activities chosen.

Business: The opportunity to provide services and products that meet the needs and desires of tourists, whether to assist them with transportation or at the destination, is a market function, referred to as the tourist industry. The tourist industry is divided into its components of transportation, accommodations, shopping, and activities. All these components, from a duty-free store in an international airport to festivals, Super Bowls, hotels, or horse-drawn carriage rides, are highly organised.

Tourist Governments: Economically and politically, governments view tourism as a competitive export – money flows from their country or region to another. To some governments, particularly socialist nations, the flow of money is very important to their economy and stability, and must be carefully controlled.

Host Governments: Host governments benefit from tourism income, jobs, and tax revenues.

Host Communities: It is on the local community level that tourism has its greatest impact, both positive and negative. Tourists not only bring income, jobs, and cultural interaction, but they also bring environmental concerns.

While each of the five groups has a complex viewpoint that requires considerable effort to understand, their interactions increase the complexity of tourism, and together they make the world grow closer and more congenial.

The conceptual framework of tourism can be divided into 4 parts:

- Dynamic element
- Service element
- Functional element
- Consequential element

1. Dynamic Element- The Tourism Phenomenon

The tourism phenomenon is an extraordinary occurrence, which developed historically from an activity of the privileged few to a mass cultural lifestyle, accepted as a basic need of our modern world. It is characterized by constant change, producing personal, social, and physical benefits, that holds great promise for human growth and development in society.

2. Service Element- The Tourism System:

The tourism system is an open-ended arrangement of components, logically related or practically connected, that enable people to use tourism resources. These components produce results or opportunities that reflect tourists' characteristics and behaviour, otherwise known as the demand component. On the other side is the supply component, which includes the destination environment and tourism services. Connecting these two components of tourism is the linking component, which includes promotion, transportation/tour operations, distribution channels, and pricing strategies.

3. Functional Element- Tourism Management:

Tourism management is the art of accomplishing all the functions required to fulfil a goal, including, but not limited to, the major tasks required to operate and control the tourism system, which includes tourists, hosts, businesses, nonprofit organisations, and governments.

4. Consequential Element- Tourism Impacts:

The goal of the tourism system is to achieve outcomes that provide the best and most favourable balance of benefits and costs when all tourism components are combined. Throughout the process the essential elements of hospitality needs to be preserved and maintained in a cultural authentic manner as possible. Hospitality is defined as

the act, practice, or art of being friendly, kind, and socialites of guests, with appropriate concern for their health, comfort, security, and overall happiness. The exchange of cultural and human experience through tourism should be carried out in the most harmonious way, so that the needs of both the tourism and the host are met with equal care. When all involved in the tourism phenomenon “think globally and act locally in a responsible manner,” this optimum goal is achieved.

11.2 Tourism: Definitions:

A variety of definitions exist for what we call tourism. Thus, it is important to know exactly what we are talking about when we say “tourism” for several reasons. The development of attractions and facilities required increasingly large amounts of money. The decision to build or not depends on the number of potential users. Is there a large enough market to support such a project, be it a hotel, restaurant, or theme park? If we can arrive at a common definition of tourism, travel, and tourists, then we are better able to use the data to determine whether to build, where to advertise, and which destinations are growing or fading. In short, our business decisions will be better if made with a full understanding of what we are talking about.

Tourism is not just one industry; it gives rise to a variety of industries. Tourism is an activity engaged in by people who travel.

International Tourist

1. League of Nations: It is generally agreed that definitions of a tourist are unsatisfactory. According to the League of Nations in 1937, a “foreign tourist” is ‘any person visiting a country, other than that in which he usually resides for a period of at least 24 hours’.

The following individuals are considered tourists: persons travelling for pleasure, for family reasons, for health, etc.; persons travelling for meetings, or in representative capacity of any kind (scientific, administrative, diplomatic, religious, athletic, etc); persons travelling for business reasons; persons arriving in the course of a sea cruise,

even when they stay less than 24 hours (the latter should be regarded as a separate group, disregarding if necessary their usual place of residence).

The following individuals are not regarded as tourists: persons arriving, with or without a contract of work, to take up an occupation or engage in any business activity within that country; other persons arriving to establish a residence in that country; students and other persons in boarding establishments or schools; residents in a foreign zone and persons domiciled in one country and working in an adjoining country; travelers passing through a country without stopping, even if the journey takes more than 24 hours.

The definition of 'foreign tourist' was largely based on time spent in the country, with a requirement of more than 24 hours. Exceptions were made for those on a sea cruise. The motivations for travel as a tourist were rather broad. As long as people were not arriving to take up work or study, they were called 'tourists', whether their purpose was business or pleasure.

2. IUOTO: In 1950, the International Union of Official Travel Organizations (IUOTO), which later became the World Tourism Organisation, suggested two changes to the above definition. The organisation recommended that 'students and young persons in boarding establishments or schools' be regarded as tourists. It also suggested that excursionists and transit travellers not be considered tourists. The IUOTO believed that the term 'excursionist' should be given to someone travelling for pleasure in a country in which he or she normally does not reside a period of less than 24 hours as long as the person was not there to work. A "transit traveler" could actually be in the country longer than 24 hours. According to the IUOTO this term referred to "any person travelling a country even for a period of more than 24 hours, without stopping, or a person travelling a country during a period of less than 24 hours, provided that the stops made are of short duration and for other than tourism purposes.

3. United Nation's Rome Conference: In 1963 the United Nations Conference on International Travel and Tourism in Rome recommended a definition of the term

“visitor” to include any person who visits a country other than the one in which he or she lives for any purpose other than one which involves pay from the country being visited. Specifically, conference members noted that visits could be for the following reasons: (1) leisure, recreation, holiday, sport, health, study, religion; (2) business, family, friends, mission, meeting.

4. United Nations Department of Economic and Social Affairs: In 1978 the Department of Economic and Social Affairs of the U.N. published guidelines that included a definition of the term “international visitor.” The agency recognized that international visitors were those who visited a given country from abroad (what we might call inbound tourists) and those who went abroad on visits from a given country (outbound tourists). It indicated that the maximum period a person could spend in a country and still be called a visitor would be one year.

Source: Robert Christie Mill and Alastair M. Morrison, (1985), *The Tourism system: An Introductory Text*, Englewood Cliffs, N.J.: Prentice-Hall, p. 100.

Most countries at the national level accept the United Nations’ definition of visitors. The classification of travellers adopted by the World Tourism Organizations is shown in Figure 1.2. Briefly, an international tourist is someone who spends at least one night, but not more than one year, in a country other than his or her own. The tourist can be there for a variety of reasons but not for pay from the country being visited. A person who meets the above criteria but who does not stay overnight is called an excursionist.

Domestic Tourist:

World Tourism Organization: World Tourism Organization has also proposed a definition for “Domestic tourist” that is based on length of stay:

Any person residing within a country, irrespective of nationality, travelling to a place within this country other than his usual residence for a period of not less than 24 hours or one night for a purpose other than the exercise of a remunerated activity in the place visited. The motives for such travel may be: (1) leisure (recreation, holidays, health, studies, religion, sports) (2) business, family, mission, meeting.

A domestic excursionist is someone who meets the above definition but who does not stay overnight.

National Tourism Resources Review Commission: In 1973 the National Tourism Resources Review Commission published its landmark study of tourism in the United States. In it, the commission proposed that a domestic tourist was one who traveled away from home for at least 50 miles one way. The travel could be for any reason except commuting to work. The Canadian government specified that a tourist is one who travels at least 25 miles outside his or her community.

Definitions of Tourism:

Because of the complexity and importance of tourism in the world, there is a need to define it so as to better understand it. A definition would be the tourism is the sum of all the relationships arising from the interaction of tourists, businesses, tourist governments, and the host government and communities.

H. Robinson (1976) described a tourist as a person traveling for more than a day to any place other than where he normally lives. George Young (1973) utilizes a broader definition, saying that a tourist is someone who travels away from home. W. Hunziker defined tourism in 1942 as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity." In (1975), the department of Hotel, Catering and Tourism Management at the University of Surrey in England, adopted a broader view; "Tourism denotes the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations. Much of this movement is international in character and much of it is a leisure activity" (Hudman & Hawkins, 1989). A.J. Burkart and S. Medlik (1981) suggest both the journey and stay, outside the normal place of residence and work, if it is temporary, can be defined as tourism. All the different definitions of tourism are evidence of how complex this subject is. In 1937, the League of Nations realized the importance of collecting tourism data. It suggested that tourists be considered as those people traveling for a period of twenty-

four hours or more in a country other than the one in which they usually reside. The committee assigned to the task by the League of Nations regarded tourists as those traveling for pleasure, health and domestic reasons; those traveling to international meetings; those travelling for the purpose of business; and those arriving in a country by a sea cruise regardless of the length of stay, which was in many cases less than twenty-four hours.

People not regarded, as tourists are those entering a country to work, reside, or go to school. Also not considered tourists are people living near frontiers who work in an adjacent country, or travellers passing through a country without stopping. This was revised at a United Nations Conference on International Travel and Tourism in Rome in 1963 as follows: the term “visitor” describes any person visiting a country for any reason other than following an occupation enumerated within the country visited. Visitors were divided into two categories.

Tourists are temporally visitors staying over twenty-four hours in the country visited, whose journey is in one of the following categories; leisure, recreation, holiday, sport, health, study, religion, business, family, friends, mission, meetings.

- Excursionists include temporary visitors staying less than twenty-four hours in the country visited, including cruise passengers.
- This distinction between the two kinds of visitors is important, as excursionists require less planning for accommodations, but more with regard to transportation and shopping facilities.

In most cases the terms travel and tourism are used as synonyms, although some writers have tried to draw a fine line between the two. Douglas Frechtling former Director of the U.S. Travel Data Centre, uncomfortable with both terms, devised a definition for the term “traveller” as one who takes a trip of at least one hundred miles away from home and returns. The term tourism has become more popular for government agencies. Many states in the United States, the provinces and territories in Canada, as well as various countries, are using the term “tourism” in their agency titles. For example, there is the British Tourist Authority, the U.S. Travel and Tourism

Administration, the Tourism Industry Association of Canada, and the World Tourism Organization (WTO). The everyday use of “tourist” is usually associated with some sort of pleasure trip, while “traveler” usually has a broader meaning to include trips for both pleasure and business. All definitions have three common elements at either the domestic or international level. They are:

Movement between two or more places (origin and destination);

- Purpose; and
- Time (temporary).

Most organisations have established a minimum mileage between two places to qualify as tourism. Explanations of the word 'tourist' exclude certain types of trips. The U.S. Travel Data Centre excludes travel as part of an operational crew on public transportation, such as an aeroplane or train, the journey to work, and student travel to and from school. In general, most measurements and definitions exclude migrant workers and other temporary workers, students, and immigrants.

The time element, referring to the length of time a visitor spends in an area, is divided into two categories: less than 24 hours and at least 24 hours. The basic concept is that tourists or travellers will return to their original residence after visiting an area for the purpose of a defined trip.

11.2.1 Tourism Re-defined:

On 4 March 1993, the United Nations Statistical Commission adopted WTO's recommendations on tourism statistics. This endorsement represents a milestone for the tourism industry. Standard definitions and classifications provide decision makers with a common basis for accurately measuring the economic impact of tourism. Essentially, the WTO has taken the concept of 'tourism' beyond a stereotype image of 'holiday making'. The officially accepted definition in the report is:

“Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

The report distinguishes the following types of tourism:

- Domestic tourism, involving residents of a country visiting their own country.
- Inbound tourism, involving non-residents visiting a country other than their own.
- Outbound tourism, involving residents of a country visiting other countries.

These three basic forms of tourism can in turn be combined to derive the following categories of tourism:

- Internal tourism, which comprised domestic tourism and inbound tourism,
- National tourism, which comprises domestic tourism and outbound tourism.
- International tourism, which comprises inbound and outbound tourism.

Underlying the above conceptualization of tourism is the overall concept of 'Traveler' defined as "any person on a trip between two or more countries or between two or more localities within his/ her country of usual residence". All types of travellers engaged in tourism are described as 'visitors' – a term that constitutes the basic concept for the whole system of tourism statistics.

A 'Visitor' is defined as a person who travels to a country other than that in which he has his usual residence but outside his usual environment for a period not exceeding twelve months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited. Visitors are subdivided into two categories:

- Same-day visitors: Visitors who do not spend the night in a collective or private accommodation in the country visited.
- Tourists: Visitors who stay for at least one night in a collective or private accommodation in the country visited.

11.2.2 Relationship between 'Leisure', 'Recreation', and 'Tourism':

The words 'Leisure', 'Recreation' and 'Tourism' are often used to express similar meanings. What exactly is the relationship between these words? Leisure is the time left over after work, rest, sleep, and household chores. Leisure is the time when an individual can do what they like to refresh his/ her spirits. Recreation refers to a variety of activities a person can choose to refresh his/her spirit. It may include activities as diverse as playing golf, watching television, or travelling abroad.

Tourism, therefore, is simply one of these activities, which a person could undertake to refresh his/her spirit. It places tourism firmly within a person's spectrum of recreational activities.

Home-based activities - watching TV, reading, gardening, etc. Daily leisure - going to cinemas, theatre, restaurants or calling on friends. Weekend leisure - day trips, picnics, visiting nearby tourist attractions, weekend trips, etc. Tourism - temporary movement from: home and work, place to a place where you do not normally reside and engaging in activities available there Business travel

Source: Seth P.N. (1997), Successful Tourism Management, New Delhi: Sterling. P-16.

11.3 Classification of Tourism:

Tourism can be classified into six distinct categories according to the purpose of travel.

- **Recreational:** Recreational or leisure tourism takes a person away from the humdrum of everyday life. In this case, people spend their leisure time at the hills, sea beaches, etc.
- **Cultural:** Cultural tourism satisfies the cultural and intellectual curiosity and involves visits to ancient monuments, places of historical or religious importance, etc.
- **Sports/ Adventure:** Trips taken by people with a view to playing golf, skiing in the mountains or hiking fall within this category.
- **Health:** Under this category, people travel for medical treatment or to places with curative properties, such as hot springs, spas, and yoga.
- **Convention Tourism:** It is becoming an increasingly important component of travel. People travel within a country or overseas to attend conventions relating to their business, profession or interest.
- **Incentive Tourism:** Major companies offer Holiday trips as incentives to dealers and salesmen who achieve high targets in sales. This is a new and expanding

phenomenon in tourism. These are instead of cash incentives or gifts. Today, incentive tourism is a \$ 3 billion business in the USA alone (Seth, 1997).

11.4 Elements of Tourism:

Tourism is an amalgamation of diverse elements, all of which are essential for providing a memorable, enriching experience to the final consumer, i.e., the tourist.

The 5 such basic components/elements are as follows:-

1. Accessibility: The accessibility of a destination from the point of origin of a tourist is called accessibility. In other words, accessibility implies connecting one place to another by a mode of transport. It is a means for a tourist to reach the area where attractions are located. If the tourist attractions are located in places where no means of transport can reach, or where transport facilities are inadequate, the place becomes of little value. A place can be accessible via an easy, convenient mode of transportation.

Broadly speaking, there are 4 modes of transportation:-

- Air
- Land
- Water
- Rail

These modes of transport can be used for both internal and external transportation.

External Transportation means moving from the point of origin to the final destination. e.g., A tourist leaving from Delhi to Singapore by air, or moving from Delhi to Goa as a final destination by air, road, or rail, shall be called External transportation.

Internal Transportation means travelling within a destination. e.g. Using any mode of transport for sightseeing in Singapore or Goa, transfers from the airport to the hotel, and excursions.

2. **Accommodation:** A provision for stay overnight provided to the tourists is known as accommodation. It includes all types of lodging units, viz., hotels, Motels, resorts, guesthouses, and camping sites.
3. **Attractions:** Attractions of a particular destination make the prime reason for leisure travel for any tourist. Had there been no place of interest at a destination, tourists would never visit that place. Attractions can be natural or man-made. e.g., Dal Lake in Srinagar is an example of a Natural attraction, whereas the Taj Mahal in Agra is an example of a man-made attraction.
4. **Activities:** Anything that a tourist indulges himself into, at the destination is called an activity. e.g. Boating, adventure sports, fishing, swimming etc. Activities rejuvenate a tourist and add spice to his overall experience.
5. **Amenities:** Services/facilities which enable a visitor to enjoy various attractions/activities at the destination and which draw him to that place and for the use of which he normally has to pay. Facilities are elements of the tourist product that are necessary to the tourist centre. The facilities complement the attractions.

These include:

- Accommodation,
- Various types of entertainments
- Picnic sites & recreation
- Rafting or surfing equipment, fishing nets and rods, Spa, sauna, Jacuzzi in the hotel, etc.

11.5 Conceptual Discussions:

Travel versus Tourism:

To a layman, the terms Travel and Tourism may appear to be synonymous, but in reality, it is not so. Travel means going from one place to another, whereas tourism is travelling with a determined motive. Tourism is a core activity that involves other activities such as travel (transport), accommodation (hotels), and local sightseeing tours. "Every traveller is not a tourist, but every tourist is a traveller". This statement

shows that tourism comprises of all kind of travel whereas travel is just one part of the multifarious tourism Industry. Tourism comprises of all those industries which directly or indirectly help a tourist in fulfilling his demands at a destination. Therefore, travel of any form is it air, land or water, in simple words is a displacement or movement of a person from one place to another for business, leisure or holiday purpose. This displacement will get converted into tourism only when the tourist stays overnight at the destination travelled and thus adds to the economy of that place directly or indirectly.

For instance, if a person starts his journey from Chandigarh to visit Shimla and his mode of transport is surface, and then his entire journey from his point of origin (Chandigarh) would be considered as travel. However, tourism is a broader concept than travel. All the activities of that person right from the time he leaves his place of residence from Chandigarh to visit Shimla, his stay at the latter for more than 24 hours, the sightseeing he undertakes there and various other interrelated pursuits he indulges in, at the destination till the time he comes back to Chandigarh, would be called as Tourism. Further, travel broadens horizons, opens minds, and clears prejudices. Tourism provides employment benefits in backward areas and helps make better roads, water, power, and communication available to more people, raising living standards.

11.6 Global Tourism Scenario:

Travel & Tourism is the world's largest industry and creator of jobs across national and regional economies. Tourism ranks in the top five export categories for 83 per cent of countries, notably in Europe, the Middle East and the Americas, and is the leading source of foreign exchange in at least one in three developing countries. Countries with the highest ratios of tourism receipts to GNP are typically small island nations. Although much of the gross tourism receipts (i.e., 50-70 per cent) "leak" out of these countries to pay for imported tourism inputs, the ratio of net receipts to GNP remains much higher than for larger countries. The fact remains that Tourism is not just one industry; it is many industries in one. Worldwide travel and tourism create

a new job every 10 seconds. Out of every nine persons, one person earns a living from tourism, one out of every ten inhabitants of this planet is a tourist and thus, the predictions say that Travel is expected to grow 50 percent faster than any other sector of world employment.

WTTC (World Travel and Tourism Corporation) Research Shows that between 2001 and 2011:

- World Travel & Tourism is expected to generate US\$6,201.5 billion of economic activity
- Total tourism demand shall be around US\$10,678.5 billion by 2015.
- Travel & Tourism Demand is expected to grow by 5.4% in 2008 and by 4.6% per annum, in real terms, between 2008 and 2015.
- Global Gross Domestic Product will increase from 10.7 per cent to 11 per cent;
- Global employment contribution will increase from 207.1 million to 260.4 million or 9 per cent of total global employment.
- The global value of tourism-related exports will increase from US\$ 1,063.8 billion to US\$ 2,538.3 billion or 12.8 per cent of global export value; and
- Global capital investment in tourism will increase from US\$ 657.7 billion to US\$ 1,434 billion or 9.3 per cent of global investment.

World Tourism Growth in 2007:

The year 2007 has started on a higher-than-expected note for global tourism. From January through April, international tourist arrivals worldwide rose by over 6% to 252 million, representing an additional 15 million arrivals as against the same period in 2006, according to the latest UNWTO World Tourism Barometer.

Asia and the Pacific (+9%) achieved the strongest growth, followed by Africa (+8%), the Middle East (+8%) and Europe (+6%). Although arrivals to the Americas (+4%), showed the slowest growth rate among the world regions during the first four months of 2007, this performance is nevertheless very positive as the region doubled the 2007 forecast growth (+2%).

Drivers of Tourism Growth:

Continuing world prosperity has clearly been a main driver. Emerging markets and developing economies in general, and especially those of Asia, maintained their extraordinary strength. Meanwhile, in continental Europe, and in Germany in particular, economic growth has picked up encouragingly. With increasing disposable income and factors such as the continued development of low cost airlines making travel available for larger shares of population, international tourism seems on track for another year of above average growth.

Regional Outcome:

Although Europe (+6%) is the world's most visited and most mature destination region, its arrivals growth rates in 2005 and 2006 were not far short of the worldwide average. And growth continued even more strongly through the first four months of 2007 supported by the sustained boom in the world economy – a boom in which Europe is now sharing more emphatically, with notably higher rates of GDP growth in the Euro zone.

Asia and the Pacific (+9%) stands out as the best performing region in the world in the first four months of 2007, confirming its role as one of the motors of international tourism expansion. The highest increase in arrivals was recorded by South Asia (+12%), while South-East Asia and North-East Asia (both at +9%) sustained the healthy growth of 2006. Only Oceania (+2%), bucked the strong growth trend.

The Americas (+4%) started 2007 by doubling last year's overall results. The region benefited from star performers Central America (+7%) and South America (+9%), and particularly of those of North America (+4%), already far ahead of last year's 1% growth. This trend was not, however, widespread. The Caribbean (-2%) has been the only sub-region in the world to record a decline over the first four months of 2007, reflecting the impact of decreased arrivals from the USA in many of its destinations. Preliminary results for the first four months of 2007 point to a stronger than expected increase in international tourist arrivals in the Middle East (+8% as against +6% for

2006), as destinations such as Egypt (+14%) posted extraordinary growth rates. Nevertheless this trend might still vary as available data is still limited.

Africa's continued its strong growth (+8%), though at a slightly lower rate than in 2006 overall when it reached +10%. Short-term prospects for the continent look very bullish. Particularly in Sub-Saharan Africa there is growing optimism, with increasing emphasis on human resources and product development to help tourism better contribute to poverty alleviation.

Outlook:

Confidence in tourism's prospects as measured through the survey among UNWTO's Panel of Tourism Experts is higher than it has been since September 2004 - a year of peak growth. With economic growth expected at almost 5% for 2007 and again for 2008, which would be the fifth consecutive year of growth above the long-term average, increased economic prosperity is certainly one of the main reasons behind such high level of confidence. Both Europe and North America are approaching their high season, which goes some way to explaining also part of this optimism. Given the current European and world economic prospects, not to mention consumers' enthusiasm for travel, there is no reason to expect a radical slowdown in the growth of international tourism to European destinations in the next few months. The Caribbean and parts of North America are, not surprisingly, anxious about the 2007 hurricane season as well as about the uncertainty of the developments in the Western Hemisphere Travel Initiative (WHTI). In Asia and the Pacific, the outlook for the next four months looks promising. Short-term prospects for Africa look also bullish, while in the Middle East they vary sharply across the region. Nevertheless, though the Middle East is under significant tension, the region has shown high resilience so far as proven by the good results achieved during 2006 and the first months of 2007 by destinations such as Egypt, Jordan or the Gulf countries.

Present Trends in Global and Indian Tourism Industry

- With increased technology the coming years the world would witness the emergence of fast transportation system all around the world.

- The modern information technology has led to the creation of more demand for tourism.
- The market for budget hotels has continued to expand during the last decade.
- Special Interest Tourism is growing at a fast pace. Activities like Visiting Theme Parks, Adventure Tourism, and Casinos are attracting more and more tourists.
- In order to attract repeat visitors, hotel industry is extending special emphasis on personal attention to their customers.
- Short break are becoming an increasing feature of modern lifestyles as travellers opt to take many more trips of shorter length. Increased frequency of transportation and its network is making it easy for people to reach far away destinations much faster.
- One of the major changes that are occurring in world tourism market is increasing size of mature travellers. The Baby Boom generation (Babies born post World War -II) will retire and will lead to the development of Ethnic, cultural and heritage tourism. On the same pattern senior citizens are also taking more and more trips.
- Environmental Issues are becoming more important for lodging properties and more green hotels are coming up. In green hotels guests saves millions of gallons of water and prevent the release of tons of detergents.
- With environmentalism becoming more important to more people, the size of ecotourist segment is increasing dramatically. A survey shows that 34 million Americans took a nature-based trip during their last vacation or plans to do so on an upcoming vacation.
- The early years of this millennium are marked by major social and economic shifts that have changed the way customer behave. Stimulated by increased knowledge, information and buying power, these shifts are creating aspirations or better life styles.

- One of the newest trends happening in global tourism is Single Holiday Tourists. As compared to Group Travel, people prefer to travel as single. Travel by Single Women travellers to India is increasing by 6 to 8 percent every year.
- With the increasing number of visitors to a common destination, managing visitors' requirements are becoming difficult for service organizations in the near future. Resulting in increased number of mergers, acquisitions, alliances and cooperative agreements.
- The participation of Non-Governmental Organizations in heritage conservation and preservation of heritage properties is increasing throughout world.
- To tap domestic as well international health tourism market, hotel properties will develop or convert their hotels into spa resorts on the Ayurvedic and other rejuvenating concepts.
- In India foreign hotel chains are thriving on the concept of franchising. All international players are scouting for properties in India.
- Internationally branded hotels are coming to India. The country has caught the fancy of leading international groups.
- Business travel accounts for about 12 per cent of the global travel industry's share. According to industry estimates, the Indian business travel industry will touch 1 billion by 2010.
- On the pattern of Singapore, several amusement and theme parks are coming up around metro towns across India.
- To develop tourism, Golf has been identified as a thrust area, and the Indian Department of Tourism is working with major courses to attract potential golf tourists.

11.7 Future of Tourism Industry:

Tourism is a trillion-dollar industry worldwide and is still growing. It employs more people than any other industrial sector and, in a world made smaller by a travel-

conscious society, it makes a vital contribution to the economy of virtually every country on the globe. The future of tourism sector depends on protection of the earth's natural and cultural environments. Consequently, with proper planning, tourism can be an effective protector of the environment. WTO forecasts that international tourism will double by 2010, to nearly 1 billion arrivals. While this rapid growth will provide many opportunities for prosperity, it will also put a tremendous strain on tourism destinations: on beaches and mountain resorts; on small islands; on historic city centers; and on picturesque villages. It is in self-interest to actively prevent the deterioration of these resources.

The WTO's Tourism 2020 Vision forecasts that international arrivals will reach over 1.56 billion by 2020. Of these worldwide arrivals in 2020, 1.2 billion will be interregional and 0.4 billion will be long-haul travellers. The total tourist arrivals by region shows that by 2020, the top three receiving regions will be Europe (717 million tourists), East Asia and the Pacific (397 million), and the Americas (282 million), followed by Africa, the Middle East, and South Asia.

East Asia and the Pacific, South Asia, the Middle East, and Africa are forecast to record growth rates of over 5 per cent per year, compared to the world average of 4.1 per cent. The more mature regions of Europe and the Americas are anticipated to show lower-than-average growth rates. Europe will maintain the highest share of world arrivals, although it will decline from 60 per cent in 1995 to 46 per cent in 2020.

11.8 Summary:

The travel and tourism industry is fascinating with its aura of international glamour, excitement, and romance. Because it is global in scope, it must respond to many different social, political, economic, and legal environments. Travel is also a business, and as a business it demands from its personnel, specific skills and a sophisticated knowledge of the world. Like any business the travel and tourism industry must match its offering to prospective buyers. This economic activity, providing services to tourists, encompasses a wide range. Putting it other way round, Tourism means the practice of touring or traveling for pleasure or recreation and the guidance or

management of tourists as a business. It is the sum total of the Activities of Persons travelling to and Staying in a Place outside their usual Environment for more than 24 hours and less than 01 consecutive Year for Leisure, Business, and other Purposes, called tourism. Thus one can say that: “Tourism is a Dialogue between Imagination and Destination”.

11.9 Answers to Check Your Progress:

Check Your Progress – II

1. True
2. True
3. False
4. False
5. True

11.10 Suggested Readings:

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11.11 Review Questions:

- What is Krippendorf's analysis regarding travel and tourism?
- How can we divide the conceptual framework of tourism?
- What are the various elements in tourism?
- List various definitions of tourism.
- What are the various classifications of travellers?
- What is the difference between 'visitor', 'traveller' and 'tourist'?
- What are the various types and forms of tourism?
- What is the relationship between 'Leisure', 'Recreation' and 'Tourism'?
- Elaborate on the statement "Every traveller is not a tourist, but every tourist is a traveller".

11.12 Exercise:

1. Study and explore the tourism industry in your vicinity, and list the various participants involved in the industry and try to prepare a profile of the tourism industry of your place on the given four elements.
2. Visit a nearby tourist attraction in your vicinity and prepare a classification of visitors after interviewing them.
3. Interview your friends and relatives and classify them in accordance to type and form of tourism

Unit-12

Tourism Industry-Dynamic and Static Nature

Structure:

12.0 Objectives

12.1 Introduction

12.2 Dynamic and Static Nature of the Tourism Industry

12.2.1 Tourist Attraction

12.2.2 Other Dynamic Commercial Sectors

12.3 Economic and Operating Characteristics of the Tourism Industry

12.3.1 Economic Characteristics

12.3.2 Operating Characteristics

12.4 Summary

12.0 Objectives:

After reading this unit, you will be able to:

- Discuss the critical components involved in the tourism industry (both static and dynamic nature), and appreciate the role of the individual sectors (dynamic nature) in tourism as a whole.
- Explain the main economic and operating characteristics of the accommodation sector, transport for tourism, travel distribution and attractions and others.

12.1 Introduction:

The tourism industry has been duly acknowledged as a prominent and sophisticated industry worldwide in the present century. The phenomenon and the scope of its direct and indirect participants remain unclear and need to be defined, as tourist statistics from many countries do not adhere to the definition of tourism at the time of data collection and estimation. This has raised significant doubts about including tourism as a discrete industry in their countries. There is no synergy between the definition of tourism and the data collection. This should not come as a surprise, since tourism is not an industry to begin with; instead, it is an amalgam of diverse industries or sectors that directly or indirectly cater to the needs of tourists. This diversity has proved the biggest stumbling block in the tourism industry's battle over the past few years to legitimate itself in the eyes of the general public and governments (central, state and local). Factors such as the diversity and geographical spread of the tourism product and the competing interests among tourism sectors are the main reasons for this constant struggle for recognition.

Tourism is a subjective experience and a combination of products and services - not a single product at all. It is a multifaceted phenomenon. Tourism products, like all services, are intangible in nature. They cannot be seen, touched, felt, or sampled before purchase. The selling of tourism is the selling of images. The tourism product is not homogeneous; it is heterogeneous.

Moreover, services cannot be standardised. External factors can also affect the tourist experience. Tourism products are perishable. An unsold hotel room, an aircraft seat, and a vacant Opera House concert seat are losses of revenue forever. They cannot be stored for later use, unlike most tangible products. This leads to some of the major problems confronting tourism operators: namely, demand fluctuations, seasonality, etc. Tourism is perhaps the most vulnerable industry to seasonal fluctuations in demand. Demand fluctuations can be unexpected; they sometimes occur due to natural disasters and man-made events such as riots, wars, and strikes. Acts of God include adverse climate conditions and natural disasters. Acts of Man include strikes and international events (War on Iraq) and murders (murders of tourists in Bali, Indonesia). Hence, the prevalence of discounting in services can minimise losses to the tourism industry.

The economic impacts of tourism are indeed remarkable. An ideal tourist destination with unique attractions is progressing rapidly, mainly owing to economic factors. Many types of investment occur at the destination, including foreign direct investment (FDI). The destination planners and developers also take a keen interest in the tourist place owing to its revenue prospects. The investors are enticed to set up large, medium and small-scale enterprises. Projects like entertainment parks (amusement and theme parks), travel agencies and tour operator companies, event management firms, and hotels (including heritage hotels) are established with the required licenses, sanctions, subsidies, concessions, etc. The public-private partnership system is very much in vogue in many states and is considered to encourage private investment in the tourism sector. The entrepreneurs are given government land on lease to set up projects on a BOOT (Build, Operate, Own, and Transfer) basis. It is a fact that the economics of tourism is a driving force for both public and private sector activities in a destination.

12.2 Dynamic and Static Nature of the Tourism Industry:

12.2.1 Tourist Attraction:

A tourist attraction is a place of interest that attracts tourists. Some examples include historical places, monuments, zoos, museums and art galleries, botanical gardens, buildings and structures (e.g., castles, libraries, former prisons, skyscrapers, bridges), national parks and forests, theme parks and carnivals, ethnic enclave communities, historic trains and cultural events. Many tourist attractions are also landmarks. Attractions can be discussed from two different angles. First, attractions may be either site- or event-based. Site attractions are permanent, while event attractions are temporary and often mounted to increase the number of tourists to a particular destination. A destination should always have some dynamic augmentation of its core static attraction to attract more tourists and sustain the tourist flow. Both the static and dynamic nature of tourist attractions are mentioned below.

- **Static Nature:** The structure and locations of attraction can be termed as a static aspect of tourism attraction. The spatial location and facilities at the attraction point are static, since they do not change over time. Attractions can be classified in several ways, as shown in Figure 1.
- **Cultural Attraction:** Culture can be defined as a set of behaviours, arts, beliefs and institutions of a population that are passed down from generation to generation. Culture can be called as the way of life for an entire society. Tangible and intangible features of culture include codes of manners, dress, language, religion, rituals, norms of behaviour such as law and morality, systems of belief, and the arts and gastronomy.

Culture, when discussed as a tourist attraction, can be described as the manifestation in the form of music, literature, architecture, painting and sculpture, cuisine, theatre and film, museums, handicraft and handicraft manufacturing sites, technology, art, science, as well as moral systems.

Culture, however, is confined to the way of life of people belonging to same region, locality, or country. These are the beliefs, traditions, and other manifestations that

people inherit from their ancestors. Culture as part of tourist attraction; include built structures and human activities, which are resources from a tourism perspective.

- **Natural Attraction:** Nature acts like a pull factor for tourists. Different natural features, such as landscapes, national parks, wildlife sanctuaries, biosphere reserves, climate, flora and fauna, and coastlines and islands, are motivators for tourists to visit destinations with these unique features. The natural attraction can be divided into physical (climate and landscape) and biological (flora and fauna) aspects. These are the basic or core attraction on which service-providers supplement with additional benefits.
- **Dynamic Nature of Attraction:** In delivering the same core attraction to the tourists, managers take different course of action in terms of value added services, off-season festival of arts or discounted package. Destinations can be either nodal or linear in character. A nodal destination is one in which the attractions of the area are closely grouped geographically making them ideal for packaging by tour operators. Linear tourism, on the other hand, is characterised by attractions spread over a wide geographical area without any specific focus. Thus, nodal attractions are static, as they are the core attractions at a given place, whereas linear attractions depend heavily on the tour operator's decision in choosing places for the itinerary. While some nodal tourist attractions provide visitors with a memorable experience at a reasonable admission charge or even for free, others tend to overprice their goods and services (such as admission, food, and souvenirs) to profit from tourists by offering a package. Thus, nodal attractions are often augmented with additional value-added services like accommodation, food, and entertainment, thereby becoming dynamic characteristics of tourist attractions.

Further attractions, which are event-based rather than site-based, are not permanent but rather temporary. However, the absence of either site- or event-based attraction is practically impossible. Every site-based attraction has some augmentation, as discussed earlier. Similarly, event, recreation, and entertainment activities have some

site-specific features. For recreational activities like sightseeing, golf, swimming, tennis, and hiking, facilities are typically available at fixed locations, which may not always be created manually. Entertainment attractions like theme parks, amusement parks, casinos, cinemas, shopping facilities, performing arts centres, and sports complexes, though man-made, are not movable from one place to another or are sometimes insensitive to individual demand. Events like mega events, community events, sports events, festivals, and trade events also depend on minimal infrastructure and are thus not dynamic.

12.2.2 Other Dynamic Commercial Sectors:

The main direct commercial sectors under the tourism umbrella are accommodation, transport carriers, attractions, tour operators & wholesalers, promotions & distribution, and retail services.

- **Travel Agency/Tour Operators/ Wholesalers:** The definitions of these individual intermediaries don't come under the purview of this chapter. However, these intermediaries sell travel-related products and services, particularly package tours, to end-user customers on behalf of third-party travel suppliers, such as airlines, hotels, and cruise lines.

Unlike other retail businesses, they do not keep a stock in hand. A package holiday or a ticket is not purchased from a supplier unless a customer requests that purchase. The holiday or ticket is supplied to them at a discount. The profit is therefore the difference between the advertised price, which the customer pays, and the discounted price at which it is supplied to the agent. Thus the services of these intermediaries are dynamic and very sensible to the individual demands.

- **Accommodation:** Accommodation sector comprises widely different forms of sleeping and hospitality facilities, which can be conveniently categorized as commercial, and Non/quasi commercial sectors. Both commercial sectors and non-commercial accommodation units can be classified on the basis of serviced and self-catering establishments. Generally hotels are the most significant and

widely recognized form of overnight accommodation. However, distinguishing hotels from other forms of accommodation units may be challenging. In India, hotels, as per the tourism policy of the Government of India, are establishments other than holiday homes and paying guesthouses that provide accommodation and hospitality facilities at a quoted tariff to visitors. At present there are about 100,000 hotel rooms in 1,800 hotels across the country as registered till 2004. Though the building of a hotel is static, the services provided to them are flexible. The price decides the types of rooms and room services. Further, the service and price vary from season to season based on demands. Seasonal discounts are standard marketing tools for hoteliers to increase off-season sales. Thus, as part of the overall tourist experience, the role of hotels in the industry becomes dynamic. Hotels aim to standardise their room and service delivery as efficiently as possible through staff training and quality control procedures, but the human element complicates the equation. As most services require interaction between the producer and consumer, each with their own set of expectations, it is highly unlikely that any product can ever be perceived equally by all customers.

- **Tourist Destination:** A tourist destination can be defined as a particular resort or town, a region within a country, the whole of a country or even a region in the globe consisting of many countries or any other area, which is dependent to a significant extent on the revenues accruing from tourism. This significance level may vary from country to country as a policy decision. The destination may contain one or more attractions, and possibly some tourist traps, otherwise known as family-oriented tourist attractions, which are establishments or sets of establishments created to attract travellers or tourists and provide products for tourists to purchase. Sometimes destinations are highly precise, as in the case of a resort hotel, which provides a range of on-site leisure facilities. In these cases tourists simply visit the hotel to avail the facilities these hotels provide. Hence the entire stay is spent in enjoying these facilities alone. Thus these tourist traps have tailor made services suiting the requirement of individual tourist.

- **Destinations are of two kinds:** they may either be natural or constructed. Natural attractions are the mainsprings that drive many people to travel. The great national parks of USA, India, Canada, Africa, Japan and Australia are examples of it. Most of the destinations are maintained to some extent, whether they are natural or constructed. So the distinction between the two lies in the degree of human involvement in augmentation of the core attraction. A constructed destination can be cultural attractions like historical sites, architectural sites, monuments industrial sites and entertainment attractions like theme parks, amusement parks, casinos, cinemas, shopping facilities, performing arts centers and sport complexes etc. where the core attraction is human, its culture or its built constructions. Thus, in natural destinations there is a greater degree of static features involved where as in case of manmade destinations dynamic features are predominant.
- **Tourist Transport:** A tourist Transport system can include various specific transport options for tourist activities to drive and promote alternative modes. These can include:
 - Shuttle Services
 - Taxi Service
 - Cycling and Walking
 - Parking Management
 - Traffic Calming, Speed Reductions
 - Access Management
 - Vehicle Restrictions.
 - Marketing to encourage visitors to arrive without a car
 - Commute Trip Reduction programs for staff
 - Freight Management to minimize truck traffic
 - Aviation Transport Management
 - Transportation Access Guides, which provide concise
 - Directions to reach destinations by alternative modes
 - Equipment Rentals (Bikes, Scooters, Skies, etc.)

Tourist Transport Management involves improving transportation options for recreational travel and reducing automobile traffic in the destinations. Tourist travel has predictable patterns and needs, and often occurs in areas with unique environmental and social features that are particularly sensitive to degradation from excessive automobile traffic. Tourist Transport Management can preserve the amenities that attract visitors to an area, whether an historic city centre or a pristine natural environment.

Traffic to resort areas often peaks at particular seasons and times of the week. Visitors have specific mobility needs (e.g., travel between transport terminals, accommodations, restaurants, shops, and tourist attractions) and baggage requirements (e.g., skis, surfboards, gifts to carry home). Tourist Transport Management must take these travel patterns and needs into account. Unlike conventional modes of transportation, tourist transport needs to address various dynamic features, such as visitors' mobility needs, baggage requirements, and environmental demands.

- **Food Services:**

The food service industry consists of restaurants, travel food service, vending, and contact institutional food service. Local restaurants include establishments such as fast-food units, coffee shops, speciality restaurants, family restaurants, cafeterias, and full-service restaurants with carefully orchestrated atmospheres. Travel food service consists of food operations in hotels and motels, roadside service for automobile travellers, and all food service on aeroplanes, trains, and ships. Institutional food service in companies, hospitals, nursing homes and so on is not considered part of tourism industry.

The same food outlet doesn't provide same quality of food to all visitors who dine there. The service depends on the price, time, and more, over the customer's taste. The menu too ranges from continental, Indian or any regional basis.

Check your answer with the one given at the end of the unit.

12.3 Economic and Operating Characteristics of Tourism Industry:

Lately, tourism has matured into a significant industry. As an economic activity, it has many positive and negative effects on the economy and society due to its pervasiveness. Further, as a separate industry, it is spread across the country. Its economic and operating characteristics are described as follows.

- Operating Sectors of the Tourism Industry
- Events sector
- Attractions Sector
- Entertainment sector
- Adventure and Outdoor Recreation
- Transportation sector
- Tourism Services
- Food services
- Travel trade sector
- Accommodation sector

12.3.1 Economic Characteristics:

Tourism is basically an economic activity with socio-cultural implications. All countries formulate policy as a tool for economic development.

- **General Economic Conditions and Tourism Industry**

This can be seen in the recent performance of the tourism industry in our country. There could be several reasons for the buoyancy in the Indian tourism industry. First, the upward trend in the growth rate of the Indian economy has raised middle-class incomes, prompting more people to spend money on vacations abroad or at home. Also, India is booming in the information technology industry and has become a major IT hub. The government's aggressive 'Incredible India' advertising campaign has also contributed to changing India's image from that of a land of snake charmers and sparking new interest among overseas travellers.

- **Tourism Contribution to the Economy:**

It is not hidden that tourism is among essential export industries in India as well as in the world. Even with comparatively low levels of international tourist traffic in India, tourism has already emerged as an essential segment of the Indian economy. Tourism also contributed to the economy indirectly through its linkages with other sectors like horticulture, agriculture, poultry, handicrafts and construction. Foreign exchange earnings from tourism during 2003-04 were US \$ 3,533 million (Rs 16,429 crore). Besides being an important foreign exchange earner, the tourism industry also provides employment to millions of people in India, both directly and indirectly (through its linkages with other sectors of the economy). It is estimated that total direct employment in the tourism sector is around 20 million. Tourism contributes directly to the state exchequer through various taxes, including excise tax, entertainment tax, sales tax, income tax, Airport tax, corporate tax, and VAT. In addition, tourism helps in the development of infrastructure through private and public participation, which would otherwise have been solely a government purview.

- **Regional Development:**

Natural tourist destinations are usually located in economically backward regions in the early stages of their development. Subsequently, economic activities infused through the tourism industry offer an ideal platform for less developed and economically backward areas. Thus, tourism can help in the balanced development of the country.

- **Employment Benefits:**

Employment in the tourism industry can be viewed from three angles. Direct employment arises from the need for direct service to tourists. Indirect employment arises from the sectoral demand of tourism industry on the other sectors. Induced employment is the additional demand for manpower to meet the needs of the overall economy.

- **Problem of over-consumption:**

Tourism must be one of the few industries in which too many customers can be detrimental. This can apply to the social and environmental impact on local communities. There is some consensus that crude numbers are not a good indicator of tourism's contribution to a local economy. The more tourists visit to a particular place, the more expensive the infrastructure has to be provided for them. That, in effect, may dampen the serenity and sublimity of the environment after a certain point in the destination life cycle. The argument can be replicated in other areas of hotels and resorts.

- **Tourism and profitability:**

An irony of the hype surrounding tourism is that many sectors under its umbrella report poor profits. Travel agencies, hotels, tour operators and taxi operators have long been complaining about the low returns. Further, after the internet revolution and airlines' reduced or reluctant commission payments to agencies, many agencies have gone out of business. The tourism industry has not yet tackled the three issues that most affect profitability. These are: first, higher building costs, so the capital outlay per room or bed is much higher; second, hotel and resort operating costs are too high; third, hotels and resorts have very seasonal, highly unpredictable occupancies and cash flows.

- **Shift in Seller's market to buyer's market:**

Tourism is one of the industries experiencing a shift from a seller's to a buyer's market. Customers are more aware of the revolution in information, which results in increased demand for quality products at the right price delivered to their doorsteps. Stiff market competition threatens the very existence of service providers. As a result, marketing techniques have advanced, and managers have been accustomed to a fastidious and discriminating customer for years. Plainly, in the outbound market, the shift from a seller's to a buyer's market is underway. Travellers' interests and needs are changing rapidly, and the major wholesalers are struggling to respond effectively. Increasingly, today's traveller wants to make

their own decisions about tourist activities, wants more free time, and less expensive accommodation. As a result, the wholesalers are finding their market shares under threat from emerging discount travel companies.

12.3.2 Operating Characteristics:

- **Tourism as a service industry:**

The tourism industry does not deal in goods. The tourism product can be categorised as intangible, invisible, perishable, inseparable and heterogeneous by nature. Its services include accommodation, transportation, facilitation and guiding and escort services.

- **Tourism as an export industry:**

Tourism is regarded as an export industry. As foreign tourists visit the country, they bring foreign currencies and exchange them for goods and services they consume there. While inbound tourism brings foreign currency into the country, outbound tourism takes national currency out of the country.

- **Heterogeneous Industry:**

The tourism industry does not include a single service; instead, it is an amalgamation of many services, such as accommodation, transportation, destination management companies, VISA and passport services, entertainment facilities, etc. Formulation of tourism policy in the country involves different ministries, such as Civil Aviation, Environment and Forests, Labour, External Affairs, Defence, Surface and Rail Transportation, and Rural Development, in addition to the core tourism ministry.

- **Highly Capital Intensive Industry:**

Tourism is a highly capital-intensive industry that requires a large initial capital outlay. A travel agency needs to have a fleet of taxis and coaches, in addition to the certification and approval costs. A hotel needs a large initial capital investment for construction.

- **Value Addition and Customer Satisfaction:**

As an export industry, the tourism sector adds value to the core product at every step of its production process. Improving product and service standards is a continuous affair in the tourism business. In the tourism market, products that meet customer requirements are developed and refined at every step of their production. The ability to meet customer standards increases as customer expectations rise.

- **Dominant Role of Small-Scale Enterprises:**

Tourism has been described as the classic small-business industry. The majority of tourism businesses in the hospitality sector employ fewer than 10 people. One reason for the concentration of small businesses is the ease of entry into the industry. Anyone with a four-wheel drive, a farm, a yacht, or a site in a prime location in the destination can set up a business targeting tourists.

- **Decentralised Industry Structure:**

Tourism is a diversified, decentralised industry. Different tourism products involve combinations of service providers, such as hotels, airlines, destination management companies, marine parks, inbound operators, and trade associations. The success of a tour package depends on the successful delivery of all allied services. Further, in sectors like trade associations, there are regional, national, and urban associations, such as the Hotel and Restaurant Association of India (HRAI) and the Travel Agents Association of India (TAAI), etc. Professional associations involved in tourism, such as the Tour Operators' Association in India (IATO), represent another interest group and the list goes on.

- **Private Sector Driven and Public Sector Controlled:**

It is the government that shapes the environment in which the tourism industry operates. They provide much of the infrastructure and services used by tourists and the industry generally - these include promotion and information services, the provision of roads, airports, railways, and harbours, the management of national parks, visas and customs services, research and statistical data, education and training programs, and various public amenities. Thus, the government acts as a catalyst in the functioning of the industry, where the actual management lies with

private players, be they travel agencies, hotels, or transport operators. Generally, the government provides relatively little assistance in the functioning of the tourism industry. For example, the hotel industry in India has waged a long, hard battle to gain recognition as a service exporter, thereby becoming eligible for export grants.

- **Demand Driven Industry:**

This industry is marked by strong market demand. The demand decides the price in the industry. For example, the introduction of low-cost carriers, off-season discounts, etc. The industry enhances competitiveness since there is perfect competition in the market. Beyond meeting the consumer's product or service requirements, the producer may have to implement international quality standards, such as HACCP. (Hazard analysis and critical control points) In addition, buyers may have firm-specific requirements for consistency in the quality and quantity of supply, which force companies to adopt management and production standards to improve efficiency and profitability. These often result in improved competitiveness of firms.

- **Labour Intensive:**

The tourism industry, as a service industry, depends heavily on human factors. It provides job opportunities to skilled, semiskilled and unskilled employees. Compared with other manufacturing or service industries, the tourism industry has a higher employment rate. This industry also provides more employment opportunities for women.

- **Technology Driven:**

The tourism industry is sophisticated and technologically advanced. Even much before the introduction of the Internet, the Global Distribution System (GDS) was popularly used in the travel industry. With advances in technology, particularly the evolution of the internet, the tourism industry has undergone drastic changes in its operations. Travel portals, online booking, e-ticketing, online billing and settlement plans etc. are examples of the advancement in use of technology in the industry.

- **Dominant Role of Intermediaries:**

Distribution channels in the industry cannot be avoided at all. It is a travel agent, that facilitates travel of a customer who may not be aware of the alternative modes of transportation. After assembling various services, a tour operator creates a package tour that includes all the services required by a tourist. Suppliers in the industry necessarily need intermediaries to reach the customers and vice versa. Thus, the role of intermediaries is important.

- **High Interdependency among sectors:**

A feature of tourism is its high degree of inter-relatedness. For example, resort or hotel development cannot begin without adequate airports and roads to bring tourists to those properties. In India, tourism depends heavily on the success of other industries, such as software and pharmaceuticals. Further, tourists from different countries may like different forms and levels of infrastructure.

- **Marketing Tourism:**

The above discussion about the shift in consumer preferences leads to the issue of marketing strategies for tourism products. Tourism is a relatively young industry, and the learning curve for many parishioners is understandably steep. Only a handful of tourism parishioners in India have more than a few years of experience in the market. These men and women have extensive contacts that they visit regularly; they are sensitive to the needs of their customers, both the consumer and the wholesaler, and they are open-minded to change and new ideas. For the relative newcomer, however, things are more rigid. The challenge faced by the industry is the lack of marketing orientation by tourism promoters and suppliers. First, there is an emphasis on sales and promotion, but there is also the exclusion of a thorough understanding of the distribution systems in outbound tourism. Second, fierce price competition among individual suppliers, particularly in the hotel sector, is widespread. Third, market research is underutilised in the changing trends in tourism. Fourth, there is a reliance on simplistic forms of demographic segmentation, such as honeymooners, retirees and baby boomers' market. Tourism

managers need to adopt more sophisticated market segmentation approaches that bundle travellers' interests and motivations.

Further, it remains the task of the individual suppliers to satisfy the needs of travellers once that decision to travel has been made. Since tourism is a small business industry, most tourism operators do not have the financial or managerial capability to take full advantage of the opportunities in the rapidly diversifying travel market. Thus, there is a need for an intermediary promoting body in each country to ensure the offer and delivery of quality tourism products to all international travellers.

- **Relationship between locals and tourists:**

Some general features of tourism affect all destination communities in one way or another. These include the transient nature of tourism and the relations between tourists and locals. However, a significant factor affecting relations between locals and tourists is the latter's desire for a temporary change in their life situation. They seek escape from established routines, time and place constraints, and the behavioural codes that rule their daily lives. They believe this change will recharge their mental and physical batteries so that they will be better able to cope with the pressures of their daily commitments. Thus, becoming a tourist, however briefly, means shedding part of one's old identity and expected behaviour. This involves adopting a new, temporary identity that necessarily incorporates some elements opposite of the habitual personality and behaviour. Many tourists, for various reasons, are occasionally the most unpleasant guests. Yet those whose livelihoods depend upon their presence must somehow accept their complex behaviour and cater to their strange needs.

- **Creation of demand for exported products:**

Tourists are introduced to new products in the host country, which may trigger a desire for the products once the traveller leaves the destination country. This often creates a demand for overseas products, resulting in new export opportunities.

There is also more robust brand recognition of tourism as a destination, which may drive exports through joint branding/marketing.

Check your answer with the one given at the end of the unit.

12.4 Summary:

The tourism industry comprises several main sectors, e.g., transport, accommodation, travel distribution, tourist attractions, and tourism organisations. This module focuses on each sector's operational characteristics and how they interact in the production of tourism products and services. The economic linkage between the core travel and tourism sector and travel-related services is also discussed.

This module examines the structure and components of the tourism industry, including its static aspects, operational aspects, organisation, and trends, as well as the functions of individual sectors in the tourism industry, and its dynamic aspects. Each of the sectors under study is analyzed in terms of its business characteristics, yet the overall aim of the module is to offer a comprehensive introduction to the static and dynamic aspects of the business of tourism by examining as to how different sectors work' and interact within the tourism system. In addition, the second part is devoted to the economic and operating characteristics, where the industry's economic and operational dynamics are discussed.

12.5 Answers to Check Your Progress:

Check Your Progress-I:

1. Multi-faceted
2. BOOT (Built, Operate Own, and Transfer)
3. Tourist attraction
4. An economic activity
5. Export industry

Check Your Progress-II:

1. Diversified and decentralized
2. Tourists
3. Travel Industry

4. Job opportunities

12.6 Suggested Readings:

- Bagri S.C. (2003). Trends in Tourism Promotion - Emerging Issues, Himalayan Ecotourism Society and Bishen Singh Mahendra Pal Singh: Dehradun.
 - Bukart, A.J, and S. Medlik, (1981). Tourism Past, Present and Future, London: Heinemann.
 - Mill, R.C. and A.M. Morrison, (1992). The Tourism System, New Jersey: Prentice Hall. pp. 3-11.
 - Seth P.N., (1997). Successful Tourism Management, Delhi: Sterling.
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12.7 Review Questions:

1. Explain the main economic and operating characteristics of accommodation, transport and travel distribution and other relevant aspects and also the key attractions.
2. Identify the significant operators and explain the patterns and trends in ownership and organization.
3. Demonstrate the role of accommodation, transport, travel distribution and attractions in tourism.

Unit-13

Tourism System-Basic Typology and Their Uses

Structure:

13.0 Objectives

13.1 Introduction

13.2 The Composition of the Tourism Industry

13.2.1 The Meaning of Tourism

13.2.2 The Meaning of System

13.2.3 Essential Elements of Tourism Activity

13.3 Tourism as a Dynamic System

13.3.1 Leiper's Tourism System

13.3.2 Murphy's Psychological Factors

13.3.3 Gun's Influence of External Environment

13.3.4 Mill and Morrison's Consumer Behaviour

13.3.5 Westlake's Transport, Communication and Planning

13.4 A Synthesis of Models of Tourism System

13.4.1 The Visitor Generating Region (Demand)

13.4.2 Transit Region (Supply)

13.4.3 The Destination (Supply)

13.4.4 The Support Services Sector

13.4.5 Roles of the Government

13.4.6 The Environment

13.4.7 Role of Local Community

13.5 Summary

13.0 Objectives:

After reading this unit, you will be able to:

- Discuss the role of the tourism industry and its dynamic system;
- Explain the various tourism system models and their interpretations in the tourism industry;
- Discuss the close synergy and integration in the tourism system;
- Describe the basic typologies of various players in the tourism industry and
- Explain the general and specific uses of various divisions of the tourism industry system.

13.1 Introduction:

Tourism is a dynamic and complex product that is produced and delivered through the intervention of related and interrelated service providers. This has become a massive business phenomenon, regarded as an emerging economic engine for the host countries. Tourism has been recognized as an industry in many countries. There is a wide variety of heterogeneous products and services that are interlinked and complementary. Tourism is an amalgam of products and services. Tourism products are intangible, perishable, and heterogeneous. A single agency cannot at all meet the needs and wants of tourists. It is a vibrant sector with the capacity to generate ample revenue for the benefit of the whole host community. In a nutshell, the business activities in tourism are unlimited. The systematic functioning of the tourism system influences both the macro and micro business environment of tourism. This unit will highlight the various typologies of tourism systems and their general and specific uses, with the specific objective of offering quality services to tourists.

13.2 The Composition of the Tourism Industry:

Tourism is often interpreted as an invisible, service-oriented industry. Tourism, however, is not a single industry from a conventional viewpoint. Tourism comprises a wide range of products and services, with very broad inclusion criteria. From an economic and business perspective, an industry is defined as a group of independent

firms that produce the same product. The focus of industry is individual business establishments, grouped into a network to generate revenue for all economic units through the production and sale of a standard product.

13.2.1 The Meaning of Tourism:

The World Tourism Organisation's definition of tourism in 1995 states that the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. The Tourism Society also defined tourism in 1976 as the temporary, short-term movement of people to destinations outside the places where they usually live and work, and the activities during their stay at these destinations; it includes movement for all purposes, as well as day visits or excursions. The most intuitively logical definition is the one cited by Mathieson and Wall (1982), which states that tourism activity relates to: the temporary movement to destinations outside the average home and workplace; the activities undertaken during the stay; and the facilities created to cater to tourists' needs. Tourism has become an extremely dynamic system due to the globalisation of trade and commerce, fast-changing customer behaviour, the development of transportation and accommodation, basic sanitation and hygiene at destinations, and information technologies, all of which strongly influence the industry.

13.2.2 The Meaning of System:

The systems perspective focuses on how coordination can be established among primary, secondary, and tertiary actors in complex innovation situations without any one group or individual imposing their views. The system's approach aims to provide a way to assess and address complex real-world situations. It aims to ensure each actor or stakeholder's tasks are performed effectively as part of the whole and to help achieve a common goal. This approach is a practical means of studying the interconnectivity and existing linkages among service providers and examining composite, interrelated issues and events from a holistic perspective. This holistic

approach provides an opportunity for synergistic interaction among the individual competencies of interrelated actors in a common area of interest.

What is really essential to studying tourism: a systems approach? A system is a set of interconnected groups harmonised to form a common objective and to strive towards its accomplishment. It integrates another approach into a comprehensive method that addresses both micro and macro issues in the tourism industry system. It can examine the tourist firm's competitive environment, its market and pricing structure, its outcome and its linkages with other institutions. It also emphasises the tourists and the interaction between tourism intermediaries and tourists. Furthermore, the tourism system takes a macro perspective and closely examines the entire tourism system of a country, state, or area. This attempts to determine the feasibility of how it operates within and relates to other systems, such as legal, political, economic, and social systems.

From a structural approach, a destination can be seen as a system composed of several elements that share some relationship to achieve common objectives. The system develops by taking external and internal inputs into the process. It may be considered a complex adaptive system. A tourism destination comprises several elements, such as tourism operators, support structures, public and private organisations and associations, etc. McKercher's (1999) model describes the following groups of components:

- Tourists and communication sectors linking tourists to the destination (both real and virtual)
- Local destination stakeholders; and tourism-related and non-tourism-related externalities.
- External tourism agencies and outputs from the system.

13.2.3 Essential Elements of Tourism Activity:

Tourism arises out of the movement of people to and their stay in various destinations. There are two elements in tourism: the journey to the destination and the stay at the destination, which includes diverse activities undertaken there by

tourists. The journey and the stay take place outside the usual residence and work; thus, they give rise to activities different from those of the residents and working populations of the places they travel to and stay. The movement to destinations is temporary and short-term. The primary intention is to return home within a few days, weeks or months. The period of stay is limited, and the return is definite. Destinations are visited for purposes other than pursuing permanent residence or employment.

Tourism definitions focus on the demand side of tourism activity rather than the supply side. It may be inferred that it is undoubtedly challenging to distinguish which tourism-related industries cater only to tourists and which serve local residents and other markets alongside tourists. This makes defining the supply side of the system relatively hard. It is much easier to ponder the demand side, where participating service providers in tourism can be identified more easily. These models incorporate elements of demand and supply, which, when brought together by intermediaries, result in tourism activity. Many researchers have attempted to construct models of the tourism system. Let us have a glance at a handful of these systems.

1. Write five lines on the meaning of tourism and the various elements of tourism.

Industry?

2. Write briefly about the need for having a system to run a tourism business.

Check your answer with the one given at the end of the unit.

13.3 Tourism as a Dynamic System:

Tourism can be called not only an industry or a conglomerate of different business sectors in the narrow sense, but also, in the broader sense, a full-fledged system managed by both public and private sector enterprises. It is a service industry connected to most other sectors of the economy, including the host community at both the broad and local levels, government through policy, planning, and infrastructure development, and the biophysical environment. The tourism industry runs with support from the host community as the workforce, the government as the

regulatory body, and tourism intermediaries as service providers. It is necessary to identify tourism's multiplicity of backward and forward linkages that extend from the highly localised to the broader background, operating at local, regional, national, and international levels across areas such as the economic, social, cultural, political, governmental, and environmental. Gunn and Var (2002) point out in their research that every part of tourism is directly or indirectly related to every other part, and some parts are

13.3.1 Leiper's Tourism System:

Let us begin with Leiper's (1981) model of the tourism system, as shown in Figure 1. The model suggests a simple three-fold approach: generating the region, the transit region, and the destination region. This is an attractive and practical model that can be adopted to identify demand in respective regions. To study a tourist destination, it is important to view it as part of a tourism system, as Leiper proposed. While describing the components of the system, such as the Traveller Generating Regions (TGR), Transit Routes (TR), and Tourist Destination Regions (TDR), one must analyse them in the context of diverse environments. Tourism growth in a specific destination cannot be comprehensively measured unless other regions, TGRs and TRs, and the environments influencing each are taken into account.

The tourism system is divided into three geographical components; the general focus remains on the environments of the system and how these affect tourism, and, at the same time, how tourism affects the environments within each component. The model has specific functions that include all these regions in the analysis of impacts. The environmental impacts should not only be considered when measuring a destination's growth, but the environments should also be analysed comprehensively in each region to fully assess the destination's growth.

13.3.2 Murphy's Psychological Factors:

One of the most practical tourism system models advocated by Murphy in 1985 has been presented in figure-2, you will see that the focus is given the psychological factors that influence demand (motivations, perceptions and expectations) and how

these determinants of demand are linked by the travel intermediaries (i.e. travel agencies and tour operators) in the market place to the supply of tourist facilities. The Murphy's tourism system model can generally be used to analyse the demand and supply for the travel product, and the role of travel agencies and tour operators as key suppliers in catering to that demand. The Murphy's model can be used to analyse the demand and supply of tourism products, and, more particularly, the role of suppliers is very significant, as they create capital and resources to meet demand. They also offer organised tour packages to provide a unique experience for tourists. This model will be very useful for tourism intermediaries to measure the magnitude of demand and, accordingly, develop strategies to meet it.

The model can be used for specific purposes for example Destination Marketing Organizations (DMO), Governments and tourism intermediaries assess demands in terms of motivations, perceptions and expectations and can take combined efforts to create facilities, accessibility and infrastructure to enhance the competitive advantage of the tourism products in the destinations can take the advantage of the model. The model is of great practical use to travel intermediaries because it enables them better to analyse the size of market demand and supply.

13.3.3 Gun's Influence on External Environment:

Gun (1979) has developed a model that reflects the influence of the external environment and the two-way relationships among the system's elements. The tourism system model of Gunn is presented in Figure-3. By acknowledging the mutual influence among certain elements, Gunn emphasises the interdependency and importance of various facets of the tourism system. Gunn's tourism system model holds that the external environment significantly influences the functioning of the tourism system. The model includes attractions, transportation, information and services which influence the tourist motivations. Whilst the external environment, which encompasses political, economic, physical, natural, and cultural factors, has a strong influence on the overall functioning of the tourism system. External environmental factors have significant control over the tourism system and are key

players in making it dynamic. In turn, tourists can be negatively affected at the destinations.

In essence, the system has specific general uses, such as providing proper guidance to tourism intermediaries and governments on various external environmental factors and how they determine the operation of the tourism system. The model, on the other hand, can be used for specific purposes, such as guiding service providers in the external environment and evolving suitable plans and programmes to address its influence. In general, tourists can gain plenty of knowledge from this model to better guide their holiday planning.

13.3.4 Mill and Morrison's Consumer Behaviour:

The model suggested by Mill and Morrison in 1992 is shown in figure 4. This model is cyclical in nature. The model suggests that each element of the tourism system reinforces and influences the next. According to Mill and Morrison, the system's critical components are the market, travel, destination and marketing. To look at this in more detail, market demand is determined by several internal and external factors that influence travel purchases. This, in turn, influences the travel element of the tourism system, as demand for a product encourages the development of transportation networks to meet it. This influences the type, nature and level of supply of tourist infrastructure and facilities at a destination. This influences the destination's marketing strategy and the market segments in sequence. How a destination markets itself and communicates its product offering to its market can stimulate the level and type of consumer demand, which is influenced by several internal and external factors.

The model can have specific general uses, and total market demand can be studied by considering external and internal factors. The model can be used by tourism promotional agencies and travel intermediaries (tour operators & travel agents) to evaluate tourists' various levels of buying behaviours. More specifically, the model can guide destination development and promotion agencies in undertaking research and development for the tourism industry.

This model can be better adopted by tour operators, travel agents, hotels, resort companies, transport operators, entertainment agencies, etc., as a framework for evaluating tourists' travel purchases. Accordingly, they can implement marketing strategies to position the product in the market. This model, in brief, explains the stages through which tourism intermediaries can reach the marketplace comfortably. In essence, this approach reflects a market-oriented view of the tourism system, where the determining factor is consumer behaviour.

13.3.5 Westlake's Transport, Communication and Planning:

The model proposed by Westlake in 1985 explains the dominant role of transport in establishing the linkage between demand and supply of tourism services. Westlake also emphasises the importance of the communication process between the market and the destination. In addition, the model highlights that the importance of planning and development strategies at the destination is to minimise the impact of tourism and maximise its positive significance. Westlake also links the effectiveness of planning and development policies to the market. Destinations that effectively plan for tourism will be more likely to sustain demand and retain market share than those that neglect sustainable planning and development.

The model has reflected on the significant roles of transport and communication as mediators between origin and destination countries. This model can be used for the common purpose of marketing the tourism product by identifying the demand and supply for transport and communication facilities in the destination area. The impact can also be used solely to evaluate the positive and negative impacts of tourism development. The model can be particularly useful for tourism planning and development, as it suggests that transport is the most important factor in establishing links between tourists' origin and destination countries. The Westlake model can be seen in Figure-5.

Finally, Mathieson and Wall (1982) suggest a complex tourism system that provides a simplistic overview of the industry's structure. They have identified dynamic, static and consequential elements of the tourist system. The dynamic element is the

demand for all types of tourism. The static elements are the characteristics of the destination (including political, environmental, and economic influences) and the tourists, including socio-economic characteristics, type of activity, and length of stay. which combine to constitute the destination, the pressure on the destination (in terms of length of stay, types of activity and levels of activity) and carrying capacity. The impacts of tourism are seen as a consequential element of the tourism system, encompassing the physical, social, and economic impacts, which need to be controlled through comprehensive management and planning policies.

All of the models offer slightly different perspectives on what the tourism system involves and how its elements interrelate and are interdependent. However, as is usually the case, no single model can be classified as definite or absolute, and it is therefore essential to consider them together. It is up to you to develop your own overview and conclusions about what the tourism system looks like and how the various policies fit together.

Check Your Progress-II:

Answer the following question.

1. Write five lines on the tourism system advocated by Gunn and Murphy?
2. Compare the significant differences of tourism system evolved by Mill & Morrison and Westlake?

Check your answer with the one given at the end of the unit.

13.4 A Synthesis of Models of Tourism System:

This unit has attempted to establish a synthesis among the tourism system models and find the basic differences in their approaches to running the tourism business. The intricacies of the tourism system have been explained with the help of various diagrams. Several analogies have been used to explain the tourism systems. Tourism is, in effect, composed of thousands of independent components with a wide range of relationships that differ quantitatively and qualitatively, and each component affects others directly and indirectly. The geo-physical definition of the tourism system propounded by Liep (1989) can be synthesised with Gunn's demand-and-

supply system (1972), Westlake's transport-and-communication model (1985), and the socio-cultural element of Mill and Morrison's marketing-oriented system (1992). All these can be added to create the main ingredients for the complete tourism system, which is divided into the following seven structural components:

- The visitor generating region
- The transit region
- The destination region
- The support services sector
- The government sector
- The environment (bio-geo-physical region)
- The community

13.4.1 The Visitor Generating Region (Demand):

The population of a visitor-generating region possesses two fundamental characteristics: first, income levels high enough to allow for discretionary expenditure on non-essential items such as travel; and second, a propensity for recreational travel as an acceptable and desired form of behaviour. Generally speaking, visitors from such regions can be categorised as domestic tourists or international visitors. They are disintegrated into different potential market sectors. Receiving countries classify visitors according to different criteria from those used by the marketing sector. Arrival registrations are completed at the point of entry and include categories such as holiday, business, education, religion (pilgrimage), sport, conference, and visiting friends & relatives.

13.4.2 Transit Region (Supply):

Major modes of transport transfer visitors through the transit region to their destination. The transit region supports these modes of travel by a host of transport-specific facilities such as airports, railway stations, road networks, ports, passenger terminals, fuel depots, engineering and repair facilities, and a range of ancillary services and facilities such as restaurants, banks, accommodation, communications, retail shops, duty-free outlets, bookshops, and bars. Heathrow Airport is an example

of a transit region, with its complex system of facilities and services that extend well beyond simply refuelling aircraft.

13.4.3 The Destination (Supply):

The frontline industries, or primary service-providing sector, consists of businesses that operate directly with visitors. A common way of organising our understanding of this part of the tourism structure is to divide it into the five 'A's as follows:

- **Accommodation** - hotels, motels, resorts, backpacker hostels, B & Bs, caravan parks, etc.
- **Amenities** - restaurants, sports facilities, theatres, casinos, etc.
- **Attractions: natural and cultural sites, historic, cosmopolitan**, and heritage cities, landscapes, theme parks, museums, events and festivals, etc.
- **Accessibility** - travel agencies, tour operators, coaches, taxis, hire cars, cable cars, etc.
- **Activities** - tour operators, ski fields, business companies, yacht charters, bicycle hire, kayaking adventure companies, abseiling, Himalayan trekking companies, etc.

13.4.4 The Support Services Sector:

This sector brings thousands of invisible operations into the system that provide goods and services to those operations that deal directly with tourists. But they do not deal directly with visitors. Frontline operators depend on inputs from a wide range of suppliers of goods and services. Whilst many of these secondary or support services businesses are heavily dependent upon tourism. They however have little or no realization that they are directly engaged in the business of tourism. For instance, a handicraft manufacturing unit may sell the products to the tourists. All handicraft items may be consumed by the tourism industry front line sector (tour operators, travel agents, hotels, resort companies, cruise liners, car rental companies, and railway companies. A typical front line operator of a small resort will have more than 200 suppliers of a wide range of goods and services. Both front line operators and

support service businesses may be located in all three major geographic regions of the tourism system. The following are the specialist operators in the tourism system.

- In the visitor-generating region (frontline operators such as travel agencies, tour operators, airline offices, and support services such as banks, insurance companies, and suitcase manufacturers).
- In the transit region (frontline businesses associated with transport modes, including facilities such as airports, and support services such as fuel depots and engineering repair businesses).
- At the destination (attractions, accommodation, activities, etc.) supported by a huge range of goods and services from the Support Services Sector.

13.4.5 Roles of the Government:

Since tourism is regarded as a private-sector activity, and the Government's role is often overlooked or undervalued. In reality, governments take part in the tourism system more significantly through a wide array of functions that incorporate

- Regulatory controls such as licensing laws for businesses, vehicles, companies, and boats; business registration, taxation, foreign investment, and building codes.
- Provision of national services for visitation such as customs, immigration and quarantine controls, law and order - including anti-terrorism measures.
- Policy formulation for economic, tourism, transport, foreign affairs, sport & recreation, telecommunications, etc.
- Planning for regional development and creation of zoning system for land use).
- National issues and interests for example environmental issues: legislation for conservation, protection and preservation of endangered species, threatened habitats, fragile ecosystems, coastal erosion, salinity; establishment of national parks and biosphere reserves, world heritage sites, etc. and health issues like the SARS, plague dengue, anthrax, bird flu epidemic.
- Infrastructure such as roads, railways, airports, ports, communications systems, power, water, and public transport.

- Ownership of major resources like national parks, World Heritage Sites, city squares, national monuments, museums, and a host of public spaces that have dual functions, e.g. as a parliament and as a tourist attraction, etc. Festivals and events such as Republic Day and Independence Day celebrations, New Year's Day fireworks, and so on.
- International agreements for visas, bilateral air services, anti-terrorism treaties, etc.
- International tourism marketing is the primary function and has a strong involvement in tourism planning and development.
- Disseminations of information services
- Governments provide the policy framework within which tourism functions. Policies incorporate economic, social, and environmental objectives. Governments, therefore, undertake national and regional tourism planning. A major function in this regard is the development and maintenance of a national statistical database to measure various aspects of tourism's contribution to the national economy.

13.4.6 The Environment:

The environment includes air, land and water. Landscape features constitute major tourist attractions in their own right and also provide habitats and ecosystems for the living marine and terrestrial organisms that support other attractions. Degradation of the natural environment constitutes one of the gravest risks to sustainability in tourism; a fact acknowledged by the tourism industry, which, in particular, over the last decade, has begun to take greater responsibility for ensuring that its activities have minimal environmental impacts.

13.4.7 Role of Local Community:

Communities are considered hosts in tourism's binary division between residents and visitors. Communities consist of residents, rate-payers, families, individuals, community organisations, ethnically distinct groupings, indigenous minorities, and other social groupings based on common sets of identity (e.g., religious affiliations, sports associations, gender alignments, etc.). In the study of tourism, we are most

concerned with social and cultural effects and impacts, community infrastructure, cultural landscapes, and the identity of community place and space. Community-based culture is often a product or commodity for visitors' consumption, and the socio-cultural impacts of tourism may create major problems for communities. Communities are embedded with a wide range of local and non-profit organisations that have varying degrees of ownership over resources such as historic sites, festivals, gardens, museums, and nature reserves, and which may provide a range of services to visitors, especially in the fields of interpretation and guiding.

Tourism covers a number of industries, such as transportation, accommodation, food and beverage services, recreation and entertainment, travel agencies, and banks, which rely on suppliers from other sectors to function. Tourism measurements, to be credible and comparable with other industries in a country's economy, must be based on concepts and definitions consistent with internationally accepted macroeconomic guidelines, such as the System of National Accounts. According to the WTO (2002), the fundamental structure of the Tourism Satellite Accounting (TSA) depends on the balance between, on the one hand, the demand for goods and services generated by visitors and other consumers, and, on the other hand, the overall supply of these goods and services. The initiative is to examine in detail all aspects of demand for goods and services linked to tourism within the economy, and to assess their association with the supply of such goods and services within the same economy.

Check Your Progress–III:

Answer the following questions.

1. Write five lines on the synthesis of the tourism system models?
2. Write briefly on the roles of the frontline service providers in the generating regions?

Check your answer with the one given at the end of the unit.

13.5 Summary:

Increasingly, tourism is recognising that it has a responsibility to share the benefits of its activities with the poorest segments of the population. The key lesson to take from

an understanding of tourism as a system is that it illuminates the way in which backwards and forward linkages could provide opportunities for poorer sections of communities and for intervention in enterprises not always recognised as part of tourism but which are nevertheless tourism-dependent in whole or in part for their sustainability and economic viability. When using tourism as the entry point for development intervention, it is necessary to look outside the square and identify opportunities associated with tourism that are not necessarily tourism businesses. When we begin to understand tourism as a system, we can also challenge the widely held criticism of tourism as a service sector that does not produce anything. Thus, when we look at tourism as a tool for poverty alleviation, we need to find out that we can look well beyond the front line sector to a multiplicity of opportunities for undertaking appropriate initiatives. As a new field of endeavour for development assistance, there is no systematic analysis on which aid donors can draw in developing their own policy. However, support for sustainable, pro-poor tourism fits comfortably with the guiding philosophy of many aid donors and can contribute to the reduction of poverty, good governance, environmental sustainability, gender equity, rural development, health and education, infrastructure, and private sector development.

13.6 Answers to Check Your Progress:

Check Your Progress-I

1. See section 11.2
2. See section 11.2.1, 11.2.2 and 11.2.3

Check Your Progress-II

1. See section 11.3, 11.3.2 and 11.3.3
2. See section 11.3.4 and 11.3.5

Check Your Progress-III

1. See section 11.4
2. See section 11.3.1, 11.4.1, 11.4.2, 11.4.3 and 11.4.4

13.7 Suggested Readings:

- Alastair M. Morrison & Robert Christie Mill (1998), *The Tourism System: An Introductory Text*, Kendall/Hunt.
- Charles R. Goeldner, Brent Ritchie, J.R *Tourism: Principles, Practices, Philosophies*.
- Gee, Y, Choy, D.J.L & Makens, J.C, "The Travel Industry" *AVI*, Westport, 1984 P-269-273.
- Holloway, J.C (2002), *The Business of Tourism*, Financial Times, Prentice Hall.

13.8 Review Questions:

1. Discuss in detail the composition of the tourism industry.
2. Write short note on 'Tourism as a Dynamic System'.
3. What are the essential elements of Tourism Activity?
4. Explain the basic typologies of various players in the tourism industry.
5. Discuss the various roles of the tourism industry.

Unit-14

Structure of Tourism Industry and Destination Use

Structure:

14.0 Objectives

14.1 Introduction

14.2 Tourism Industry

14.2.1 'Push' and 'Pull' Factors in Tourism

14.3 Components of Tourism Industry

14.4 Destination

14.4.1 Destination: Concepts and Models

14.4.2 Destination Selection

14.4.3 The Common features of Tourist Destination

14.5 Destination Life Span

14.5.1 Destination Elements and Tourist Flows

14.5.2 Destination Use by Tourists and Impacts

14.6 Tourist Visit and Impacts

14.6.1 Economic Impacts-Benefits

14.6.2 Negative Economic Impacts

14.7 Tourist Expenditure and Generation of Economic Benefits

14.8 Tourist Expenditure Pattern

14.9 Multiplier Effect and Tourism

14.9.1 Different types of Multipliers

14.10 Summary

14.0 Objectives:

After reading the unit, you will be able to:

- Discuss the nature, structure and characteristics of the tourism industry;
- Explain the benefits and issues associated with tourist visits to a destination; and
- Describe the destination used by tourists and the evolution of benefits due to it;
- Discuss the tourist expenditure and the generation of economic benefits.

14.1 Introduction:

Tourism is one of the largest industries in the world. The industry is unique in many ways and has a complex structure and interrelationship among various components. Tourists visit the destination, a crucial component of the tourism industry, and their visits generate various impacts. The use of the destination by tourists, hence, has a lot of importance and relevance in the socio-economic context of a region. Hence, getting an idea of the structure of the tourism industry, its components, the nature of interrelationships among industries, the use of the destination by tourists, and the consequent effects on the economy in and around the destination, etc., is crucial for a beginner in tourism studies. This unit has been designed with that aim.

14.2 Tourism Industry:

The tourism industry is an amalgam of many industries. The tourism industry is defined as “the range of businesses and organisations involved in delivering the tourism product,” and these businesses and organisations represent a key element in the tourism system. Complex linkages and interrelationships exist among the various sectors of the tourism industry. As the phenomenon of tourism evolves, all components of the industry must act together, each with its own role and relevance. The industry has many characteristics, including the following.

- Seasonality
- High ratio of fixed costs to variable costs
- Pricing flexibility
- Fluctuating demand

- Perishable nature of the products
- Fragmentation of the industry, which, allied to its geographical dispersal acts to discourage the formation of industry associations.
- Intermediaries play a decisive role.

To understand the nature of the tourism industry, a glance at the concept of the tourism system will be useful. Tourism can be considered as an activity as well as a process. Among the different approaches to the tourism system, Leiper's approach is simple and suitable for understanding tourism. He considered the phenomenon of tourism as a system functioning across various environments (such as Human, socio-cultural, economic, technological, physical, political, legal, etc.). As explained above, this system is also having various parts/ elements, which are interacting with one another in generating the phenomenon of tourism. As per this model, there are three major elements, and are illustrated below.

- a. **Tourists:** - Tourist is considered as the main and most important element of the system. Without the presence of tourists, the system may not function at all.
- b. **Geographical Elements:** The various elements acting in the system related to geography are classified under this category. The front line geographical elements are further divided into three groups, which are as follows:
 - **Traveler generating region:** It is the area where the tourists are emerging from and is represented as tourism emerging markets. For example, if a foreigner is coming to India for visiting various places from U K, then U K is the generating region of that particular trip in relation to India various intangible factors present in this area 'push' to stimulate and motivate travel.
 - **Tourist destination region:** This represents the 'end' of tourism, which the tourist is ultimately intended to visit. This region really attracts the tourists to engage in tourism. Leiper says that the 'pull' of the destinations energize the whole tourism system and demand for travel in the generating region.
 - **Transit route region:** The area between tourist generating region and destination region is referred as the transit route region. This not only includes the short

period of travel to reach the destination but also includes the stopovers, the intermediate places, which the tourist may visit enroute.

c. **Tourism Industry:** This is the last element in Leiper's model. As mentioned previously, tourism is a multi-sector industry comprising a diverse range of sub-industries, making it an amalgam of different industries. These provide a range of products essential to the tourism process. Hotels, Restaurants, Airlines, Travel agencies, etc are some vital components. Such components can be located in different parts of the system. The hospitality industry is found in the destination region. The transport sector is primarily represented in the transit route region. The system's elements interact in various contexts, such as delivering tourism products, transacting the products, etc.

14.2.1 'Push' and 'Pull' factors in tourism:

A large number of factors can cause a person to engage in tourism, and these factors can be classified on different bases. When we classify them by location, some are located in the tourism-generating region, and some are located in the tourist destination region. The factors present in the tourist-generating region can force a person to engage in tourism, i.e., the person's income level. Having more discretionary income may encourage a person to participate in tourism activities. Such factors, located in the tourist-generating area, that may force a person to engage in tourism are referred to as 'push' factors. Apart from the factor mentioned above, mobility, educational attainment, paid holiday entitlement, family size, work-related stress, etc., could also be categorised under this heading.

On the contrary, some of the factors are seen in the destination region. For example, a destination's cultural attractions can entice visitors. Such factors are called as 'pull' factors. Some examples for this category are climate, infrastructure facilities and scenic beauty.

14.3 Components of Tourism Industry:

The major sub-sectors of the tourism industry are:

- Destination and attractions

- Government organization
- Intermediaries
- Transportation
 - a. Road transportation
 - b. Railways
 - c. Air-based transportation
 - d. Water-based transportation
- Accommodation
- Entertainment and Recreation
- Shopping
- Hospitality
- Infrastructure

14.4 Destination:

Destinations, as defined in the travel industry, are specific areas that travellers choose to visit and may spend significant time in. In the tourism system concept, the destination is the end of the tourism system. Destinations are not simply transit or stopover points. A tourist's destination selection depends on the purpose and motivation for travel. Destination, as distinct from origin or market, refers to the place where tourists intend to spend time away from home. This geographical unit visited by tourists may be a self-contained centre, a village, a town, a city, a region, an island, or a country. Furthermore, a destination may be a single location, a set of multiple destinations as part of a tour, or even a moving destination such as a cruise. Geographically, destinations can be small areas or large continents. For example, Khajuraho in Madhya Pradesh is a destination with a limited area, while India as a whole is also considered a destination. It is the area where a good majority of the components of the tourism system can be located. For example, the accommodation and food industry can be seen here. The attractions are part of this system component.

A destination and its attractions must have 'pull' to attract visitors. This area is highly prone to the impacts of tourism, both positive and harmful. Hence, care must be taken during development to maximise benefits and minimise negative impacts. People residing in and around a destination also play a role in making tourism successful. Destination as a product has been defined as 'an amalgam of three main components: the attractions of the destination, the facilities over there and the accessibility to it. In recent years, environmental, cultural and social aspects have emerged as essential dimensions in developing a destination.

14.4.1 Destination: Concepts and Models:

Tourism is geographically complex, and its different products are sought and supplied at different stages along the journey from origin to destination. It is not easy to classify this, since the spatial and characteristic diversity among destinations has become so great. There are several models that seek to describe the tourism system relevant to the destination. The tourism system model explained earlier may help explain the basic features of the generating and receiving functions of origins and destinations. The routes and linkages may carry tourists from one place to another and back again, or to a third place. And a destination may contain multiple destinations.

Some other models like structural emphasize the relationships between origins and destinations particularly in Third world tourism in core-periphery terms. The market is concentrated upwards through the local, regional and national hierarchy with international transfer occurring between national urban centres either as origins or destinations in such models. Evolutionary models emphasize dynamic, change and evolving movements or the development of destinations. A range of such models exists, from pleasure peripheries to psychographic positions of destinations to the life cycle of a destination, with emphasis on the structural evolution of a destination through time and space.

14.4.2 Destination Selection:

How does a tourist choose a destination? Several factors are there behind it.

“There is general agreement on the structure of the overall destination choice process as including some or all of the following: perceptions (belief formation) of destination attributes in the awareness set through passive information catching; a decision to undertake a pleasure trip (problem recognition/formulation); evolution of an evoked set from the awareness of set of destinations (search for alternatives) perceptions (belief formation) of the destination attributes of each alternatives in the evoked set through active solicitation of information (evolution of alternatives); selection of a destination(s); and post-purchase evaluation”.

Attractions, an important group of factors, are the elements that draw tourists to a particular destination. Attractions are mainly seen as natural or man-made. Scenery, climate or beaches are examples of natural attractions. Resorts, theme parks, etc., are examples of artificial attractions. Amenities at the destination can be viewed as elements within the destination or linked to it that enable tourists to stay and enjoy and participate in the attractions. They include basic infrastructure, accommodation, transportation, catering services, entertainment, shopping facilities, and visitor information at the destination. Amenities do not usually, in themselves, attract tourists, but the lack of amenities might cause tourists to avoid a particular destination because it lacks the basic facilities that are regarded as contributing to the quality of the destination. Accessibility of a destination is also a factor that contributes in the destination choice. An image of a destination also plays a role in this context. Images can be regarded as “the ideas and beliefs, which tourists hold about the destinations”. These images become the main determinants of whether a destination remains a viable choice, once the list of all known alternatives is winnowed using more tangible considerations (such as time and money). Price, the sum of what it costs for travel, accommodation and participation in a range of selected services when there, is another important factor in destination selection. The major factors are explained in detail later.

14.4.3 The Common Features of Tourist Destinations:

The following common features of most destinations can be identified:

- Destinations are amalgams
- Destinations are cultural appraisals
- Destinations are inseparable; that is, tourism is produced where it is consumed
- Destinations are used not just by tourists, but also by many other groups.

A destination amalgam consists of attractions – whether artificial, natural, or events – that invite visitors. A tourist at a destination requires a range of amenities, support facilities and services. The accommodation, food and beverage sector of the destination not only provides physical shelter and sustenance but also creates a sense of welcome and a lasting impression of local cuisine and produce. Apart from these, a range of retailing businesses will be there in a destination. Infrastructure and superstructure are alternative ways of looking at the components of the destination. Infrastructure refers to all forms of construction above or below ground required by an inhabited area. It is mainly in the form of transportation, utilities and other services. Tourists and visitors alike normally share it. Whereas the superstructure is normally a private-sector activity, it includes accommodation, built attractions, retailing, and other structures. Destinations can be naturally attractive, like wildlife sanctuaries, or designed with man-made attractions, like amusement parks, historical complexes, or holiday villages. People and their customs and lifestyles, including fairs, festivals, music, dance, and ornamentation, can also be staged as attractions. Destinations and attractions can span vast areas. They encourage linear tourism, which is popular with motorists and coach tours. More than the site or event, the attraction of a destination lies in the image potential tourists have of a particular place. In fact, the image of a destination depends on a variety of factors like attitude of host population, civic amenities, natural surroundings, accessibility, food, etc. The image is neither constructed nor deconstructed overnight. It tends to build up over time. No destination can be popular unless it is accessible and offer services and amenities that the tourists demand. Essential services are accommodation and food, backed up by local transport, activities and entertainments.

The development of a tourist destination is not an independent product rather is an amalgam of several products acting as components. The element of intangibility is a crucial one to the destination. Perishability, seasonality, inseparability and heterogeneity, the characteristics of tourism products, have much relevance in the core of tourism destination also. As explained earlier, tourism destination, apart from just a place, comprises of different components or elements. All such elements can be summarized into four groups, usually represented as 4 As. These as represent Attraction, Accessibility, Amenities and Ancillary services, Let us go into the details of each element.

- a. Attractions:** The explanation for attraction is given earlier. Attractions are the heart of the tourism industry. They are acting as motivators that make people want to take trips. Generally attractions are classified as either natural or man-made. Further classifications also be possible like, man-made attractions not designed to attract tourists (e.g.: Cathedrals, Archeological sites), man-made attractions designed to attract tourists (Eg. Theme park, Zoos), special events and festivals, complete natural environment attractions (eg. Beaches, seas, rivers), etc. Attractions have the 'pull' capacity by which tourists will be stimulated to engage in tourism and visit the particular place.
- b. Accessibility:** Accessibility refers to the easiness in reaching a destination. A destination must be accessible if it is to facilitate visits from tourists. Most of the tourists will not be attracted to a destination unless it is relatively easy to reach. This means that the destination can be reached easily. This connotes that various transportation facilities have to be there at the destination or near to the destination. An airport, railway station, Bus stand, etc. near to the destination will increase accessibility. From such transport centers, transportation facilities are also needed to reach the destination. The frequency of various transport services is also a factor having a role in accessibility of a destination. But in some cases like adventure tourism, lack of accessibility may be an attraction.

c. Amenities: Amenities are those essential services catering to the requirements of the tourists. In some cases, amenities are represented as infrastructure required for tourism. The amenities required for tourism include the facilities such as accommodation and food, local transport, information centers and the necessary infrastructure to support tourism such as roads, public utility services, and parking facilities. The required amenities will vary depending on the nature of the destination. In adventure tourism, the required number of amenities is very less. If it is more, the destination will lose its charm. In some cases amenities themselves will be the attractions. For example, a destination like France, which is famed for its regional foods, attracts tourists whose motive in travelling may be largely to enjoy the food.

d. Ancillary services: Ancillary services refer to the auxiliary or supplementary services offered at the destination. Local organisations are the best example, as they usually offer various services to tourists. The main services provided by local organisations are listed below.

- Promotion of the destination
- Co-ordination and control of development
- Provision of information and reservation services
- Advising the local businesses
- Provision of certain facilities (e.g. Catering, sports, etc.)
- Provision of destination leadership.

14.5 Destination Life Span:

It has been reported that every destination has a life span and passes through various stages. There are different arguments in this area, and some are against it. Butler has suggested a model representing the life span of a destination, which is called the Tourism Area Life Cycle Concept (TALC). He has pointed out that there are six to seven distinguishable stages in the life cycle of a destination and the details of the stages are given below.

- **Exploration:** Here, a small volume of explorer-type tourists, who tend to shun institutionalised travel, will visit the resort/destination. At this stage the destination may not have much accessibility and facilities.
- **Involvement:** At this stage, local initiatives will begin providing facilities and services for visitors. The destination will gradually begin to develop. Outsiders will start to arrive and the volume of tourist arrivals will get momentum.
- **Development:** By the development stage, a large number of visitors are attracted, and control of tourism at the destination will pass out of the hands of the locals. Government will start large-scale promotion and private enterprises will rush to begin establishments. The rate of increase in tourist arrivals will be high.
- **Consolidation:** In the later stages of the cycle, the rate of increase of visitor declines though the total numbers are still increasing. The resort, by now will be a full-fledged one.
- **Stagnation:** By the stagnation stage, peak tourist arrivals have now being reached and the destination is no longer fashionable. Now it will be relying upon repeat visits from more conservative travellers. The destinations will usually begin to show environmental, social and cultural problems at this stage.
- **Decline:** By this stage, visitors are being lost to newer resorts, and the negative impacts will increase.
- **Rejuvenation:** At this stage, the destination's authorities have to decide whether to rejuvenate/re-launch the destination by exploring new markets/product diversification. Satellite destinations can also be developed. It has been found that rejuvenation strategies are difficult to implement.

14.5.1 Destination Elements and Tourist Flows:

The above-discussed elements of the destination have a very strong influence on tourist flows. As explained earlier, the tourism destination is the most important sub-element of the tourism geographical element according to Leiper's model of the tourism system. This area (Destination) has various 'pull' factors for tourism. Apart from it, some of the industrial components of tourism are distributed in the

destination. Each component, in one way or another, is related to each element of the tourism destination.

Among the elements of a destination, attractions are the most important category that appeals to tourists. Much of the attraction of a destination is intangible and depends on the image the potential tourist has of it. India will be seen by one group of travellers as exotic and appealing, while others will reject the destination because of a negative image, for various reasons, or because of its alien culture. Different destinations will have different attractions, and the appeal these make and the influence they exert will also differ. Anyhow, as stated earlier, attractions share the maximum contribution in the total 'pull' factors of a destination. The attractions are the major factors in shaping customers' /tourists' views of the destination. Kerala has emerged as an important destination in India recently, and the role of its attractions in this scenario is very high. Kerala encompasses many destinations with diverse attractions. Natural beauty, cultural diversity, greenery, etc. are very important components of Kerala's attractions and natural attractions like Beaches, Backwaters, etc. are really capable enough to influence anyone from the world. Such specialties really have a big role in making a good image and positive tourists view about Kerala. Accessibility is another important element of a tourism destination as well as a factor that has a big role in influencing a customer. In general cases, accessibility is an important factor for attracting tourists. But in some exceptional cases, the lack of much accessibility can also be an attraction. For example, an adventurous tourist trekking trip to Agasthyarkoodam (a hilltop point in Kerala) doesn't require transport facilities. If the accessibility is very high, it has been reported that, in some cases, it may cause crowding and congestion which may lead to the loss of charm and ambience. It should be noted that the 'perception' of accessibility on the part of the travelers is often as important as a destination's actual accessibility. For example many people in Britain perceive Corfu as being more accessible than Cornwall, in terms of traveling time. Such perceptions will undoubtedly affect decision-making when tourists are planning their travel.

Amenities are essential services that cater to tourists' requirements at a destination. For experiencing tourism phenomenon, amenities are necessary. Stay, local transport, shopping, etc are vital components of tourism process. For enjoying the same, amenities are required. Amenities contribute to the image of a destination. Thus, it plays a role in attracting and influencing tourists. Sometimes amenities alone become attractions. The topless double-decker bus services in some cities of Europe, traditional food outlets in France, houseboat transportation in the backwaters of Kerala, etc., can be cited as examples of the same. Ultimately, it can be said that, amenities are highly essential as far as tourism is concerned and these can also influence tourists in making decisions. Apart from amenities, the ancillary services provided at the destination also can exert influences in making decisions. Such services will create more positive image among tourists and have a big role in tourist flows and tourists' views on destinations.

14.5.2 Destination Use by Tourists and Impacts:

Tourism is a multifaceted, multidimensional activity with numerous consequences for society, culture, the environment, and the economic conditions of a country or region. The second half of the last century has seen tremendous developments in the tourism sector, and initially it was considered as a smokeless, non-polluting industry. But later on, as years went by, the tourism sector began to raise different issues across different spheres of life. The contribution of tourism towards the economic and regional development was quite significant. Thus, tourism produced both positive as well as negative impacts. Traditionally, tourism has been viewed as a powerful force in promoting understanding among nations and within national boundaries, facilitating national integration. Tourism has been accepted as an important catalyst for economic development recently only. The economic contribution is measured in different terms such as employment generation, foreign exchange earnings, income generation and output growth.

It is natural for people belonging to different cultures, life styles or social settings to interact and leave an impact on each other. In tourism this happens at a massive

level. Tourists generally may try to explore the social life at the destinations, whereas the local community may attempt to imitate the life-style of tourists. Friendship making, learning from each other, better understanding among people, etc. are considered as positive impacts of tourism. At the same time, there are some impacts that have been termed negative. Many examples worldwide can be cited of the negative impacts of tourism on social and cultural life. Adopting pseudo behaviors, involving in drug and mafia activities, inspiring prostitution tendency, loss of local and traditional culture, etc. are considered as menaces due to tourism. Commercialisation of art and art forms is another negative impact of tourism. However, the preservation and maintenance of culture and cultural features are highlighted as strong positive impacts of tourism.

Apart from the impacts on the economy, society, and culture of the host population, environment and ecology are another important areas where tourism generates impacts. Different kinds of tourism activities affect the natural and built environment. There is a complex interaction between tourism and the environment. Environmental impacts are inherently and irreducibly multi-dimensional. The OECD report on the environmental impact of tourism states: "A high quality of environment is essential for tourism while the quality of environment is threatened by tourist development itself, which is promoted because of its economic importance". In other words, tourism tends to destroy tourism itself. But at the same time, the opposite dimension of tourism industry- recreation in national park and conservation reserves-has been highlighted in tourism and environmental discussions.

Impact of tourism to some extent varies according to the type of visitors attracted to an area and their activities while they are at the destination. The impact of tourism on any destination will be determined by a wide variety of factors and the major of them are:-

- The volume of tourist arrivals
- The structure of the host community
- The types of the tourism activity.

- The fragility of the local environment
- Difference in socio-cultural characteristics between the hosts and the guests (local community and the tourists).

Apart from this, the interests of various stakeholders in preserving and maintaining local environment and culture are an important determinant in generating impact. The political factors, including policies also have the capacity to influence impacts of tourism. Tourism is functioning in different environments and all such have roles in determining impacts. The greater the economic and social diversity of the destination, the more facilities it has for visitors, the more easily it will accommodate additional tourists. In practice, it has been reported that the destination area's landforms and ecology, its economic and social structure and political organization, all determine the form and structure within which tourist activity produces specific local results. The carrying capacity of a destination has an important role in determining the impact of tourism. There are a variety of factors, which determine carrying capacity like social structure, culture, environment, political structure, tourist activities, tourist characteristics, etc. Such factors are classified as either local factors or alien factors. The local factors and alien factors, manipulated by planning and the management of tourism development, will result in impacts on the social structure, culture, environment and economic structure. The details of carrying capacity and alien and local factors are explained later in this book. A schematic framework for identifying the relation between determinant factors and tourism impacts can be illustrated as follows.

The destination area's landforms and ecology and political organization determine the form and structure within which tourist activity produces specific local results. Given the interaction of the local and alien factors within the host environment the planning and management process should aim to secure the maximum positive benefits while incurring the minimum costs. Law (1985) has come up with a systems model (destination system model), which suggests that introducing or expanding tourism in any region/ area results in multifarious changes. Care has to be taken to

control the factors leading to negative impacts and to enhance positive benefits. The following descriptions will give an idea about the various identified/reported positive and negative impacts of tourism.

In many economies, the travel and tourism sector has for some time been recognized as a major area of activity which both draws upon the resources of those economies and affects their nature and development. In addition to this, tourism has been fit to use as a subject or agent of macroeconomic policies by the governments. Tourism often has a high level of involvement in policies related to employment levels or the balance of payments, both of which are of high significance in modern macroeconomic management. The governments see tourism as an engine for economic development. The norms used in monitoring tourism are typically weighted toward the upper end, primarily for their role in foreign exchange earnings or tourism receipts. The economic benefits generate due to the spending by the tourists while they are on the tourism process. In the economic sphere, tourists' spending can enhance an area by bringing wealth and catalysing income, employment, enterprise, and infrastructure development. In contrast to the benefits of employment, foreign exchange earnings, and others, tourism is also generating some negative effects. The positive and negative economic impacts are discussed in detail below.

Check Your Progress-I:

State whether true or false.

- Tourism is one of the smallest industries in the world.
- The tourist is considered the system's main element.
- The transport sector is largely represented in the transit route region.
- Geographically, destinations can range from large areas to small continents.
- Khajuraho in West Bengal is a destination with a limited area.

Check your answer with the one given at the end of the unit.

14.6 Tourist Visit and Impacts:

14.6.1 Economic Impacts-Benefits:

A range of tourism economic benefits is identified, and the very important ones are as follows.

Invisible Export:

In the national context, tourism may significantly influence a country's balance of payments. A country's balance of payments reflects its transactions with the rest of the world as part of its system of national and macro accounting. A country's balance of payments is important for maintaining the value of its currency in foreign exchange markets. Continuous balance-of-payment deficits for a country normally lead to an imbalance between the international supply of the country's currency and its demand, in the direction of excess supply. It may lead to the country's currency weakness. Developing countries use the strategy of developing tourism as an invisible export.

International tourists generally purchase services from another country and therefore pay for 'invisibles'. When a tourist from UK comes to India, there is an invisible payment of Germany's balance, while India's balance gets an invisible receipt. Tourist expenditure is as 'real' as any other form of consumption, and international tourist expenditure can be seen as an invisible export from the host country. Usually, countries try to maximise their travel receipts through promotional and marketing strategies. A tourist spends money on various heads. Accommodation, shopping, travel, entertainment, etc. are the major areas where tourist spends money. International tourists have to exchange their currency into the regional currency before making various purchases. Tourists can purchase goods and services in the host country in accepted international currencies as well. Thus, the consumption of tourism products will generate activity, which can be compared to exports, even though most tourism products are intangible.

In the case of domestic tourism, tourism expenditure is considered an 'export' between local regions and perhaps an import substitute for the national economy. Domestic tourism encourages the redistribution of income of the country.

Government Revenue:

Tourism is an important source of government revenue for certain economies. Tourism generates tax income, some of which is directly applied and some computed indirectly. Most taxes take the form of sales tax on items the tourist purchases, such as cigarettes, liquor, and accommodation. Tourists also indirectly pay taxes through the consumption of various imported items. When we consider the direct, indirect, and induced effects of a tourist's expenditure, we can infer that he pays taxes to the government in different ways.

Employment Generation:

Tourism, like most personal service industries, is labour-intensive. In developing and developed countries with high unemployment rates, tourism is considered an attractive alternative. Tourism spans a wide range of industrial sectors, making it particularly difficult to estimate the number of employees associated with it. In addition, tourism has diverse linkages with other sectors of the economy. Thus, employment generation occurs not only in the tourism industry, but also in all allied and other sectors with direct or indirect linkages to tourism activities.

Tourism products mainly consist of service products, which usually generate more employment opportunities. The concept of multipliers has the same impact in the employment sector as in income. Tourists staying at a destination create jobs directly in the industry. Apart from this due to the effect of tourist's stay; many other sectors indirectly related to tourism will be influenced to create more job opportunities. Direct employment generation includes positions in travel agencies, tour operators, transport undertakings, accommodation establishments, and enterprises engaged in marketing destinations. Indirectly tourism will cause employment generation in other sectors like financial institutions, organizations that supply raw materials to the tourism organization, etc. But still there are a variety of criticisms in this area in

comparison with other industries such as; the tourism employment potential is seasonal, most of the jobs generated are only inferior employment, local population is often too small to fill the vacancies, etc. Counter arguments are these, but these are not discussed here in detail since such issues are beyond the scope of this.

Investment and Development:

The development and growth of tourism in particular areas will attract more private and public investments. The private and public sectors may be induced to invest even more in that area and this is what economists call as “accelerator effect”. Thus if tourism to an area booms and the value of TIM (Tourism Income Multiplier) is high, more investments in both tourism and allied industries can be expected. Superstructure development is an important aspect in relation to a destination at this juncture.

Income:

Income is generated to the local community directly, indirectly and in induced forms. Income is created in different forms and in general it accrues from wages and salaries, interest, rent and profits. Since tourism industry consists mainly of service products, the greatest proportion is likely to be in wages and salaries as far as income generation is considered. And hence, the level of generation of income from tourism is closely bound up with the level of employment. Here the wage levels also have much importance. If it is high, income level will also be high. Income is also generated from interest, rent and projects on tourism business ranging from the interest paid on loans to an investor in infrastructure and superstructure to rent paid to a land owner for a car park or campsite. The sum of all incomes in an economy is called as ‘national income’ while the significance of tourism in a country’s economy can be identified by its contribution on the proportion of national income.

14.6.2 Negative Economic Impacts:

Tourist expenditure has a ‘cascading’ effect throughout the economy. The benefit it is giving to the economy is described above. But, there are some negative impacts,

which have been under wide discussion for a long term. Some of them are discussed here.

Migration of Labour:

When tourism development occurs in rural areas, the possibility arises for labour migration to the tourism sector. In such areas, primary sectors of production like Agriculture, Fishing, etc. would have been the major source of employment before the arrival of tourism. But the introduction of tourism will generate employment opportunities there, and usually a share of the population employed in primary sector may move to tourism sector for employment since it may give jobs with better salary, etc. In tourism sector, they will be employed in non-skilled categories, but they might have been skilled employees in the former sector. This will affect labour in primary sector, which may suffer from lack of enough skilled labour. This will raise the cost of labour and ultimately the production cost. This scenario may happen in urban tourism also where labour units may be migrated from rural areas. The migrated labour units are likely to experience additional infrastructure pressure for health, education and other public services.

Opportunity Cost:

The concept of 'opportunity cost' was introduced by D.I. Green and popularized by Professor Knight. The opportunity cost of given economic resources are the foregone benefits from the next best alternative use of those resources. i.e., the sacrifice or loss of alternative use of a given resource is termed as 'opportunity cost'. The use of capital resource (in developing and developed countries, it is often scarce) in the development of tourism related establishments preclude their use for other forms of economic development. Hence, opportunity cost has to be considered in measuring tourism economic impact.

Displacement Effect:

While estimating the economic impact of tourism an allowance should be made for the 'displacement effect' when tourism development substitutes one form of expenditure and economic activity for another, it is referred as 'displacement effect'.

In the context of tourism, it is usually referred to when a new project takes away business patronage from an existing one.

14.7 Tourist Expenditure and Generation of Economic Benefits:

Tourists spend money on a wide variety of goods and services. They spend money on accommodation, food and beverage, transport, communications, entertainment services, goods from 'retail outlets', and other items. A part of the money spent by the tourists will go out of the local economy for providing various services and goods. For example, a tourist visiting India and staying in a deluxe hotel asks for Russian-made vodka; the hotel will have to supply it. Here, the money spent for the same goes out of the local/national economy. At the time of economic impact measurement this leakage of money is referred to as 'import'. In tourism, the amount of leakage has to be taken into account so seriously and since, especially in developing and developed countries the leakage is high.

Tourist Expenditure is defined as the "total consumption expenditure made by a visitor or on behalf of a visitor for and during his trip and stay at destination". The consumption of the goods and services may not necessarily be by the visitor himself and the expenditure may not necessarily be undertaken by the visitor himself. For example a groups tour, where expenditure can be done one or two individuals, not by all. International tourist expenditure is usually considered from the perspective of destination country for inbound visitors, and from the perspective of the origin country for outbound tourists. International tourism receipts are defined as "the expenditure of international inbound tourists, including their payments to national carriers for international transport". Expenditure pattern can be classified into three as pre-trip, on-trip, and post trip expenditures.

14.8 Tourist Expenditure Pattern:

The money spent by a tourist will generate additional demand in the economy. A country is mainly benefited from tourism by the tourist expenditure. The economic contribution of tourism is an important area to be measured. This statistics concentrates in that area. All the expenditures by the tourists will be considered in

this statistics except payments made to international airlines. The table given below gives an idea about tourism earnings (international tourism) statistics.

Table 14.1
India’s Foreign Exchange Earnings from Tourism (Foreign tourism receipts)
Years Earnings (Rs. Cr.)

1991	4318
1992	5951
1993	6611
1994	7129
1995	8430
1996	10046
1997	10511
1998	12150
1999	12951
1991	4318
1992	5951
1993	6611
1994	7129
1995	8430
1996	10046
1997	10511
1998	12150
1999	12951
2000	14238

Source: Tourist statistics, Ministry of Tourism, Govt. of India.

The full assessment of the economic impact must take into account all aspects, including the following.

- Indirect and induced effects
- Leakage of expenditure out of the local economy
- Displacement and opportunity costs.

Economic Benefits are generated not only in the tourism sector itself, but also pass to other sectors. Thus, economic benefits are generated in three levels. Direct, Indirect and Induced. The direct level measures the economic benefits accruing to the tourism industry (in frontline establishments). It is the value of tourist expenditure less the value of imports necessary to supply those ‘front-line’ goods and services. The direct

impact is likely to be less than the value of tourist expenditure. The direct impact depends on the capability of the local economy to provide for tourist's demands from its own production sectors.

The establishments which directly receive the tourist expenditure also need to purchase goods and services from other sectors within the local economy. For example, Restaurants will have to purchase food raw materials from retail shops there. The suppliers to those frontline establishments will need to purchase goods and services from other establishments and the process continue.

The generation of economic activity brought about by these subsequent rounds of expenditure is known as the indirect effect. During the course of direct and indirect rounds of expenditure, income will accrue to local residents in the form of wages, salaries, rent, and interest and distributed profits. This addition of income to the local income will, in part, be reinvested in the local economy on goods and services, and this will generate yet further rounds of economic activity. This phenomenon is referred to as 'induced effect'. Thus, while we consider the economic impact of tourism, all the three kinds of economic effects have to be taken into account.

The calculation of level of tourist expenditure is easy, but at the same time, measuring of economic impact of tourism is far more complicated. Usually the estimation of economic impact based on tourist expenditure is inaccurate and misleading. At the national level, the world Tourism Organization (WTO) publishes annual tourist statistics for countries throughout the world. These statistics are only showing the tourism receipts/ foreign exchange earnings. This cannot be taken as a parameter for understanding economic impact. In order to translate tourist expenditure data into economic impact information, the multiplier concept has to be taken into account. Tourism benefits and impacts are not only occurring directly, but indirect and induced effects are there. Appropriate multiplier values have to be calculated for the full assessment of economic impact. Multiplier is one of the most widely considered economic concepts in tourism. Hence it is essential to learn the multiplier concept in tourism.

14.9 Multiplier Effect and Tourism:

Multipliers estimate the additional income generated in an economy from initial spending or a cash injection. The concept of the multiplier is based on the recognition that sales for one firm require purchases from other firms within the local economy. This shows that the industrial sectors of an economy are interdependent. Changes in activity in one industry/sector affect activity in other industries/sectors. That means it could create a ripple effect, also called the multiplier effect, throughout the economy. Firms in the sector/industry purchase not only primary inputs such as labour and imports, but also intermediate goods and services produced by other establishments within the local economy. In simple terms, a multiplier is the ratio of two changes. Changes in one of the key economic variables (such as income) affect development. The multiplier can also be expressed as the ratio of the direct, indirect, and induced changes in the economy to the initial (direct) causal change.

In the case of tourism, the concept is highly relevant. Tourist expenditure has a cascading effect throughout the economy. Because firms in the local economy depend on other firms for supplies, any change in tourist expenditure will affect the economy's level of production, household income, employment, government revenue, and foreign exchange flows. Tourist multiplier measures such changes. The following diagram will represent the multiplier effect in tourism.

Tourists spend money at frontline establishments (e.g., hotels, Airlines, etc.), which provide them with goods and services. The money received by the organisations will be re-spent. A portion of the money will leak out directly from the economy in the form of 'imports'. For example, if a hotel purchases foreign-made liquor to supply to tourists, the money spent on it will leak out of the economy. This phenomenon is usually represented as 'leakage'. These imports may also be in the form of food and beverages when the tourist eats, but they are not provided locally. Here, the value of tourist expenditure that actually circulates in the local economy is immediately reduced. The remaining funds will be used to purchase locally produced goods and services, labour, and entrepreneurial skills, and to meet government taxes, licenses,

and fees. From the local businesses also, the money is re-spent. Again, some part of it leaks out of the local economy through imports. Some part of it will go to the government. A good share of the money is again passed to the local business. Thus, the indirect impact arises. This process will continue. During each round of expenditure, some portion of money accrues to residents in the form of income (wages, salaries and profits). Either households or businesses will save some of the money. This is also a form of leakage. If the money is spent again, leakage occurs, and some of it goes to the government. This spending on income accrued from the initial tourist expenditure will generate further rounds of economic activity and is referred to as the induced effect. Measurement of the economic impact of tourism has to take into account the flow of money through various sectors of the economy and the corresponding generation of different rounds of expenditures, including direct, indirect, and induced effects.

14.9.1 Different Types of Multipliers:

To translate tourist expenditure data into economic impact information, the appropriate multiplier values must be calculated. The term tourist multiplier refers to the ratio of two changes: the change in one of the key economic variables (such as output, income, employment, or government revenue) to the change in tourist expenditure. There will be some value by which the initial change in tourist expenditure must be multiplied to estimate the total change in output. This change is referred to as the output multiplier. Similarly, there will be a value that, when multiplied by the change in tourist expenditure, will estimate the total change in household income. This is referred to as the income multiplier. The major types of multipliers are listed below.

Output multiplier:

This measures the additional output generated in the economy as a result of an increase in tourist expenditure. That means it measures the size of the additional output produced in the primary and all secondary rounds of an economy due to an

increase in tourist spending. This is different from the transactions multiplier, which is concerned with changes in the total volume and value of sales.

Income Multiplier:

This measures the additional income (wages, salaries, rent, interest, distributed profit, etc) created in an economy as a result of an increase in tourist expenditure. Such an income is to be considered only in the form of disposable income, i.e., the income which is available to the households either to spend or save. It can also be measured as national income. Here, the income accrued to non-nationals is not included since major part of it is repatriated. On the other hand, the secondary economic effects created by the re-spending of non-nationals income within the area must be including within the calculations.

Employment Multiplier:

This measures either the total amount of employment generated by the increased tourist expenditure or the ratio of total employment generated by this same expenditure to the direct employment alone (i.e., employment generated during the first round in the directly tourism- related sectors). Employment multiplier provides useful sources of information about the secondary effects of tourism, but their measurement involves more heroic assumptions that in the case of other multipliers, care is needed in their interpretation.

Government Revenue Multiplier:

It is a measure of the impact of an increase in tourist expenditure on government, public revenue in all forms and from all sources. This multiplier may be expressed in gross terms – that is, the gross increase in government revenue as a result of an increase in tourist spending –or in net terms, when the increase in government revenue is reduced by the increase in government expenditures associated with the increase in tourist activity.

Check Your Progress-II:

Filling the blanks:

1 _____ are the heart of the tourism industry.

2. _____ are those essential services catering to the requirements of the tourists.

3. Tourism is a _____ activity with a large number of consequences on society, culture, environment and economic conditions of a country or a region.

4. Domestic tourism encourages redistribution _____ of the country.

5. Certain economies use tourism activity as an important resource for generating _____

Check your answer with the one given at the end of the unit.

14.10 Summary:

Tourism has become the largest industry in the world, particularly in terms of employment generation. As the sector grows, its structure becomes more complex. The tourism industry is considered an amalgam of a range of industries with strong interrelationships. The flow of tourists and the corresponding usage of it result in a range of impacts. The benefits of using destination-specific economic factors are the main reason why tourism has been considered an important industry in the modern world. This chapter discusses the nature, structure, and elements of the tourism industry. The discussion also focuses on the destination, tourist flows into a destination, the benefits and impacts of such flows, and the generation of economic benefits.

14.11 Suggested Readings:

- Cook, Roay, A; Yale, Laura, J; Marqua, Joseph, J (2002). Tourism: The business of travel, Pearson Education, Singapore
- Cooper Chris, Fletcher Jon, Gilbert David and Swanhill Stephen (1993). Tourism Principles and Practices, Pitman with EL/BS, London.
- Davidson, Rob (1989). Tourism, Pitman Publishing, London.
- Gartner, William C, (1996). Tourism development: Principles, Processes, and policies, Van Nostrand Reinhold Co., New York

- McIntosh, Robert W., et al., (1995). *Tourism: Principles, practices, philosophies* | John Wiley & Sons Inc., New York.

14.13 Review Questions

1. Explain the generation of economic benefit due to the usage of a destination by tourists.
2. Elaborate on the applicability of the multiplier effect in tourism.
3. Discuss in detail the structure of the tourism industry.
4. Discuss in detail the nature of the tourist destination and the flow of tourists to it.
5. Identify a destination near your place to discuss its lifespan in detail.
6. Discuss in detail the complex relationships among the various components of the tourism industry.
7. Visit a nearby tourism destination and identify the various types of industries associated with tourism there, and the roles they play in the tourism process.

Unit-16
Motivational Factors for Travel

Structure:

16.0 Objectives

16.1 Introduction

16.2 Push and Pull Factors in Tourism

16.3 Motivation to travel

16.4 When do people travel?

16.5 Determinants

 16.5.1 Determinants of Demand

 16.5.2 Determinants of Supply

16.6 Summary

16.0 Objectives:

After going through this unit, you will be able to:

- Discuss why people travel.
- Describe the motivational factors behind undertaking a touristic pursuit
- Discuss when people travel and
- Explain the determinants behind these motivational factors.

16.1 Introduction:

Travel has been a nomadic urge in man. However, due to 'antediluvian means of transport', 'lack of amenities, safety and security' and, and 'non-availability of adequate means' during earlier phases of history, it largely remained the privilege of the influential and well-to-do class of society who could afford to buy the conveniences. For the first time, the Middle Ages witnessed the emergence of a new class of travellers, i.e., adventurers and explorers. Strongly motivated by 'curiosity' and 'quest for knowledge', these inquisitive souls, despite their limited means, used to set out on long and arduous voyages, bravely facing the en route risks and discomforts. Thus, daring spirits like Marco Polo, Columbus and Vasco-de-Gama added new dimensions to travel, in terms of activity, concept and philosophy. The Renaissance in Europe, followed by Grand Tours and the development of spas, beaches, and resorts as health destinations, further accelerated travel and tourism. In fact, with the varying socio-cultural, economic, environmental, political, and technological dimensions, the motivations and determinants have remained, and will continue to be, highly dynamic.

16.2 Push and Pull Factors in Tourism:

Let us try to understand under what circumstances we decide to travel. At any given time in our family life cycle, we experience different sets of liabilities and, of course, liberties. These differ in diverse stages; like when we are settled in an occupation, drawing a handsome salary, though married, but yet to extend our family; we enjoy more financial and social freedom and at this stage, there are more possibilities of

using our leisure time for touristic pursuits compared to the stage when we have kids, and that too at crucial juncture of their studies. Further, at times we are compelled by social obligations to undertake a journey, such as an important family function or a compulsory visit to a religious place. Many times, our profession requires us to frequently leave the workplace. Then monotony can set in due to the same routine. In the present era, stress and strain are also prominent factors. Whatever the case, the fact is that at any given time, many pressures keep working on us to make us realise we need to take a break. All these pressures or reasons are generally called Push Factors.

Once we realise the need to pursue a touristic endeavour and identify the exact niche, we start collecting information on possible alternatives that fit our requirements, and in the process, we come across several options. For example, a person residing in Delhi might want to beat the summer heat. The best way is to go to a hill station. He might go to Nainital, Mussoorie, Shimla or, say, Jammu & Kashmir. Each of these places offers different attractions and has a different tourism appeal; expenditure might also vary from place to place, and the distance factor comes into play. Depending on our motives, budget, and available time, we chose one or more of these. All these options have different tourism magnetism, or, in simpler terms, possess varying levels of attraction. These alternatives fall under the category of Pull Factors. So, we have understood that any tourism-related decision is the outcome of an interplay between Push and pull factors.

The amazing fact associated with tourism is that; in the first place, people travel to various destinations for an uncountable and unimaginable number of reasons; secondly, in most cases a tourist pursuit is an outcome of the combination of more than one motive, meaning thereby is that when we select a destination we look for multiple purposes – for example while planning to go for a vacation we, the Indians, probably would prefer to go to a place which can provide us (if we are going due to religious reasons) with opportunities to visit a (or number of) religious place (s) along with some other leisure, cultural or natural attractions, in addition to a friend or

relative living nearby; and, most interestingly, the wants and needs might vary with additional trips to the same place. However, a person travelling to a destination for a single reason is called a Special Interest Tourist, and the phenomenon of Special Interest Tourism is commonly abbreviated “SIT”.

16.3 Motivations to Travel:

As discussed above, there can be thousands of reasons behind travel, especially for tourists. Moreover, honestly, it is extremely difficult to list all of these. Therefore, various scholars from the field of tourism have suggested diverse categories to include the same. Following the categorisation proposed by McIntosh, we will now learn about the various broad classes of motivations, which are as follows:

- Socio-Cultural Motivators
- Physical Motivators
- Inter-Personal Motivators and
- Status and prestige-oriented Motivators

To begin with, and keeping in mind the strongest appeal of Indian tourism, let us look into the first category, viz., socio–cultural motivators. Whenever one undertakes a journey due to something related to either religion (visit to shrines, for example), monumental attraction (e.g. Taj Mahal), historical connections (Port Blair), or fairs and festivals (Suraj Kund Craft Mela or Goa Carnival), or social ceremonies (marriage), or to study the lifestyle of a particular group etc., the movement is caused by this set of motivators. This means that tourists seek either a social or a cultural experience. Countries like India depend upon their vibrant cultural treasures to woo tourists from all around the globe.

The second category, i.e., Physical Motivators, has three dimensions: visiting a place to challenge our physical strength, participating in or watching a sport, or improving our physical well-being. This can be taken as the oldest set of motivators (Do you remember the organisation of the Olympic Games, and that too in the B.C. period?). Challenging physical strength involves getting involved in activities that require a lot of stamina and courage, like extreme adventure sports. Adventure, undoubtedly, has

gained a prestigious place amongst favourite activities in the last two decades. One is because one explores new dimensions of one's unlimited strength, and also because adventure provides an opportunity to enjoy nature in its virginity. Being part of any sporting event (active or passive) has traditionally been inherited by all of us – actively when we participate, and passively when we watch as the audience. I would like to remind you of the noisy groups supporting their countries or teams, which can be easily seen at cricket or football matches around the world. These people have a tremendous impact not only on the economy of the area visited but also on the general standard of living of the residents of the place because we have to have supporting infrastructure and superstructure to accommodate them (just think of the developments that are on the way to the forthcoming Commonwealth Games to be organized in New Delhi). Thirdly, physical well-being has two dimensions: bodily health and spiritual vigour. You know, we have entered an era when a new term has been coined in tourism; this is Wellness Tourism. Getting rid of ailments in climatically favourable environments has always persuaded people to go to other places (like people used to go to SPAs in ancient periods) and the same trend is continuing even today. India has taken great leaps in this field by offering quick and comparatively inexpensive treatments on one hand, and state-of-the-art facilities on the other. Health tourism, thus, is another bright shining in the Indian skies. Let us not forget we are living in a country which is equally known for Ayurvedic treatment, as well as for Yoga and meditation.

Coming to the third category, i.e. Inter-Personal Motivators now. It's a bit intricate to understand this particular one. When someone travels due to various very personal reasons, without being forced by external factors, these motivators are said to be working upon the person. The two most commonly observed phenomena in this category are:

- Visit to Friends & Relatives (VFR)
- Root Syndrome

VFR includes the persons who visit a given place to meet their near and dear ones. A very frequently occurring phenomenon in our country too, VFRs' have their importance in the growth of tourism, as well as economic contribution. Many scholars hesitate in recognizing VFRs as conventional tourists, but the fact remains that though such tourists depend upon their hosts for only one component of the tourism industry, namely accommodation, they use the majority of the remaining components as the other segments do. Think about the situation when you go to a friend of yours residing in Shimla. Though you will stay with him, yet you will visit different attractions in and around Shimla, probably use taxis or coaches for your intra-destination travel, purchase some souvenirs as well, visit some restaurants etc. meaning that you will, as a tourist, contribute to the economy of Shimla and economic gains by the destination region is one of the major objective of tourism development. Root Syndrome is a situation where one migrates to some other place and wishes to visit his or her native place as a tourist at some later stage. Another dimension to this consists of the later generations of these migrants who keep on hearing stories about the place they had belonged to and develop a keen interest in experiencing the same thing(s) themselves. For example, the children of NRIs come to India to experience various colours and celebrations. This is a very important segment because they have high spending power and might come in large numbers if properly approached with effective marketing and promotional strategies. China has made exceptional growth in this segment and that too in the last two decades. The majority of the international tourists visiting China consist of Non-Resident Chinese. Department of Tourism, Government of Uttar Pradesh has also launched a scheme to attract Non-Resident Indians, viz. "Trace Your Roots". Other Indian states can also plan something along these lines to enhance their market base.

The fourth category, proposed by McIntosh, revolves around Status & and Prestige Oriented Motivators. There is a very old saying "travel to learn and learn to travel". In the present era of LPG (i.e. Liberalization, Privatization and Globalization) the whole world has become a small village where people from different backgrounds,

and nationalities, have commercial interests and accordingly, the idiom has to be amended a bit. Now it should be re-stated as “travel to learn & earn and learn & earn to travel”. Knowledge and economic status are the two most essential factors to fetch status and prestige in society and, therefore, the number of such people is ascending year by year. Countries like India have been major beneficiaries of this phenomenon, as global investment has increased manifold in the last couple of years and, as a consequence, business-oriented travel has also risen.

Apart from the above, a section of the tourism experts is of the view that we must add one more category to the list: Fantasy. Many people undertake journeys for reasons other than those mentioned above. Many a time we dream about activities that are off-beat or unusual or are different from the routine ones. For example, couples who go on a honeymoon don't fall into any of the above-mentioned categories, because their reasons to travel are different. Similarly, the people who go to amusement parks mainly look for thrill and excitement. Then there are adventurous souls, like space tourists, who might be seeking the privilege of being the forerunners in this field. In all the above cases, the travels are due to extremely unusual reasons- the reasons that are a part of far imaginations, the fantasies. We all keep on dreaming about bizarre things, and at some point, the curiosity crosses the bearable threshold of inquisitiveness to the point that we have to take some action to satisfy the need niche.

Check Your Progress-I:

Answer the following question:

- **Differentiate between Push and Pull forces in Tourism:**

Check your answer with the one given at the end of the unit.

16.4 When do people travel?:

Thanks to the ever greater automation, particularly on the industrial front, more and more people have now disposable income and leisure time on one hand, and a strong desire to escape such by-products of industrialization and urbanization like noise pollution, over-crowding, routine, monotony and boredom on the other thus making travel and tourism both a 'convenience', as well as, 'compulsion' to the modern society (Kandari, 1984).

Let us now try to list some of the major prerequisites that are vital for any person to qualify to engage in the phenomenon of tourism. These include as briefly mentioned above:

- **Disposable Income:** refers to that fraction of the income that is left with a person after fulfilling all the social, i.e. necessary, obligations and can be spent by him or her as per one's wish. Disposable income essentially correlates with tourists' motivations, as this amount is spent on leisure activities.
- **Discretionary Time:** means the period that remains with a person which he/ she can spend as per his/her discretion or desire without having any outside influence. The more discretionary time, the higher the urge to get involved in touristic pursuits.
- **Need or Desire:** These are the factors that design and direct our motivations. When the persons travel due to need or compulsion; whether social, occupational, or well-being; the phenomenon falls in the category of "Compulsive Tourism" and in case of travel undertaken due to some desire, or combination of desires, the practice is termed as "Impulsive Tourism".
- **Social Sanctions:** is the recent addition (of the 90's to be specific) to the list of prerequisites for travel and tourism. These relate to all the three regions that constitute a tourism system, viz. Tourist Generating Region (TGR), Tourist Transit

Region (TTR) and Tourist Destination Region (TDR). Social sanctions refer to the openness/flexibility/hospitality of the societies in these three regions, allowing people living in TGR to move freely to other destinations or explicitly welcoming incoming or ongoing tourists (w.r.t. TTR and TDR, respectively). Values, ethics, social norms, education level etc. are the governing factors of social sanctions.

16.5 Determinants:

Determinants refer to the factors that shape or regulate the demand or supply of tourism, i.e., are responsible for the growth and development of demand and of quantitative and qualitative supply provided by any destination. These are called determinants because they determine the typology and level of either demand or supply. Let us have an insight into some major ones related to demand and supply, respectively.

Undoubtedly, the origins of modern tourism and its rapid growth can be attributed to remarkable achievements in science and technology. To quote Singh (1975) 'modern tourism is a direct product of economic and social progress promoted by technological and scientific advances, higher real income, longer leisure time, demographic expansion and increasingly cheaper and varied tourist-plant facilities that provide the essential conditions for the growth of tourism'. Research has proved that "the inhabitants of large urban and industrial cities are most eager escapers from their environment on weekends and annual holidays" (Wahab 1971). Consistent innovations in transport and communication have particularly contributed to the rapidly increasing propensity to travel. Now people have natural access to faster, cheaper and safer means of transport and an equally effective communication system. 'Time-distance gap' in real terms has considerably narrowed down, thus converting the world into a close neighbourhood. The roles of 'education' and 'awareness' have also been vital in promoting travel and tourism on a large scale. To quote Hellen (1966), "The spread of education has created cultural awareness and has stimulated the desire to travel". The frontiers of awareness have considerably enlarged over the years and as a result, the usual cultural, political and business reasons,

'environmental', 'biotic', 'geographic', 'social', 'scientific', 'technological' and 'economic' perspectives, too, have begun to motivate people to travel strongly.

Development of newer attractions and destinations, improvement in tourist-plant facilities and services, availability of competitive tourist supplies both in terms of quality and prices and effective marketing strategies being adopted by tourism developers and private sector enterprises are further tempting more and more globe trotters to set out on recreation, pleasure and/or adventure trips or explore nature and culture.

16.5.1 Determinants of demand:

I. Income:

Income is the most vital factor affecting demand, as it is directly proportional to individuals' spending power. If the income rises, the demand for goods and services rises too. However, this also relates to the quality. The demand for superior goods and services will rise as incomes increase. A careful analysis of tourist-generating regions reveals that countries have shared the top slots with strong economies and currencies.

II. The number and price of related services and products:

The higher the price of alternative goods or services, the greater the demand for the product or service in question. That means that if the price of coffee rises, the demand for tea will increase.

Complements: As the price of complements rises, demand for the complements falls, and so does the demand for the good in question. If the price of petrol rises, demand for cars will fall.

III. Tastes and Fashions:

Tourism demand is highly dynamic and is extremely sensitive to variations in tastes and fashions. The World Tourism Organisation, the World Travel & Tourism Council, the Ministry of Tourism, and the Government of India monitor apparent trends that might affect the growth and development of tourism in the country. Tastes and fashions are usually affected by advertising, trends, health considerations etc.

IV. Expectations of future price changes:

Prospects of price fluctuations in services and goods might significantly influence decision-making. If people expect prices to rise shortly, they will try to beat the increase by buying early and vice versa. It has been observed that, in many cases, tourism-related decisions are deferred due to perceived (or actual) price changes. Generally, any price increase has a short-term impact on demand. After a short period, tourists accept the changes and resume their planned schedules.

V. Population:

The size and make-up of the population have a reverberating effect on demand. The size of the population is directly linked with the propensity to travel (assuming that the place's economic health is good). Again, the age distribution of tourists affects the type of demand. The younger population might be interested in adventure-based tourism products, whereas the senior citizens are more inclined towards leisure tourism.

16.5.2 Determinants of Supply:

I. Costs of production:

Cost of production is the most important criterion that regulates the supply of tourism products, services, and facilities. In the case of tourism, cost is also inversely proportional to production volume. In simpler terms, if an accommodation is at 80% occupancy, its costs will be lower than those of one at 40% occupancy. Costs are affected by changes in input prices, wages, raw materials, technology, and organisational changes that lead to increased/decreased efficiency, as well as by Government policies, including taxes and subsidies.

• Profitability of alternative goods in supply:

If an entrepreneur makes a greater profit from accommodation units than from tour packaging, the supply of the latter will decrease, while that of the former will certainly increase.

- **Environmental conditions, Nature, random shocks:**

The worst factors affecting supply in the field of tourism include calamities, geopolitical disorders, the industry's working environment, etc. Thus, weather, earthquakes, wars, and problems like industrial disputes are perceived as dark shadows in the case of the tourism industry.

- **Expectations from future prices:**

If the price of a good is expected to rise, the supplier may hoard stock (reduce the supply now) to benefit later (increase in supply).

- **Profitability of goods in joint supply:**

In the tourism sector, joint supply is a common practice, enabling suppliers of different components to collaborate to offer a complete, more satisfactory product. Tour packages are the best example to support this statement, where we find effective involvement of hoteliers, transporters, guides & escorts, souvenir providers, entertainers, and many more to ensure the supply of a package. Joint supply guarantees higher appeal for the product, as it is hassle-free & cost-effective, and also assures sustainable business volumes for suppliers.

- **Technology:**

A brief stroll through history reveals that with every technological advancement (in transport, communication, or information technology), the supply in the tourism industry has made steady strides. Advanced technology ensures higher yields, faster service, stronger safety standards and, above all, lower production costs.

Check Your Progress-II:

Answer the following question:

- **List the various determinants of demand:**

Check your answer with the one given at the end of the unit.

16.6 Summary:

Well, the nitty-gritty of the discussion made in the preceding text emphasises, first of all, the very mechanism of travelling. Whenever we make a travel decision, we have clear-cut reasons to leave our place(s) and, concurrently, options for destinations. As discussed in the first part of this Unit, the reasons for leaving our place are described as push factors, while the options constitute a gamut of pull factors.

In the second part, the inspirations behind the touristic pursuits, along with the stimulating factors, have been discussed in detail. To gain insight into this, the classification of the motivational factors suggested by McIntosh, in addition to Fantasy, was taken as the primary criterion. This included four categories of motivators, viz., cultural, Physical, Interpersonal, and Status and Prestige.

In the succeeding fraction, the very prerequisites, i.e., the basic requirements necessary for any person to qualify as a tourist, have been discussed. In simpler terms, the roles and importance of money, time, need or desire, and social approval have been highlighted as essential to the phenomenon of tourism. In the last part, all variables related to society, the economy, technology, etc., that might influence demand and supply in the tourism sector have been discussed. These include population, income, state-of-the-art technology, and production costs, among others. These variables are commonly known as determinants and indicate the levels of qualitative and quantitative demand and supply.

16.7 Answer to Check Your Progress:

I. Push factors mean all those factors which demotivate a person to visit a particular destination, whereas pull factors mean all those factors which motivate a person to visit a tourist destination e.g. pleasing weather, low price, seasonal discount etc.

II. Income, Price, Tastes, Fashions and Population.

16.8 Suggested Readings:

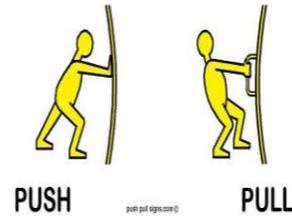
- Mill & Morrison - **The Tourism System**
- 2003, 2004, 2005 - **International Tourism Reports**
- T.V. Singh - **Tourism and Tourist Industry**
- Boyd, Harper, W. and Ralph - **Marketing Research: Text and Cases**
- A.K. Bhatia - **Tourism Development: Principles, Practices and Philosophies**
- JMS Negi - **Tourism Travel- Concepts and Principles**

16.9 Review Questions:

- Discuss various factors that influence the travel decisions of the persons.
- What do you understand by motivational factors? Write four examples of travel due to multiple motivational factors and a single motivator.
- Elucidate upon the requirements that make a person eligible to undertake the phenomenon of tourism. Can these vary in different socio-cultural and economic settings?
- Throw some light on the importance and typology of tourism demand and supply determinants.

16.10 Exercises:

- Conduct a survey and identify the key motivations that attract international and domestic tourists to the major tourist destinations in your region.
- Contact 20 people in your neighbourhood who regularly go out for tourism, and prepare a list of the most essential prerequisites based on their responses.

Unit-17**Concept of Push and Pull Forces of Tourism****Structure:****17.0 Objectives****17.1 Introduction****17.2 Tourism Industry****17.2.1 'Push' and 'Pull' Factors in Tourism****17.3 Components of the Tourism Industry****17.4 Destination****17.4.1 Destination: Concepts and Models****17.4.2 Destination Selection****17.4.3 The Common Features of Tourist Destinations****17.5 Destination Life Span****17.5.1 Destination Elements and Tourist Flows****17.5.2 Destination Use by Tourists and Impacts****17.6 Tourist Visits and Impacts****17.6.1 Economic Impacts-Benefits****17.6.2 Negative Economic Impacts****17.7 Tourist Expenditure and Generation of Economic Benefits****17.8 Tourist Expenditure Pattern****17.9 Multiplier Effect and Tourism****17.9.1 Different Types of Multipliers****17.10 Summary**

17.0 Objectives:

After reading the unit, you will be able to:

- Discuss the nature, structure and characteristics of the tourism industry
- Explain the benefits and issues associated with tourist visits to a destination
- Describe the destination used by tourists and the evolution of benefits due to it
- Discuss the tourist expenditure and the generation of economic benefits

17.1 Introduction:

Tourism is one of the largest industries in the world. The industry is unique in many ways and has a complex structure and interrelationship among various components. Tourists visit the destination, a crucial component of the tourism industry that generates various impacts. The tourist's use of the destination, hence, has significant importance and relevance in the socio-economic context of a region. Hence, gaining an understanding of the structure of the tourism industry, its components, the nature of interrelationships among industries, the use of the destination by tourists, and the consequent effects on the economy in and around the destination, etc., is crucial for a beginner in tourism studies. This unit has been designed with that aim.

17.2 Tourism Industry:

The tourism industry is an amalgam of many industries. The tourism industry is defined as “the range of businesses and organizations involved in delivering the tourism product” and the businesses and organizations represent a key element in the tourism system. Complex linkages and interrelationships exist among the various individual sectors of the tourism industry. For the generation of the phenomenon of tourism, all the components of the industry have to act together and each has its own role and relevance. The industry has many characteristics and some of them are the following.

- Seasonality
- High ratio of fixed costs to variable costs
- Pricing flexibility

- Fluctuating demand
- The perishable nature of the products
- Fragmentation of the industry, which, allied to its geographical dispersal acts to discourage the formation of industry associations.
- Intermediaries play a decisive role.

To understand the nature of the tourism industry, a glance at the concept of the tourism system will be useful. Tourism can be considered an activity as well as a process, and there are different approaches to the tourism system. The approach suggested by Leiper is simple and suitable for understanding tourism. He considered the phenomenon of tourism as a system that functions across various environments (such as Human, socio-cultural, economic, technological, physical, political, legal, etc.). As explained above, this system also has various parts/elements that interact with one another to generate the phenomenon of tourism. According to this model, there are three major elements, illustrated below.

- a. Tourists:** Tourists are considered the main and most important element of the system. Without tourists, the system may not function at all.
- b. Geographical Elements:** The various elements acting in the system related to geography are classified under this category. The front-line geographical elements are further divided into three groups, which are as follows:
 - **Traveller-generating region:** It is the area where the tourists are emerging from and is represented as a tourism market. For example, if a foreigner is coming to India to visit various places from U K, then U K is the generating region of that particular trip to India various intangible factors present in this area 'push' to stimulate and motivate travel.
 - **Tourist destination region:** This represents the 'end' of tourism, which the tourist is ultimately intended to visit. This region attracts tourists to engage in tourism. Leiper says that the 'pull' of the destinations energizes the whole tourism system and demand for travel in the generating region.

- **Transit route region:** The area between tourist generating region and the destination region is referred to as the transit route region. This includes not only the short period of travel to reach the destination but also stopovers and intermediate places the tourist may visit en route.
- c. **Tourism Industry:** This is the last element in Leiper's model. As mentioned previously, tourism is a multi-sector industry that comprises a diverse range of sub-industries, meaning it is an amalgam of different industries. These offer a range of products essential to the tourism process. Hotels, Restaurants, Airlines, Travel agencies, etc., are some vital components. Such components can be located in different parts of the system. The hospitality industry is found in the destination region. The transport sector is largely represented in the transit route region. All the elements of the system interact with one another in various contexts, such as delivering tourism products, transacting with products, etc.

17.2.1 'Push' and 'Pull' factors in tourism:

A large number of factors can cause a person to engage in tourism, and these factors can be classified on different bases. When we classify them by location, some are in the tourism-generating region and others are in the tourist destination region. Factors in the tourist-generating region can force a person to engage in tourism, e.g., the person's income level. If a person has more discretionary income, it may encourage him to participate in tourism activities. Such factors, located in the tourist-generating area and that may force a person to engage in tourism, are referred to as 'push' factors. Apart from the factors mentioned above, mobility, educational attainment, paid holiday entitlement, family size, work-related stress, etc could also be categorized under this heading.

On the contrary, some of the factors are seen in the destination region. For example, a destination's cultural attractions can entice a person to visit. Such factors are called 'pull' factors. Some examples of this category are climate, infrastructure facilities and scenic beauty.

17.3 Components of Tourism Industry:

The major sub-sectors of the tourism industry are the following.

- Destination and attractions
- Government organization
- Intermediaries
- **Transportation**
 - a. Road transportation
 - b. Railways
 - c. Air-based transportation
 - d. Water-based transportation
- Accommodation
- Entertainment and Recreation
- Shopping
- Hospitality
- Infrastructure

17.4 Destination:

Destinations, as defined in the travel industry are specific areas that travellers choose to visit and where they may spend a significant amount of time. In the tourism system concept, the destination is the end of tourism. Destinations are not simply transit or stopover points. The selection of a destination by a tourist depends upon the purpose and motivation for travel. Destination as distinct from origin or market refers to the place where tourists intend to spend their time away from home. This geographical unit visited by tourists may be a self-contained centre, a village a town or a city, a region an island or a country. Furthermore, a destination may be a single location, a set of multi-destinations as part of a tour, or even a moving destination such as a cruise.

Geographically, destinations can be small areas to large continents. For example, Khajuraho in Madhya Pradesh is a destination with a limited area, at the same time, India as a whole is also considered as a destination. It is the area where a good

majority of the components of the tourism system can be located. For example, the accommodation and food industry can be seen here. The attractions are part of this component of the system.

A destination and the attractions there must have a 'pull' capacity to induce visitors to come. This area is highly prone to impacts of tourism positive as well as negative. Hence, care has to be taken at the time of development to maximize the benefits and minimise the negative impacts. The people residing in and around a destination also have a role in making tourism successful. Destination as a product has been defined as 'an amalgam of three main components: the attractions of the destination, the facilities over there and the accessibility to it. In recent years, environmental, cultural and social aspects have emerged as important dimensions in developing a destination.

17.4.1 Destination: Concepts and Models:

Tourism is geographically complex and its different products are sought and supplied at different stages from the origin to the destination. It is not easy to classify that since spatial and characteristic diversity among destinations has become so great. Several models seek to describe the tourism system relevant to the destination. The tourism system model explained earlier may serve to explain the basic feature of the generating and receiving function of origins and destinations. The routes and linkages may carry tourists from one place to the other and back again or to some third place. A destination may have multiple destinations in it.

Some other models like structural emphasize the relationships between origins and destinations particularly in Third World tourism in core-periphery terms. The market is concentrated upwards through the local, regional and national hierarchy with international transfer occurring between national urban centres either as origins or destinations in such models. Evolutionary models emphasize dynamic, change and evolving movements or the development of destinations. A range of such models are there, like from pleasure periphery to psycho-graphic positions of

destinations, to the life cycle of a destination, with emphasis on the structural evolution of the destination through time and space.

17.4.2 Destination Selection:

How does a tourist choose a destination? Several factors are there behind it.

“There is general agreement on the structure of the overall destination choice process as including some or all of the following: perceptions (belief formation) of destination attributes in the awareness set through passive information catching; a decision to undertake a pleasure trip (problem recognition/formulation); evolution of an evoked set from the awareness of a set of destinations (search for alternatives) perceptions (belief formation) of the destination attributes of each alternative in the evoked set through active solicitation of information (evolution of alternatives); selection of a destination(s); and post-purchase evaluation”.

Attractions, one important group of factors, are those elements that draw a tourist to a particular destination. Attractions are mainly seen as natural or man-made. Scenery, climate or beaches are examples of natural attractions. Resorts theme parks, etc. are examples of man-made attractions. Amenities at the destination can be viewed as the elements within the destination or linked to it which make it possible for tourists to stay there and to enjoy and participate in the attractions. They include basic infrastructure, accommodation, transportation catering services, entertainment shopping facilities and visitor information at the destination. Amenities do not usually attract tourists, but the lack of amenities might cause tourists to avoid a particular destination because they provide the basic facilities which are regarded as contributing to the quality of the destination. The accessibility of a destination is also a factor that contributes to the destination's choice. The image of a destination also has a role in this context. Images can be regarded as “the ideas and beliefs, which tourists hold about the destinations”. These images become the main determinant for maintaining or eliminating a particular destination as a possible choice, once the list of all known alternatives is subjected to a winnowing process using more tangible considerations (such as time and money). Price, the sum of what it costs for travel

accommodation and participation in a range of selected services when there, is another important factor in destination selection. The major factors are explained in detail later.

17.4.3 The Common Features of Tourist Destination:

The following common features of most destinations can be identified:

- Destinations are amalgams
- Destinations are cultural appraisals
- Destinations are inseparable that is tourism is produced where it is consumed
- Destinations are used not just by tourists, but also by many other groups.

Destination amalgam consists of attractions- whether they are artificial features, natural features or events- that provide an invitation to visit. A tourist at a destination requires a range of amenities, support facilities and services. Accommodation, the food and beverage sector of the destination not only provides physical shelter and sustenance but also creates a general feeling of welcome and a lasting impression of the local cuisine and produce. Apart from these, a range of retailing businesses will be there in a destination. Infrastructure and super structure are the alternative ways of looking at the components of the destination. Infrastructure represents all forms of construction above or below ground needed by an inhabited area. It is mainly in the form of transportation, utilities and other services. Tourists and visitors alike normally share it. Whereas the superstructure is normally a private-sector activity, it includes accommodation, built attractions, retailing, and other structures. Destinations can be naturally attractive, like wildlife sanctuaries, or designed with man-made attractions, such as amusement parks, historical complexes, or holiday villages. People, their customs and lifestyles, including fairs, festivals, music, dance, and ornamentation, can also be presented as attractions. Destinations and attractions can span vast areas. They encourage linear tourism, which is popular with motorists and coach tours. More than the site or event, the attraction of a destination lies in the image potential tourists have of a particular place. The image of a destination depends on a variety of factors, such as the attitude of the host population, civic

amenities, natural surroundings, accessibility, food, etc. The image is neither constructed nor deconstructed overnight. It tends to build up over time. No destination can be 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.

The development of a tourist destination is not an independent product; rather, it is an amalgam of several products that act as components. The element of intangibility is a crucial one to the destination. Perishability, seasonality, inseparability and heterogeneity, the characteristics of tourism products, have much relevance in the core of tourism destinations also. As explained earlier, a tourism destination comprises more than just a place; it comprises different components or elements. All such elements can be summarized into four groups, usually represented as 4 As. These represent Attraction, Accessibility, Amenities and Ancillary services, Let us go into the details of each element.

a. Attractions: The explanation for attraction is given earlier. Attractions are the heart of the tourism industry. They are acting as motivators that make people want to take trips. Generally, attractions are classified as either natural or man-made. Further classifications are also possible: man-made attractions not designed to attract tourists (e.g., Cathedrals, Archaeological sites); man-made attractions designed to attract tourists (e.g., Theme parks, Zoos); special events and festivals; complete natural environment attractions (e.g., Beaches, seas, rivers), etc. Attractions have the 'pull' capacity to stimulate tourists to engage in tourism and visit the particular place.

b. Accessibility: Accessibility refers to the easiness of reaching a destination. A destination must be accessible if it is to facilitate tourist visits. Most of the tourists will not be attracted to a destination unless it is relatively easy to reach. This means that the destination can be reached easily. This connotes that various transportation facilities have to be there at the destination or near the destination. An airport, railway station, Bus stand, etc. near the destination will increase accessibility. From such transport centres, transportation facilities are also needed to reach the destination.

The frequency of various transport services is also a factor having a role in the accessibility of a destination. But in some cases like adventure tourism, lack of accessibility may be an attraction.

c. Amenities: Amenities are those essential services catering to the requirements of the tourists. In some cases, amenities are represented as infrastructure required for tourism. The amenities required for tourism include accommodation and food, local transport, information centres, and the necessary infrastructure to support tourism, such as roads, public utilities, and parking facilities. The required amenities will vary depending on the nature of the destination. In adventure tourism, the required number of amenities is much less. If it is more, the destination will lose its charm. In some cases, amenities themselves will be the attractions. For example, a destination like France, which is famed for its regional cuisine, encourages tourists whose main motive for travelling may be food to enjoy it.

d. Ancillary services: Ancillary services refer to the auxiliary or supplementary services offered at the destination. Local organisations are the best example, as they usually offer a variety of services to tourists. The main services normally provided by the local organizations are listed below:

- Promotion of the destination
- Co-ordination and control of development
- Provision of information and reservation services
- Advising the local businesses
- Provision of certain facilities (e.g. Catering, sports, etc)
- Provision of destination leadership.

17.5 Destination Life Span:

It has been reported that every destination has a life span and passes through various stages. Different arguments are there in this area and some are against it. Butler has suggested a model representing the life span of a destination which is named as Tourism Area Life Cycle Concept (TALC). He has pointed out that there are six to

seven distinguishable stages in the life cycle of a destination and the details of the stages are given below.

a. Exploration: Here a small volume of explorer-type tourists who tend to shun institutionalized travel will visit the resort/destination. At this stage, the destination may not have much accessibility and facilities.

b. Involvement: At this stage, local initiatives will begin to provide facilities and services for the visitors. The destination will gradually begin to develop. Outsiders will start to arrive and the volume of tourist arrivals will get momentum.

c. Development: By the development stage large number of visitors are attracted and the control of the tourism at the destination will pass out of the hands of the locals. The government will start large-scale promotion and private enterprises will rush to begin establishments. The rate of increase in tourist arrivals will be high.

d. Consolidation: In the later stages of the cycle, the rate of increase of visitors declines though the total numbers are still increasing. The resort, by now will be a full-fledged one.

e. Stagnation: By the stagnation stage, peak tourist arrivals have now been reached and the destination is no longer fashionable. Now it will be relying upon repeat visits from more conservative travellers. The destinations will usually begin to show environmental, social and cultural problems at this stage.

f. Decline: By this stage, visitors are being lost to newer resorts and the negative impacts will be on the increase.

g. Rejuvenation: Authorities of the destination, at this stage, have to decide to rejuvenate/re-launch the destination by looking at new markets/product diversification. Satellite destinations can also be developed. It has been found that rejuvenation strategies are difficult to implement.

17.5.1 Destination Elements and Tourist Flows:

The above-discussed elements of the destination have a strong influence on tourist flows. As explained earlier, the tourism destination is the most important sub-element of the tourism geographical element as per Leiper's model of the Tourism

system. This area (Destination) consists of different 'pull' factors as far as tourism is concerned. Apart from that, some of the industrial components of tourism are distributed in the destination. Each component, in one way or another, is related to each of the elements of the tourism destination.

Out of the elements of a destination, attractions are the most important category which have an appeal to the tourists. Many of the attractions of a destination are intangible in nature and depend upon the image, which the potential tourist has of it. India will be seen by one group of travellers as exotic and appealing, while others will reject the destination because of the negative image due to many reasons or its alien culture. Different destinations will have different attractions and the appeal these make and the influence these exert will also be different. Anyhow as stated earlier, attractions share the maximum contribution in the total 'pull' factors of a destination. The attractions are the major factors in making customers'/tourists' views about the destination. Kerala has emerged as an important destination in India recently and the share played by attractions of Kerala in the scenario is very high. Kerala encompasses many destinations with diverse attractions. Natural beauty, cultural diversity, greenery, etc. are very important components of Kerala's attractions and natural attractions like Beaches, Backwaters, etc are capable enough to influence anyone from the world. Such specialities have a big role in creating a good image and positive tourist view of Kerala.

Accessibility is another important element of a tourism destination as well as a factor that has a big role in influencing a customer. In general cases, accessibility is an important factor for attracting tourists. But in some exceptional cases, the lack of accessibility can also be an attraction. For example, an adventurous tourist trekking trip to Agasthyarkoodam (a hilltop point in Kerala) doesn't require transport facilities. If the accessibility is very high, it has been reported that, in some cases, it may cause crowding and congestion which may lead to the loss of charm and ambience. It should be noted that the 'perception' of accessibility on the part of travellers is often as important as a destination's actual accessibility. For example,

many people in Britain perceive Corfu as being more accessible than Cornwall, in terms of travelling time. Such perceptions will undoubtedly affect decision-making when tourists are planning their travel.

Amenities are the essential services catering to the requirements of the tourists at a destination. For experiencing the tourism phenomenon, amenities are necessary. Stay, local transport, shopping, etc are vital components of the tourism process. To enjoy the same, amenities are required. Amenities contribute to the image of a destination. Thus it has a part in attracting and influencing tourists. Sometimes amenities alone become attractions. The topless, double-decker bus services in some cities of Europe, traditional food outlets in France, houseboat transportation in the backwaters of Kerala, etc. can be cited as examples of the same. Ultimately, it can be said that amenities are highly essential as far as tourism is concerned and these can also influence tourists in making decisions. Apart from amenities, the ancillary services provided at the destination also can exert influence in making decisions. Such services will create a more positive image among tourists and have a big role in tourist flows and tourists' views of destinations.

17.5.2 Destination Use by Tourists and Impacts:

Tourism is a multi-faceted, multi-dimensional activity with a large number of consequences on the society, culture, environment and economic conditions of a country or a region. The second half of the last century has seen tremendous developments in the tourism sector, and initially, it was considered a smokeless, non-polluting industry. But later on, as years went by, the tourism sector began to raise issues across different spheres of life. The contribution of tourism towards the economic and regional development was quite significant. Thus, tourism produced both positive as well as negative impacts. Traditionally, tourism has been viewed as a powerful force in promoting understanding among nations and within national boundaries, facilitating national integration. Tourism has been accepted as an important catalyst for economic development recently. The economic contribution is

measured in different terms such as employment generation, foreign exchange earnings, income generation and output growth.

It is natural for people belonging to different cultures, lifestyles or social settings to interact and leave an impact on each other. In tourism, this happens at a massive level. Tourists generally may try to explore the social life at the destinations, whereas the local community may attempt to imitate the lifestyle of tourists. Friendship-making, learning from each other, better understanding among people, etc are considered positive impacts of tourism. At the same time, there are some impacts, which have been termed negative impacts. Many examples can be cited worldwide for the negative impacts of tourism in the social and cultural spheres of human life. Adopting pseudo behaviours, involvement in drug and mafia activities, inspiring prostitution tendencies, loss of local and traditional culture, etc are considered menaces due to tourism. Commercialization of art and art forms is another one, which can be added to the negative impacts of tourism. But, on the contrary, the preservation and maintenance of culture and cultural features are highlighted as very strong positive impacts of tourism.

Apart from the impacts on the economy, society and culture of the host population, environment and ecology are other important areas where tourism generates impact. Different kinds of tourism activities affect the natural and built environment. There is a complex interaction between tourism and the environment. Environmental impacts are inherently and irreducibly multi-dimensional. The OECD report on the environmental impact of tourism states: "A high quality of the environment is essential for tourism while the quality of the environment is threatened by tourist development itself, which is promoted because of its economic importance". In other words, tourism tends to destroy tourism itself. But at the same time, the opposite dimension of the tourism industry- recreation in the national park and conservation reserves-has been highlighted in tourism and environmental discussions.

The impact of tourism to some extent varies according to the type of visitors attracted to an area and their activities while they are at the destination. The impact of tourism

on any destination will be determined by a wide variety of factors and the major of them are:

- The volume of tourist arrivals
- The structure of the host community
- The types of tourism activity
- The fragility of the local environment
- The difference in socio-cultural characteristics between the hosts and the guests (the local community and the tourists)

Apart from this, the interests of various stakeholders in preserving and maintaining the local environment and culture are important determinants of impact. Political factors, including policies, can also influence the impacts of tourism. Tourism operates in different environments, and all of these play a role in determining impacts. The greater the economic and social diversity of the destination, the more facilities it has for visitors, and the more easily it will accommodate additional tourists. In practice, it has been reported that the destination area's landforms and ecology, its economic and social structure, and its political organisation all determine the form and structure within which tourist activity produces specific local outcomes. The carrying capacity of a destination has an important role in determining the impact of tourism. There are a variety of factors that determine carrying capacity, such as social structure, culture, environment, political structure, tourist activities, and tourist characteristics. Such factors are classified as either local factors or alien factors. Local and alien factors, shaped by planning and the management of tourism development, will affect the social structure, culture, environment, and economic structure. The details of carrying capacity and alien and local factors are explained later in this book. A schematic framework for identifying the relation between determinant factors and tourism impacts can be illustrated as follows.

The destination area's landforms, ecology, and political organisation determine the form and structure within which tourist activity produces specific local outcomes. Given the interaction of the local and alien factors within the host environment, the

planning and management process should aim to secure the maximum positive benefits while incurring the minimum costs. Law (1985) has come up with a systems model (destination system model), which suggests that introducing or expanding tourism in any region/area results in multifarious changes. Care has to be taken to control the factors leading to negative impacts and to enhance positive benefits. The following descriptions will give an idea about the various identified/reported positive and negative impacts of tourism.

In many economies, the travel and tourism sector has for some time been recognized as a major area of activity which both draws upon the resources of those economies and affects their nature and development. In addition, governments have used tourism as a subject or agent of macroeconomic policies. Tourism often has a high level of involvement in policies related to employment levels or the balance of payments, both of which are of high significance in modern macroeconomic management. Governments see tourism as an engine of economic development. The norms used in monitoring tourism are typically weighted toward the upper end, primarily for their role in foreign exchange earnings or tourism receipts. Economic benefits are generated by tourists' spending during their stay. In the economic sphere, tourist spending can enhance an area by bringing wealth and catalyzing income, employment, enterprise and infrastructure development. In contrast to the benefits of employment, foreign exchange earnings, and others, tourism is also generating some negative effects. The positive and negative economic impacts are discussed in detail below.

Check Your Progress-I:

State whether true or false:

- Tourism is one of the smallest industries in the world.
- Tourism is considered the main element of the system.
- The transport sector is largely represented in the transit route region.
- Geographically, destinations can be large areas to small continents.
- Khajuraho in West Bengal is a destination with a limited area.

Check your answer with the one given at the end of the unit.

17.6 Tourist Visit and Impacts:

When tourists visit a destination the following impacts occur:

17.6.1 Economic Impacts-Benefits:

A range of tourism economic benefits is identified, and the very important ones are as follows.

• Invisible Export:

In the national context, tourism may significantly influence a country's balance of payments. A country's balance of payments reflects its transactions with the rest of the world, on part of its system of national and macro accounting. A country's balance of payments is important for maintaining the value of its currency in foreign exchange markets. A continuous balance of payments deficit for a country normally leads to an imbalance between the international supply of the country's currency and the international demand for it, in the direction of excess supply. It may lead to the country's 'currency weakness'. Developing countries use the strategy of developing tourism as an invisible export.

International tourists generally purchase services from another country and therefore pay for 'invisibles'. When a tourist from the UK comes to India, there is an invisible payment of Germany's balance, while India's balance gets an invisible receipt. Tourist expenditure is as 'real' as any other form of consumption, and international tourist expenditure can be seen as an invisible export from the host country. Usually, countries try to maximise their travel receipts through promotional and marketing strategies. A tourist spends money on various items. Accommodation, shopping, travel, entertainment, etc. are the major areas where tourists spend money. International tourists must exchange their currency for the local currency before making various purchases. Tourists can purchase goods and services in the host country using accepted international currencies. Thus, the consumption of tourism

products will generate activity, which can be compared to exports, even though most tourism products are intangible.

In the case of domestic tourism, tourism expenditure is considered an 'export' between local regions and perhaps an import substitute for the national economy.

Domestic tourism encourages income redistribution within the country.

• **Government Revenue:**

Tourism is an important source of government revenue for certain economies. Tourism generates tax income, some of which is directly applied and some computed indirectly. Most taxes take the form of sales tax on items tourists purchase, such as cigarettes, liquor, and accommodation. Tourists also indirectly pay taxes through the consumption of various imported items. When we consider the direct, indirect, and induced effects of a tourist's expenditure, we can infer that he pays taxes to the government in various ways.

• **Employment Generation:**

Tourism, in common with most personal service industries, is labour-intensive. For developing and developed countries with high unemployment rates, tourism is considered an attractive alternative. Tourism spans a wide range of industrial sectors, making it particularly difficult to estimate the number of employees associated with it. In addition, tourism has diverse linkages with other sectors of the economy. Thus, employment generation occurs not only in the tourism industry but also in all allied and other sectors with direct or indirect linkages to tourism activities.

Tourism products mainly consist of service products, which usually generate more employment opportunities. The concept of multipliers has the same impact on employment as on income. Tourists staying at a destination create jobs directly in the industry. Apart from this, due to the effect of tourists' stay, many other sectors indirectly related to tourism will be influenced, creating more job opportunities. Direct employment generation includes positions in travel agencies, tour operators, transport undertakings, accommodation establishments, and enterprises engaged in

marketing destinations. Indirectly, tourism will generate employment in other sectors, such as financial institutions and organisations that supply raw materials to the tourism sector. However, there are still a variety of criticisms in this area compared with other industries, such as: the tourism employment potential is seasonal, most of the jobs generated are only low-skilled, the local population is often too small to fill vacancies, etc. Counterarguments are these, but they are not discussed in detail here since such issues are beyond the scope of this.

Investment and Development:

The development and growth of tourism in particular areas will attract more private and public investments. The private and public sectors may be induced to invest even more in that area, which is what economists call the “accelerator effect”. Thus, if tourism to an area booms and the TIM (Tourism Income Multiplier) is high, more investment in both tourism and allied industries can be expected. Superstructure development is an important aspect concerning a destination at this juncture.

Income:

Income is generated by the local community directly, indirectly and in induced forms. Income is created in different forms and in general, it accrues from wages and salaries, interest, rent and profits. Since the tourism industry consists mainly of service products, the largest share of income is likely to be in wages and salaries. Hence, the level of income generated by tourism is closely linked to the level of employment. Here, wage levels also have great importance. If it is high, the income level will be high as well. Income is also generated from interest, rent, and projects in the tourism business, ranging from interest paid on loans to an investor in infrastructure and superstructure to rent paid to a landowner for a car park or campsite. The sum of all incomes in an economy is called ‘national income’ while the significance of tourism in a country’s economy can be identified by its contribution to the proportion of national income.

17.6.2 Negative Economic Impacts:

Tourist expenditure has a 'cascading' effect throughout the economy. The benefit it is giving to the economy is described above. But there are some negative impacts that have been under wide discussion for a long time. Some of them are discussed here.

- **Migration of Labour:**

When tourism development occurs in rural areas, the possibility arises for labour migration to the tourism sector. In such areas, primary sectors of production like Agriculture, Fishing, etc would have been the major source of employment before the arrival of tourism. However, the introduction of tourism will generate employment opportunities there, and a share of the population employed in the primary sector may move to the tourism sector for jobs with better salaries, etc. In the tourism sector, they will be employed in non-skilled categories, but they might have been skilled employees in the former sector. This will affect labour in the primary sector, which may suffer from a lack of enough skilled labour. This will raise the cost of labour and ultimately the production cost. This scenario may also occur in urban tourism, where labour units may be migrated from rural areas. The migrated labour units are likely to experience additional pressure on infrastructure for health, education, and other public services.

- **Opportunity Cost:**

The concept of 'opportunity cost' was introduced by D.I. Green and popularised by Professor Knight. The opportunity cost of a given economic resource is the foregone benefit from the next-best alternative use of that resource. i.e., the sacrifice or loss of alternative use of a given resource is termed as 'opportunity cost'. The use of capital resources (which are often scarce in both developed and developing countries) in the development of tourism-related establishments precludes their use for other forms of economic development. Hence, opportunity cost must be considered when measuring tourism's economic impact.

- **Displacement Effect:**

While estimating the economic impact of tourism an allowance should be made for the 'displacement effect' when tourism development substitutes one form of expenditure and economic activity for another, it is referred to as 'displacement effect'. In the context of tourism, it refers to a new project that takes business patronage away from an existing one.

17.7 Tourist Expenditure and Generation of Economic Benefits:

Tourists spend money on a wide variety of goods and services. They spend money on accommodation, food and beverage, transport, communications, entertainment services, goods from 'retail outlets', and other items. A part of the money tourists spend will leave the local economy to provide various services and goods. For example, if a tourist visiting India is staying in a deluxe hotel and asks for Russian-made Vodka, the hotel will have to supply it. Here, the money spent on the same goes out of the local/national economy. At the time of economic impact measurement, this leakage of money is referred to as 'import'. In tourism, the amount of leakage has to be taken seriously, and especially in developing and developed countries, it is high. Tourist Expenditure is defined as the "total consumption expenditure made by a visitor or on behalf of a visitor for and during his trip and stays at destination". The consumption of the goods and services may not necessarily be by the visitor himself and the expenditure may not necessarily be undertaken by the visitor himself. For example, a group tour, where expenditure can be done by one or two individuals, not by all. International tourist expenditure is usually considered from the perspective of the destination country for inbound visitors and from the perspective of the origin country for outbound tourists. International tourism receipts are defined as "the expenditure of international inbound tourists, including their payments to national carriers for international transport". Expenditure patterns can be classified into three categories: pre-trip, on-trip, and post-trip.

17.8 Tourist Expenditure Pattern:

The money tourists spend will generate additional demand in the economy. A country is mainly benefits from tourism through tourist expenditure. The economic contribution of tourism is an important area to be measured. These statistics concentrate on that area. All tourist expenditures will be included in these statistics, except payments to international airlines. The table given below gives an idea about tourism earnings (international tourism) statistics.

The full assessment of the economic impact must take into account all aspects, including the following.

- Indirect and induced effects
- Leakage of expenditure out of the local economy
- Displacement and opportunity costs.

Table 17.1
India's Foreign Exchange Earnings from Tourism
(Foreign tourism receipts)

Years	Earnings (Rs. Cr.)
1991	4318
1992	5951
1993	6611
1994	7129
1995	8430
1996	10046
1997	10511
1998	12150
1999	12951
2000	14238

Source: Tourist statistics, Ministry of Tourism, Govt. of India.

Economic Benefits are generated not only in the tourism sector itself but also in other sectors. Thus, economic benefits are generated at three levels. Direct, Indirect and Induced. The direct level measures the economic benefits of the tourism industry directly (in the frontline establishments). It is the value of tourist expenditure less the value of imports necessary to supply those 'front-line' goods and services. The direct impact is likely to be less than the value of tourist expenditure. The direct impact

depends on the capability of the local economy to provide for tourist's demands from its production sectors.

The establishments that directly receive the tourist expenditure also need to purchase goods and services from other sectors within the local economy. For example, Restaurants will have to purchase raw food materials from retail shops there. The suppliers to those frontline establishments will need to purchase goods and services from other establishments, and the process will continue.

The economic activity generated by these subsequent rounds of expenditure is known as the indirect effect. During the course of direct and indirect rounds of expenditure, income will accrue to residents in the form of wages, salaries, rent, and interest, as well as distributed profits. This addition to local income will, in part, be reinvested in the local economy through goods and services, generating yet further rounds of economic activity. This phenomenon is referred to as 'induced effect'. Thus, while we consider the economic impact of tourism, all three types of economic effects must be taken into account.

The calculation of the level of tourist expenditure is easy, but measuring the economic impact of tourism is far more complicated. Usually, estimates of economic impact based on tourist expenditure are inaccurate and misleading. At the national level, the World Tourism Organisation (WTO) publishes annual tourist statistics for countries worldwide. These statistics show only tourism receipts/foreign exchange earnings. This cannot be taken as a parameter for understanding economic impact. To translate tourist expenditure data into economic impact information, the multiplier concept has to be taken into account. Tourism benefits and impacts do not occur only directly; indirect and induced effects are also present. Appropriate multiplier values must be calculated to fully assess the economic impact. Multiplier is one of the most widely considered economic concepts in tourism. Hence, it is essential to learn the multiplier concept in tourism.

17.9 Multiplier Effect and Tourism:

Multipliers estimate the additional income generated in an economy from initial spending or a cash injection. The concept of the multiplier is based on the recognition that sales for one firm require purchases from other firms in the local economy. This tells us that the industrial sectors of an economy are interdependent. Changes in activity in one industry/sector affect activity in other industries/sectors. That means, it could create a ripple effect, also called the multiplier effect, throughout the economy. The firms in the sector/industry purchase not only primary inputs such as labour and imports, but also intermediate goods and services produced by other establishments within the local economy. In simple terms, the term multiplier refers to the ratio of two changes. Change in one of the key economic variables (such as income) to the change by the development. The multiplier can also be expressed as the ratio of the direct, indirect, and induced changes in the economy to the initial (direct) causal change.

In the case of tourism, the concept has much relevance. Tourist expenditure has a cascading effect throughout the economy. Because firms in the local economy depend on other firms for supplies, any change in tourist expenditure will affect the economy's level of production, household income, employment, government revenue, and foreign exchange flows. Tourist multiplier measures such changes. The following diagram will represent the multiplier effect in tourism.

Tourists spend money on frontline establishments (e.g., Hotels, airlines), which provide them with goods and services. The money received by the organisations will be respent. A portion of the money will leak out directly from the economy in the form of 'imports'. For example, if a hotel purchases foreign-made liquor to supply to tourists, the money spent on it will leak out of the economy. This phenomenon is usually represented as 'leakage'. These imports may also take the form of food and beverages, as when a tourist eats, but that is not available locally. Here, the value of tourist expenditure circulating in the local economy is immediately reduced. The remaining sum of money will be used to purchase locally produced goods and

services, labour, and entrepreneurial skills, as well as to meet government taxes, licenses, and fees. From local businesses, the money is also re-spent. Again, some parts of it leak out of the local economy in the form of imports. Some parts of it will go to the government. A good share of the money is again passed to the local business. Thus, the indirect impact arises. This process will continue. During each round of expenditure, some portion of money accrues to residents in the form of income (wages, salaries and profits). Either households or businesses will save some of the money. This is also a form of leakage. If the money is returned, leakage occurs, and some of it goes to the government. This spending on income accrued from the initial tourist expenditure will generate further rounds of economic activity and is referred to as an induced effect. Measurement of tourism's economic impact must consider the flow of money through various sectors of the economy and the corresponding rounds of expenditures, including direct, indirect, and induced effects.

17.9.1 Different Types of Multipliers:

To translate tourist expenditure data into economic impact information, the appropriate multiplier values must be calculated. The term tourist multiplier refers to the ratio of two changes: the change in one of the key economic variables (such as output, income, employment, or government revenue) to the change in tourist expenditure. There will be some value by which the initial change in tourist expenditure must be multiplied to estimate the total change in output. This change is referred to as the output multiplier. Similarly, when multiplied by the change in tourist expenditure, this value estimates the total change in household income. This is referred to as an income multiplier. The major types of multipliers are listed below.

- **Output multiplier:**

This measures the amount of additional output generated in the economy as a result of an increase in tourist expenditure. That means it measures the size of the additional output produced in the primary and all secondary rounds of an economy due to an increase in tourist spending. This is different from the transactions multiplier, which concerns changes in the total volume and value of sales.

- **Income Multiplier:**

This measures the additional income (wages, salaries, rent, interest, distributed profits, etc.) generated in an economy as a result of an increase in tourist expenditure. Such an income is to be considered only in the form of disposable income, i.e., the income which is available to the households either to spend or save. It can also be measured as national income. Here, income accrued to non-nationals is not included, as most of it is repatriated. On the other hand, the secondary economic effects created by the re-spending of non-national income within the area must be included in the calculations.

- **Employment Multiplier:**

This measures either the total employment generated by increased tourist expenditure or the ratio of total employment generated by this expenditure to direct employment alone (i.e., employment generated during the first round in directly tourism-related sectors). Employment multipliers provide useful sources of information about the secondary effects of tourism, but their measurement involves more heroic assumptions than those for other multipliers, and care is needed in their interpretation.

- **Government Revenue Multiplier:**

It is a measure of the impact of an increase in tourist expenditure on government, and public revenue in all forms and from all sources. This multiplier may be expressed in gross terms – that is, the gross increase in government revenue resulting from an increase in tourist spending- or in net terms, when the increase in government revenue is offset by increased government expenditures associated with the increase in tourist activity.

Check Your Progress-II:

Filling the blanks:

1. _____ are the heart of the tourism industry.
2. _____ are those essential services catering to the requirements of the tourists.

3. Tourism is a _____ activity with a large number of consequences on society, culture, environment and economic conditions of a country or a region.

4. Domestic tourism encourages redistribution of _____ the country.

5. Certain economies use tourism activity as an important resource for generating _____

Check your answer with the one given at the end of the unit.

17.10 Summary:

Tourism has become the world's largest industry, particularly in terms of employment generation. As the sector grows, its structure becomes more complex. The tourism industry is considered an amalgam of a range of industries with strong interrelationships. The destination is an important element of the tourism industry and the reason de etre of the tourism phenomenon. The flow of tourists and the corresponding usage of it results in a range of impacts. The benefits of using destinations, particularly economic ones, are the main reason tourism has been considered an important industry in the modern world. This chapter discusses the nature, structure, and elements of the tourism industry. The discussion also focuses on destination, tourist flow into a destination, benefits and impacts of such flows as well as the generation of economic benefits.

17.11 Answer to Check Your Progress:

Check Your Progress-I:

- False
- True
- True
- False
- False

Check Your Progress-II:

- Attractions

- Amenities
- multi-faceted, multi-dimensional
- income government revenue.

17.12 Suggested Readings:

- Cook, Roay, A; Yale, Laura, J; Marqua, Joseph, J (2002). Tourism: The business of travel, Pearson Education, Singapore
- Cooper Chris, Fletcher Jon, Gilbert David and Swanhill Stephen, (1993). Tourism principles and Practices, Pitman with EL/BS, London.
- Davidson, Rob (1989). Tourism, Pitman Publishing, London.
- Gartner, William C, (1996). Tourism development: Principles, Processes, and policies, Van Nostrand Reinhold Co., New York
- McIntosh, Robert W., et al., (1995). Tourism: Principles, practices, philosophies | John Wiley & Sons Inc., New York.

17.13 Review Questions:

- Explain the generation of economic benefits due to the usage of a destination by tourists.
- Elaborate on the applicability of the multiplier effect in tourism.
- Discuss in detail the structure of the tourism industry.
- Discuss in detail the nature of tourist destinations and the flow of tourists to them.
- Identify a destination near you to discuss its lifespan in detail.
- Discuss in detail the complex relationship among various components of the tourism industry.
- Visit a nearby tourism destination and identify the various types of industries associated with tourism there, and their roles in the tourism process.

Unit-18

Health Tourism: Meaning, Differences and Relationship between Medical and Wellness Tourism. Medical Tourism in India and Top Medical Tourism Destinations of the World

Structure:

18.0 Objectives

18.1 Introduction

18.2 Meaning of Health Tourism

18.3 History of Health Tourism

18.4 Features of Health Tourism

18.5 Need for Health Tourism

18.6 Wellness Tourism

18.7 Medical Tourism

18.8 Check Your Progress

18.9 Summary

18.10 Glossary

18.11 Self-Assessment Questions

18.12 References and Suggested Readings

18.0 Objective:

After reading this unit, you will be able to learn:

- The Meaning of Health Tourism and Medical Tourism
- The difference between Health Tourism and Wellness Tourism
- The Medical Tourism Destinations of the World

18.1 Introduction:

The diverse phenomena of health tourism, often referred to as medical tourism, have spanned continents and generations, connecting the vast thread of human history and the desire for well-being. The history of health tourism is an exciting journey that explores the dynamic interaction between health care and cultural travel, from ancient civilisations seeking treatment in faraway places to modern people crossing borders for health care. This developing story shows how societies have explored and provided medical care, how traditional practices and innovative technologies have interacted, and how the search for wellness and health crosses geographical boundaries, producing a global industry that still shapes our modern world.

18.2 Meaning of Health Tourism:

The search for high-quality medical care that may not be readily available or reasonably priced in the traveller's native country is frequently the main driving force behind health tourism. Elective surgeries, dental work, reproductive treatments, cosmetic surgery and even sophisticated medical procedures may fall under this category. Patients frequently select locations based on cost-effectiveness, reduced wait times, modern medical facilities, prestigious medical staff, and the appeal of combining medical treatment with a relaxing vacation.

Health tourism has many advantages for both patients and the host nations. It gives patients access to world-class medical care, which can improve their health and quality of life. Health tourism faces some difficulties, however. Issues may exist over the standard and safety of medical operations, post-operative care and options for legal action in cases of difficulties. Challenges for patients and healthcare

professionals might arise due to cultural variations, language barriers, medical standards and legal discrepancies.

In the final analysis, the term "health tourism" refers to the practice of receiving medical care and wellness services abroad. It points out the growing trend of people having access to high-quality healthcare and modern therapies, which often causes them to look outside their native nations for options. Important questions concerning patient safety, moral issues and the possible advantages of international healthcare collaborations become relevant as this industry expands.

18.2.1 Key Concepts of Health Tourism:

Travelling to a different region, frequently abroad, for medical care, preventive care, or medical treatments is known as health tourism. Due to improvements in healthcare, accessibility and the need for a wider variety of treatment options, this idea has become incredibly popular. Understanding health tourism requires an awareness of many fundamental concepts:

- **Medical Services:** The main focus of health tourism is obtaining medical treatment, medications and services that may not be readily available or reasonably priced in the traveller's native country. These services may include dental care, cosmetic surgery, organ transplants, reproductive treatments and more.
- **Quality of Care:** The desire for higher quality healthcare services, including advanced medical facilities, modern equipment, and recognized medical specialists, is one of the main reasons for health tourism. Travellers frequently pick locations known for their high-quality medical care and expertise in particular medical specialities.
- **Cost Savings:** Differences in prices are a significant factor in health tourism. Even after accounting for travel and lodging costs, medical treatments in some countries can be considerably cheaper than in the traveller's home country. This cost benefit is desirable for surgeries not covered by health insurance.

- **Access to Specialists:** Many medical procedures require the knowledge of specialists who are hard to get in the traveller's home country. People can get highly trained professionals, modern methods and innovative treatments through health tourism that may not be available domestically.
- **Wellness and Preventive Care:** Health tourism is not just about getting treated. Wellness tourism includes activities like yoga retreats, spa treatments, fitness classes and nutritional advice that are targeted at maintaining or enhancing general health. Also desirable include preventive care practices, including health examinations and screenings.
- **Cultural and Recreational Activities:** Health tourists frequently combine medical treatments or wellness programs with leisure time and travel-related activities. This "leisure" strategy allows them to go to new places, take in the area's culture and engage in leisure activities while receiving treatment or healing.
- **Patient Experience and Comfort:** Many health tourism locations aim to make the patient experience comfortable and enjoyable. This includes luxurious lodgings, individualized attention and services designed with medical travellers and their companions in mind.
- **Language and Communication:** A comfortable and enjoyable patient experience is frequently a priority for health tourism locations. This includes luxury accommodation, individualized treatment and services catered to the requirements of medical travellers and their companions.

So, we can say that there are many different types of medical, wellness and cultural experiences included in health tourism. It allows people to obtain high-quality medical care, specialist therapies and affordable services while taking advantage of travel and exploration advantages.

18.2.2 Benefits of Health Tourism:

Due to its several significant benefits, health tourism has become increasingly popular in recent years. The following are some of the main advantages of health tourism:

- **Cost Savings:** There is a chance to save a lot of money while choosing health tourism, which is one of the main factors. Some can charge far more for medical operations and treatments than other nations. Health tourists often discover they can get excellent health care at just a portion of the price in their native nations.
- **Access to High-Quality Care:** Through health tourism, people can get operations and treatments that might not be available or require long wait times in their countries. They can choose excellent medical institutions and knowledgeable staff members about their ailments.
- **Reduced Wait Times:** Long waiting lists for particular surgeries can be an issue of concern in countries with public health care systems. Health tourism provides patients with faster access to medical care, allowing them to receive treatments and surgeries without long periods of waiting.
- **Medical Expertise:** Many health tourism locations are well known for their excellent medical knowledge and modern medical technology. Patients can gain from highly trained physicians, surgeons and other medical professionals focused on meeting their specific medical needs.
- **Privacy and Confidentiality:** Some people prefer to keep their medical diseases or treatments a secret. They can receive care in a different place where they are less likely to meet with people they know by using health tourism.
- **Specialized Facilities:** Certain countries are known for their specialized medical facilities catering to specific procedures or treatments. Patients seeking specific surgeries or treatments may choose to travel to these destinations to benefit from the expertise of these specialized facilities.
- **Language and Cultural Factors:** Being able to speak with medical professionals in their favourite language can be helpful for health tourists. The psychological health of patients can also benefit from exposure to a new culture and environment, which helps in their total recovery.

While there are many advantages to health tourism, visitors in the future should do their homework and thoroughly look into the healthcare norms, regulations and

certifications of the local medical staff before making any judgments. It is necessary to balance the benefits of medical care abroad against any hazards or difficulties.

18.3 History of Health Tourism:

A long history of health tourism may be seen throughout various cultures and periods. The idea of travelling for medical reasons has changed significantly over the years due to advances in technology, globalisation, and medical expertise.

- **Ancient and Medieval Times:** Health tourism has historical roots in prehistoric societies. People in ancient Greece would journey to the healing temples of Asclepius, the god of medicine, seeking treatment for various illnesses. These temples were frequently found in medicinal conditions, such as natural springs. As in modern times, ancient Egyptians received treatment at specialised hospitals.

In the Middle Ages, pilgrimage destinations like Lourdes in France were well-known places where people believed they could receive mystical healing. These locations were often associated with religion and with saints or supernatural intervention.

- **Rise of Spa Towns and Resorts:** Spa towns and resorts became more popular in Europe and other parts of the world in the 18th and 19th centuries. These locations provided natural springs and waters rich in minerals believed to have healing properties. For "taking the waters" and using these natural resources' healing qualities, people visited Bath in England, Baden-Baden in Germany and Saratoga Springs in the United States.

- **Modern Medical Tourism:** In the 20th century, medical procedures and treatments began to take over health tourism. Improvements in transportation, globalization, and medical research have all had a significant impact on this transition. People started leaving their home nations to receive medical care in places where it was either not available, more affordable, or had shorter wait times.

India, Thailand, and Singapore became popular destinations for medical tourists in the second half of the 20th century because they provided reasonably priced top-notch healthcare. These locations made the most of their highly skilled medical staff, cutting-edge facilities and affordable healthcare systems.

- **21st Century and Beyond:** The popularity of health tourism has rapidly increased in the twenty-first century. A wide range of medical and wellness services is now being offered by nations across many regions, including the Middle East, Latin America, and Eastern Europe. Health tourists are increasingly seeking out procedures, including cosmetic surgery, reproductive treatments, organ transplants and more complex medical interventions.

The development of this industry has been further supported by improvements in communication technology, improved information accessibility and the rise of medical tourism mediators or agencies. Patients can now more easily organise research and coordinate medical trips.

The development of this industry has been further supported by improvements in communication technology, improved information accessibility and the rise of medical tourism mediators or agencies. Patients can now more easily organise research and coordinate medical trips.

18.4 Features of Health Tourism:

Travelling to various locations to receive medical care, wellness services, or healthcare services is called health tourism, also known as medical tourism. With its distinctive blend of leisure and healthcare, this type of tourism attracts visitors seeking excellent healthcare and the chance to explore a new location. Critical characteristics of health tourism include:

- **Medical Expertise:** Destinations for health tourism often offer access to highly skilled medical personnel, specialised facilities and cutting-edge technologies that may not be available in the traveller's native country.
- **Cost Savings:** Cost-effective medical care is one of the main factors that drive health tourism. Compared to Western nations, specific locations offer medical services at much lower prices, resulting in significant cost savings on treatments and procedures.

- **Quality Healthcare:** Many health tourism destinations host hospitals and clinics that meet global medical standards, ensuring travellers receive excellent medical care.
- **Specialised Treatments:** Health tourists can receive elective operations, cosmetic surgeries, dental work, infertility treatment, and other specialised therapies.
- **Minimal Wait Times:** Health tourists should expect shorter wait times for medical treatment in nations with overcrowded healthcare systems, enabling faster diagnosis and treatment.
- **Wellness Tourism:** Besides medical treatments, wellness tourism often includes spa treatments, yoga retreats, and stress-relief programs, promoting overall health.
- **Cultural Experience:** Traveling for medical reasons allows for discovering new cultures and enjoying tourist attractions, resulting in a unique blend of medical care and leisure.
- **Language Assistance:** Many health tourism locations feature bilingual employees who assist patients and medical professionals.
- **Privacy and Confidentiality:** Many health tourists seek places that prioritise patient privacy, ensuring that medical data and personal information are handled with care.
- **Post-Treatment Recovery:** Health tourism often offers comfortable, supportive recovery environments, accelerating healing and providing a pleasant experience.
- **Package Deals:** Some health tourism providers offer all-inclusive packages that include medical treatments, accommodation, transport, and guided trips, streamlining the entire experience for travellers.
- **Alternative Therapies:** Some health tourism locations offer both alternative and holistic therapies and conventional medical treatments, catering to a wide range of preferences.
- **Travel Ease:** Well-established health tourism destinations typically offer streamlined visa processes, travel arrangements, and specialised patient coordinators to assist with logistical aspects of the trip.

- **Networking and Support Groups:** Health tourism often leads to contact with other patients receiving similar treatments, enabling a support network and the opportunity to share experiences.
- **Reputation and Reviews:** Many health tourism destinations rely on positive reviews and word-of-mouth referrals, creating a competitive landscape where reputation is essential.

Finally, health tourism combines medical care and leisure, attracting those seeking specialised treatments, financial savings, and the opportunity to learn about various cultures. With its distinct qualities, health tourism is reshaping the global healthcare landscape, offering people worldwide choices and opportunities.

18.4.1 Types of Health Tourism:

Health tourism has grown in popularity because of its ability to combine medical care with leisure and relaxation. Different types of health tourism cater to various medical needs and preferences, contributing to the growth of global healthcare services. Here are some examples of popular types of health tourism:

- **Medical Travel:** The most common type involves travelling to another country for medical procedures such as surgeries, treatments, diagnostics, and therapies. Patients frequently seek low-cost alternatives or speciality therapies that may not be widely available in their countries.
- **Wellness Tourism:** Wellness tourism includes spa retreats, natural therapies, yoga and meditation centres, and fitness resorts. It is focused on preventive healthcare and sustaining well-being. Travellers participate in activities that benefit their physical, mental and emotional well-being.
- **Dental Tourism:** Dental operations such as dental implants, cosmetic dentistry and orthodontics are sought after in countries that provide high-quality care at a low cost. Patients mix dental treatment with leisure activities to get the most from their travel experience.

- **Reproductive Tourism:** Couples experiencing fertility challenges frequently seek assisted reproductive technologies, such as IVF and surrogacy, in countries with modern medical facilities and favourable policies.
- **Cosmetic Surgery Tourism:** Individuals looking for cosmetic alterations such as facelifts, liposuction and breast augmentation come to destinations known for experienced doctors and advanced facilities, usually at a fraction of the cost in their home countries.
- **Orthopaedic Tourism:** Patients who require specialist treatment and expertise frequently seek orthopaedic procedures, joint replacements and spine surgery. Travelling overseas can provide you access to world-class orthopaedic doctors.
- **Cardiac Tourism:** Cardiac tourism refers to the travel of patients with cardiac diseases for treatments such as bypass surgeries, angioplasties and heart valve replacements, which is often motivated by a need for emergency care and advanced medical facilities.
- **Cancer Treatment Tourism:** Individuals seek cancer treatments, such as chemotherapy, radiation therapy and targeted medicines, in countries that provide advanced cancer care and potential access to clinical trials.
- **Alternative Medicine Tourism:** Travellers interested in alternative and traditional medicine, such as Ayurveda, traditional Chinese medicine and homoeopathy, visit locations identified for their expertise in these treatments.
- **Neurological Tourism:** Patients with neurological illnesses may travel for therapies such as deep brain stimulation (DBS) or stem cell therapy, gaining access to experienced neurologists and modern equipment.

Each type of health tourism caters to unique medical needs and preferences, allowing people to receive specialized treatments while travelling to new places and experiencing new cultures. Travellers must conduct extensive research, assess the qualifications of healthcare practitioners, and ensure the chosen destination meets their medical and travel needs.

18.5 Need for Health Tourism:

Health tourism has been prevalent for years due to various factors and intense demand. The following are some of the leading drivers of the growing demand for health tourism.

It addresses the growing need for advanced operations, specialised medical care, and cost-effective healthcare solutions. People travel internationally to get advanced medical care, modern technology, and knowledge that may not be available in their countries. Health tourism helps destinations' economies by bringing medical services, lodging, transportation, and related industries, in addition to giving people the chance to receive timely and efficient treatment.

- **Access to Advanced Medical Care:** Health tourism allows people to receive medical treatments, operations and technologies that would otherwise be unavailable or costly in their native nations. Many world-renowned medical centres offer modern therapies and specialised medical expertise that can significantly improve patients' health outcomes.
- **Reduced prices:** Medical procedures and treatments can be highly costly in certain countries due to high labour prices, administrative fees and complex laws. Health tourism allows people to receive the same level of treatment at a lower cost in countries with lower medical costs.
- **Specialist Treatments:** Certain medical diseases require specialist expertise, and tools are unavailable everywhere. In health tourism, patients can access renowned physicians and specialised medical facilities with extensive experience treating specific medical conditions.
- **Privacy and Confidentiality:** When receiving complex medical procedures or treatments, some people prefer the security and privacy that health tourism affords. Being treated in an unusual environment can give patients a sense of privacy they might not experience at home.
- **Alternative and Holistic Therapies:** People looking for alternative or holistic therapies that may not be easily accessible in their home countries might also be

catered to through health tourism. This covers procedures including traditional medical care, home treatments and wellness retreats.

- **Reputation and Quality:** Many medical facilities that attract health tourists have gained international recognition for their high standards of care, state-of-the-art technology and excellent medical teams. Patients often choose these facilities to ensure they receive the latest treatment.

The necessity of thorough research to confirm the reliability and quality of the chosen medical facility, potential language barriers, differences in medical regulations, and other difficulties is vital to keep in mind when considering the pros and cons of health tourism. Despite these obstacles, the demand for health tourism continues to grow because of its advantages for people seeking various healthcare and wellness therapies and the need for the best available medical care.

18.6 Wellness Tourism:

Wellness tourism refers to travelling to destinations or engaging in activities to improve one's physical, mental, or spiritual well-being. It is a form of tourism that focuses on promoting personal health and wellness through a range of activities and experiences.

This type of tourism is driven by the growing interest in maintaining a healthy lifestyle, reducing stress and seeking relaxation. Wellness tourism often includes various activities such as spa treatments, meditation retreats, yoga classes, fitness programs, healthy eating, and mindfulness practices. People who engage in wellness tourism seek to rejuvenate, de-stress and improve their overall quality of life. Natural amenities like hot springs, beautiful scenery, and peaceful environments are examples of places that provide wellness tourism choices and may help people relax and renew. By offering specific services and amenities to support their well-being objectives, resorts, hotels, and retreat centres frequently cater to wellness tourists.

Additionally, wellness travel can help people develop new healthy habits, obtain new perspectives on holistic health care and relax from the stresses of daily life. The market has expanded drastically as individuals have become more aware of the value

of stress management and self-care. It is important to note that the phrase "wellness tourism" may refer to various activities and experiences based on cultural, geographic and personal preferences.

Therefore, wellness tourism is a revolutionary travel trend that emphasizes total well-being. This type of tourism allows visitors to leave their routine, rejuvenate their spirits, and return home with a renewed sense of energy and purpose by combining leisure, self-care, cultural experiences, and personal growth.

18.7 Medical Tourism:

The practice of people crossing national or international borders in search of medical care, operations or healthcare services is known as medical tourism. These medical services can include elective procedures like cosmetic surgery and dental work, as well as more complex procedures like cardiac surgery, organ transplants, and cutting-edge diagnostics.

People travel abroad for medical treatment for several reasons, such as to access high-quality healthcare that may not be available or affordable in their home countries, to avoid lengthy waiting periods for procedures, to get specialised care, or even to combine medical care with a holiday or leisure trip.

Medical tourism destinations frequently attract patients by offering qualified medical staff, modern amenities, affordable prices, and the opportunity to recover in attractive or exotic environments. Medical tourism raises additional concerns about the quality of care, safety requirements, follow-up care, and potential legal and ethical difficulties when receiving medical care overseas.

People considering medical tourism should do their homework and carefully plan their trips, making sure to check the credentials of healthcare professionals, understand the risks involved, arrange for additional treatment with local healthcare providers, and be aware of any possible language or cultural barriers.

18.7.1 Difference between Health-Tourism and Wellness Tourism:

Health and wellness tourism are two distinct concepts within the broader field of medical and leisure travel, each offering different aspects of individual well-being.

To take advantage of specialised knowledge, modern technology, financial savings, or reduced wait periods, the main focus of health tourism is receiving medical treatments, procedures, or surgeries abroad. It has its roots in dealing with specific medical issues, such as operations, transplants, or diagnostic tests, which frequently require the assistance of medical professionals.

In contrast, wellness tourism promotes holistic wellness, encompassing the mind, body and soul. It entails visiting places that offer leisure activities that promote rejuvenation and self-improvement, such as spa treatments, exercise classes and places to relieve stress. In addition to health tourism, wellness tourism emphasises maintaining a healthy lifestyle more than medical procedures.

In simple terms, wellness tourism focuses on intentional self-care, relaxation, and the creation of overall health, while health tourism is motivated by medical needs and treatments.

18.7.2 Top Medical Tourism Countries of the World:

Travelling abroad for medical care and treatment has become increasingly popular. Some countries have become well-known medical tourism hotspots due to demand for high-quality medical care and the opportunity to travel to new places. Compared to healthcare in patients' countries, these locations frequently offer a more comprehensive selection of therapies, modern amenities, and cost savings. The following are some well-known locations for medical tourism worldwide:

- **Thailand:** Known as the "Land of Smiles," Thailand is a popular place for medical tourism. The country provides various medical services, including health holidays, cosmetic surgery, and dental care. Thailand attracts a broad population seeking both choice and essential medical procedures due to its innovative medical facilities and highly qualified medical staff.
- **India:** Due to its advanced medical infrastructure and skilled medical professionals, India has become a popular destination for international healthcare. The country is known for providing high-quality, affordable medical services,

including organ transplants, orthopaedics and cardiac surgery. The highly esteemed hospitals and speciality clinics in India attract many medical tourists.

- **Mexico:** Medical tourists from North America often choose Mexico because of its accessibility to the United States and low cost. Among Mexico's most popular medical services are dental care, cosmetic surgery and weight loss therapies. Healthcare facilities in the nation frequently meet international standards and provide affordable rates.
- **Singapore:** Singapore is a popular destination for medical tourists seeking specialized treatments and procedures because of its effective healthcare system and excellent medical facilities. The country is a hotspot for medical tourists looking for complex medical operations because of its reputation for modern equipment and highly skilled medical staff.
- **Turkey:** Turkey has developed into a centre for medical tourism, attracting patients from many different regions due to its convenient location between Europe and Asia. The nation provides various medical procedures, such as organ and hair transplants and cosmetic surgery. Turkish hospitals are among the best in the world, and their medical professionals are highly qualified.
- **South Korea:** Known for its advanced cosmetic and plastic surgery techniques, South Korea has established itself as a prominent travel destination for people looking to improve their appearance. The country's cosmetic surgery facilities are staffed with qualified experts who are knowledgeable about the most up-to-date technologies.
- **United Arab Emirates (UAE):** Especially in the Middle East, Dubai and Abu Dhabi have become popular locations for medical tourism. The UAE provides various medical services, excellent healthcare facilities, cutting-edge surgical techniques, and wellness and preventive services.
- **Costa Rica:** Costa Rica is a popular destination for medical tourists seeking dental care, cosmetic surgery and other medical procedures. Costa Rica is also known for

its eco-friendly environment and natural beauty. The nation's healthcare systems are renowned for their high standards and efficiency.

- **Malaysia attracts medical tourists seeking a range of treatments, from medical check-ups to fertility treatments and elective surgery, by combining modern medical facilities with** cultural experiences. The country's healthcare sector is well-regulated and has won excellence on a global scale.

While medical tourism has many advantages, such as financial savings and access to specialist treatments, it is essential to remember that there are also drawbacks, including cultural and language differences and differences in medical standards. To ensure a safe and effective trip, thorough planning, in-depth research, and consultation with medical experts are required before embarking on a medical tourism excursion.

18.7.3 Top Medical Tourism Destinations of India:

India is currently a popular choice for medical tourism because of its excellent healthcare facilities, qualified medical staff and affordable treatments. Here are six of the top locations for medical tourism in India:

- **Chennai:** Chennai, called the "Health Capital of India," is home to many medical facilities that have received international approval. It is particularly famous for its modern approaches to orthopaedics, cardiac care and organ transplantation.
- **Mumbai, one of India's largest cities, offers a range of** medical services. The area's hospitals, which offer cancer treatment, neurosurgery and cosmetic surgery, rank among the best in the country.
- **Delhi:** The country's capital has several prestigious hospitals and healthcare facilities. It is a centre for advanced medical procedures, complex surgeries and organ transplants.
- **Bangalore:** Often referred to as the "Silicon Valley of India," Bangalore has emerged as a popular spot for medical travel. Excellent medical care is available in the city, focusing on fields including neurology, orthopaedics and reproductive medicine.

- **Hyderabad** is well known for its advanced medical facilities and skilled medical staff. It is known for its innovations in ophthalmology, cardiology, and robotic surgery.
- **Kolkata:** Kolkata offers a combination of reasonably priced medical care and effective therapies. It is known for its neurology, reproductive treatments and liver transplant expertise.

18.8 Check Your Progress:

- **How will you define health tourism?**

- **What are the various benefits of health tourism?**

- **Enlighten the history of health tourism.**

- **What are various types of health tourism? Explain each.**

18.9 Summary:

The "Health and Wellness Tourism" chapter explores the dynamic tourism area that promotes physical, mental and spiritual well-being. The idea of health and wellness tourism as a growing part of the broader tourism industry is introduced to students. Students learn about the many aspects of this speciality throughout the chapter, including its historical foundations, present developments and worldwide importance. Students are introduced to a wide range of products and services in the health and wellness tourism industry, including spa retreats, medical tourism, meditation retreats and wellness excursions. They discover what influences the demand for these services, such as the growing emphasis on self-care, stress management and holistic health. The chapter also highlights the effects on society, culture and the economy. The chapter also emphasises the economic, social, and cultural impacts of health and wellness tourism on destinations and communities. Students also examine this industry's difficulties and moral issues related to cultural sensitivity, sustainability, and quality control. The chapter promotes creative

thinking by asking students to consider the potential advantages and disadvantages of health and wellness tourism for visitors and host communities.

By the end of the chapter, students should understand all aspects of health and wellness tourism, its function in modern society and its effects on the travel and tourism sector. They must be knowledgeable enough to evaluate the potential and challenges posed by this emerging trend and consider its broader effects on people's well-being and the development of places.

18.10 Glossary:

- **Health Tourism:** Travelling to different locations for medical treatment, wellness services, or healthcare experiences.
- **Medical Tourism:** A subset of health tourism that involves explicitly travelling to another country or region to receive medical treatment or procedures. It often involves seeking more affordable or higher-quality medical care than what is available locally.
- **Wellness Tourism:** Health tourism focuses on maintaining or improving one's overall well-being through relaxation, meditation, fitness programs and holistic treatments.
- **Medical Procedure:** A specific medical intervention or treatment by healthcare professionals to address a medical condition, injury, or disease.
- **Holistic Wellness:** A comprehensive approach to well-being that considers the physical, mental, emotional and spiritual aspects of an individual, aiming to achieve balance and harmony.
- **Destination Healthcare:** Refers to seeking medical treatment in a specific location due to its expertise, advanced medical facilities and specialized healthcare services.
- **Cost-Effectiveness:** The assessment of whether the benefits gained from medical or wellness tourism, such as lower treatment costs, outweigh the expenses incurred from travel and accommodation.

- **Patient Mobility:** The movement of patients across borders or regions in pursuit of medical treatments or healthcare services, contributing to the growth of medical tourism.

18.11 Self-Assessment Questions:

- What is health tourism, and how does it differ from traditional forms of tourism?
- Explain the concept of medical tourism and its significance in the global healthcare industry.
- Differentiate between medical tourism and wellness tourism. Provide examples to illustrate the differences.
- Discuss the relationship between medical tourism and wellness tourism. How do they complement each other?
- Why has India emerged as a prominent destination for medical tourism? Highlight its key strengths in this industry.
- Outline the factors influencing individuals to choose medical tourism in India over other destinations.
- Identify and describe at least three top medical tourism destinations in the world, apart from India.
- Compare and contrast top medical tourism destinations' healthcare services and facilities.
- How has globalization impacted the growth of health tourism? Please provide examples of its positive and negative effects.
- Analyze medical tourism's economic and cultural implications for the host country and the tourists' home countries.
- Discuss medical tourism's challenges and potential risks, including quality, ethics and legal concerns.
- In your opinion, what key factors must a country focus on to establish itself as a competitive medical tourism destination? Justify your answer with relevant examples.

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Unit-19
Rural Tourism

Structure:

19.0 Objectives

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19.0 Objectives:

After going through this unit on Rural Tourism with its unique reference to the world and its progress in India, you would be able to:

- Understand Rural Tourism, its types and relevance in the economic development
- Understand the various activities undertaken at the various destinations.
- Know about the various schemes launched by the Government of India for Rural Tourism Development.
- To critically understand the impacts of tourism in rural areas.

19.1 Introduction:

The book promises to take readers all around the world. This collection of rural tourism instances covers various landscapes, peoples, and techniques. The collection aims to give readers and academics a varied and dynamic feel for the challenges, opportunities, and experiences that rural tourism offers worldwide.

Rural regions are already experiencing fundamental challenges to their ways of life and social structures, as traditional land-based occupations are in decline and younger and better-educated rural residents migrate to cities for more excellent work and social and cultural opportunities (Dashper, 2014). Rural tourism may solve some issues linked with lost economic opportunities and reduced population caused by agriculture's decline. Many governments and regional authorities have embraced rural tourism to bring new funds into rural areas, boosting growth and creating job possibilities, thereby beginning to reverse rural decline. Rural tourism provides numerous opportunities, such as accommodation and other service provision, showcasing local culture and heritage, and active countryside hobbies, the latter of which may be well positioned for capitalising on the transition away from mass tourism products and a consumer desire for more niche and tailored offerings (Dashper, 2014).

The United Nations World Tourism Organisation defines Rural Tourism as "a type of tourism activity in which the visitor's experience is related to a wide range of

offerings generally linked to nature-based activities, agriculture, rural lifestyle culture, angling, and sightseeing."

Over the previous few decades, a global trend of rising urbanization has been observed, including in India, creating stress on metropolitan areas and limited economic prospects in rural areas. The Government of India has an independent Ministry for Rural Development, which aspires to transform rural societies through economic empowerment. Tourism has been identified as a powerful tool for rural society transformation by integrating rural populations into the tourism development process, providing for lost economic prospects and attracting people from all over the world to rural areas.

Even though the concept is entirely new, it can be helpful if implemented prudently in India, where nearly 68.84% of the population lives in 6,38,000 villages. Most villagers rely primarily on agricultural activity and urgently need to find another field of activity to survive. Natural disasters such as drought, flood, and landslides frequently cause people to suffer significant losses when they rely only on agriculture, and suicides are frequent in rural farming communities as a result (Kuldeep Singh¹, 2016). Rural tourism is a way for diverse rural communities to rely on an additional source of income by exposing their culture and varied activities to tourists visiting that specific location.

Rural tourism does exist in some form or another. The main attractions in many tourist destinations are found in rural areas; these include mountains, lakes, national parks, cultural sites, and others. Aside from these tourist destinations, this type of tourism can also include experiencing actual rural lifestyles, and locals may gladly welcome travellers into their daily routines (Jain, 2018). Rural tourism is emerging as an appealing solution for travellers seeking the bliss of nature with peace and away from the rush. It has the potential to attract both domestic and foreign travellers. The rural side has a lot to offer the world regarding arts, crafts, and culture, and it has the potential to become a significant tourism destination for visitors who admire nature, communities, lifestyle, and culture.

19.2 Concept of Rural Tourism:

The rate and velocity of change in rural communities worldwide have been exciting. Traditionally, the countryside was a place of production dominated by farming. However, changes in farming practises, Mechanisation and globalisation have significantly impacted the fabric of rural communities, which has shifted increasingly. Tourism has evolved from being a producing sector to a consuming space. Restructuring rural areas due to changes in agricultural activity enormously affects rural communities' social and cultural composition. Out-migration, especially among youth, has become widespread among individuals who dwell in cities to find employment.

Some rural communities in Western countries have experienced a wave of new wealthy people from metropolitan and semi-urban areas seeking leisure and relaxation in the countryside, a phenomenon known as rural urbanisation. Many rural communities' integrity and liveliness have suffered due to developments. The number of tourists visiting rural areas has increased, as has the variety of recreational activities available. The nature of those activities has shifted from passive enjoyment of rural environments to more active, technological, and resource-intensive activities such as adventure sports.

These changes, like rural tourism, necessitate high levels of service and often specialised skills and support. Such expertise is not always available in rural regions without significant investment in training and education, which is frequently lacking, particularly in underprivileged rural communities. This blocks these communities' ability to participate in and benefit from rural tourist opportunities. Rural tourism may significantly increase employment and revenue and aid rural societies' social and economic development.

It must also consider the individuals who have access to the regions, making it feasible to provide advantages to the locals, which is essential. As a result, access must be balanced with other rural requirements, ecology, and long-term conservation of rural resources. The territorial aspect of development considers the rational use of

environmental resources. People are compelled to reasonably use natural assets and the environment in their spare time. To achieve good development in rural tourism, factors such as proper organisational arrangement, strategic planning for employees and training, tourism regulations, and raising funds must be considered. To achieve stable development in the tourism industry, there is a critical need for comprehensive management and coordination between the public and private sectors and rural communities.

19.3 Nature and Scope of Rural Tourism:

Tourism has been viewed as an essential tool for rejuvenating rural communities. It has been supported by local and national governments worldwide, including in Western nations such as Portugal and France throughout the former Soviet nations of Eastern Europe and several developing nations throughout Sub-Saharan Africa, Asia, and South America, with varying degrees of success. There are examples of rural tourist expansion directly benefiting communities economically and socially, such as safeguarding the region's culture and customs indigenous to the region and maintaining youthful talent in rural areas.

However, inadequate planning, infrastructure, outside financing, and bureaucracy frequently hinder rural tourism development. While tourism development can help rural regions in both social and economic ways, careful planning, involvement of the community, and awareness are required at all dimensions. Participating in various activities in rural areas provides tourists with real-time experience and the opportunity to interact with the host culture, which helps to promote harmony and solidarity between tourists and the local community.

1) Scope of Rural Tourism:

Rural tourism was identified in the 2002 National Tourism Policy as a focal area for employment generation and stable means of livelihood. "Special push should be imparted to rural tourism and tourism in small settlements, where significant resources are present" was explicitly stated in that policy.

However, in a nation like India, where nearly 70% of the population resides in rural areas, a significant percentage of the population that remains has their roots in various rural Indian villages. Even after living in towns and cities, they habitually return to their village homes multiple times throughout the year. Rural tourism confuses the Indians by raising one crucial question: "Why should Indians pay money to go to other villages when they can visit their own?" The answer is that domestic and international visitor perspectives have shifted significantly in recent years. The tourists are now searching for a trip to give them something to remember. These more educated travellers are keenly interested in outdoor leisure and enjoyment.

Travelling to rural areas satisfies backpacker's ultimate desire, which is to experience and enjoy the rustic charms of rural India amid nature, as interest in alternative forms of tourism, such as eco-tourism, special interest tourism, heritage tourism, etc., is also growing in the current scenario.

Other scopes of rural tourism are as follows:

- One can recharge oneself by experiencing the peaceful pace of life in the countryside. Additionally, artisans specialising in distinctive arts and crafts in their original forms, which are challenging to get in cities, can be found in villages and rural communities.
- Rural tourism offers an outstanding opportunity to promote sustainable and responsible tourism by promoting the unique attractions of Indian villages and similar associated travel industries like ecotourism, farm tourism, adventure tourism, etc.
- Rural tourism can revive regional arts and crafts and stop the loss of prosperous traditional occupations. It will support rural region development and revitalize rural living. Communities' understanding and perspectives will be expanded by interacting with tourists.
- Rural tourism additionally emphasizes the richness and uniqueness of particular agriculture, boosting the visibility and desirability of locally produced goods. As a result, the prospects in this industry could strengthen the rural economy. For

tourism to flourish, it needs to have a conceptual fusion with other tourism, such as Agro tourism, eco-tourism, and adventure tourism.

2) Scope of Rural Tourism in Uttarakhand:

Rural tourism has plenty of potential in Uttarakhand. Uttarakhand's state has cultural diversity and natural beauty in every location. Here, almost every region has its unique cultural legacy with the prosperity of traditional dances like Jhoda, Chanchari, and Chapeli, as well as mouthwatering foods and regional celebrations like the Nanda Raj Jaat Yatra, Nanda Devi Mahotsav, Old Bagwal, Harela, and many others. With proper marketing, greater focus, and work, Uttarakhand rural tourism can gain national and global recognition and become a significant and well-known rural tourism destination for both domestic and foreign travellers. The government of Uttarakhand announced a homestay promotion programme and is already getting investment proposals from several international corporations for investing in rural tourism and ecotourism. The local communities have also taken the initiative to showcase their art, craft, and literature on global platforms.

19.4 History of Rural Tourism:

Rural tourism's inception can be characterized as an "ancient and emerging" form of travel. It is ancient because rural tourism has been around for a long time. It is innovative since historical rural tourism usually relates to scholar picnics and visiting friends and family in the countryside. It happened independently, and unpredictable travel habits did not boost the local economy or employment or create opportunities for a sector. In its most accurate form, rural tourism is an innovative form of travel activities that first emerged in the late 19th century and then took off following "World War 2."

Today, the widely accepted opinion in the academic community is that rural tourism began in France. Another claim is that the Industrial Revolution, which improved people's lives while providing them with more leisure time, gave rise to rural tourism in the United Kingdom in the late 19th century. The railway, which was built to accommodate industrial growth, can securely and rapidly transport people outside

of their familiar surroundings and offers disposable income, free time, and suitable media for rural tourism. Early in the 1960s, Spain took the initiative to convert the deserted royal castles in the Catalan village into conventional farmhouses. Additionally, big cities and farms were made accessible for travel and tourism, leading to modern rural tourism's emergence in its most accurate form.

Rural tourism rapidly expanded in the United States, Canada, and other nations after the 1970s. There is a rumour that rural tourism originated in Italy. The beginning of rural tourism can be traced back to the foundation of the Italian "National Association of Agriculture and Tourism" in 1865. Everyone agreed that rural tourism began in Europe in the 19th century. According to Chinese legend, Shijiazhuang's rural tourist industry was born in the 1950s to handle international trade.

However, most domestic scholars acknowledge that Shenzhen was where rural tourism first emerged in the 1980s. Shenzhen launched the "Litchi Festival" in the late 1980s to attract foreign investment. Later, the city built the picking garden, which was successful. So many cities adopted the sightseeing agriculture initiative. The National Tourism Administration introduced the concept of "China's urban and rural tourism" in 1998, with eco-tourism as a critical component. As a result, rural tourism quickly expanded, creating a variety of unique rural tourist destinations.

19.5 Features and types of Rural Tourism:

The Council of Europe used the following features to define the term "rural area":

A length of rural or coastal farmland, small towns, and villages where the following activities prevail:

- Forestry, fishing, seafood and agriculture.
- Country inhabitants' economic and cultural activities.
- Nature preserves or outdoor recreation locations outside of cities.
- Other uses, including housing.

Rural tourism can be defined as any tourism promoting rural life, art, culture, and heritage in rural areas while providing economic and social benefits to the

neighbourhood and fostering local-to-tourist interaction for a more rewarding travel experience.

Agritourism, farm tourism, rural tourism, alternative tourism, eco-tourism, and many more categories characterize tourism activities in rural areas. The definitions of these terms vary from nation to nation and even within a single country.

Types and forms of rural tourism are the following:

- Though the term "**agritourism**" is frequently used to refer to all tourism-related activities in rural areas, it refers to tourism services that are "directly connected with the farming environment, agricultural products or farm stays," such as camping or lodging on farms, educational excursions, meals, leisure activities, and the sale of farm products or handicrafts.
- **Farm tourism** is mainly connected to farms and is most frequently linked to travel, including lodging on farms and visiting farms as destinations.
- **Tourism in the Wilderness and Forests** Travelers discover the natural beauty and wilderness of the rural area. It may be considered independent from ideas of rural tourism, or it may be combined informally. Tourists go to places where plants and animals live in their natural habitats through wilderness and forest tourism. It covers non-consumptive primary contact with wildlife and the natural world, such as watching and photographing animals in their natural settings. Wildlife photography, safaris, bird watching, trekking, and hiking are just a few tourism activities that fall under wilderness and forest tourism.
- Tourism in rural or natural settings is called "**green tourism.**" Compared to traditional mass tourism, it is more frequently used to characterize tourism types that are thought to be more environmentally beneficial. Green tourism is a significant component of rural tourism in rural areas. Green tourism is portrayed as a method of tourism growth that builds a mutually beneficial connection with the physical and social environment on which it depends and indirectly pushes to realize sustainability principles.

- Ecotourism is a type of nature-based tourism (travelling to undeveloped, natural places) that actively promotes environmental preservation, provides tangible benefits to local communities and cultures, and gives visitors a fulfilling educational experience. A variety of environmentally friendly tourism operations are referred to as ecotourism.

1) Importance and Benefits of Rural Tourism:

Rural tourism is a significant part of the tourism industry that benefits the community in rural areas immensely. Tourists who visit rural areas contribute to the region's economy in various ways. Rural development and the community's living standards are both improved by rural tourism.

The following are some of the relevance and advantages of rural tourism:

- Provide employment and a source of new, alternative, or additional revenue in rural communities.
- Infrastructure construction in rural areas is driven by rural tourism.
- Aid in reducing social power and gender
- Encourage community involvement
- Restore the regional culture.
- Promote a sense of local identity, pride, and confidence.
- They are contributing to preservation and conservation.
- Raise the area's standard of living.
- It helps renovate and reuse abandoned buildings.
- Allow for the regrowth of places.

19.6 Government Initiatives For Rural Tourism:

The 'Incredible India' campaign's success in bringing foreign visitors has encouraged the tourism ministry to concentrate on increasing tourism in rural India. More than 167 rural tourism projects have been recognised as part of India's "explore rural India" program, created expressly to attract international visitors for extended stays in the nation and increase locals' incomes. The tourism ministry strongly emphasises

teaching people tourist-related skills and enhancing the sites' physical infrastructure, such as the roads and street lighting.

It has partnered with the United Nations Development Programme (UNDP) to offer residents vocational training. While UNDP grants are provided to each site through the ministry for skill development, the ministry allocates lakhs for infrastructural development at rural sites. The project entails the creation of two significant components: software and hardware. Infrastructure for welcoming tourists is being developed through hardware initiatives, while software projects are enhancing capacity building, tourism promotion, and market support for host towns.

The Indian government was aware of the difficulties and possibilities faced by local people in promoting rural tourism. The tourism ministry allotted funds to promote rural travel. The national government urged each state to include locals in rural areas in tourism-related projects developed by the tourism department's employees after consultation with the community and NGOs.

These initiatives aimed to give visitors a taste of the rural community's environment through local cuisine, art, and culture. Establishing infrastructure, reorganising and liberalising policies, encouraging investment, maintaining law and order, deploying tourist police, developing complaint-handling procedures, and standardising goods and services were all deemed essential for rural tourism development.

1) Various schemes for Rural Tourism are as follows:

- To create rural tourist destinations, the government is looking into developing organic agriculture regions created under the Paramparagat Krishi Vikas Yojana (PKVY) and Mission Organic Value Chain Development in the East Region (MOVCD-NER).
- The greatest Tourism Village Competition Portal was recently established to identify the most excellent tourism village and advance rural travel nationwide. The "Best Tourism Village Competition" will occur in three stages, with entries being accepted at the district, state, and national levels.

- To emphasize the diverse tourism offerings of our nation and present them to international tourists, the Ministry of Tourism created Visit India Year 2023, which focuses on inbound travel to India.
 - 2015 the Ministry of Tourism introduced the PRASHAD (National Mission on Pilgrimage Rejuvenation and Spiritual and Heritage Augmentation Drive) program.
 - The Swadesh Darshan is also one of the government projects that emphasise the comprehensive development of the nation's theme-based tourist circuits.
- 2) Challenges in Promoting and Marketing Rural Tourism in India:**
- **Lack of resources, inadequate communication infrastructure and the early stages of the rural market:**

Most of the rural population, which frequently defines rural markets, lives below the poverty line. The villagers are more interested in travelling to the nearby town for employment as they are less interested in showcasing their culture and heritage to tourists visiting their locations. This is because they are less aware of rural tourism's potential as an alternative source of income.

Additionally, the majority of rural marketplaces are underdeveloped and have numerous obstacles. Even though many rural destinations are up-and-coming in terms of the availability of tourism resources, it can be challenging to draw in valued customers (tourists) due to factors like distance from nearby towns, lack of proper surface transportation, basic infrastructure, insufficient lodging and recreation facilities, inconsistent electricity, telecommunication issues, etc.

- **Communication:**

Effective communication is crucial for suppliers, marketers, and manufacturers who want to attract customers. The two main challenges for rural marketers are language barriers and a lack of fundamental education. The capacity to extend genuine hospitality to visitors, understand their needs (here, those of tourists), and deliver appropriate services at the right time is a critical component of the success of tourism marketing.

- **Inadequate funding:**

Most rural tourist marketers come from low-income families, and local banks or government agencies do not always provide them with loans. As a result, even if these marketers have original business ideas, they often cannot launch the organisations they envision due to a lack of funding, technological expertise, and experience.

- **Lack of Trained Manpower:**

Since the first impression is often the last, the success of rural tourism rests on how well guests are treated from the moment they arrive until they leave. However, in rural areas, a typical problem that negatively impacts the tourism and hospitality sectors directly is a shortage of trained human resources. Additionally, because rural areas lack basic infrastructure, trained individuals from urban areas are generally not interested in moving there to work.

- **Lack of Proper Physical Communications:**

A tourist's fundamental necessities while travelling alone or with a group include access to clean drinking water, enough energy, reliable telecommunications, safety and security, etc. It is regrettable but true that less than half of the villages in this nation have all-weather roads and the essential amenities mentioned previously.

19.7 Famous Rural Tourism Destinations:

The idea of rural tourism is gradually gaining popularity among tourists. In reality, more people need to become aware of the natural beauty and travel options in India's rural communities.

1) Famous Rural villages of the world:

- Giethoorn, Netherlands
- Gasadalur, Faroe Islands, Denmark
- Bibury, England, UK
- Freudenberg, Rhine-Westphalia, Germany
- Hallstatt, Austria
- Pariangan, Indonesia

- Savoca, Italy
- Alberobello, Italy
- Oia, Greece
- Intragna, Switzerland, etc.

2) Famous Rural Villages of India:

- Tordi Village
- Hodka Village
- Pipli Village
- Bishnoi Village
- Majuli Village
- Mawlynnong Village
- Hampi Hampi
- Qila Raipur, Punjab
- Araku Valley, Andhra Pradesh
- Purulia, West Bengal, etc.

3) Famous Rural Villages of Uttarakhand:

- Mana Village
- Chaukori
- Munsiyari
- Khirsu
- Mori
- Khati
- Kanakchauri
- Pangot
- The Goat Village
- Harsil, etc.

19.8 Check Your Progress:

- What do you understand by Rural Tourism?

- Discuss the challenges faced by tourists while visiting any rural destination.
- Write any five measures to promote rural tourism.
- What marketing strategies have the Government of India adopted for rural tourism development and growth?
- Write any four sites of rural tourism located in India.

19.9 Glossary:

- **Globalisation:** This is defined as an increasing interdependence of the economies, societies, and individuals of the world as a result of technology, cross-border trade in goods and services, capital flow, and information.
- **Angling:** This is a fishing technique.
- **Mechanisation:** This is transitioning from doing that activity with machinery rather than doing it mostly or entirely by hand or with animals.
- **Countryside:** Undeveloped territory that is either utilised for farming or left in its natural state and is not located in towns, cities or industrial regions.
- **Out Migration:** To relocate from one area or community to another, especially as part of a large-scale and ongoing population shift.
- **Urbanisation:** The movement of people from rural to urban regions, the consequent decline in the number of people living in rural areas, and the methods by which communities adjust to these changes.
- **Domestic visitor:** A visitor is a domestic visitor when they travel within their nation of residency, and their actions are considered domestic tourism.
- **Sustainable Tourism:** Tourism that addresses the demands of guests, the industry, the environment, and host communities while taking full responsibility for its present and future economic, social, and environmental implications.

19.10 Summary:

In this unit, we learned that rural tourism has several benefits and might play a significant role in the economy's growth, particularly in rural areas. The Ministry of Tourism, Government of India has started several initiatives to advance rural travel

in the nation. Rural tourism has grown in popularity as one of the newest forms. A counter-urbanization condition has developed due to the stress of urban living. As a result, interest in rural areas is rising. The traveller is motivated to engage in this activity by additional factors, such as increasing awareness, expanding interest in heritage and culture, improved accessibility, and environmental sensitivity. Many regions of the world have developed and implemented rural tourism. It is also possible to promote cultural heritage through rural tourism. India's rural areas have the potential to be developed and used as a source of income. The members enjoy prosperity in addition to generating cash.

Along with the outside world, they are expanding. These schemes are working out for them. They are directly supporting this initiative and are aware of its potential advantages. They can now see the importance of protecting sensitive people and reviving traditional values in the coming generations.

19.11 Self-Assessment Questions:

- What do you understand by Agri Tourism? Write down the differences between agri-tourism and eco-tourism.
- What are the challenges faced by tourists when visiting any rural destination?
- Write any five measures to promote rural tourism.
- What marketing strategies have the Government of India adopted for rural tourism development and growth?
- Write any 4 sites of rural tourism located in India.

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Unit-20
Ecotourism

Structure:

20.0 Objectives

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20.2 Meaning Of Eco-Tourism

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20.3 Features And Types Of Eco-Tourism

20.4 Need For Eco-Tourism

20.5 Sustainable Tourism

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20.10 References And Suggested Readings

20.0 Objective:

After reading this unit, you will be able to learn:

- The meaning of ecotourism
- The economic benefits for local communities
- The ecotourism destinations in India

20.1 Introduction:

There has been an evolutionary change in the global tourist sector toward sustainable and ethical travel in recent years. As environmental concerns expand, tourists become more aware of their impact on natural ecosystems and local populations. As a result, ecotourism is growing as a strategy to encourage responsible travel that promotes conservation, community involvement and education. This chapter explores the various aspects of ecotourism, covering its goals, meaning, and essential concepts.

20.2 Meaning of Ecotourism:

Ecotourism is a responsible and sustainable form of tourism that focuses on discovering natural environments while reducing environmental harm and increasing efforts to protect them. Compared to regular tourism, ecotourism places importance on ideas such as environmental protection, community involvement and education. Ecotourism participants hope to enjoy and learn about the environment's unique biodiversity, past civilizations and ecosystems.

Ecotourism's primary objectives are to develop a sense of environmental responsibility, develop a more profound knowledge of nature's value and provide economic incentives for local communities to protect their natural resources and cultural heritage. It encourages visitors to walk carefully to reduce waste and pollution and to respect local customs and traditions.

To ensure that tourism operations positively influence the environment and society, successful ecotourism programs frequently work with conservation organizations, local communities and governmental entities. Visitors who embrace ecotourism

ideals can help preserve the world's natural beauty for future generations and enjoy memorable, unique nature-based experiences.

20.2.1 Key Concepts of Ecotourism:

The following are the key concepts of ecotourism:-

- **Sustainability:** The idea of sustainable development, which involves addressing existing needs without compromising future generations' capacity to meet their own needs, is at the heart of eco-tourism. Resources should be conserved, waste reduced, local economies supported, and local cultures respected as part of sustainable ecotourism practices.
- **Biodiversity Conservation:** An essential aim of ecotourism is the preservation of biodiversity. The diversity and diversity of plant and animal species in their natural habitats must be protected. Unique and delicate habitats, such as rainforests, coral reefs and wildlife reserves, are frequently found in ecotourism destinations. These sites are protected from misuse and harm through responsible tourism.
- **Community Involvement:** Working closely with local communities is essential for the success of ecotourism programs. Making locals active in tourism activities benefits them financially and promotes participation in conservation programs. Preserving traditional knowledge and customs is another benefit of community engagement.
- **Environmental Education:** Ecotourism is highly dependent on education. There are chances for tourists to learn about the natural environment, how ecosystems work, and regional cultural customs. Through education, guests and hosts can develop a higher understanding of the environment and act more responsibly.
- **Alternative Income Sources:** Ecotourism aims to expand residents' income sources. Ecotourism may reduce poverty by providing sustainable economic alternatives to conventional activities such as agriculture or forestry. This will reduce the environmental impact.

20.2.2 Benefits of Ecotourism:

Ecotourism, a responsible kind of travel that promotes nature and conservation, offers many benefits for the environment and nearby communities. This "responsible travel" method maximises beneficial contributions while minimising adverse effects. Conservation of Biodiversity: By increasing public awareness and funding initiatives to protect the environment, ecotourism is essential to preserving biodiversity. Protected natural areas often become ecotourism hotspots, thereby directly supporting their continued existence. Visitors can see a variety of ecosystems and species, fostering a sense of connection and awareness. They are more likely to support conservation efforts and provide financial assistance because they recognise the significance and beauty of these habitats. The significant benefits of eco tourism can be classified as:-

1) Economic Growth and Local Development: Ecotourism has many advantages, one of which is its potential to stimulate local economies. Ecotourism generates income that can support infrastructure construction, healthcare provision, and improvements to public education systems by attracting tourists to less developed areas with unique natural attractions. Additionally, ecotourism frequently hires locals as guides, guesthouse staff and artists, creating potential clients for direct employment. This reduces reliance on harmful activities such as logging and mining and broadens local economies.

2) Cultural Preservation: Ecotourism helps preserve local cultures and traditions. Local communities are encouraged to share their traditions, histories and artwork as tourists seek authentic experiences. It helps preserve cultural identity and pride while preventing the decline of traditional ways of life. Furthermore, communities are less likely to adopt Westernised practices that can harm the environment, thereby highlighting the value of these traditions.

3) Environmental Education and Awareness: Ecotourism offers educational opportunities to dramatically improve people's understanding of environmental issues. Visitors can learn about ecosystems, animal behaviour and conservation

issues through guided tours, workshops and informative centres. Such information creates a sense of accountability and motivates people to continue living sustainably even when they return home. A knowledgeable population may support laws that protect the environment and prevent climate change.

4) Reduced Environmental Impact: Smaller groups and low-impact activities separate ecotourism from regular mass tourism. This lessens the strain on sensitive ecosystems, lowers pollution and protects natural areas. Additionally, ecotourism follows strict regulations to avoid disturbing wildlife, such as maintaining safe distances and using biodegradable materials. This focus on moral behaviour helps preserve the quality of natural areas for future generations.

5) Research and Conservation Funding: Numerous ecotourism projects donate a portion of their profits to study and preserve nature. Local ecosystems, flora and fauna, can be studied by scientists, who can then use the results to guide conservation efforts. Ecotourism revenue can help fund anti-poaching efforts, conservation initiatives, and species reintroduction programs. This mutually beneficial relationship between ecotourism and conservation advances scientific understanding and positively impacts the environment.

We can now say that ecotourism is a comprehensive travel strategy that equally benefits the environment, local communities, and tourists. Ecotourism establishes a beneficial cycle that supports both natural and human systems by prioritising sustainability, biodiversity conservation, economic development, cultural preservation, environmental awareness, and responsible behaviour. The advantages of ecotourism continue to significantly shape the nature of the global tourist industry, as travellers increasingly seek meaningful and social experiences.

20.2.3 Challenges and Criticisms:

Despite its many merits, ecotourism is not without its challenges and criticisms. Some of the key issues include:

- **Carrying Capacity:** Understanding the overall capacity of ecotourism areas is key to maintaining the delicate balance between tourism and conservation. Tourist overcrowding can affect local communities and damage the environment.
- **Loss of Cultural Authenticity:** Commercialisation and mass tourism can erode the authenticity of local cultures and traditions.
- **Wildlife Disturbance:** Irresponsible ecotourism practices can disrupt wildlife behaviour and habitats, negatively affecting species and ecosystems.

The tourism sector has undergone significant change due to ecotourism, which has made travel a powerful tool for community development, education, and conservation. Ecotourism can have a positive, long-term effect on the environment by promoting sustainable practices, preserving biodiversity, and fostering community engagement. However, to guarantee that the goals of ecotourism are ultimately achieved, responsible management, cooperation and dedication to moral principles are required. Ecotourism is expected to play an essential role in promoting a more sustainable and equitable future for our planet as tourists become more aware of their responsibility toward the environment and society.

20.3 History of Eco-Tourism:

The phrase "ecotourism," which combines "ecology" and "tourism," refers to a travel policy that prioritises environmental protection and supports local communities. It came up amid rising concerns about how traditional mass tourism severely impacts the environment, cultural heritage, and local communities. There have been several significant events throughout the past century that have shaped ecotourism's history.

1) The Origin of Ecotourism (1980s):

Héctor Ceballos-Lascuráin, a Mexican architect, first used the word "ecotourism" in 1983. He used it to define tourism as something that encourages tourists' knowledge and involvement and preserves and protects the local natural and cultural environment. The idea gained popularity throughout the 1980s and 1990s as tourists and governments realised the importance of balancing tourism growth, environmental protection and local interaction.

2) International Recognition and Guidelines (1990s):

In 1992, the United Nations Environment Programme (UNEP) organised the Earth Summit in Rio de Janeiro, where sustainable development and ecotourism were key topics of discussion. This event brought global attention to the importance of responsible tourism and led to the development of guidelines for sustainable tourism, including ecotourism principles.

3) Growth and Challenges (Late 20th to Early 21st Century):

The late 20th and early 21st centuries saw an impressive rise in ecotourism as more tourists sought genuine, ecologically friendly experiences. However, the rapid growth of ecotourism raised concerns about environmental marketing (false claims of environmental friendliness), overdevelopment, and the eviction of residents.

4) Continuing Evolution (Present and Future):

With increasing numbers of tourists, governments and the tourism sector have come to understand the value of sustainable practices. Ecotourism continues to develop. Participation in communities, preservation of the environment and accessible travel experiences are getting more attention. The importance of ecotourism in promoting conservation, helping local people and boosting environmental awareness cannot be overstated, as the world faces serious environmental problems.

20.4 Features and Types of Eco-Tourism:

Ecotourism is a type of tourism that encourages responsible travel to natural places, preserves the environment and improves the welfare of communities. The growing understanding of the importance of cultural acceptance and environmental preservation has contributed to the rise in popularity of this environmentally friendly tourism strategy. Compared to traditional tourism, ecotourism focuses on reducing harmful environmental effects while developing a stronger bond between visitors and the places they go. This unit will explore the main characteristics and different kinds of ecotourism.

20.4.1 Features of Ecotourism:

Ecotourism is a form of responsible tourism that seeks to protect natural areas and support local communities while providing tourists with pleasant, valuable experiences. It highlights environmentally friendly methods that reduce environmental harm while maximising positive effects for the community. Here are some of the main characteristics of ecotourism in simple words:

- **Environmental Conservation:** Ecotourism focuses on preserving and protecting species and their natural surroundings. Environmental disruption is minimized during tourist activities. To stop soil erosion and plant damage, paths and walks are built. Wildlife viewing is done at a safe distance to prevent stressful situations for animals. This guarantees that generations to come will be able to learn about these sites' beauty and biodiversity.
- **Community Engagement:** Ecotourism depends on the neighbourhood communities. By strengthening local economies and opening up job opportunities, this type of tourism seeks to assist residents. It frequently involves utilizing local services, buying local goods and employing local guides. As it becomes a significant revenue source, this encourages communities to understand the need to protect their environment and cultural heritage.
- **Education and Interpretation:** Offering tourists educational opportunities is one of ecotourism's essential characteristics. Through guided tours, workshops and educational materials, visitors learn about the environment, local cultures and efforts to preserve it. This raises awareness of the importance of protecting the environment and regional traditions.
- **Sustainable Practices:** Ecotourism is centred on sustainability. Both tour guides and tourists use eco-friendly procedures to reduce their adverse environmental effects. This may include using renewable energy sources, cutting back on waste, conserving water and adopting proper trash disposal techniques. The aim is to ensure that tourism activities do not harm the delicate balance of ecosystems.

- **Small-Scale Operations:** Smaller, locally owned businesses typically fare better in ecotourism than huge, commercial enterprises. This helps reach a more significant portion of the local population through the economic advantages of tourism. Additionally, because guests can communicate directly with hosts and guides on the ground, their experiences can be more personalised and genuine.
- **Cultural Respect:** The importance of preserving regional cultures and traditions is recognised in ecotourism. Instead of imposing their standards, tourists are advised to become familiar with local culture and participate in it. Both tourists and local populations gain from this exchange of cultures, which promotes awareness and understanding.
- **Low Environmental Impact:** Ecotourism aims to have a negligible environmental impact compared to traditional tourism. Tour operators carefully consider their activities to prevent harm to delicate ecological systems. They encourage outdoor hobbies like hiking, birdwatching, and nature photography, which have a lower impact than activities that cause significant disturbances.
- **Conservation Funding:** Ecotourism often contributes a percentage of its profits to the benefit of conservation. This can include funding for initiatives that protect wildlife, restore habitats and support neighbourhood-based initiatives that promote environmental sustainability.

So, ecotourism is responsible travel that benefits the local community and the environment. It encourages sustainable choices and fosters a closer bond between people and nature. Travelers can contribute positively and have unique experiences by being aware of and using these qualities.

20.4.2 Types of Ecotourism:

Exploring surroundings while maintaining and preserving their purity is the main goal of ecotourism, a type of responsible travel. This environmentally friendly tourism strategy seeks to reduce adverse environmental impacts and promote the welfare of nearby communities. Numerous other ecotourism subcategories have developed each providing distinctive experiences and chances for visitors to engage

with nature while supporting its preservation. Some of the ecotourism types are written below:

- **Wildlife Watching and Conservation Tours:** Wildlife watching is a popular ecotourism activity that involves observing animals in their natural habitats. This type of ecotourism promotes conservation efforts by generating funds for protected areas and wildlife sanctuaries. Travelers can witness animals such as elephants, tigers, whales and birds in their natural environments. The tours often employ local guides with deep knowledge of the ecosystem, ensuring a responsible and educational experience for tourists.
- **Eco-Lodges and Sustainable Accommodations:** Staying in eco-lodges or sustainable accommodations is another form of ecotourism. These lodging options are designed with eco-friendly practices, such as using renewable energy sources, minimizing waste and integrating harmoniously with the natural surroundings. Travelers can enjoy comfortable stays while minimizing their environmental footprint. Many eco-lodges also offer guided nature walks, workshops on conservation and opportunities to engage with local communities.
- **Adventure Ecotourism:** Adventure ecotourism combines outdoor activities with environmental awareness. Activities like hiking, kayaking, snorkelling and rock climbing allow travellers to immerse themselves in natural landscapes while gaining an appreciation for their beauty and fragility. Adventure ecotourism often emphasizes the importance of Leave No Trace principles, teaching participants how to minimize their environmental impact during outdoor adventures.
- **Cultural Ecotourism:** Learning about native peoples and their traditional interactions with the environment is critical to cultural ecotourism. Visitors interact with people from the area, discover their customs and receive knowledge of sustainable methods passed down through the years. This ecotourism encourages dialogue between cultures, awareness and appreciation while helping to keep old customs alive.

- **Community-Based Ecotourism:** Community-based ecotourism involves working with neighbourhood groups to create and monitor sustainable tourism programs. The strategy of earning financial rewards by allowing local people to showcase their natural and cultural resources empowers communities. Visitors can engage in customary activities, get a taste of the local way of life and directly support community development efforts through travel spending.
- **Educational Ecotourism:** The main goal of educational ecotourism is to provide visitors with opportunities to learn about nature and environmental protection. The region's ecosystems, biodiversity and conservation issues are explained through guided tours, workshops and educational centres. This ecotourism promotes a greater awareness of how closely ecosystems are linked and how important it is to protect them.
- **Volunteer and Citizen Science Tourism:** Volunteering and citizen science tourism involve visitors in real conservation work and scientific investigation. Tree planting, wildlife population monitoring, and data collection on environmental changes are among the tasks participants can help with. This ecotourism supports conservation efforts and gives visitors a sense of achievement by getting them involved in valuable projects.

So, after reading this, we understood that ecotourism includes a wide range of activities that allow visitors to interact with nature, discover local cultures, and support environmental preservation. Ecotourism provides a responsible and encouraging way to experience the natural world while having a positive impact, whether through wildlife observation, staying at eco-friendly properties, participating in adventurous activities, or supporting community initiatives. By selecting ecotourism, people can have great experiences while ensuring that these natural and cultural beauties are preserved for upcoming generations.

20.5 Need for Eco-Tourism:

In the past few years, eco-tourism, a type of sustainable travel, has grown in popularity due to its favourable effects on the environment and local communities.

Unlike traditional tourism, eco-tourism encourages ethical travel that supports environmental protection, strengthens local economies and preserves the unique cultural traditions of each place. Here, we will discuss the necessity of eco-tourism and its multiple benefits in protecting our planet's natural wonders for future generations.

- **Conservation of Biodiversity:**

The potential of ecotourism to protect biodiversity is one of the primary reasons for encouraging it. Rare and endangered animals affected by human activity can be found in many ecologically sensitive places. By promoting eco-tourism, we can provide financial incentives for protecting natural ecosystems, which protects various plant and animal species. Participants in eco-tours frequently get a greater understanding of environmental issues and the value of conservation.

- **Mitigating Environmental Impact:**

Traditional mass tourism can be incredibly harmful to the environment, causing pollution, deforestation and habitat destruction. On the other side, eco-tourism tries to reduce its environmental impact by using environment-friendly techniques. Additionally, eco-tour companies frequently use ethical waste management practices to protect the natural beauty of the places they visit.

- **Empowering Local Communities:**

By providing local communities with financial opportunities and encouraging cultural preservation, eco-tourism is crucial in empowering them. Eco-tour guides frequently participate actively in local communities, showing their culture, traditions and way of life. Visitors directly contribute to the community's economic prosperity by engaging in ecotourism activities, motivating them to preserve their natural environment and heritage.

- **Promoting Sustainable Development:**

Eco-tourism encourages sustainable development by balancing economic expansion and environmental protection. Destinations may invest in infrastructure, healthcare and education while maintaining the natural treasures that draw tourists by

generating income through responsible tourism. This strategy allows future generations to profit from these unique places without compromising their natural integrity.

- **Raising Environmental Awareness:**

An excellent platform for increasing environmental awareness among tourists is provided by eco-tourism. People are more likely to support conservation initiatives when they experience the beauty and fragility of natural ecosystems. Visitors are motivated by these encounters to make more environmentally conscious decisions daily, furthering efforts to safeguard the environment worldwide.

- **Preserving Cultural Heritage:**

Eco-tourism places a strong emphasis on protecting the environment as well as the cultural history of the communities it visits. In the face of industrialization and globalization, indigenous populations and regional traditions often face survival risks. By supporting sustainable tourism, we can help preserve distinctive traditions, languages, and practices essential to these people's sense of identity.

Eco-tourism is a responsible way to experience and appreciate nature while protecting it for future generations. It involves more than just visiting beautiful places. We can all work together to promote a more sustainable and peaceful relationship with nature by selecting green travel options, giving to community organisations, and speaking up for environmental protection.

20.6 Sustainable Tourism:

Tourism has become an essential global sector, attracting millions of visitors each year. However, its rapid development and frequent unrestrained expansion have negatively impacted the environment, society, and culture. Sustainable tourism balances social well-being, environmental preservation, and economic growth. This note aims to explore various techniques and practices to promote the peaceful coexistence of tourism with the environment. It also explores the concepts, benefits, and problems of sustainable tourism. We can create a more responsible and bright future for visitors and host communities by learning about and implementing

sustainable tourism ideas. We can all work toward a more sustainable and harmonious relationship with nature by promoting environmental protection. The promotion of understanding between cultures and the creation of economic opportunities in many locations around the world are two essential functions of tourism in economic development and cultural exchange. Concerns about its sustainability have also been raised amid its rapid expansion. In response to these problems, the term "sustainable tourism" emerged, aiming to minimise harmful effects while promoting positive ones.

When discussing travel and leisure, "sustainable tourism" is a strategy that promotes long-term economic and social benefits while minimising adverse environmental, cultural, and community impacts. The interconnection of environmental, social, and economic concerns is recognised through its broad perspective. Sustainable tourism aims to ensure that the visited locations remain sustainable and vibrant for future generations. The focus goes beyond short-term profits.

A vital component of this idea is environmental sustainability, which includes conserving ecosystems, using natural resources responsibly, and reducing waste and pollution. Respecting and promoting local customs, cultures and communities while avoiding actions that cause exploitation or disturbance is essential to social sustainability. Creating equal economic possibilities for residents, supporting small businesses and distributing rewards more fairly across partners are the three main pillars of economic sustainability.

Encouraging eco-friendly activities and practices, participating in community-based tourism projects, reducing carbon footprints through efficient transportation and lodging, and improving tourists' knowledge of responsible behaviour are all critical aspects of sustainable tourism. This strategy empowers locals and enhances their quality of life while preserving the natural and cultural assets of tourist destinations. In the end, sustainable tourism is about balancing protecting the planet's resources for future generations and positively influencing the visitor experience and the well-being of the communities that receive visitors.

20.6.1 Difference between Eco-Tourism and Sustainable Tourism:

While connected, eco-tourism and sustainable tourism offer different strategies for promoting responsible, ethical travel habits that emphasise the preservation of natural and cultural ecosystems. Eco-tourism emphasises deep involvement with natural environments and prioritises education, conservation, and minimal environmental impact. In addition to boosting local economies, this type of tourism encourages visitors to engage in activities that raise public awareness of the importance of conserving biodiversity. Guided nature hikes, wildlife viewing, and involvement in habitat restoration projects are among the main components of ecotourism. Eco-tourism strives to establish a symbiotic relationship between visitors and the natural world, promoting increased awareness of the need for environmental conservation by actively engaging tourists in preserving and repairing sensitive ecosystems.

On the other hand, sustainable tourism includes a broader range of methods designed to ensure that travel-related activities have a good and long-lasting influence on natural and cultural surroundings. While eco-tourism concepts are included in sustainable tourism, their focus expands to include socio-economic factors, community involvement, and sustainability over the long term. This strategy places a high value on managing resources to avoid excessive use, protecting cultural heritage and providing benefits to local communities in an equitable manner. Sustainable tourism aims to strike a balance between economic development, social responsibility and environmental preservation. This could involve encouraging community participation in decision-making, promoting equitable pay for employment in tourism, and assisting locally owned enterprises.

20.7 Ecotourism Destinations in India:

India is a vast and diverse country with abundant natural beauty and ecological treasures, making it an excellent destination for ecotourism. Ecotourism focuses on responsible travel to natural areas that conserve the environment and support local communities. Here are some of the top ecotourism destinations in India:

- **Kaziranga National Park, Assam:** In the northeastern state of Assam, Kaziranga is a UNESCO World Heritage Site and home to the endangered one-horned rhinoceros. The park also harbours significant populations of elephants, tigers and various bird species, making it a haven for wildlife enthusiasts and birdwatchers.
- **Periyar Wildlife Sanctuary, Kerala:** Nestled in the Western Ghats of Kerala, Periyar is known for its picturesque land escape and diverse flora and fauna. The sanctuary offers opportunities for boat safaris, nature walks, and bamboo rafting, allowing visitors to encounter elephants, Indian gaurs and rare bird species.
- **Sundarbans National Park, West Bengal:** The Sundarbans is the largest mangrove forest in the world and a UNESCO World Heritage Site. It spans India and Bangladesh and is famous for its majestic Royal Bengal tigers. The park is accessible through guided boat tours, allowing visitors to witness the unique ecosystem and abundant wildlife.
- **Spiti Valley, Himachal Pradesh:** Tucked away in the trans-Himalayan region of Himachal Pradesh, Spiti Valley is a remote and pristine destination. It offers breathtaking land escapes, ancient monasteries and a chance to experience the traditional lifestyle of the local communities. Trekking and camping opportunities abound, allowing visitors to immerse themselves in the region's natural beauty.
- **Gir National Park, Gujarat:** Known as the last abode of the Asiatic lions, Gir National Park in Gujarat is dedicated to conserving these magnificent creatures. The park also shelters various other wildlife species, such as leopards, hyenas and numerous bird species, making it a significant destination.
- **Andaman and Nicobar Islands:** This group of islands in the Bay of Bengal is renowned for their pristine beaches, rich marine life and vibrant coral reefs. With activities like snorkelling, scuba diving and nature walks, visitors can explore the diverse marine ecosystem and lush tropical forests.
- **Rann of Kutch, Gujarat:** The Rann of Kutch is a vast salt marsh in Gujarat, offering a surreal landscape, especially during the Rann Utsav, a cultural festival

celebrating the region's traditions and handicrafts. This unique ecosystem attracts migratory birds during the winter, making it a paradise for birdwatchers.

- **Western Ghats:** The Western Ghats mountain range is a UNESCO World Heritage Site and one of the world's eight "hottest hotspots" of biological diversity. It spans several states and is home to numerous national parks, wildlife sanctuaries and picturesque hill stations, offering ample opportunities for ecotourism.
- **Periyar National Park, Kerala:** Nestled in the Western Ghats, Periyar National Park is a prime example of ecotourism in India. The park is home to various wildlife, including elephants, tigers and many bird species. Visitors can engage in activities like nature walks and wildlife safaris while contributing to the park's conservation efforts.
- **Sundarbans, West Bengal:** The Sundarbans mangrove forest is a UNESCO World Heritage Site famous for being the habitat of the elusive Royal Bengal tiger. This unique ecosystem is home to various wildlife species and provides boat tours and bird-watching opportunities. At the same time, it raises awareness about the importance of mangrove conservation.
- **Manas National Park, Assam:** Located on the foothills of the Himalayas, Manas National Park is renowned for its biodiversity and natural beauty. It is a UNESCO Natural World Heritage site and a Project Tiger reserve. Tourists can explore the park through jeep safaris, river rafting and cultural interactions with local communities.
- **Valley of Flowers, Uttarakhand:** This vibrant and colourful valley is a UNESCO World Heritage Site known for its meadows adorned with a breathtaking variety of alpine flowers. Trekking through the valley offers an unforgettable experience, and efforts are being made to ensure minimal impact on the delicate ecosystem.
- **Andaman and Nicobar Islands:** These tropical islands are not only for their stunning beaches but also for their diverse marine life and coral reefs. Snorkelling and scuba diving provide opportunities to witness underwater wonders while promoting marine conservation awareness.

- **Gir Forest National Park, Gujarat:** The last refuge of the Asiatic lion, Gir Forest National Park is committed to protecting this critically endangered species. Ecotourism activities include lion safaris, bird watching, and exploring the region's unique ecosystem.
- **Nagarhole National Park, Karnataka:** Part of the Nilgiri Biosphere Reserve, Nagarhole is a haven for wildlife enthusiasts. Jungle safaris, boat rides and guided nature walks allow visitors to appreciate the park's diverse flora and fauna while supporting conservation efforts.
- **Hemis National Park, Ladakh:** The largest national park in India, is situated at the highest altitude. It is home to the elusive snow leopard and other unique Himalayan wildlife. Treks and wildlife tours in the winter months provide an opportunity to observe these magnificent creatures in their natural habitat.
- **Kaziranga National Park, Assam:** Renowned for its population of the Indian one-horned rhinoceros, Kaziranga is a UNESCO World Heritage Site. Elephant and jeep safaris allow visitors to explore the park and contribute to rhino conservation.
- **Munnar, Kerala:** Known for its picturesque tea plantations, Munnar offers opportunities for trekking, bird watching and experiencing the local culture while promoting sustainable agricultural practices.

It is essential to use responsible tourism methods when visiting these ecotourism locations in India, such as limiting the use of plastic, showing respect for wildlife and local populations and following park regulations. Travelers may help protect these natural beauties for future generations by doing this. These ecotourism destinations highlight India's dedication to protecting its natural heritage and offer visitors unique, unforgettable experiences. Responsible ecotourism activities help the local community and the long-term preservation of these valuable ecosystems.

20.8 Check Your Progress:

- **How will you define Eco-Tourism?**
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- What are the various benefits of Eco-Tourism?

- Enlighten the history of Eco-Tourism:

- What are the different features of Eco-Tourism?

- Explain why Eco-Tourism is beneficial for the environment:

- How will you define sustainable tourism in your language?

- Write Eco-Tourism destinations of Assam and Kerala:

20.9 Summary:

In the "Ecotourism" chapter, we understood the concept of sustainable and responsible tourism, which aims to minimise environmental impact while promoting conservation and supporting local communities. The chapter covered the fundamentals and techniques of ecotourism, focusing on protecting the environment, animals, and traditions. The importance of teaching and raising awareness among tourists and host communities was highlighted, as well as how ecotourism might help local communities succeed economically by generating cash and job opportunities. The chapter examined numerous successful ecotourism initiatives worldwide, highlighting the need for careful planning, teamwork, and adherence to ethical standards to ensure the long-term sustainability of ecotourism as a means of promoting sustainable travel experiences.

20.10 Glossary:

- **Eco-Tourism:** Responsible travel that emphasises conservation, education and sustainability while providing a positive experience for both tourists and the communities they visit.
- **Biodiversity:** The variety of life forms within a particular ecosystem, from plants and animals to microorganisms.
- **Sustainable Development:** Balancing the needs of the present without compromising the ability of future generations to meet their own needs.
- **Carbon Footprint:** The total amount of greenhouse gases, primarily carbon dioxide, emitted directly or indirectly by human activities.
- **Ecology:** An accommodation designed to have minimal impact on the environment, often located in natural settings, that promotes sustainable practices and educates guests about local ecosystems.

- **Community-Based Tourism:** A model that involves local communities in decision-making, benefits distribution and planning of tourism activities.
- **Natural Heritage Sites:** Protected areas that are recognized for their exceptional natural value and preserved to maintain their ecological integrity.
- **Responsible Travel:** Making conscious choices while travelling to minimize negative impacts on the environment, wildlife and local cultures.
- **Sustainable Tourism:** Tourism that considers the economic, environmental and socio-cultural impacts to ensure long-term benefits for both the destination and the tourists.
- **Over-Tourism:** A situation in which the number of tourists exceeds the carrying capacity of a destination, resulting in negative impacts on the environment and local culture.
- **Wilderness Conservation:** Efforts to protect and preserve large, untouched natural areas that serve as critical habitats for various species and ecosystems.

20.11 Self-Assessment Questions:

- Discuss the concept of ecotourism and its significance in promoting sustainable travel practices.
- Describe the role of education and awareness in ecotourism.
- Write the various ways in which ecotourism can contribute to biodiversity conservation.
- How can travellers engage with local cultures in a respectful and meaningful way that helps preserve cultural heritage?
- Write in detail about different Eco-Tourism destinations in India.
- Explain how sustainable tourism can benefit the local community.
- Enlighten the strategies adopted for sustainable tourism.

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