Uttarakhand Open University
Haldwani

Bachelor of Tourism and Travel Management
BTTM(N)-23

Tourism Principles and Practices
BTTM(N)-101

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Tourism Principles and Practices

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Unit-1
Emergence and Evolution of the Tourism Industry

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1.0 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

1.1 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 recognized in both developed and developing and beneficial agents of both economic and social change. 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.

This ever-expanding spirit of travel has lived on down the ages. In recorded history, there have been instances whereby one can know that man has been travelling throughout the ages. From the very early historic period, travel has had a fascination for man. Much of the travel, in the beginning, was eagerly unconscious and rather a simple affair. This unit will give a detail of travel patterns through the ages.

1.2 Travel through the Ages:

For a million years, climate changes, dwindling food supplies or hostile invaders alone have made the people leave their homes to seek refuge elsewhere. Perhaps, it was the invention of the wheel, about five thousand years ago, which made travel possible followed by the invention of money by the Sumerians (Babylonia) that 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. Almost at the same time, trade and travel developed in India where the wheel and money were already known at the time of the Indus Valley civilization (3000-1100 BC). Traditions of travel in India are, perhaps, the oldest in the

world, the motive being primarily religion or trade. The great sages of the past retired to the Himalayas in the North or to the dense jungles of the South to meditate or set up their Ashrams (hermitages), which were 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 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 large ship to search for the Golden Fleece undaunted by the dangers described in Homer's Odyssey. Herodotus, in the 1st century B.C., toured Phoenicia, Egypt, Cyrenaica, Greece and the Black Sea and recorded the history, customs, traditions and practices of the people living in these areas. 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, 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."

1.2.1 Travel for Trade and Commerce:

Travel in the past, was not undertaken for pleasure but was related to trade. Commerce and the activities associated with it. Travelling to seek fortunes was the strongest force behind moving out. Throughout the course of 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 easier as well as regulated. With time, the trade relations matured into cultural relations and helped in better understanding. This simultaneous emergence of the cultural barter system was a favourable development towards the increase in travel activity during this period.

Phoenicians were amongst the earliest travellers in the modern sense. These were also the people who were credited for the invention of money. The medium of money was increasingly being used in various business and commercial dealings. The payment for travel to different centres as well as accommodation could now be done with greater ease. The element of 'organization' of travel came to light due to this reason. It is noteworthy that early travel in the East or the 'Orient' as it is called was also largely based on commerce. Travels to countries like India and China, which are very old civilizations, enjoyed the reputation of being countries of fabulous wealth. This reputation picked up even more strength when the Europeans headed towards Indian shores for the very purpose of trade and commerce.

Check Your Progress-I:

Answer the following questions:

- **You must have learnt about various factors responsible for the growth of tourism Worldwide. Please highlight some of these factors.**

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1.2.2 Travel for Seeking Knowledge:

In the subsequent periods, the urge to explore new lands and to seek new knowledge about distant places was yet another motive. Homer's literary work 'Odyssey' records the travel undertaken by ancient Greeks and Romans. There are many instances of great explorers like Magellan, Bartholomew Diaz and many others, who

spent many formidable years of their lives in search of knowledge. Perhaps, these great explorers can be credited for being the pioneers of modern-day travel.

1.2.3 Travel for Religious Purpose:

During the Middle Ages, a significant dimension was taken by travel for religious purposes. It became a well-established custom or motivation in many parts of the world. A large number of pilgrims were travelling to the main shrines of Europe and elsewhere. The adoption and spread of Christianity led to numerous pilgrims to the holy land. Religion became the unifying force and pilgrimages strengthened religious bounds. It was a means of forgoing unity and understanding between people from widely different regions. In India as well, pilgrims travelled across the country for solace and salvation since time immemorial. Emperor Ashoka (3rd Cent. BC) the Great travelled a great deal in his eagerness to spread the principles of Buddha. His entourage first travelled to Nepal starting from Patliputra and then ventured to Lumbini on to Kapilavastu, ending at Bodh Gaya, where Buddha got enlightenment. 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.

1.2.4 Roman Empire and Pleasure Travel:

There is a close association of Pleasure travel with the Roman Empire. Romans probably were the first pleasure travellers. Travel received a great stimulus from the good communication system and security of the Roman Empire. Romans developed a fine network of roads and developed new roads wherever they went. They recorded information giving knowledge about routes, the names of major roads, distances etc. and published this in the form of travel literature. Romans were able to travel over a hundred or more miles in a day using relays or horses. They journeyed to see famous temples, monuments and the famous pyramids of Egypt. They also indulged in travel during holiday occasions, particularly 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 started realizing the curative effects of seawater along with the lure of sun, sand and sea waters. By the year 1861, major seaside resorts spring up in Britain, France Italy and a few more countries of central Europe. Millions of people visit these seaside resorts every year.

1.2.5 Renaissance and the Grand Tour:

Yet another unimportant stage in the history of travel was marked by the renaissance. Italy was perhaps the most important country where the Renaissance came as a huge wave. There was full-scale development of the urban system and network of roads. By the end of the 11th century, Italy itself became the object of attention and gained the status of Europe's economic and cultural leader. But the political wars and disunity played an important part in the dissemination of the Renaissance and the development of the 'grand tour'. Italy however remained the intellectual capital of Europe. A growing number of young noblemen were being 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 learning, antiquities and social refinements of the world. The 18th century is considered the Golden Age of the Grand our, especially, the years between 1763 and 1793. During this period, a great many

poets, authors and intellectuals wanted to broaden their knowledge and learn new arts and crafts. The grand tourists paved the way for popular tourism of the nineteenth and twentieth centuries. A generally accepted itinerary was also laid down which involved a long stay in France and Venice, and then a return by way of Germany and the Low Countries via Switzerland. Of course, there were variations to this itinerary but this was the most popular tourist route.

1.2.6 Concept of Annual Holiday:

The introduction of the annual Holiday in Europe was yet another important landmark which enabled many people to undertake travel in large numbers during the 18th century. This concept was the forerunner to the paid holiday which later on was responsible for an extraordinary growth of tourism 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 important and enjoyable public holiday was known as 'saturnalia' literally meaning the feast of Saturn. Also in Europe, certain days commemorating religious festivals and Saint's Day became holy days on which there was a holiday from work.

In England, an act was passed during the region of Edward VI, "for keeping of holidays and fasting days" Subsequently, public and semi-official offices in England frequently closed on certain saint's days. There were, however, no general public holidays until the time of the Industrial Revolution. The concept of modern annual paid holidays is very largely an outcome of the past industrial revolution. In present-day parlance, the word 'Holiday' is used generally 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 second thought to the view that, these very developments paved the way for the development of travel in the subsequent periods.

1.2.7 Travel in the Nineteenth Century:

The early part of the 19th century witnessed a surge in technological development in England, and later in Europe and America. The technological advancement also had a profound effect on the transport sector which directly affects the movement of people. The introduction of newer means of transport, made travelling to distant places more practical and enjoyable.

1.2.8 Emergence of Railways:

Railways the perhaps the most used mode of transport today. However, the first rail link between Liverpool and Manchester was started in the year 1830. The newly completed railway track in England featured special provisions for carrying people in addition to freight. The rail network in the beginning was responsible for carrying goods from industrial centres to the centres of trade and commerce, but it initiated the process of carrying passengers, which later on became a mass movement. It was for the first time that the seaside resorts were within the reach of many people who otherwise had not been able to reach these places. Initially, the newly formed companies in England were concentrating on meeting the demands of trade and commerce instead of on the passengers. Gradually, the railway companies started to concentrate on carrying more passengers leading to the trend of short day trips. This trend later paved the way for organized excursions for the public at special fares.

Check Your Progress–II:

- **How do technological changes in transportation cause tourism growth?**

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1.2.9 Emergence of Organized Travel:

The year 1841, saw the birth of organized rail travel. Thomas Cook, a Baptist preacher of Derbyshire was inspired by the idea of engaging a special train to carry the friends of temperance society from Leicester to Loughborough. A few weeks later, the idea culminated in collecting some 170 passengers, who made a journey at a specially reduced return fare of one shilling per passenger. Encouraged by this success, Thomas Cook arranged similar ventures by chartering trains to places, which were now becoming popular. Due to this concept, Cook later came to be known as the greatest travel organizer. He is considered as the 'Father of Modern Tourism'. In the year 1843, nearly 3000 schoolc hildren were taken on a trip from Leicester to Derby. From the year 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, the tracks were laid in America which ushered in the spurt of travel to and from places where the tracks were laid. It was estimated that in the year 1881, the railways carried over 600 million passengers over the lines operated by over one hundred-odd companies. The element of competition also crept in as the companies tried to make travel as comfortable as possible.

1.2.10 Luxury in Rail Travel:

In the early 1870s further boost was given to travel by introducing comfort and pleasure in 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 some railway companies in England and other European countries.

The eastern countries were not far behind in catching up with this growth. It was on April 16, 1813, that 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 one management with a total length of the network covering around 64,000 km.

1.2.11 Sea Transport:

While railways were responsible for encouraging inland travel, the steamship crossed the boundaries and made strides in intercontinental travel. Shipping made a significant contribution to travel during the 19th century. Several sailing ships were built in America and England. There was improved communication across the Atlantic with America which led to the development of deep sea shipping. The history of the Canard Steamship Company in England demonstrates important features in the growth of North Atlantic shipping. Use of the ships in the cruising fashion for the charter and operation of cruises on a limited scale dates from the mid-19th century. The year 1869 brought about the possibility of a much-shortened route between the west and the east as a result of the creation of the Suez Canal which connected the Red Sea with the Mediterranean Sea.

1.2.12 Change in Pattern of Society:

The second half of the nineteenth century witnessed the growth of travel as a result of the development of industrialized societies such societies in Western Europe and North America greatly felt the urge to travel purely for relaxation. This trend certainly gave way to what came to be known as the tourism phenomena in the later part of the century and the 20th century. The concept of modern-day tourism emerged very much from the development of industrialized societies of the West. The figures point to the direct relationship between the development of industrialized societies and the expansion of tourism traffic. Various official statements, observations by travel writers and other literatures also pin-point to this relationship.

Due to the industrial revolution, the very concept of society underwent a Sea change. There was a change in both economic as well as social systems prevailing at that time.

There was the emergence of the working class and sudden concentration of populations creating unhealthy conditions in towns and cities. However, there was little relief from the routine of putting long hours of work in difficult working conditions.

Gradually, industrialization brought in better working conditions and an increase in material wealth for a large number of workers. Now, even these workers could avail holidays for rest, relaxation and pleasure an urgent need was felt to develop more holidays. There was a substantial increase in purchasing power and disposable income which led to the growth of pleasure zones. Many tourist resorts were developed to cater to the increasing needs of people who could afford a holiday. In the later 19th century, the Italian Rivera also gained popularity along with the English and the French.

1.2.13 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.
- Recognized the value of travel for education.
- Increase in material wealth.
- Social prestige associated with travel.
- Need to find relief from working routine.
- Improvement in passenger transport system.

Up to the first quarter of the 20th century, pleasure travel was essentially a luxury commodity meant for the privileged sections of society to have time as well as purchasing power. Because of this, several associations related to travel and hospitality were also formed which organized 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 tourist travel not only within Europe but also all over the world. But this

decline was soon surpassed as the travel activity soon reached the pre-war peak levels. The early post-war period also brought prosperity coupled with large-scale migration and increased demand for international travel. An increasingly importance role was played by the development of mass communication systems like the television, radio and press. It paved the way for increasing travel by way of widening knowledge and interest of a large number of people about other countries. The post-war period also witnessed attitudinal changes which influenced the volume and value of tourism. It was responsible for breaking down international barriers, resulting in the fostering of an ideal, optimistic, peaceful internationalism – just the climate in which tourism is likely to flourish the 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.

1.2.14 Motorized Road Transport:

The motorized private and public road transport and the improved road conditions led to a 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 revolutionalised the holiday habits of the Europeans and Americans. Further, there was provision of good motor roads which led to the development of both domestic and international tourism. It was in the last quarter of the nineteenth century, that increasing attention was paid to the desirability of holidays with pay so the concept of mass tourism emerged along with the introduction of holidays with pay. The introduction of annual paid holidays is very largely of English origin. By the year 1939, some 11 million people were covered by the Holidays with Pay Act. The concept of paid holidays led to:

- The great 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 on innovation well ahead of time because only a few European countries had the provision of paid holidays till then. Paid holidays are now established all over the world and act as an active stimulant for travel growth. However, this wave of prosperity and place was disturbed by economic destruction and political instability due to the Second World War from 1939 to 1941. But again rapid development was witnessed in the activity, both on domestic as well as international levels. There was a threefold increase during 1911-61. Also, the year 1976 saw an increase of more than 90% over the year 1961 with 220 million international tourist arrivals in the World. But again this boom was intervened by the economic crisis of 1973-74. It was not a long slowdown.

1.2.15 Growth of Air Travel:

Another post-second World War phenomenon was the introduction of air transport for the masses. There was a tremendous increase in speed, safety and comfort provided by the new civil aircraft due to which there was a noticeable increase in long-distance travel. In the year 1912, two-class travel was introduced and there was also an increase in aircraft capacity, which meant an improved economy.

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

- Economics reasons
- Social factors
- Technological advancement

1.3 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 his survival. Throughout the course of history, people have travelled for purposes of trade, religious conviction, economic gain, war, migration and other equally compelling motivations. In the Roman era, wealthy aristocrats and high government officials also travelled for pleasure across the world. Seaside resorts located at Pompeii and Herculaneum in Italy 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 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 major new industry. In turn, international tourism became the concern of several world governments since it not only provided new employment opportunities but also produced 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 in the area of 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. According to the World Travel and Tourism Council 'Travel and Tourism' is the largest industry in the world on virtually any economic measure including; gross output, value-added, capital investment, employment and tax contribution.

1.4 Reference and Suggested Readings:

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1.5 Self-Assessment Questions:

- How did people travel in the ancient times?

- How did the railway change the pattern of travel?

- What were the most revolutionary changes in the early nineteenth century which transformed travel?

- What is the size and magnitude of international tourism worldwide?

Unit-2
Understanding Basic Terminologies of the Tourism Industry

Structure:

2.0 Objectives

2.1 Introduction

2.2 Technical Terminologies Used in Tourism Industry

    2.2.1 Tourist

    2.2.2 Excursionist

    2.2.3 Visitor

    2.2.4 Traveller

    2.2.5 Accommodation

    2.2.6 Accessibility

    2.2.7 Amenities

    2.2.8 Recreation

    2.2.9 Leisure

    2.2.10 Resource

    2.2.11 Attraction

    2.2.12 Product

    2.2.13 Market

    2.2.14 Industry

    2.2.15 Tourist Destination

2.3 Check Your Progress

2.4 Summary

2.5 Self-Assessment Questions

2.6 Further and Suggested Readings

2.0 Objectives:

The following are the major objectives of the present Unit:

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

2.1 Introduction:

Every discipline has some terminologies which are used by academicians, practitioners, researchers and learners and without knowing such terminologies a person can't understand the important concepts, similarly, in this chapter, you will understand the important terminologies used in tourism and travel industry. Suppose a person is reading any book, chapter or unit and will not be able to understand anything he is not familiar with the basic terminologies used in the discipline. Like other disciplines tourism and hospitality industry also uses many technologies which are vast and unique. It is important to understand them in the very beginning. In the present unit, all the essential terminologies have been included which will make learners able to understand further chapters.

2.2 Technical Terminologies Used in Tourism Industry:

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

2.2.1 Tourist:

A tourist is a person who travels for 24 hrs. for a maximum of one year. During his travel, he should not be involved in any earning activity. A tourist must have leisure time and disposable money. A tourist can be a leisure or business traveller. We may classify as business travellers. We may classify a tourist into domestic and international types. He travels for health, medical, religion, business, relaxation etc. purposes.

- **Domestic Tourist:**

A domestic tourist travels within his own country from one place to another. He travels for a minimum of one year. He travels for business, health, rest & relaxation, business etc. purposes.

- **International Tourist:**

An international tourist is a person who travels from one country to another country. He also travels from a minimum of 24 hrs. to a maximum of 1 year. During his travel, he uses a passport, visa, health certificate and foreign currency. He also travels for medical, health, religion, culture, business etc. purposes at the destination. 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 coming from Japan to India.

- **Outbound Tourist:**

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

2.2.2 Excursionist:

An excursionist is a person who travels for a maximum of 24 hrs. Usually, he travels to the local destination and does not stay overnight. He also travels for religion, health, relaxation, visiting friends and relatives etc. The only difference between a tourist and an excursionist is the time because a tourist travels for a minimum of 24 hrs and an excursionist travels for a maximum of 24 hrs.

2.2.3 Visitor:

A visitor is a person who travels from one destination to another but at the end, he returns to his domicile destination. He does not travel for immigration and employment purposes. A visitor is a broad term which includes a tourist and an excursionist.

2.2.4 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 tourist, excursionist and visitor. A traveller can also visit for immigration, employment and educational purposes.

2.2.5 Accommodation:

It is any kind of building or establishment where a person who is ready to pay can stay. The existence of accommodation can be seen from the time 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. But nowadays a variety of types of accommodation are available for a variety of 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 kinds stay in heritage properties. Resorts attract such tourists who are seeking relaxation. Broadly, we can classify accommodation into two parts- primary accommodation and secondary or supplementary accommodation.

Primary or Traditional Accommodation: Primary accommodations are such types of accommodation 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.

Secondary or Supplementary Accommodation: Most of the secondary types of accommodation 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 generally, we 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 which has a different kind of tourist attraction but doesn't have accommodation will always fail to attract a variety of 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.

2.2.6 Accessibility:

It includes the different modes of transport which are used by tourists to reach the tourist destination. If a destination has tourist attractions and accommodations but lacks various modes of transport 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. Railways stations with connectivity of trains with different parts of the country. If a destination is situated on the coast or it

is an island destination then it must be connected with cruise ships ferries, hovercrafts, ships, motor boats etc. Finally, every tourist destination must have good and proper condition roads because roads are not only used by low-income class people to reach the destination but also by middle and high-income class people to go sightseeing or explore different tourist attractions of the destination. If a destination lacks the above-said mode then it will fail to attract a particular segment of people. Broadly, we can classify various modes of tourist transportation into the following categories.

1) **Air Transportation:** Air transportation is used by such people who have money but they don't have time. These travellers are our politicians, Bollywood stars and big businessmen. They are too busy with their work so if a destination has airports then it will easily able to attract such tourists similarly, international tourists especially those who come from the USA, Australia or European countries also prefer to travel via air transport. It is not enough to have only airports but the destination must also have connectivity with important domestic and international destinations. We can classify air transportation into scheduled and non-scheduled airlines.

- **Scheduled Airlines:** These airlines include airlines which publish time-table, departure & and arrival destinations and start selling tickets in very advance. Such airlines include Air India, Spice Jet, Indigo etc. Out of these Air India was earlier a public sector airline company while others are private. We can also classify scheduled airlines into two other broad categories, which include:

- ✓ **Full-Fledged Airlines:** Full-fledged airlines are those airlines which operate from all major cities of India, offer good leg space, high ticket prices, offer meals to their passengers etc. usually offer economy, business or first class.

- ✓ **Low-Cost Airlines:** Low-cost airlines usually operate from small cities, don't provide extra space for legs, mostly offer only economy class, charge extra money for meals etc.

- **Non-Scheduled Airlines:** These airlines don't publish timetables and don't sell tickets. A ticket or a group which is intended to hire the service of non-scheduled airlines need to hire the entire plane.

2.2.7 Amenities:

This includes the basic facilities which are necessary not only for the tourists but simultaneously 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 having attractions, accommodations and accessibility but lacking 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.

2.2.8 Recreation:

Recreation is any kind of activity which a person does when he has leisure time. Every human being is involved in some kind of recreational activity. Playing sports, travelling, driving, cooking, and watching movies or television are some examples of recreational activities. Every tourist travelling to any tourist destination involves some kind of activities which may involve participation in adventure sports activities, fishing, shopping, sightseeing etc.

2.2.9 Leisure:

Leisure is the free time that a person gets after completing his routine work. In leisure time everyone does some kind of recreational activity. Leisure time does not involve our sleeping time and eating time. Without having leisure time a tourist can not travel to the destination.

2.2.10 Resource:

A tourism resource is anything that 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 also encompass intangible elements like culture, local cuisine, and festivals.

2.2.11 Attraction:

Attraction is the main reason or purpose of travel to the tourist destination. A destination will never attract a good number of visitors unless it has a good number and variety of tourist attractions. Attraction is something which has the power to attract can draw the attention of others. In the context of the tourism industry, tourist attractions are those tangible or intangible products which attract different kinds of tourists. Tourist attractions may include museums, amusement parks, religious institutions, parks, sea beaches, hill stations, national parks, wildlife sanctuaries etc. Every age group and religion of tourist is attracted by a different kind of attraction because it depends upon their taste, interest, and unavailability of any particular kind of tourist attraction in their area, for example, a person living in a hilly region will be attracted by other kinds of tourist attractions. Broadly, we can classify tourist attractions into different categories which are listed below:

1) **Natural Attractions:** These are such attractions which are created by nature and human has 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, 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 which is known as the city of lakes and tourists not only visit this place 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 easier and more comfortable.

   Natural tourist attractions have less contribution in attracting tourists to the destination because the majority of the tourists 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 reason, the majority of the 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 but others are built for other purposes and others are built to attract only 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. Taj Mahal was built by Shah Jahan in memory of his beloved wife Mumtaj Mahal but now 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 is also serving as the most visited tourist attraction of India. Majority of the international and domestic tourists travel to India to see man-made tourist attractions. India has 42 UNESCO World Heritage Sites which attract foreigners around the world. Domestic tourists mostly travel for religious purposes which are also created by human beings. Some important kinds of 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:** These include buildings which were built by emperors of the past or our ancestors. These may include forts, palaces, temples, mosques etc. In India, a lot of historical monuments are situated which attract tourists. Some important historical monuments of India are the Taj Mahal, Agra Fort, Red Fort, Fatehpur Sikri etc.

✓ **Archaeological Sites:** Archaeological sites are also important tourist attractions which are evidence of a glorious past or any 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:**

Many universities, colleges and libraries are also important tourist attractions because these attract a lot of tourists from around the world. Delhi University, JNU, IGNOU, BHU, Allahabad University and AMU are some oldest Universities in India which not only attract learners but simultaneously also draw the attention of tourists. Sometimes libraries also become important tourist attractions because these offer world-class facilities or are one of the oldest libraries of the Nation or world.

✓ **Planetariums and Science Cities:**

Planetariums also attract the attention of youths and science lovers. Nowadays a lot of 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:**

Travel for religion is one of the major reasons for travel and since then time this type of tourism has been in practice. 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, Shirdi Sai Temple, Sikhs visit to Golden Temple, Hemkund Sahib and other places. Muslims visit Ajmer Sharif, Haji Ali Dargah similarly, Christians visit St. Paul's Cathedral, Kolkata, Se Cathedral Church, Goa.

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

✓ **Theatres or Multiplexes:** Newly released movies are shown here which are watched not only by the host community simultaneously also by tourists. They visit the theatre because they have world-class amenities or their favourite movie is released during their travel.

✓ **Amusement Parks:** Disneyland, Fun City and Esselworld are some examples of amusement parks. These are full of rides which 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 attract people not only from the city but also a large number of tourists who visit there.

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

2.2.12 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 various components such as attractions, accommodations, transportation, activities, and services that together create a package or offering for tourists. Essentially, it represents the total offering that a destination provides to attract and satisfy visitors.

2.2.13 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 categorized 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 provide signals to producers about consumer preferences and guide resource allocation based on changing demands. Markets may operate within local, national, or global contexts, influencing economic activities on a broad scale. Market dynamics are influenced by factors such as consumer behaviour, economic policies, technological advancements, and external events, making markets complex and adaptive systems central to economic development and prosperity.

2.2.14 Industry:

The term "industry" broadly refers to a category of economic activity that involves the production, manufacturing, or provision of goods and services. It encompasses a diverse range of businesses and organizations engaged in similar types of economic activities, sharing common characteristics and goals within a specific sector. Industries play a crucial role in the overall economy, contributing to employment, income generation, and technological advancements.

Key components of industry 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.

2.2.15 Tourist Destination:

A tourist destination is a location or area that is 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 the needs and preferences of tourists. 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.

Successful tourist destinations often offer a combination of unique experiences, hospitality services, and accessibility. These can include guided tours, accommodations, restaurants, and various recreational activities. Marketing plays a crucial role in promoting a destination, showcasing its distinctive features and encouraging travellers to visit.

The development of a tourist destination involves careful planning to ensure sustainability, conservation of natural resources, and the preservation of cultural heritage. Additionally, effective management is essential to maintain a balance between tourism activities and the well-being of the local community. Overall, a tourist destination is a multifaceted entity that aims to provide memorable and enjoyable experiences for visitors while contributing positively to the local economy and environment.

2.3 Check Your Progress:

- **Differentiate between Tourist and Excursionist:**

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- **Differentiate between Resource and Product:**

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2.4 Summary:

So based on the above-detailed study now, it is clear that tourism and its allied industries use a lot of technical terminologies which every practitioner, academician, research scholar and learner should learn and use these terms in their daily professional life. Not only the tourism discipline but other disciplines also use their specific terminologies. A person who uses technical terminologies in his daily life is treated as a learned person.

2.5 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 destination and tourist destination.
- What is accommodation? Also, discuss its important types.

- Differentiate between visitor and traveller.

- Why a tourist destination should be accessible to all?

- Discuss the relationship among leisure, recreation and tourism.

2.6 Reference and Suggested Readings:

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Unit-3
Components and Elements Of Tourism

Structure:

3.0 Introduction:

Tourism has developed into a truly worldwide activity that knows no 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 one of the components or elements is missing the unified whole phenomenon of Tourism is affected.

3.1 Objectives:

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

3.2 Services and Tourism:

Service and tourism go hand in hand. However, as we begin our study of tourism, it is important to know that these activities have a significant economic impact on almost every nation in the world! Services are growing at a faster rate 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 demonstrated a general upward trend in the number of participants and revenues. Even during times of recession, travel and tourism expenditures continue to rise.

Tourism is an economic activity where the tourist is a consumer. Tourism is concerned with the consumption of people. Thus tourism involves consumption and expenditure of tourists at a place other than where they reside. The aim of the leisure traveller is not earning income at a destination but spending income at a destination. The effect of tourism expenditure is the same as the effect of the resident population's expenditure. Only in international tourism, foreign exchange earnings are important for the tourist-receiving country.

3.3 Characteristics of Tourism:

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

Tourism, at the management level, is the composition of economic activities that are geared to satisfy the needs of the travellers. Due to the existence of many different products and services involved in tourism, one cannot specify and define a distinct tourism industry. But rather there are industries, sectors and services catering for the needs of the travelers. **Few characteristics of tourism 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 with an emphasis on recreation and leisure services and goods.

- **Products and services are complementary:**

  The demand in tourism is not for a specific product but rather for a bundle of services and consumption commodities. The services which comprise the final tourist product

are different from each other and at first look, they seem to be independent of each other. 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 existence and availability of suitable transportation to and from the destination. Catering is mostly dependent on accommodation.

In the cultural tourism market, the tourist products of 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 take place concurrently.

- **Tourism products are perishable:**

  Tourism services and tourist products cannot be stored for the future and they should be consumed when it is available otherwise it is 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 at a certain date is lost forever. Hence the tourism products are perishable.

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

  In tourism, there is an exchange of goods and services between the tourist-generating centres and destinations. The direction of flow in tourism is the reverse of the trade good. In tourism, the consumers are shipped to the location where the services, commodities and goods are located.

- **Intermediaries in consumption:**

  The demands of the tourists and their consumption of tourist products and services are realized through intermediaries. The products can be consumed with the help of

intermediaries. Examples of intermediaries, at the firm level are tour operators and travel agencies; **at the personnel level** are guides and hotel or restaurant staff in service.

- **Tourist products are fragmented:**

  The tourist product is defined as a package tour. The product 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 in an experience:**

  Travel is an experience, there is no tangible product in tourism. The tourist buys an intangible service that cannot be tested before the actual consumption starts. It is an image-dream that is sold and experienced to be 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 behavior of tour operators and travel agencies; Preferences of tourists; Natural disasters, epidemics etc. Tourism demand is concentrated in summer months both in mass tourism and in cultural tourism. Seasonal concentration is linked to the use of natural tourism resources of a country and is 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 peak season depending upon the favourable climatic conditions at the destination. Peak season means more tourists coming in some specific months and lean season means less number of tourists coming in some specific months.

- **Enterprises in the tourism industry:**

  Tourism is mostly composed of too many small and medium-sized enterprises. There are few giant firms and conglomerates in the industry which affect the tourism

industry structure. They dominate the international tourism industry and international tourism market. Just a very few enterprises are capable of catering to all the needs of all tourists. Mostly the industry is composed of many small and medium-sized enterprises.

Check Your Progress-II:

- **Why tourism products is considered perishable? Support your answer by citing the example of a hotel room and a seat in an aircraft.**

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- **Why is it said that the transaction direction in tourism is reversed?**

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- **Is Indian tourism affected by seasonality?**

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3.4 Basic Travel Motivators:

Travel motivations vary: Travel motivations are heterogeneous. Travellers travel for many different reasons. These motivations can be influenced by irrational subjective factors as well. Travel service suppliers try to serve the needs of a very heterogeneous travel demand and try to produce products for a wide appeal.

Various attempts have been made to study as to 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 are related to a desire to visit relatives and friends, meet new people, or simply escape from 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.

3.5 Factors Influencing the Growth of Tourism:

Socio-economic factors like income, mobility, age, education and cost are crucial in the evolution of demand. Together with leisure, these are responsible for determining the growth of international tourism. 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 possess (when they have no family responsibilities), enable them to travel.

(iii) Transport facilities especially air, are very much better and cheaper, and there is a high rate of car ownership.

(iv) An enormous growth in international business, necessitating travel.

(iv) Package tours allow people, not used to making their arrangements, to travel with an easy mind, and are of 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.

3.6 Components of Tourism:

The tourist industry can be described as shown in Figure 3.1 Accommodations include all forms of lodging, even camping and caravanning, and all types of food and beverage services. Shopping encompasses any form of retail purchase, such as souvenirs, arts and crafts, clothing, groceries, and others. Activities comprise services such as 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, which must be wholesome and attractive, preferably possessing 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 poisonous plants, animals, or insects. Similarly, the development of tourism should be on sites free from natural disasters, such as floods, droughts, or earthquakes. Thus there are four major components of Tourism. Namely:

- Accommodation

- Transportation

- Attractions (Natural, Built and Cultural Resources)

- Support Services (Services enabling shopping and other activities)

Strictly speaking, tourism is typically not defined as an industry. Even though there is no Standard Industrial Classification (SIC) code for tourism, it is a major economic activity. There is a market for a demand for travel, lodging food, shops, entertainment and other tourism services. This demand has created the need for tour operators, travel agents airlines, cruise ships, buses, accommodations, food and beverage facilities, and other **Tourists Suppliers and Activities:**

- Ship   Camp

- Bike   Hotel- Motel

- Airplane   Condominium Apartment

- Railroad   Castle

- Taxi & Limousine   Pension-Hostel

- Automobile   Caravan-Trailer

- Motor coach   Motor Home

- Aerial Tramway   Food & Beverage Places

- Gift & Souvenir Shop   Recreational Activities

- Arts & Crafts Shop   Attraction Visits

- Indigenous Market   Visiting Friends & Relatives

- Roadside Market   Business-Conventions

- Sports Shop   Festivals – Events

- Shopping Mall   Entertainment – Gambling

- Studies

- Sports

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 makes its contributions to the total tourism picture, yet the segments are interrelated and depend on each other. 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 are operated as independent businesses, they do depend on each other and serve as small parts of the total picture. This dependence calls for cooperative effort and similar policies; however, the fact that the businesses often compete with each other for the consumer's dollars makes cooperation 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 major issues. Firms will become larger 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 attritions:

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 thought of as a component for there are those who seek the wilderness and solitude. Scenery or landscape is a compound of landforms, water and vegetation and has a relation to the amount of sunshine, temperature and precipitation (snow as well as rain. Animal life may be an important attraction, firstly, in relation, to bird watching or viewing them in their natural habitat and, secondly, for sporting. 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.

3.7 Elements of Tourism:

The four basic components of tourism, namely, transport, attraction, accommodation and support services are very important. However, in addition to basic components, there are certain elements or ingredients which are also 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 an important role in making a holiday a pleasant or an unpleasant experience. 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 sea coasts in many countries was a result of travellers' urge 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 of the Mexican resorts, resorts of 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 capitalizing on good weather have become important tourist spots.

Areas with attractive winter climates, winter warmth and sunshine are also important centres of tourist attraction. Many areas have become important winter holiday resorts attracting a large number of tourists. Around these winter resorts, a variety of winter sports facilities have been installed to cater to the increasing needs of tourists.

In countries with tropical climates, many upland cool areas have been developed as hill station resorts. The climate then is of particular significance to tourism as areas with good climatic conditions can be potential tourist areas.

(b) Scenic Attractions:

Scenic attractions like good weather are very important 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 exert a strong fascination for 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 also 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 Giants 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-Avon in England because of its association with Shakespeare, or 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 long historical heritage; besides, many 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 in France includes Paris in his itinerary as he does Rome and Moscow in a visit to Italy and Russia respectively. Many countries which are developing tourist industries are

using the legacy of their historical past 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 of religious architecture and painting and are man-made caves hewn out of rocky mountains conceived and executed some 2000 ago.

(d) Accessibility:

Accessibility is a very crucial factor as it is a 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 at places where no transport can reach or where there are inadequate transport facilities, these become of little value. The tourist attractions which are located near the tourist generating markets and are linked by a network of efficient roads and can be easily reached by air receive the maximum number of tourists. The distance factor also plays an important role in determining a tourist's choice of a destination. Longer distances cost much in the way of expenses on travel as compared to short distances. An example can be that of India. 3.9 million tourist arrivals for a country of the size of India may look rather unimpressive. However, if one looks at certain factors like the country's distance from Europe, Canada, Japan and Australia, one may conclude that the long distance is rather 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. The intra-regional tourism (tourism between countries of the same region) has an appreciable influence on the distribution of world 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 regions, 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 thus is a key factor for the growth and development of tourist movements.

(e) Amenities:

Facilities are a necessary aid to the tourist centre. For a seaside resort, facilities like swimming, boating, yachting, surf-riding, and other facilities like dancing, recreation and amusements are important for every tourist centre. Amenities can be of two types: **natural,** e.g., beaches, sea bathing, possibilities of fishing, and opportunities for climbing, trekking, viewing, etc. and **man-made** e.g., various types of entertainment and facilities which cater for the special needs of the tourists. Excellent sandy beaches, sheltered in sunshine having 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 the opportunities for fishing and shooting are also very important.

(f) Accommodation:

Accommodation is very basic to 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 keep their share of the holiday trade, especially in big metropolitan areas and popular tourist areas. Elsewhere, particularly in more traditional holiday resorts and in some seaside resorts in Europe, these are having a lean time. In recent years some changes have been reflected in the type of accommodation and there has been a growing demand for more informal types of accommodation. New types of accommodation, particularly holiday villages, apartment houses, camping and caravan sites tourist villages etc. 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 a town simply because there is a first-class luxury hotel or a resort which provides excellent services and facilities. Some

countries like Switzerland, Holland, Austria, France and Belgium have gained a reputation for providing excellent accommodation with 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 tourist development of Corsica by launching a big hotel-building programme.

3.8 Geographical Components:

H. Robinson, in his book A Geography of Tourism published in year 1979 has brought out a list of components of tourism which have been termed 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.

3.9 Benefits and Costs of Tourism:

Tourism brings both economic and noneconomic 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, because it is a labour-intensive industry.
- 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 fallings 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's interest in local culture employs artists, musicians, and other performing artists, enhancing the cultural heritage.
- Provides tourist and recreational facilities that may be used by a local population
- Breaks down language barriers, sociocultural barriers, class barriers, racial barriers, political barriers, 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

- Commercializes 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 here it is huge and it needs to be planned and managed.

3.10 Summary:

In this unit, we have examined the subject of tourism, its characteristics and basic travel motivations. 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 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, there are certain elements like pleasing weather, scenic attractions, historical and cultural factors, accessibility and amenities which are also crucial to tourism.

3.11 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 which provides supporting facilities and service to tourists e.g. multiplexes, malls, gifts and souvenir shops, art and crafts shops, restaurants, theme parks etc.

- **Travel Motivators** – Anything which motivates (encourages) a person to go for tourism.

- **Invisible** – Which cannot be seen

- **Intermediaries** – Middle man e.g. travel agents.

- **Fragmented** – Divided.

- **Accessibility** – Approachability of a place

3.12 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?

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Unit 4
Different Approaches To Study Tourism

Structure:

4.0 Introduction

4.1 Objectives

4.2 Changing Facets of Tourism

4.3 Different Approaches to the Study of Tourism

> **4.3.1 Institutional Approach**

> **4.3.2 Product Approach**

> **4.3.3 Historical Approach**

> **4.3.4 Managerial Approach**

> **4.3.5 Economic Approach**

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> **4.3.7 Geographical Approach**

> **4.3.8 Interdisciplinary Approach**

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> **4.8.1 Traveller**

> **4.8.2 Visitor**

> **4.8.3 Tourist**

> **4.8.4 Excursionist**

> **4.8.5 Transit Visitor**

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 come to know of different definitions adopted by different countries on 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 familiarize 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 in which we live. 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 regarding the motivation for such amazing journeys. Foremost is that these wanderings were in search of food and to escape from danger. Another theory is that people observed the migrations of birds 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 to his home in what is now Switzerland from a journey to the south of what is now Italy.

Since the times of the wanderings of ancient peoples, we have been travelling in ever-widening patterns about the earth. From the days of such early explorers as Marco Polo, Ibn Battute, Christopher Columbus, Ferdinand Magellan, and James Cook to the present, there has been a steady growth in travel.

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 costs of travel. As airports become more enjoyable places to pass through, as travel agency services become increasingly automated, and as 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. The holidaymakers want a good rate of return on their investment. They are to be lured with value additions and improved customer service. This also emphasized the regular flow of manpower with specific skills at the appropriate levels to match and cater to global standards. The success of the hospitality industry comes from the provision of 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 such eco-practices which 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 the study of tourism should be undertaken. 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 emphasizes institutions such as the travel agency. This approach requires an investigation of the organization, operating methods, problems, costs, and economic place of travel agents who act on behalf of the customer, purchasing services from airlines, rental car companies, hotels, and so on.

4.3.2 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 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 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 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 has noneconomic impacts as well. The economic approach does not usually pay adequate attention to the 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 of people and 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 make a massive impact on society, it will be studied more and more from a social point of view.

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 Dictionnare 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 the year 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 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 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 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 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 types of facilities and services. Students and temporary workers travelling purely for reasons of education or temporary employment are two leading examples. Another frequently excluded group consists of crews, although they can be regarded as special 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?**

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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 into 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 managers of the industry 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?**

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

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

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4.10 Summary:

In this lesson, we have seen how travel and tourism have changed over time and acquired new dimensions with the development of 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
Types and Forms of Tourism

Structure:

5.0 Objectives:

This unit aims to understand and know the various Alternative Tourism or Emerging forms and how this can be helpful in tourism promotion.   After going through this unit you will be able to:

- Analyze tourism as a developmental strategy

- Differentiate between mass tourism and alternate tourism

- What is mass tourism

- What is an alternative tourism

- What are various emerging tourism forms

- How these alternative forms can be helpful in tourism promotion

This unit has the purpose of understanding what 'Forms of Tourism' are. To understand this concept we should explore what tourism is and begin classifying in some way the diverse types of tourism. The diverse tourism types are created from the experiences that tourists want to experience; such are the cases of nature tourism, cultural tourism, 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. Such is the case of the two big types of tourism: Mass Tourism, and Alternative Tourism.

To understand the emerging trends in the tourism industry we have to understand first of all what is mass tourism and why this is being replaced by alternate tourism or so-called emerging trends.

5.1 Introduction:

Tourism is probably as old as that of mankind. However, as an organized, regular and multidimensional business activity, it qualified for the status of an industry in the post-Second World War period. Since then it has grown to be 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 maximizing scarce foreign exchange either positively or negatively to the balance of payments. It has become a "major employer, taxpayer, and physical and political presence in many jurisdictions."

5.2 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 collective organization 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 standardized; rigidly packaged and inflexible.

The driving forces behind mass tourism are said to be the desire to get away from 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 in the form of income generation by tourist expenditure, employment creation, foreign

exchange earnings, tax receipts, social benefits, tourism multiplier, transaction multiplier and many more. Notwithstanding the good effects of tourism on the economy, art architecture and society one cannot overlook the adverse consequences of mass tourism.

5.3 Emerging Forms of Tourism or Alternate Tourism:

The various emerging tourism forms can be explained as follows:

5.3.1 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 a 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, which 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 limits, and operations should be evaluated regularly 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.

5.3.2 Medical Tourism and Health Tourism:

The very concept of health tourism is quite an old one, but it's just that now the concept has been promoted as a full-fledged tourism product. Earlier it used to be 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 a time, 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-live facilities related to hospitals and diagnostics, this has become a virtual growth sector. According to CII, India has the potential of attracting 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 further stimulate the development of the health sector.

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 considerable differences in the cost of treatments, 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 Increasing number of tourists are curing their teeth 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 the patients also have enough savings to spend on travel and leisure as well.

5.3.3 Volunteer Tourism:

A volunteer tourist, using the most widely used definition is someone, who for various reasons, volunteers in an organized 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 environment. Quite often, volunteer tourism is considered one of the noblest ways to tour and as a form of tourism, which most likely will follow the strict standards of sustainability and will even be the catalyst of peace. When the sustainability of tourism is concerned, there are not any official rules to be followed. Nevertheless, all the dimensions of sustainability, socio-cultural, ecological and economic being the most important ones, 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 group also volunteer tourism has been linked.

Volunteer tourism surely belongs to the group of the new, alternative forms of tourism. Nevertheless, it is possible to find some characteristics to some extent keep volunteer tourism apart from the other members of the group, which include for example adventure tourism, eco-tourism and extreme tourism. By its motivators, 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 value change and should also influence the lifestyles of both sides. This interaction is mutual and although the discussion on volunteer tourism usually concentrates on tourists who volunteer while travelling, it must not be forgotten that there are a huge number of people in the host destinations who voluntarily work for tourism and just like volunteer tourists, share a combination of altruistic and leisure related motives.

5.3.4 Mice Tourism:

MICE = Meetings, Incentives, Conferences and Exhibitions

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

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

MICE tourism usually consists of a well-planned agenda centred around a particular theme, such as a hobby, a profession, or an 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 substantially high component of growth in inbound tourism. Most countries constantly endeavour to attract MICE clientele through bids for various International Conventions/Conferences/Seminars and the like.

International organizations/societies keep on organizing their regular conferences and conventions in different destinations in the world. To give a boost to MICE tourism, the Govt. 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.

5.3.5 Theme Park Tourism:

Theme parks are settings in which all of the entertainment and facilities are designed around a particular subject or idea. To give them a tourist appeal these settings are given the shape of an amusement park. The biggest theme/ amusement 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 theaters and television. As the scope of his enterprises expanded, Disney retained as much artistic control as possible. The company was involved in the publication of books for children and the syndication of comic strips, most of them featuring such characters as 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, there are some left 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.

5.4 Alternative Tourism – A New Approach for Tourism Promotion:

Alternative tourism forms have caused a change in the tourism industry and have made tourism a more responsible tourism. Travel has now changed from established tourism destinations to unexplored travel destinations. The attitude of the tourism industry has changed a lot. Earlier countries were concerned with the number of visitors but now they are thinking of the economic and social benefits of tourism. Due to alternative tourism, the tourism industry has taken the shape of all-weather tourism. Tourists have also changed a lot. He is now a value-conscious traveller, who is travelling for self-improvement through vivid experiences.

Due to alternative tourism forms 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. 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 the responsible class and are more focused on getting experiences. Thus it can be said that alternative tourism can be termed as a new approach in tourism promotion because of its benefits to the the local community, more and more diversification of tourism, dispersal of tourism from traditional places, and making tourism an all-weather deal.

5.5 Summary:

Tourism today is a major industry impacting a lot of small and medium businesses. It has many participants and players. It has some unique characteristics and throws challenges to all governments, due to its snowballing impact on the whole economy. There is no doubt that tourism directly and indirectly influences national, regional and local economies. As you have read in the preceding lesson, tourism development has various potentially beneficial economic impacts that may positively influence the process of economic development in the destination country. The traditional forms of tourism were not apt to satisfy the varied and diverse motivations that people have behind travelling. However, earlier, the people used to settle for the traditional 'sun, sand and sea' as they had little information about the unexplored opportunities and even the tour operations activities were not very organized. But with the advent of Information Technology in virtually every field of our life and the increased awareness level of prospective travellers, the diversification of tourism is the answer to customer's needs. These diversified forms are a step further in maximizing the travel experience of a tourist. Moreover, it is said that 'Change is the spice of life'. Traditional mass tourism is not considered as more beneficial for the local community whereas alternative tourism is termed as beneficial. Further, it can act as a newer marketing concept, where opportunities for the local community are present.

5.6 Self Assessment Questions:

- Discuss the characteristics of the tourism industry.
- What do 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 alternative tourism forms, which are popular in India.
- How alternative tourism can act as a new approach to tourism promotion?
- Identify some alternative forms of tourism that can be promoted in India

5.7 Sources And Further Readings:

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- Dharmarajan.S. and R. Seth, Tourism in India-Trends and Issues, Har Anand Publications Pvt. Ltd. New Delhi, First edition.

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- Kamra, K.K and M.Chand, Basics of Tourism-Theory, Operation and Practice, Kanishka Publishers, New Delhi. First Edition. 2006.

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Unit 6
Factors Affecting the Growth of Tourism

Structure:

6.0 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 the tourism industry and

- Describe the factors responsible for the diversification of tourism resources

6.1 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 widespread optimism that tourism might be a powerful and beneficial agent of economic and social change. 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 2006) rather there has been a considerable growth in the dimension of tourism as well. Tourism has gradually moved from traditional resources towards non-traditional resources. 'Diversification' is the buzzword 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 on the 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 fewer 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 do not provide 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 recorded history when the man was roaming in search of food and shelter during the 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, and scholars who went across the world out of curiosity exploration and exciting experiences. Trade and commerce were however sole motivating factor in the ancient past, which made people travel to distant lands to seek fortunes. Travel got a big boost with the opening of the trade routes as travellers from distant lands started moving about in large numbers and visited many places for business purposes. Thus opening of new trade routes provided marketplaces to 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 faiths also experienced the influence of each other.

6.2 Development of Tourism:

The importance of the tourism industry can be well understood as it promotes national integration, builds better international understanding besides generates vast employment opportunities. The economy of many countries like Singapore, Thailand France etc. is solely based on tourism. One of the major characteristics of modern society is the emergence of the phenomenon of travel and tourism on a 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 every day 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 ever been.

People have always travelled but with the period of creation of amenities and facilities on highways. But before this 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 organizations 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.

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 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

6.3 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:**   Religious tourism is as old as "human civilization" is. It was during the Buddhist era when people started travelling to places, which were related to the life span of Gautam Buddha. The travel of people to Monasteries and education centres like Nalanda University gives shape to religious tourism. Religious tourism has a different mode, each community, and ethnic group at the ground level is different from each other. They have their 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 notable centres of mass visitors to 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 to a hundred miles a day by using relays of horses, taken from rest posts five to six miles apart. They travelled 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 travelled 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 marvellously luxurious. The vessel that carried the beautiful queen Cleopatra to meet Mark Antony reportedly had billowing scarlet silk sails, silver-tipped oars, and decks draped with royal purple cloth. Holiday tourism was also on the cards during ancient times but this was given a new shape in the 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 visit from one place to another, to meet their friends and relatives, reasons may be to attend some special ceremonies etc.

- **Sun, sand and sea:** Travel in the past was mainly dependent on going to beaches seaside resorts or hill stations. Such resorts provide relaxation to tourists from the daily chores of life. Such resorts also provided entertainment and recreational facilities like health clubs, carious, other sports, games for children etc. Hence, they combined different activities in one place to provide a wholesome time to families.

- **Aboriginal sites:** People in the past used to visit places especially concerned with their origin.
- **Quest to visit the learning centre:** In ancient and medieval periods people used to take trips to famous learning centres like Ashrams, institutions and centres disseminating knowledge and information for the betterment of human beings.

Check Your Progress – I:

 Answer the following question:

- **List out some of the traditional tourism resources of India.**

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6.4 Non-Traditional Resources:

However, with time, a paradigm shift has been noticed from traditional to non-traditional tourism resources resulting in diversification of the tourism products. During the past decade, particularly in the new millennium, several 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:

- **Highlight some of the non-traditional tourism forms preferred by tourist traffic.**

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6.5 Paradigm Shift in the Tourism Industry:

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

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

- **Diversification in Destinations**: Travel has now changed from established tourism destinations to unexplored travel destinations. The emergence of China, African countries and India in the global tourism map are the best examples of this shift in destination choice.

- **Diversification in Industry Nature:** The nature of the tourism industry has changed a lot. Earlier countries were concerned with the number of visitors but now they are thinking of the 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 the natural environment people were interested in a single activity and the biggest constraint on tourism was seasonality. Now the product has changed to an artificial environment and people are opting for multiple activity-based tours. Modern tourism is now has taken the shape of all seasons of tourism.

- **Diversification in Developer Control:** The developer's 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 just going for more and more 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:** The present concern is now on developing franchise opportunities, and meeting investors' needs through economic simulation. Tourism is now on the top priority list of states' budgets and other related stakeholders.

- **Change in Consumer Attitude:** Tourists have also changed a lot. He is now a value-conscious traveller, who is travelling 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 have been replaced by GIS and GPS technology.

- **Pragmatic Marketing Style:** This is one of the best things that 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:

- **Explain the paradigm shift in the tourism industry:**

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

6.6 Factors for Diversification of Tourism Industry:

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

- Increased urbanization

- 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 18-50 age groups.

- Changes in a 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 to each other. On one hand, the demand for newer forms of tourism arises because of the above factors and the readiness of people to experiment and on the other hand, the initiators, (developers) want to offer something unique and novel to the prospective travellers. Therefore, in the present scenario, a prospective traveller has a variety of options for fun and recreation.

6.7 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 which provided him cloths, food and other necessary help for his survival. Throughout the course of history, people have travelled for purposes of 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 located 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 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 1950s signalled the rapid growth and expansion of international travel. This growth led to the development of the tourism industry. Today tourism has become a concern of several countries since it not only provides new employment opportunities, but it also produces foreign exchange.

Tourism today has grown significantly on both economic and social fronts. The fastest-growing economic sector of most industrialized countries over the past several years has been in the area of 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. Changing life styles of the people and the opening up 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 the flow of free trade. Tourists' attention is shifting from established destinations such as European countries to emerging destinations such as Asia-Pacific countries. Tourism has become a multiple focus with the 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 the 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.

6.8 Answers to Check Your Progress:

I. Refer to section 6.4

II. Refer to section 6.5

III. Refer to section 6.6

6.9 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

6.10 Review Questions:

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

Unit-7
Recreations, Leisure & Tourism: Interrelationship

Structure:

7.0 Objectives

7.1 Introduction

   7.1.1 General Concepts of Tourism

7.2 Tourism: Definitions

   7.2.1 Tourism Re-defined

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

7.3 Classification of Tourism

7.4 Elements of Tourism

7.5 Conceptual Discussions

7.6 Global Tourism Scenario

7.7 Future of Tourism Industry

7.8 Summary

7.0 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

7.1 Introduction:

Travel is one of the oldest activities. It existed even before the recorded history when the man was 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 is the case 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 were however sole motivating factor in the ancient past, which made people travel to distant lands to seek fortunes. Travel got a big boost with the opening of the trade routes as travellers from distant lands started moving about in large numbers and visited many places for business purposes. Thus opening of new trade routes provided market places to 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 experienced the influence of each other.

Today we are living in an advanced economic era. The only country having a sound economic status can enjoy freedom in all ways. The concept of developed and developing nations is nothing but an economic criterion 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 a nearly blind race of industrialization, which raised a big problem of environmental pollution. So the need for such an industry felt it could earn maximum foreign exchanges by being the least pollutant. The quest ends with the promotion and

development of the tourism industry, which is the second-largest industry in the world. The most significant characteristic of this industry is that it is the least pollutant which is also called the "Smokeless Industry". The importance of this industry can be well understood as it promotes national integration, builds better international understanding besides generates vast employment opportunities. The whole economy of many countries like Singapore, Thailand 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 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 organizations 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 not only increased our ability to work quickly and produce more, but 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; and that their leisure pursuits, which may be healthy and restful, should also keep them busy.

7.1.1 General Concepts of Tourism:

Krippendorf explored the identification of leisure as one of the major influences of an industrial society. He indicated that 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)** it's 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 have a 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-fulfilment are gaming 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 stone 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 enjoy the benefits of 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 differing complex viewpoints that require considerable effort to understand, their interaction increases 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 experience through tourism should be provided most harmoniously 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.

7.2 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 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 number of data to determine whether or not 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.
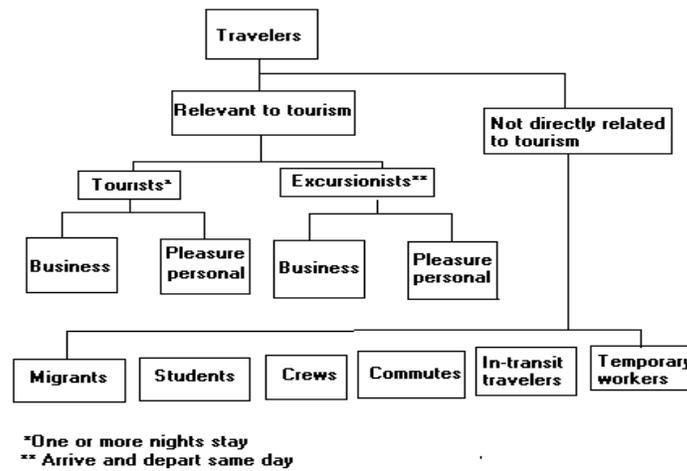

Figure – 1:

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 Organization is shown in Figure 1.1. 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: The 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 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. In it, the commission proposed that a domestic tourist travelled 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 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 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 travelling 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, 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.

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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 that a visitor is in an area, is divided into two categories: less than twenty-four hours and at least twenty-four hours. The basic concept is that tourists or travellers will return to their original residence having visited an area for the purposes defined as a trip.

7.2.1 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 sub-divided 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.

7.2.2 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 a measure of 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 means a variety of activities, which a person could choose to refresh his/her spirit. It may include activities as diverse as a game of golf, watching television or travelling abroad.

Tourism, therefore, is simply one of these activities, which a person could undertake to refresh his/her sprit. 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 avail- able to a person after work, sleep and house- hold chores. Recreation: Activities engaged upon during leisure time Recreation activities can be				
Home- based activities –	Daily leisure – going to cinemas, theatres,	Weekend leisure – day trips, picnics, visiting	Tourism – temporary movement from home	Business travel

watching TV, reading, gardening, etc.	restaurants or calling on friends.	nearby tourist attractions, weekend trips, etc.	and work, place to a place where you do not normally reside and engaging in activities available there	

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

7.3 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 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, skiing in the mountains or hiking, 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 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 dollar business in the USA alone (Seth, 1999).

7.4 Elements of Tourism:

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

1. Accessibility: The reach ability of a destination from the point of origin of a tourist is called accessibility. In other words, accessibility implies the connecting of one place to another through a mode of transport. It is a means by which a tourist can reach the area where attractions are located. If the tourist attractions are located at places where no means of transport can reach, or where there are inadequate transport facilities, the place becomes of little value. A place can be accessible by the use of an easy and 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 of the modes of transport for sightseeing in Singapore or Goa transfers from the airport to the hotel and excursions.

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, camping sites etc.

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 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 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 those elements in the tourist product, which are a necessary aid to the tourist centre. The facilities complement the attractions.

These include:

• Accommodation

• Various types of entertainment

• Picnic sites & and recreation

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

7.5 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 some determined motive. Tourism is a core activity that involves other activities like travelling (transport), accommodation (hotels), and local sightseeing tours etc. **"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 which directly or indirectly help a tourist in fulfilling 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 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, 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 enhances boundaries, opens up the mind, and clears prejudices. Tourism provides employment benefits in backward areas and helps make better roads, water, power and communication available to more people, raising standards of living.

7.6 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 and one out of every ten inhabitants of this planet is a tourist 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 percent 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 factors such as the continued development of low-cost airlines

making travel available for larger shares 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 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%), 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 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 a 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 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 extending special emphasis on 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 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 a 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 is becoming difficult for service organizations. Resulting in an 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 the world.

- To tap the domestic as well as 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 constitutes about 12 percent of the share of the global travel industry sweepstakes. According to industry estimates, the Indian business travel industry will touch the 1 billion mark 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 chosen as a thrust area and the Indian Department of Tourism is working with major courses to attract potential golf tourists.

7.7 Future of the Tourism Industry:

Tourism is a trillion-dollar industry worldwide and 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 the tourism sector depends on the 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 the year 2010, to nearly one billion arrivals a year. 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 centres; and picturesque villages. It is in self-interest to actively prevent the deterioration of these resources.

WTO's Tourism 2020 Vision forecasts that international arrivals are expected to reach over 1.56 billion by the year 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 forecasted to record growth at rates of over 5 percent 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 there will be a decline from 60 per cent in 1995 to 46 percent in 2020.

• Check Your Progress – II:

State whether it is true or false:

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

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

7.8 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

match its offering to prospective buyers. This economic activity of providing services to tourists includes a whole gamut of activities. Putting it the other way round, **Tourism** means the practice of touring or travelling for pleasure or recreation and the guidance or 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 and other Purposes called **tourism**. Thus one can say that: **"Tourism is a Dialogue between Imagination and Destination".**

7.9 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

7.10 Suggested Readings:

- Bagri S.C. (2003). Trends in Tourism Promotion – Emerging Issues, Himalayan Ecotourism Society and Bishen Singh Mahendra Pal Singh: Dehradun.

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7.11 Review Questions:

- What is Krippendorf'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".

7.12 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 in your vicinity and prepare a classification of visitors after interviewing them.

- Interview your friends and relatives and classify them following the type and form of tourism.

Unit-8
Concept of Push and Pull Forces in Tourism

Structure:

8.0 Objectives

8.1 Introduction

8.2 Tourism Industry

    8.2.1 'Push' and 'Pull' Factors in Tourism

8.3 Components of Tourism Industry

8.4 Destination

    8.4.1 Destination: Concepts and Models

    8.4.2 Destination Selection

    8.4.3 The Common features of Tourist Destination

8.5 Destination Life Span

    8.5.1 Destination Elements and Tourist Flows

    8.5.2 Destination Use by Tourists and Impacts

8.6 Tourist Visits and Impacts

    8.6.1 Economic Impacts-Benefits

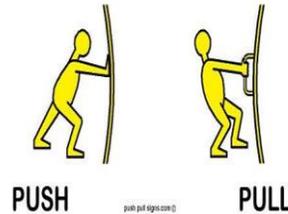   8.6.2 Negative Economic Impacts

8.7 Tourist Expenditure and Generation of Economic Benefits

8.8 Tourist Expenditure Pattern

8.9 Multiplier Effect and Tourism

    8.9.1 Different types of Multipliers

8.10 Summary

8.0 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 generation of economic benefits

8.1 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, which is a crucial component of the tourism industry and the visit generates different types of impacts. The usage of the destination by the tourist, hence, has a lot of importance and relevance in the socio-economic context of a region. Hence, getting an idea about the structure of the tourism industry, its components, the nature of the interrelationship among the industries, the use of the destination by the 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.

8.2 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 it's 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 over the concept of the tourism system will be useful. Tourism can be considered an activity as well as a process of the different approaches concerning 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 in 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 in generating the phenomenon of tourism. As per this model, there are three major elements which are illustrated below.

a. Tourists: Tourist is considered 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:

- **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 not only includes the short period of travel to reach the destination but also includes the stopovers, and the intermediate places, which 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 of diverse range of sub-industries, which means that the tourism industry is an amalgam of different industries. These provide different kinds of products, which are essential for 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 like delivering the tourism products, transacting the products, etc.

8.2.1 'Push' and 'Pull' factors in tourism:

A large number of factors can cause a person to engage in tourism and such factors can be classified on different basis. When we classify them based on location, some of them can be located in the tourism-generating region and some can be found in the tourist destination region. The factors present in the tourist-generating region can force a person to engage in tourism i.e., the income level of the person. If a person has more amount of discretionary income, it may encourage him to participate in tourism activities. Such factors, which can be located in the tourist-generating area, which 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, the cultural attractions of a destination can entice a person to visit there. Such factors

are called 'pull' factors. Some examples of this category are climate, infrastructure facilities and scenic beauty.

8.3 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

8.4 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.

8.4.1 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.

8.4.2 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.

8.4.3 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 supper 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 superstructure is normally a private sector activity and it includes accommodation, built attractions, retailing and other structures. Destinations can be naturally attractive like wildlife sanctuaries or they can be designed with man-made or artificial attractions like amusement parks, historical complexes or holiday villages. People and their customs and lifestyle including fairs, festivals, music, dance and ornamentation can also be staged as attractions. Destinations and attractions sometimes cover a vast area. 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 that the potential tourist has of a particular place. The image of a destination depends on a variety of factors like attitude of the host population, civic amenities, natural surroundings, accessibility, food, etc. The image is neither constructed nor deconstructed 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 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 destinations also. As explained earlier, a tourism destination, apart from just a place, 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 also be possible, man-made attractions not designed to attract tourists (e.g.: Cathedrals, Archeological sites), man-made attractions designed to attract tourists (Eg. Theme parks, 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 of 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 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 facilities such as accommodation and food, local transport, information centres and the necessary infrastructure to support tourism such as roads, public utility services, and parking facilities. The required amenities will vary according to the nature of the destination itself. 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 foods, encourages tourists whose motive in travelling may be large to enjoy the food.

d. Ancillary services: Ancillary services refer to the auxiliary or supplementary services offered at the destination. Local organizations are the best example, which usually offer various 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.

8.5 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.

8.5.1 Destination Elements and Tourist Flows:

The above-discussed elements of destination have a very high 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.

8.5.2 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 started to produce different issues in 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 great force in promoting understanding among nations and within the 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 (local community and the tourists)

Apart from this, the interests of various stakeholders in preserving and maintaining the local environment and culture are an important determinant in generating impact. Political factors, including policies also can influence the 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 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 involvement in policies related to employment levels or the balance of payments whose significance in modern macroeconomic management is high. The governments see tourism as an engine for economic development. The norms used in monitoring tourism are normally weighed on the upper side primarily for its role in foreign exchange earnings or tourism receipts. The economic benefits are generated due to the spending by the tourists while they are in the tourism process. 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 generating some negative effects also. 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 and most important 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.

8.6 Tourist Visit and Impacts:

When tourists visit a destination the following impacts occur:

8.6.1 Economic Impacts-Benefits:

A range of tourism economic benefits are identified and the very important of such are as follows.

- **Invisible Export:**

In the national context, tourism may have a major influence on 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 the maintenance of the value of its currency in foreign exchange. A continuous balance of payment deficits 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 an excess supply. It may lead to the country's 'currency weakness'. Developing countries use the strategy of development of tourism as an invisible export.

International tourists are generally buying services from another country and are therefore paying 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 maximize 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 tourist has to exchange the currency for that regional currency before making various purchases. Tourists can purchase goods and services from the host country by paying accepted international currencies. Thus, the consumption of tourism products will generate activity, which can be compared to export, even though most of the tourism products are intangible in nature.

In the case of domestic tourism, tourism expenditure is considered as an 'export' between the local regions, and perhaps an import substitute for the national economy. Domestic tourism encourages the redistribution of income in the country.

- **Government Revenue:**

Tourism activity is used by certain economies as an important resource for generating government revenue. Tourism generates tax income, some of which is directly applied and some computed indirectly. Most of the taxes come in the form of sales tax on various items the tourist is purchasing, like cigarettes, liquor, accommodation facilities, etc. Tourists are paying taxes indirectly also by the consumption of various imported items. When we consider the direct, indirect and induced effects of the expenditure by a tourist, it can be inferred that he is paying taxes to the government in different 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 involves a wide variety of industrial sectors, and this makes it particularly difficult to derive estimates concerning the number of employees associated with tourism. In addition to this, tourism has a diverse range of linkages between tourism sectors and other sectors of the economy. Thus the employment generation happens not only in the tourism industry alone, but

even in all the allied and other sectors with direct or indirect linkages with tourism activities.

Tourism products mainly consist of service products and they usually tend to 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. The direct employment generation includes employment 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, the local population is often too small to fill the vacancies, etc. Counterarguments 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 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 greatest proportion is likely to be in wages and salaries as far as income generation is concerned. 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, the income level will also be high. Income is also generated from interest, rent and projects on the 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 'national income' while the significance of tourism in a country's economy can be identified by its contribution to the proportion of national income.

8.6.2 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 comes in rural areas, the possibilities will arise for migration of labour towards 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 usually a share of the population employed in the primary sector may move to the tourism sector for employment since it may give 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 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 is 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 resources (in developing and developed countries, it is often scarce) in the development of tourism-related establishments precludes their use for other forms of economic development. Hence, opportunity cost has to be considered in 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 is usually referred to when a new project takes away business patronage from an existing one.

8.7 Tourist Expenditure and Generation of Economic Benefits:

Tourists spend money on a wide variety of goods and services. They spend money to purchase accommodation, food and beverage, transport, communications, entertainment services, goods from 'retail outlets' and others. A part of the money spent by the tourists will go out of the local economy to provide various services and goods. For example, if a tourist is visiting India, and staying in a deluxe hotel, and asks for Russian-made Vodka, then the hotel will have to supply the same. 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 into account so seriously and, 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 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 pre-trip, on-trip, and post-trip expenditures.

8.8 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. These statistics concentrate on that area. All the expenditures by the tourists will be considered in these statistics except payments made to international airlines. The table given below gives an idea about tourism earnings (international tourism) statistics.

The full assessment of economic impact must take into account all the aspects including the following.

- Indirect and induced effects
- Leakage of expenditure out of the local economy
- Displacement and opportunity costs.

Table 8.1
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 on three levels. Direct, Indirect and Induced. The direct level measures the economic benefits coming to 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 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 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 three kinds of economic effects have to be taken into account.

The calculation of the 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. 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.

8.9 Multiplier Effect and Tourism:

Multipliers are known as a means for estimating how much extra income is produced in an economy as a result of the initial spending or injection of cash. The concept of multiplier is based upon the recognition that sales for one firm require purchases from other firms within the local economy. This tells us that the industrial sectors of an economy are interdependent. Changes in the level of activity in one industry/sector lead to changes in the level of 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 the primary inputs such as labour, imports, etc, 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 in terms of the ratio of direct, indirect and induced changes in the economy to the initial (direct) casual 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 are dependent upon other firms for their supplies, any change in tourist expenditure will bring about a change in 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 front-line establishments (Eg: Hotels, Airlines, etc), which provide the tourists with their goods and services. The money received by the organizations 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 is purchasing a foreign-made liquor to supply to the tourist, then the money paid for the same will leak out of the economy. This phenomenon is usually represented as 'leakage'. These imports may be in the form of food and beverage also when the tourist eats, but that is not provided locally. Here the value of tourist expenditure that circulates 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 and to meet the 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 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 happens and some part goes to the government. This spending of income accrued as a result of the initial tourist expenditure will generate further rounds of economic activity and is referred to as an 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, which include direct, indirect, and induced effects.

8.9.1 Different Types of Multipliers:

To translate tourist expenditure data into economic impact information the appropriate multiplier values have to be calculated. The term tourist multiplier refers to the ratio of two changes - the changes 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 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 added output produced in primary and all the secondary rounds in an economy due to an increase in tourist spending. This is different from the transactions multiplier which is concerned with the changes in 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 the major part 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 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, 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 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. Tourism activity is used by certain economies as an important resource for generating_____

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

8.10 Summary:

Tourism has become the largest industry in the world, particularly in terms of employment generation. As the sector grows, the structure of it gets 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 reison 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 the usage of destination, particularly economic are the main reason why tourism has been considered as an important industry in this 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

8.11 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.

8.12 Suggested Readings:

- Cook, Roay, A; Yale, Laura, J; Marqua, Joseph, J (2002). Tourism: The business of travel, Pearson Edecation, 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.

8.13 Review Questions:

- Explain the generation of economic benefits due to the usage of a destination by tourists.

- Elaborate 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 your place to discuss its life span in detail.

- Discuss in detail the complex relationship among various components of the tourism industry.

- Visit a tourism destination nearby and identify the various types of industries associated with tourism over there and their role in the tourism process.

Unit-9
Motivation for Travel and Travel Deterrents

Structure:

9.0 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.

9.1 Introduction:

Travel has been a nomadic urge in man but due to 'antediluvian means of transport', 'lack of amenities, safety and security' and, 'non-availability of adequate means' during earlier phases of history, it largely remained the privilege of influence and well-to-do class of society who could afford to buy the conveniences. Middle Ages, for the first time, observed the emergence of a new class of travellers, i.e., adventures 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. Renaissance in Europe followed by Grand Tours and subsequently, the development of spas, beaches and resorts as health destinations gave further momentum to travel and tourism. In fact with the varying socio-cultural, economic, environmental, political and technological dimensions the motivations and determinants have kept on, and will continue to be highly dynamic.

9.2 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; like some important function in our family or a compulsory visit to some religious place. Many a time our profession makes it necessary to frequently go out of the place of work. Then there can be monotony due to the same routine. In the present era stress and strain are also regarded as prominent factors. Whatever the case, the fact is that at any given time many pressures keep on working on us to make us realize that we have to take a break. All these pressures or reasons are generally called Push Factors.

Once we realize the need to get involved in some touristic pursuit and identify the exact need niche, we start collecting information about possible alternatives that can fit into our requirement spectrum and in the process we come across several options. For example, a person residing in Delhi might like to beat the heat in the summer. The best way is to go to a hill station. Well, he might go to Nainital, Mussoorie, Shimla or, say, Jammu & Kashmir. Each of these places offers different attractions and has a different tourism appeal, the expenditure might also vary from place to place and the distance factor also comes into the frame. Depending upon our motives, budget and time available, we chose one or more than one out of these. All these options have different tourism magnetism, or in simpler words possess diverse levels of attraction. These alternatives are kept in 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 going to a destination due to only and only a single reason is called a Special Interest Tourist and the phenomenon of Special Interest Tourism, is commonly expressed by the abbreviation "SIT".

9.3 Motivations to Travel:

As discussed above there can be thousands of reasons behind travel especially meant for tourist purposes. And, honestly, it is extremely difficult to enlist all of these. Therefore, various scholars from the field of tourism have suggested diverse categories to enlist the same. Following the categorization 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. Meaning thereby means that the tourists seek either social or cultural experience in this case. Countries like India depend upon their extraordinarily rich cultural treasures to woo tourists from all around the globe.

The second category, i.e. Physical Motivators has three dimensions, viz. visit to a place to either challenge our physical strength, participate in or simply watch some sport, or have physical well-being. This can be taken as the oldest set of motivators (Do you remember the organization of the Olympic Games, and that too in the B.C. period?). Challenging physical strength relates to getting involved in such activities where you require lots of stamina and courage, like hard adventure sports.

Adventure, undoubtedly, has gained a prestigious place in the last two decades amongst the favourite activities. 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 a part of any sporting event (active or passive) has been traditionally inherited by all of us – actively when we participate in this and passively in case of only watching the sport as the audience. I would like to remind you of the noisy groups supporting their countries or teams that can be easily seen in cricket or football matches all 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 infra 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, namely bodily health & and spiritual vigor. 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 gainers of this phenomenon, where global investment has increased manifolds in the last couple of years and as a consequence, business-oriented travel has also ascended.

Apart from the above, a section of the tourism experts is of the view that we must add one more category to the above list, which is Fantasy. A lot of people undertake journeys for reasons different from the above-mentioned ones. 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 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 looking for 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 a point in time, the curiosity crosses the bearable threshold of inquisitiveness to such an extent 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.

9.4 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 enlist some of the major prerequisites which are vital possessions required by any person to qualify to get involved 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 the motivations of the tourists, because this amount is to be 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 open-ness / flexibility/hospitality of the society of these three regions to either allow the people living at TGR to freely move out to other destinations or to explicitly welcome the ongoing or incoming tourists (w.r.t. TTR and TDR, respectively). Values, ethics, social norms, education level etc. are the governing factors of social sanctions.

9.5 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 quantitative, as well as 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 origin of modern tourism and its speedy growth can be attributed to remarkable achievements in the field of 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 the field of transport and communication have particularly contributed to the dynamically 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 role of 'education' and 'awareness' too has been vital in promoting travel and tourism in a big way. 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 alongside, the usual cultural, political and business reasons, 'environmental', 'biotic', 'geographic', 'social', 'scientific', 'technological' and 'economic' perspectives, too, have begun to strongly motivate people to travel.

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.

9.5.1 Determinants of demand:

I. Income:

Income is the most vital factor affecting demand, as this is directly proportional to the spending power of the persons. If the income rises, the demand for goods and services rises too. However, this has a relation with the quality also. The demand for superior goods and services will rise with the increase in income. A careful analysis of tourist-generating regions reveals that the top slots have been shared by countries 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 higher the demand will be for the product or services in question. That means if the price of coffee rises then the demand for tea will increase.

Complements: as the price of complements rises, demand for the complements falls and so too will the demand for the good in question. If the price of petrol rises then the demand for cars will fall.

III. Tastes and Fashions:

Tourism demand is highly dynamic and is extremely sensitive to variations in tastes and fashions. Mainly World Tourism Organization, the World Travel & Tourism Council the Ministry of Tourism, Government of India keep a record of the 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 fluctuations in the prices of services and goods might influence decision-making to a large extent. 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) changes in prices. Generally, any increase in prices has a short-term impact on demand. After a short period tourists accept the changes and once again retort to 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 economic health of the place is good). Again, the age-wise distribution of tourists has a bearing on the type of demand. Like younger population might be interested in adventure-based tourism products, whereas the senior citizens are more inclined towards leisure tourism.

9.5.2 Determinants of Supply:

I. Costs of production:

Cost of production is the most important criterion which regulates the supply of tourism products, services or facilities. Cost, in the case of tourism also, is inversely proportional to the volume of production. In simpler words, if an accommodation is experiencing 80% occupancy, the costs will reduce compared to the option which has only a 40% occupancy rate. Costs are affected by changes in input prices, wages, raw materials, technology, and organizational changes leading to increased/decreased efficiency in addition to Government policies including taxes and subsidies.

- **Profitability of alternative goods in supply:**

If an entrepreneur makes a greater profit from accommodation units compared to that from tour packaging, the supply of the latter will decrease while that for the former will certainly increase.

- **Environmental conditions, Nature, random shocks:**

The worst factors that affect supply in the field of tourism revolve around calamities, geo-political disorders, the industry's working ambience 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 (reducing the supply now) to benefit later (increase in supply).

- **Profitability of goods in joint supply:**

Joint supply, in the tourism sector, is a very common incident thereby in which suppliers of different components join hands to offer a complete and more satisfactory product. Tour packages are the best example to support this statement, where we find an effective involvement of hoteliers, transporters, guides & and escorts, souvenir providers, entertainers and many more to ensure the supply of a package. Joint supply on one hand guarantees higher appeal in the product being hassle-free & and cost-effective, and on the other assures sustainable business volumes to the suppliers.

- **Technology:**

A small stroll in history reveals that with every technological advancement (maybe in transport or communication or information technology) the supply in the tourism industry has made steady strides. Simply because advanced technology ensures higher yields, quickness of service, better safety standards and, above all, lower production costs.

Check Your Progress–II:

Answer the following question:

- **List the various determinants of demand:**

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

9.6 Summary:

Well, the nitty-gritty of the discussion made in the foregoing text emphasizes, first of all, the very mechanism of travelling. Whenever we take a travelling decision we have clear-cut or well-defined reasons to leave our place (s) and, concurrently the options in the form of destinations. As discussed in the first part of this Unit, the reasons to leave our place are described as push factors, while the options form a gamut of what have been described as pull factors.

In the second part inspirations behind the touristic pursuits, along with the stimulating factors have been discussed in detail. To have an insight into this, the classification of the motivational factors suggested by McIntosh, in addition to Fantasy, was taken as the major criteria. This included four categories of motivators, viz. Cultural, Physical, Inter-Personal and Status and Prestige.

In the succeeding fraction, the very pre-requisites, i.e. the basic requirements; which are necessarily needed to be fulfilled by any person to qualify as a tourist; have been discussed. In simpler words, the role and importance of money, time, need or desire and social approval have been highlighted, which are must for the phenomenon of tourism to occur. In the last part, all the variables related to society, economy, technology etc. that might influence the demand and supply in the field of tourism have been discussed. These include population, income, state-of-the-art in the field of technology and cost of production – to name a few. These variables are commonly known as determinants and are indicative of the levels of qualitative and quantitative demand and supply.

9.7 Answer to Check Your Progress:

I. Push factors mean all those factors which demotivate a person to visit a particular destination whereas pull factor means 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.

9.8 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**

9.9 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 determinants of tourism demand and supply.

9.10 Exercises:

- Carry out a survey and enlist the prominent motivations that attract international and domestic tourists to major tourist destinations of your region.
- Contact twenty persons, who regularly go out for tourist purposes, from your neighbourhood and prepare a list of the most important prerequisites as per the responses given by them.

Unit-10
Tourism Infrastructure and Superstructure

Structure:

10.0 Objectives:

The following are the major 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.

10.1 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's experiences and local people's life. These include transportation networks such as roads, airports, and railways as well as accommodations like hotels, resorts and camping sites. Additionally, attractions such as museums, theme parks and natural landmarks contribute to the infrastructure. Basic utilities like safe and clean water supply, 24-hour uninterrupted electricity and waste management system also form a crucial part of 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 to 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 that 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, 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 the tangible framework necessary for tourists to access and 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. Superstructure, on the other hand, orchestrates the behind-the-scenes efforts that transform a location into a desirable destination. Marketing and promotional activities generate demand, while organizational bodies ensure that services meet standards and regulations. Collaboration with local communities fosters responsible tourism, minimizing negative impacts and maximizing benefits for all stakeholders. Together, 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 two components fosters a thriving and sustainable tourism ecosystem.

10.2 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 a wide array of 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 civilization, contributing to connectivity, progress, and the overall well-being of communities.

10.3 Meaning of Tourism Infrastructure:

Tourism infrastructure serves as 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 a diverse array of components, ranging from transportation systems and accommodation options to communication networks and healthcare facilities. Each of these elements collaborates harmoniously to create an environment that is 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. Well-maintained transportation infrastructure not only fuels the wanderlust of travellers but also 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 environment for tourists.

In today's digitally connected world, communication networks have become integral to modern tourism infrastructure. Reliable internet connectivity 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 the safety and health of both tourists and locals. 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 play a role in enhancing a destination's attractiveness, fostering cultural exchange, and boosting the local economy.

Sustainability lies at the core of modern tourism infrastructure planning. As destinations seek to maximize the benefits of tourism while minimizing 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 together a destination's potential and a traveller's aspirations. Its components collectively shape the tourism experience, from the moment a traveller embarks on a journey to the memories they carry back home. By investing in well-planned, sustainable, and inclusive infrastructure, destinations can position themselves as welcoming hosts ready to offer unforgettable and enriching adventures.

10.4 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 helps with the smooth movement of tourists but also helps the host community. The important 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 a wide variety of components. These are the supporting things that encourage tourists to travel.

10.5 Characteristics of Tourism Infrastructure:

The characteristics of tourism infrastructure can vary depending on the specific destination and the types of tourists that 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, as well as friendly and efficient staff.

- **Variety:** Tourist infrastructure should offer a variety of options to meet the needs of different tourists. This includes providing a variety of 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 the use of 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, with the provision of wheelchair ramps, accessible toilets, and other facilities.

- **Safety:** Tourism infrastructure is becoming safer for tourists, with the installation of 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, as well as friendlier and more efficient staff.

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

10.6 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.

Effective and well-developed infrastructure is essential for fostering positive experiences for both 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 wider 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. By managing visitor flows and designing infrastructure that complements the local culture, destinations can protect their authenticity and uniqueness.

- **Resilience:** Strong infrastructure can enhance a destination's resilience against unexpected challenges such as natural disasters or crises like pandemics. It allows for effective emergency responses and aids in recovery efforts.

- **Tourism Growth:** Adequate infrastructure allows destinations to accommodate larger numbers of tourists, supporting tourism growth while minimizing negative impacts on the environment and local communities.

- **Revenue Generation:** Tourism-related infrastructure generates revenue not only through direct spending by tourists but also through 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 both 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:**

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

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

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10.7 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 that includes fundamental necessities like transportation and accommodation, superstructure adds value, excitement, and uniqueness to a tourist's visit. It encompasses a wide range of 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:** Theaters, concert halls, cinemas, and stadiums that offer cultural performances, concerts, sports events, and other entertainment options.

- **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 Centers:** 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 that offer relaxation and rejuvenation experiences to travellers.

- **Adventure Tourism:** Facilities and services related to activities like 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 options for leisure, exploration, and engagement. By investing in a vibrant superstructure, destinations can attract a broader range of tourists, foster cultural exchange, and leave visitors with lasting memories of their trip.

10.8 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 summarizes 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	Important for the growth and sustainability of tourism

For a destination to be successful in attracting tourists, it needs to have a good mix of both 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 successful tourism destination:

- A well-developed road network makes it easy for tourists to get around a destination. This can be important for destinations with a lot of attractions to see 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 allows tourists to 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.

- A variety of 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 both infrastructure and superstructure, destinations can create a more attractive and enjoyable tourism experience for visitors. This can lead to increased tourism revenue, job creation, and economic development.

10.9 Relationship between Tourism Infrastructure and Tourism Superstructure:

Tourism infrastructure is essential for both 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 a tourist chooses a destination, they look for a combination of good quality 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 both robust tourism infrastructure and attractive superstructures. In contrast, smaller countries like Austria, Turkey, and Greece may not match India in terms of the variety of tourist attractions. However, they are often considered among the most beautiful countries globally. To attract tourists, a destination needs to provide a well-rounded experience by offering both reliable infrastructure and appealing superstructures.

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

Here are some of the key 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.

- **Provides basic amenities:** Infrastructure also provides tourists with the basic 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 they 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, which can also attract more tourists.

- **Increases tourism spending:** Infrastructure can also increase tourism spending. For example, a well-developed road network can make it easier for tourists to visit attractions and restaurants, which can lead to increased tourism spending.

- **Creates jobs:** Infrastructure development creates jobs in the construction, operation, and maintenance of infrastructure. This can help to boost the economy of a region or country.

- **Improves the quality of life:** Good infrastructure can improve the quality of life for both tourists and residents. For example, a clean water and sanitation system can improve the health of tourists and residents. A well-maintained road network can make it easier for people to get around, which can improve their quality of life.

Overall, infrastructure plays a vital role in the growth of the tourism industry. By investing in infrastructure, governments and tourism organizations can help to make a destination more accessible, attractive, and enjoyable for tourists. This can lead to increased tourism arrivals, spending, and economic benefits for the country or region.

Check Your Progress-II:

- **Discuss the role of tourism infrastructure in the growth of the tourism industry:**

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- **Differentiate between tourism infrastructure and tourism superstructure:**

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

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10.11 Summary:

Now, based on the detailed study above, it can be concluded that infrastructure is the backbone of any destination. This is because it not only enhances the quality of life for locals but also ensures a comfortable experience for tourists visiting the destination. Infrastructure serves both locals and tourists, while the superstructure is exclusively utilized by tourists. 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 infrastructural facilities. On the contrary, countries with a wealth of attractions but inadequate infrastructure struggle to attract a significant number of 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.

10.12 Glossary:

- **Infrastructure:** It is the basic facilities and systems that are necessary for the operation of a society or enterprise. It includes things like 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 organizational assets and facilities, such as transportation networks, accommodation options, attractions, and amenities, that support and enhance the travel and leisure experiences of tourists in a destination.

- **Communication Infrastructure:** The networks, systems, and technologies that enable the exchange of information, including telecommunications, internet services, and broadcasting.

- **Tourism Amenities:** It refers to facilities, services, and resources designed 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.

10.13 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 best suitable examples.
- How are tourism infrastructure and superstructure related to each other?
- Discuss the role of tourism infrastructure in the promotion and development of 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-11
Five 'A's of Tourism

Structure:

11.0 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

11.1 Introduction:

Five 'A's are the base of the tourism industry because these include all important and basic components of tourism. Without having all the components of tourism a destination can't grow as a tourist destination. The five 'A's of tourism is developed by the public as well as private sector because only one sector can't 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 an abundance of natural and man-made attractions is lacking in proper amenities will always fail to attract a good number of tourists similarly, a destination having a good quality of amenities and activities will only attract excursionists and tourists. All five 'A' of tourism are dependent upon each other because attraction is useless unless a destination has proper connectivity and accommodation for a tourist's stay. Similarly, accommodation and accessibility will always fail to attract tourists unless the destination has a variety of tourist attractions. So in this unit, we will discuss the five 'A's of tourism and their role in the tourism industry.

11.2 Attraction:

Attraction is the main reason or purpose of travel to the tourist destination. A destination will never attract a good number of visitors unless it has a good number and variety of tourist attractions. Attraction is something which has the power to attract can draw the attention of others. In the context of the tourism industry, tourist

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

1) **Natural Attractions:** These are such attractions which are created by nature and human 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, 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 which is known as the city of lakes and tourists not only visit this place 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 easier and more comfortable.

   Natural tourist attractions have less contribution in attracting tourists to the destination because the majority of the tourists 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 reason, the majority of the 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 but others are built for other purposes and others are built to attract only 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. Taj Mahal was built by Shah Jahan in memory of his beloved wife Mumtaj Mahal but now 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 is also serving as the most visited tourist attraction of India. Majority of the international and domestic tourists travel to India to see man-made tourist attractions. India has 42 UNESCO World Heritage Sites which attract foreigners around the world. Domestic tourists mostly travel for religious purposes which are also created by human beings. Some important kinds of 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:** These include buildings which were built by emperors of the past or our ancestors. These may include forts, palaces, temples, mosques etc. In India, a lot of historical monuments are situated which attract tourists. Some important historical monuments of India are the Taj Mahal, Agra Fort, Red Fort, Fatehpur Sikri etc.

✓ **Archaeological Sites:** Archaeological sites are also important tourist attractions which are evidence of a glorious past or any 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:**

Many universities, colleges and libraries are also important tourist attractions because these attract a lot of tourists from around the world. Delhi University, JNU, IGNOU, BHU, Allahabad University and AMU are some oldest Universities in India which not only attract learners but simultaneously also draw the attention of tourists. Sometimes libraries also become important tourist attractions because these offer world-class facilities or are one of the oldest libraries of the Nation or world.

✓ **Planetariums and Science Cities:**

Planetariums also attract the attention of youths and science lovers. Nowadays a lot of 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:**

Travel for religion is one of the major reasons for travel and since then time this type of tourism has been in practice. 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, Sikhs visit 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 major reasons for travel because due to urbanization and busy lifestyles people want relaxation. Entertainment facilities are available in different forms.

✓ **Theatres or Multiplexes:** Newly released movies are shown here which are watched not only by the host community simultaneously also by tourists. They

visit the theatre because they have world-class amenities or their favourite movie is released during their travel.

✓ **Amusement Parks:** Disneyland, Fun City and Esselworld are some examples of amusement parks. These are full of rides which 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 attract people not only from the city but also a large number of tourists who visit there.

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

11.3 Accommodation:

It is any kind of building or establishment where a person who is ready to pay can stay. The existence of accommodation can be seen from the time 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. But nowadays a variety of types of accommodation are available for a variety of 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 kinds stay in heritage properties. Resorts attract such tourists who are seeking relaxation. Broadly, we can classify

accommodation into two parts-primary accommodation and secondary or supplementary accommodation.

1) **Primary or Traditional Accommodation:** Primary accommodations are such types of accommodation 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 of the secondary types of accommodation 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 generally, we 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 which has a different kind of tourist attraction but doesn't have accommodation will always fail to attract a variety of 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.

11.4 Accessibility:

It includes the different modes of transport which are used by tourists to reach the tourist destination. If a destination has tourist attractions and accommodations but lacks various modes of transport 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. Railways stations with connectivity of trains with different parts of the country. If a destination is situated on the coast or it is an island destination then it must be connected with cruise ships ferries, hovercrafts, ships, motor boats etc. Finally, every tourist destination must have good and proper condition roads because roads are not only used by low-income class people to reach the destination but also by middle and high-income class people to go sightseeing or explore different tourist attractions of the destination. If a destination lacks the above-said mode then it will fail to attract a particular segment of people. Broadly, we can classify various modes of tourist transportation into the following categories.

1) **Air Transportation:** Air transportation is used by such people who have money but they don't have time. These travellers are our politicians, Bollywood stars and big businessmen. They are too busy with their work so if a destination has airports then it will easily able to attract such tourists similarly, international tourists especially those who come from the USA, Australia or European countries also prefer to travel via air transport. It is not enough to have only airports but the destination must also have connectivity with important domestic and international destinations. We can classify air transportation into scheduled and non-scheduled airlines.

- **Scheduled Airlines:** These airlines include airlines which publish time-table, departure & and arrival destinations and start selling tickets in very advance. Such airlines include Air India, Spice Jet, Indigo etc. Out of these Air India was earlier a public sector airline company while others are private. We can also classify scheduled airlines into two other broad categories, which include:

✓ **Full-Fledged Airlines:** Full-fledged airlines are those airlines which operate from all major cities of India, offer good leg space, high ticket prices, offer meals to their passengers etc. usually offer economy, business or first class.

✓ **Low-Cost Airlines:** Low-cost airlines usually operate from small cities, don't provide extra space for legs, mostly offer only economy class, charge extra money for meals etc.

- **Non-Scheduled Airlines:** These airlines don't publish timetables and don't sell tickets. A ticket or a group which is intended to hire the service of non-scheduled airlines need to hire the entire plane.

2) **Land Transportation:**

It is the cheapest mode of transport. It is used to cover short distances or sometimes when air and rail tickets are not available. 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 transportation 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 big means it has many members, then they may hire Volvo buses tempo travellers or normal 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 auto rickshaw. If a destination is within 2-3 kilometres, they may take pedal rickshaw services. Nowadays cars, bikes or scooters are available for rent which attract a lot of 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 not available or the intention is to explore the tourist destination. Sometimes tourists want to see the sea life so they take the services of 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 with 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 longest 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 used to cover 33 European countries of the European continent. This pass is only available for foreigners. It has been in use since the year 1959. Amtrak is the National railway network of the USA. It covers 46 out of 48 states of the USA including three Canadian provinces. In the year 2023, Japan tested the train for the highest speed and achieved 603 km of the highest speed but China is the country with the highest speed of train which is in regular use, its speed is 350 ks/h and this train runs between Beijing to 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 who belong to 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-** Runs faster than a passenger train and also stops at more stations than the 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) to State Capitals.

- **Duranto Train:** Long distance and second fastest train after Vande Bharat Train.

- **Double Decker Train**: Offers Chair Class and Runs only between a few important stations in India.

- **Vande Bharat Train:** Fastest running train in India.

- **Local Trains:** Runs in Metropolitan Cities like Mumbai, Kolkata, Chennai and Delhi.

- **Shatabdi Express:** Having only AC Chair Class and runs between two cities.

- **Garib Rath Train**: Offers only AC 3rd Economy Class. Launched for lower economy class people.

- **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 Railway usually available in long-distance trains and Rajdhani Express trains. The size of the berths available in the first class is larger than other classes. Private coupes are also available for couples and families.

- **Two Tier AC (2 A):** Second highest class of Indian Railways available in 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 of the superfast and express trains are equipped with sleeper class. This class is used by the most of the Indians.

- **AC Chair Car (CC):** Chair class seats with AC. This class is available in Shatabdi, Janshatabdi, intercity and double-decker trains.

- **Second Seating (2S):** Unreserved or reserved seating classes are available in 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.

11.5 Amenities:

This includes the basic facilities which are necessary not only for the tourists but simultaneously 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 having attractions, accommodations and accessibility but lacking 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.

11.6 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 of them participate in different adventure sports activities, some may do boating, fishing, horse riding or shopping activities. No tourist travels to a destination without the intention to participate in any activity.

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

The five 'As of tourism are important parts of the tourism industry without having any of these a tourist destination will not grow because these include all important components of the tourism industry. A destination which has only attractions but lacks accommodation, accessibility, amenities or activities will fail to attract tourists. Similarly, a destination having accommodation and accessibility but lacking attractions then it will only attract business travellers. Luckily, if a destination has attraction, accommodation and accessibility but does not have good amenities which includes basic facilities necessary for the tourists then will ruin the tourist's overall tourist's experience. Therefore, it can be said that tourist destinations have all the components of the five 'A's of tourism and will attract both business and leisure travellers but if lacking any of these will not attract a good number of tourists.

11.8 Relationship Among Five 'A's of Tourism:

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

A. **Attraction:** It is the main and important component of the tourism industry. It attracts tourists to the destination. If a destination has a variety of tourist attractions, then it will also attract a variety of tourists from different countries, genders, ages, socio-cultural backgrounds etc. but only having attractive is not enough for the destination because for a night stay a tourist needs accommodation, to reach the destination he needs transportation mode that suites his budget.

B. **Accommodation:** Any kind of building where a tired traveller can stay only, he needs to pay for his stay in the accommodation. If a destination has primary and secondary types of accommodation no doubt it will attract all economy-class travellers but if the destination doesn't have a good number of tourists attractions, then how it will attract leisure tourists, similarly, if a destination is not connected by all modes of transportation tourists will not be able to reach the destination, therefore only having all modes of transportation is not enough for the destination.

C. Accessibility: Every tourist destination must be accessible for every kind of tourist who may be a senior citizen or handicapped. Unfortunately, if a tourist destination is accessible to tourists but doesn't 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 having only amenities but lacking attraction, accommodation and accessibility will fail to attract a good number of tourists because amenities are the additional facilities which make the journey more comfortable and pleasant.

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

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

11.11 Summary:

So, based on the above-detailed study, now it is clear that the five 'A's of tourism are an important part of the tourism industry. A destination having all of these will receive a good number of tourists but the destinations which are missing these will also not get a good inflow of domestic and international tourists.

11.12 Glossary

- **Attraction:** Any tangible or non-tangible product that attracts tourists to travel there. Attraction can be a destination, person, event, monument, culture, institution etc.

- **Accommodation:** Any building that offers boarding and lodging services to tired travellers who are ready to pay for services. Accommodation can include a hotel, motel, hotel, resort, heritage hotel, international hotel, ice hotel etc.

- **Accessibility:** This means how a destination can be reached easily. A destination should provide all modes of transportation and those must be senior citizens and physically challenged people friends.

- **Amenities:** Basic facilities required to travel to a tourist destination. Amenities include good-conditioned roads, drinking water facilities, 24-hour electricity supply, ATMs, banks, medical facilities, garbage disposal, sewage treatment etc.

- **Activities:** These are also known as the recreational activities that a person does in his leisure time. These include fishing, shopping, travelling, driving, participating in sports or adventure sports activities etc.

- **Tourist Destination:** A place with a lot of tourist attractions, accommodation, transportation facilities and amenities. These facilities attract domestic and international tourists.

11.13 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, discuss the different types of tourist attractions.

- 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.

11.14 References and Suggested Readings:

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Unit-12
Role of Ministry of Tourism, Central Government and State Government in Promotion and Development of Tourism Industry in India

Structure:

12.0 Objectives:

After going through this unit with its special reference to the world and its progress in India, you would be able to:

- Understand the role of the Ministry of Tourism and its features.
- Understand the role of Central and State governments in enhancing the development and promotion of tourism.
- Know about the relevance of the Ministry of Tourism in promoting tourism.

12.1 Introduction:

It is evident that the tourist industry is becoming a more significant economic force and has the potential to be used as a tool for development. It promotes environmental preservation, diversifies cultural heritage, and increases global peace. The Ministry of Tourism's major goal is to strengthen and facilitate tourism in India. Enhancing the country's tourism infrastructure, easing the visa requirements, ensuring high standards in the services provided by tourism service providers, positioning India as an all-year travel destination, promoting sustainable tourism, etc. are some of the policy areas that must be continually worked on to boost and facilitate Indian tourism.

A beneficial visa policy is a requirement for boosting new tourism. To accomplish this, the Ministry of Tourism works together with the Ministries of Home Affairs and External Affairs.

The Ministry of Tourism is responsible for the development, advancement and promotion of tourism. this ministry serves as the central organisation for regulation and formulating national policies and also coordinates with the numerous organizations of the central government, state government/ union territories, and private sectors. the union minister for Tourism and Ministers of state are in charge of this.

The following basic national concepts and standards form the foundation of India's tourism industry:

- Swaagat or welcome

- Sahyog or cooperation

- Soochanaa or information

- Sanrachanaa or infrastructure

- Suvidha or facilitation

- Safaai or cleanliness and

- Suraksha or security

History:

The establishment of a Tourist Traffic Committee, a temporary group, in 1948 to propose strategies for promoting tourism in India was the first indication that the country's tourist potential had been identified. A tourist traffic branch was established the next year based on its recommendations, and regional offices were opened in Delhi, Mumbai, Kolkata, and Chennai in 1951. On March 1, 1958, the government established a separate Department of Tourism, which was placed under the supervision of the Ministry of Transport and Communications. A Director General with the rank of joint secretary served as its leader. The minister in charge of tourism chaired the Tourism Development Council.

A committee led by Lakshmi Kant Jha, the Department of Economic Affairs' then-secretary, was established by the government in 1961 to investigate the causes of a decline in the number of tourists visiting India from the year before. The committee blamed it on Chinese aggression that year, against the backdrop of the Sino-Indian War. The India Tourism Development Corporation was then founded in 1966 as a functional body of the Department of Tourism, following the committee's suggestions for facilitating visa requirements. Additionally, in October of that same year, Prime Minister Indira Gandhi called a conference, the outcomes of which led to the establishment of the Ministry of Tourism and Civil Aviation. First Minister Karan Singh was chosen.

12.2 Functions and Role of the Ministry of Tourism:

The Ministry of Tourism is the central organization responsible for developing national policies and programs for the growth and promotion of tourism.

Throughout the process, the Ministry engages and works with other sector stakeholders, including representatives of the business sector, state governments, union territory administrations, and various central ministries and agencies. The Ministry's executive chief is the Secretary (Tourism). The Ministry of Tourism's sole public sector enterprise is the India Tourism Development Corporation (ITDC).

The Ministry also has the following autonomous institutions:

- Indian Institute of Tourism and Travel Management (IITTM).

- National Council for Hotel Management and Catering Technology (NCHMCT);

- and the Institutes of Hotel Management (IHMs).

- Indian Culinary Institute (ICI).

Functions of MOT:

- All policy matters including:

  a. Development Policies

  b. Incentives

  c. External Assistance

  d. Manpower Development

  e. Promotion & Marketing

  f. Investment Facilitation

  g. Growth Strategies

- Planning

- Co-ordination with other Ministries, Departments, State/Union

- Territory Administrations.

- **Regulation:**

  a. Standards

  b. Guidelines

- **Infrastructure & Product Development:**

  a. Central Assistance

  b. Distribution of Tourism Products

- Research, Analysis, Monitoring and Evaluation

- International Co-operation and External Assistance

- **Human Resource Development**

   a. Developing HRD Institutions

   b. Setting standards and guidelines

- **Publicity & Marketing:**

   a. Policy

   b. Strategies

   c. Coordination

   d. Supervision

   e. promotion & marketing

   f. Hospitality programmes

- Parliamentary Work

- Establishment Matters of the Ministry of Tourism

Role of the Ministry of Tourism:

The main focus of this ministry's actions is to promote domestic and international travel within India. This is required to maximize the direct and multiplier effects of tourism on job creation and the elimination of poverty in the nation. The Ministry's other primary goals include positioning the nation as a year-round tourist destination, fostering sustainable tourism through active engagement of all societal groups, ensuring high standards among service providers, etc.

In addition to this, there is a focus on coordinating the growth of tourism amenities and infrastructure through successful collaboration with various stakeholders. The government's role in promoting tourism has changed from that of a supervisor to that of a facilitator, necessitating interaction and cooperation with other stakeholders. **This makes the task quite challenging:**

Stakeholders:

The Ministry of Tourism continuously works to ensure that the various tourism industry segments, Partner Ministries and their executing arms (Organisations, Authorities, Bureaus, Partnerships, Corporations and Undertakings), State

machinery and Industry Associations cooperate to keep aspirations in sync with the overall benefit of tourism.

The government has established an Inter-Ministerial Coordination Committee for the Tourism Sector (IMCCTS), which is chaired by the cabinet secretary. The Secretaries of the Ministries of Home, Defence, External Affairs, Road Transport & Highways, Civil Aviation, Culture, Rural Development, Environment & Forest, Urban Development, Labor and Employment, Departments of Revenue, Expenditure, School Education & Literacy, Chairman of the Railway Board, etc. are all represented on this committee. The member convener of the committee is the Secretary, of the Ministry of Tourism. The Committee has held eight meetings thus far.

Constitution of Tourism Task Force:

A task force with representatives from other Ministries, including the Ministries of Home Affairs, Civil Aviation, Railways/IRCTC, Road Transport & Highways, Environment & Forests, Shipping, and Sports has also been formed to address various issues related to tourism based on the recommendations of the Sectoral Groups of Secretaries (SGoS) on the Tourism Sectoral Plan. These would consist of :

- Identification of tourist destinations for airport development, international and domestic routes, including the North Eastern region, airports at tourist destinations that need to set up customs and immigration facilities, underutilized and unused airports located in tourist destinations, introduction of tourist trains connecting significant tourist destinations/sites, including pilgrimage sites, and upgrading of railway station, road connectivity

- Creation and promotion of historical and cultural landmarks, such as museums and monuments

- promoting specialized tourism sectors, such as adventure tourism and cruise tourism

- ensuring tourists' safety and security

- Providing tourists with visa options

- Addressing any other inter-ministerial or inter-departmental issues that influence tourism.

12.3 Various Schemes Under Ministry of Tourism:

Swadesh Darshan 2.0:

Throughout an attempt to encourage the coordinated development of regional tourist circuits across the nation, the Ministry of Tourism introduced the Swadesh Darshan Scheme in the 2014–15 academic year. Since the program's start, the Ministry has approved 76 projects under 13 themes, with a revised sanctioned cost of Rs. 5315.59 crore, and has released Rs. 4734.11 crore (until December 31, 2022).

The prime objectives of this scheme are:

- To increase the impact of tourism on regional economies.
- To generate employment for local communities, including self-employment.
- To improve local youth's abilities in tourism and hospitality.
- To boost private sector investment in the travel and hospitality industries.
- To safeguard and improve the area's natural and cultural resources.

About the Scheme:

The redesigned program, known as Swadesh Darshan 2.0, aims to achieve "Aatmanirbhar Bharat" by fulfilling India's full potential as a tourist destination under the guiding principle of "vocal for local." The development of Swadesh Darshan Scheme into a broad goal to create sustainable and responsible tourism destinations, encompassing tourism and related infrastructure, tourism services, development of human resources, destination management and promotion, and supported by policy and institutional reforms, is known as SwadeshDarshan2.0.

Prashad:

The Organization:

The Ministry of Tourism established the "National Mission on Pilgrimage Rejuvenation and Spiritual, Augmentation Drive" (PRASAD) as a Central Sector Scheme to integrate the development of designated pilgrimage places. The plan

wanted to construct infrastructure for pilgrimage and spiritual tourism at the predefined locations.

The National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) was established in October 2017 in response to the government's decision to close the HRIDAY programme of the Ministry of Housing and Urban Development and to include projects for the development of Heritage destinations in the PRASAD programme and was renamed as PRASHAD. The program's guidelines have also been modified. A fresh category for smaller, mini projects and the creation of basic amenities for pilgrimage and cultural tourism places with suitable recognition that need infrastructure for the industry but not on a huge scale was added under the Scheme in April 2022.

Objectives:

The Prashad Scheme is being introduced with the following goals:

- To increase tourism attraction sustainably.
- To advertise local foods, handicrafts art etc.
- To maximise the direct and multiplicative effects of pilgrimage tourism on job creation and economic growth.
- To build infrastructure of the finest quality in places of identified destination.
- To create the locations for pilgrimages using community-based development and pro-poor tourism principles.
- To utilise resources and information from the public sector.

Adopt A Heritage:

Introduction:

The goal of the Indian government is to give all tourists a better travel experience, and this project is intended to achieve that goal. Through the active involvement of commercial and public sector organisations, it seeks to ensure the quality and inclusive supply of amenities and facilities across heritage, natural, and tourist areas. Due to their collaborative effort, these organisations eventually came to be known as "Monument Mitras".

To raise public awareness of these amazing resources, the initiative intends to entrust Monument Mitras with the development, improvement, and management of amenities and services at heritage, natural, and tourist sites.

In addition to heritage, natural, and tourist sites around India, the initiative has expanded from its original 93 ASI monuments. Depending on visibility and visitor numbers, these locations are divided into several categories. Based on their profitability and through CSR, the "Monument Mitras" would take over the locations of different exposure and traffic as a package. They would gain attention for their initiative on the grounds of the monument and the Ministry of Tourism's internet platforms.

Objectives:

- Establishing the basic tourism infrastructure near and around tourist destinations and historical monuments.

- Create amenities and facilities to enhance visitors' experiences at historical sites, monuments, and tourism destinations.

- Promote the nation's cultural and historical significance and build channels for spreading awareness of the nation's historical and touristic places.

- Create and promote sustainable tourist infrastructure, and make sure that it is properly operated and maintained.

- Create job opportunities and aid local communities' means of subsistence at historic and touristic locations.

Indicative List of Tourist Amenities under the Project:

Many heritage, natural, and tourism sites currently lack the essential tourist amenities and infrastructure. The heritage/natural/tourist sites and monuments shall be equipped with fundamental and sophisticated amenities following the needs of visitors, assuring world-class amenities. According to the project's criteria, the tourist amenities have been classified into two categories:

Basic Amenities:

A tourist destination's appeal can be increased by providing basic amenities, which also make it easier for people to return and use word-of-mouth advertising as a marketing strategy. To support the local economy, visitors should first and foremost be entitled to the most basic services at any tourist destination. In project structuring, basic facilities are crucial regardless of their financial viability. The following is an indicative list of the local and nearby areas' essential amenities:

- Toilet facilities that are available to the public

- Drinking water stations and water outlets

- Monuments that are easily accessible, barrier-free, and accessible to everyone,

- Including restrooms that are accessible to people with disabilities, ramps, and wheelchairs, braille signs, and monument models

- Site cleanliness/Swachh Monument cleanliness (total polythene prohibition and cleanliness of the monument)

- Interior and external lighting

- Directional and instructional signage

- Encourage Cashless Transactions

- Benches, trash cans and Wi-Fi

- Multilingual audio guides are available through apps,

- and Point of Sale (PoS) machines at the ticket counters.

Advanced Amenities:

The location of advanced facilities will depend on how many tourists will visit the designated monument and whether the proposed interventions will be financially feasible. The following advanced amenities are a sample list:

- Ready-to-Eat Snacks & Drinks Counter

- Facilitation night visits to sites under adaptive use within the bounds of the nodal department (ASI, State Government, etc. heritage byelaws);

- Basic souvenir store promoting local art and craftsmanship

- An advanced surveillance system (such as CCTV cameras with PTZ capabilities).

- A centre for tourist facilitation and interpretation (a "tourist multi-purpose centre") with amenities like a museum, a gift shop, a lavatory, drinking water and a money exchange.

- Technology-based methods of interpretation (such as virtual reality and Virtual Reality)

- Light and sound shows, cultural performances,

- Battery-operated vehicles (golf carts),

- Advanced tourist flow management systems connected with the carrying capacity of the monuments,

- Digital interactive stalls digital (LED) screening,

- Light and sound shows, etc.

12.4 Role of Central and State Government in the promotion and development of Tourism Industry in India:

The Ministry of Tourism's Plan Schemes primarily includes the development of tourism products and infrastructure, human resource development, promotion, marketing, and market research, including perspective planning. The infrastructure for tourism is primarily being developed by providing financial assistance to State/UT Governments and by providing various incentives to private entrepreneurs because the majority of the infrastructure components and delivery systems are under the control of the State Governments or the private sector.

With its enormous cultural and religious history, diverse natural attractions, and comparatively small position in the global tourism scene, India has enormous potential for expansion in the tourism business. The report of the Sargent Committee in 1945 served as the foundation for the Indian tourism organisation. The Committee suggested that an independent tourism organisation be established, including regional offices in the major cities. There is a need to be A specialised Committee made up of representatives from the travel, transportation and hotel industries was also suggested.

The government occasionally includes travel and tourism planning and development in its five-year plans. Planning and programming, publicity and conferences, travel trade, hospitality and lodging, supplemental lodging and wildlife, market research, and administration are only a few of the promotional and organisational tasks that the ministry performs. In 1966, the Indian Tourism Development Corporation (ITDC) was founded. ITDC accomplishes the following tasks, for example:

- Construction, administration, and marketing of lodging facilities for travellers, restaurants, and hotels around the nation.
- Provision of promotional materials for tourists
- The provision of entertainment resources like concerts, light and sound shows, etc.
- Provision of shopping options, such as duty-free stores and
- Offering management or consulting services both in India and internationally.

Larger foreign exchange revenues and favourable conditions for greater foreign direct investment would result from it. Hence, a new tourism policy that builds on the success of the previous one from 1982.

The Tourism Policy 1982:

The 20th century saw the emergence of tourism as the greatest worldwide industry, and the 21st century is expected to see even greater growth in this sector. With its extensive cultural and religious legacy, diverse natural attractions, and comparatively unnoticed position in the global tourism picture, India has enormous potential for expansion in the tourism business. In November 1982, the Indian government unveiled its first tourism strategy.

The 1982 tourist policy was more of an aggressive marketing statement than a long-term development strategy. The policy recommended the following actions:

- To fully utilise the national heritage to attract tourists.
- To build more resorts for tourists.
- The sector's standing as a tourism exporter.
- To embrace the strategy of creating a few tourism circuits.
- The policy encourages public-private partnerships for tourism growth.

- The policy introduces plans, cost-effectiveness, conservation of the natural environment and cultural heritages, etc.

- The policy acknowledges that high-quality criteria are necessary for foreign investment in the service, lodging, and tourism-related industries.

The goals of tourism development are to increase intercultural understanding, to open up job opportunities, and to improve the local economy, especially in rural and interior areas. Additionally, it works to maintain, enhance and promote India's cultural legacy. It also aims for balance and sustainable development.

Tourism policy Under Seventh five-year plan: 1987:

With the implementation of the seventh five-year plan (1985–1999), Indian tourist planning increased. it strongly encouraged domestic travel. It emphasised the requirement to build more beach resorts. It focused on organising conferences, trekking conventions, and winter sports so that foreign tourists have a variety of possibilities. The policies of India's seventh five-year plan helped the country's tourist planning.

National Committee on Tourism (NCT):

The National Committee on Tourism was established by the government in 1986 to assess the economic and social importance of travel and tourism in India and to develop a long-term strategy to ensure tourism's rapid expansion. Based on these suggestions, a package of incentives was made available for the travel and tourism sector, and the Tourism Finance Corporation of India (TFCI) was established to provide funding for travel-related projects.

In the same year, tourism received the designation of an "industry" and qualified for several benefits, including tax breaks, subsidies, priority loan approval from state financial institutions, and preferential treatment for supplying energy and water connections.

National Action Plan 1992:

The National Action Plan 1992 served as the foundation for the development strategies for tourism during the Eight Plan (1992-97). A variety of connected issues that have been brought up by the tourism industry's rapid growth were:

- Regional socio-economic development.

- Increasing the number of employment options.

- Growth of domestic travel.

- Protecting the environment and national heritage.

- Growth of international travel.

- A widening of the range of tourism goods.

- A rise in India's percentage of global tourism.

National Tourism Policy 2002:

The Government of India's announcement of the National Tourism Policy 2002 marks a significant development in India's tourism strategy. This tourist policy for 2002 is based on a multifaceted strategy that incorporates innovative marketing tactics, capacity building in the hospitality industry, faster or more rapid implementation of tourism project development, and integrated tourism circuits. The government works to attain this goal by promoting domestic and foreign inbound tourism, creating new tourist attractions, building tourist infrastructure, boosting agro-rural tourism, creating new tourist routes, and engaging in public-private partnerships.

In its national policy for 2002, the Indian government highlighted the following areas:

- Development of the tourist industry's product or destination was prioritised in national policy in 2002. The national government assisted the state governments in developing tourism products and destinations, and significant initiatives have been sponsored.

- Integrated tourist circuit development: The central government gave money to the state government to create tourist circuits that met international standards.

- Assistance for major projects that generate revenue: This strategy placed a strong emphasis on private-public partnerships for major projects that produce revenue,

such as convention centres, golf courses, cruise ships, and tourist trains, which are used by visitors and generate significant sums of money for the state.

• Support for private-public infrastructure partnerships: This strategy recognised the need for private financial resources, technology, and managerial skills for the development of tourism infrastructure.

12.5 Check Your Progress:

• **Define the significance of the Ministry of Tourism:**

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• **Explain the challenges faced by the government while promoting Tourism in a specific destination:**

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• **What are the main features of the PRASHAD scheme?**

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- **What factors does the National Tourism Policy priorities?**

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- **Incredible India an initiative that was launched by MOT in 2002, explains the campaign's main objectives.**

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12.6 Glossary:

- **Carrying Capacity:** The greatest number of species of life that can be supported by a given environment, given the availability of food, habitat, water, and other resources, is known as the carrying capacity of that ecosystem.

- **DMO:** A destination marketing organisation (DMO) is an entity that advertises a location as a desirable vacation spot. The terms "Convention and Visitors Bureaux," "tourist boards," and "tourism authorities" all refer to DMOs.

- **Pro-poor Tourism:** PPP, or pro-poor tourism, is a type of tourism that "generates net benefits for the poor." It was introduced as a plan in the early 2000s (the phrase was first used in 1999) to leverage the enormous sums of money generated by tourism for the benefit of the world's poorest people.

- **Niche Tourism:** The term "niche tourism" serves as a catch-all for several different forms of travel. One speciality area of the tourism industry is served by niche tourism goods and services.

- **CSR:** Corporate social responsibility (CSR) is a self-regulating business approach that enables an organisation to be socially accountable to its customers, employees, and stakeholders. Companies can be aware of their impact on the economic, social, and environmental aspects of society by engaging in corporate social responsibility, often known as corporate citizenship.

12.6 Summary:

In this chapter, we learned about the Ministry of Tourism working to promote tourism in India as well as to attract foreign capital and investment by marketing it internationally. We also learned about the various elements in which our government is working upon its efficiency that make India a welcoming country for tourists, like cooperation, information, infrastructure, facilitation, cleanliness, and security. These elements play a significant role, which the Indian government's Ministry of Tourism has taken into special attention. As a result, it has worked on numerous projects, including PRASHAD, Swadesh Darshan and adopted a heritage. We also had the opportunity to investigate the various facets of state and federal government initiatives for promoting India's rich culture abroad. Therefore, we still need to tackle the issues and challenges which our country faces to promote tourism efficiently.

12.7 Self-Assessment Questions:

- Explain the importance of the national Policy of 2002 in the development of Tourism in India.

- Enlist the importance of the Central Government in promoting tourism.

- Discuss the significance of the Ministry of Tourism. How it has evolved in the current scenario. Explain.
- Discuss the important features of the Adopt a Heritage scheme.

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Unit-13

Health Tourism: Meaning, Differences and Relationship between Medical and Wellness Tourism. Medical Tourism in India and Top Medical Tourism Destinations of the World

Structure:

13.0 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

13.1 Introduction:

The diverse phenomena of health tourism, often referred to as medical tourism, have crossed continents and years of age, connecting the vast thread of human history and the desire for well-being. The history of health tourism is an interesting trip that focuses on the dynamic interaction between health care and culture travel, from ancient civilizations searching for treatment in faraway locations to modern people crossing borders for health care. This developing story indicates 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 has an impact on our modern world.

13.2 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 aspects including cost-effectiveness, reduced wait times, modern medical facilities, prestigious medical staff and the appeal of combining medical treatment with a relaxing vacation.

There are many advantages to health tourism for both patients and the host nations. It gives patients access to world-class medical care, which can improve their health as well as their quality of life. Health tourism faces some difficulties, though. Issues may exist over the standard and safety of medical operations, post-operative care and

options for legal action in cases of difficulties. For both patients and healthcare professionals, challenges might arise as a result of cultural variations, language barriers and discrepancies in medical standards and laws.

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 of 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.

13.2.1 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 behind 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 major 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. For surgeries that are not covered by health insurance, this cost benefit is especially attractive.

- **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:** Medical treatments or wellness programs are frequently combined with leisure time and travel-related activities by health tourists. This "leisure" strategy allows them to go to new places, take in the culture of the area and engage in leisure activities while receiving treatment or healing.

- **Patient Experience and Comfort:** The goal of many health tourism locations is 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 gives people the chance to obtain high-quality medical care, specialist therapies and affordable services while taking advantage of travel and exploration advantages.

13.2.2 Benefits of Health Tourism:

Due to several significant benefits it offers, health tourism has become more and more 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. In comparison to other nations, some can charge far more for medical operations and treatments. Health tourists often discover that 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 own countries. They can choose excellent medical institutions and staff members who are knowledgeable about their specific ailment.

- **Reduced Wait Times:** Long waiting lists for particular surgeries can be an issue of concern in countries with public health care systems. The benefit of health tourism is that it provides patients with faster access to medical care, allowing them to receive treatments and surgeries without having to wait for long periods.

- **Medical Expertise:** For their excellent medical knowledge and modern medical technology, many health tourism locations are well known. Patients can gain from the expertise of highly trained physicians, surgeons and other medical professionals who are 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's necessary to balance the benefits of getting medical care abroad against any hazards or difficulties that may occur.

13.3 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 as a result of developments in innovation, globalization 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, in search of treatments for a variety of illnesses. These temples were frequently found in medicinal conditions, such as natural springs. Similar to modern patients, ancient Egyptians received treatment at specialized hospitals.

In the Middle Ages, pilgrimage destinations like Lourdes in France were well-known as locations where people thought they may have mystical healings. These locations frequently had a connection to religion and were connected to saints or supernatural intervention.

- **Rise of Spa Towns and Resorts:** Spa towns and resorts became more well-liked in Europe and other parts of the world by the 18th and 19th centuries. These locations provided natural springs and waters rich in minerals that were believed to have healing properties. For "taking the waters" and making use of these natural resources' healing qualities, people went to locations like 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 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 by providing top-notch healthcare at reasonable costs. 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 are now being offered by nations from 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 organize 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 organize research and coordinate medical trips.

13.4 Features of Health Tourism:

Travelling to various locations for the aim of receiving medical care, wellness services, or healthcare operations is referred to as health tourism, sometimes known as medical tourism. With its distinctive blend of leisure and healthcare, this type of tourism draws visitors looking for excellent healthcare as well as the chance to explore a new location. Key characteristics of health tourism include:

- **Medical Expertise:** Destinations for health tourism often offer access to highly skilled medical personnel, specialized 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. In comparison to Western nations, certain locations offer medical services at much lower prices, which results in significant cost savings on treatments and procedures.

- **Quality Healthcare**: Many locations for health tourism are home to hospitals and clinics that match global medical standards, guaranteeing that travellers receive excellent medical care.

- **Specialized Treatments:** Health tourists can receive elective operations, cosmetic surgeries, dental work, treatment for infertility and other specialized therapies.

- **Minimal Wait Times:** Health tourists should expect lower wait times for medical treatments in nations with overcrowded healthcare systems, allowing for faster treatment and diagnosis.

- **Wellness Tourism:** In addition to medical treatments, wellness tourism often involves spa treatments, yoga retreats and stress relief programs, promoting overall health.

- **Cultural Experience:** Traveling for medical reasons allows for the discovery of new cultures as well as the enjoyment of 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 in interacting.

- **Privacy and Confidentiality:** Many health tourists look for places that stress patient privacy, ensuring that medical data and personal information are handled carefully.

- **Post-Treatment Recovery:** Health tourism often involves comfortable and supportive recovery environments, which can speed up the healing process and give patients a pleasant experience.

- **Package Deals:** Some health tourism providers provide all-inclusive packages that include medical treatments, accommodation transport and guided trips, streamlining the entire experience for travellers.

- **Alternative Therapies:** Some health tourism locations include alternative and holistic therapies in addition to conventional medical treatments, catering to a wide range of tastes.

- **Travel Ease:** Well-established health tourism destinations typically feature easy visa processes, travel arrangements and specialized patient coordinators to assist with the trip's logistical elements.

- **Networking and Support Groups:** Health tourism frequently leads to contact with other patients receiving similar treatments, allowing for a support network and the opportunity to share experiences.

- **Reputation and Reviews:** Many health tourism locations rely on positive reviews and word-of-mouth referrals, which contributes to a competitive business in which reputation is important.

Finally, health tourism combines medical care and leisure, attracting those looking for specialized treatments, financial cuts and the opportunity to learn about various cultures. Health tourism, with its distinct qualities, is reshaping the global healthcare environment, giving people all over the world choices and possibilities.

13.4.1 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 desires, hence contributing to the growth of global healthcare services. Here are some examples of popular types of health tourism:

- **Medical Travel:** The most common kind includes travelling to another country for medical operations such as surgeries, treatments, diagnostics and therapies. Patients frequently seek low-cost alternatives or speciality therapies that may not be widely available in their own countries.

- **Wellness Tourism:** Wellness tourism includes spa retreats, natural therapies, yoga and meditation centres and fitness resorts and 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. To get the most from their travel experience, patients mix dental treatment with leisure activities.

- **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 perform extensive research, assess the qualifications of healthcare practitioners and ensure that the chosen destination satisfies their medical and travel needs.

13.5 Need for Health Tourism:

Health tourism has been extremely popular throughout the years due to various strong demands and factors. The following are some of the main causes of increasing demand for health tourism.

It addresses the increasing need for advanced operations, specialized medical care and cost-effective healthcare solutions. People travel internationally to get advanced medical care, modern technology and knowledge that may not be offered or available in their own countries. Health tourism helps the economies of the destinations by bringing medical services, as well as lodging, transportation and other related industries, in addition to giving people the chance to receive timely and efficient treatments.

- **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 provide modern therapies and specialized medical skills that can greatly enhance patients' health outcomes.

- **Reduced prices:** Medical procedures and treatments can be extremely costly in certain countries due to factors such as high labour prices, administrative fees and difficult laws. Health tourism allows people to receive the same level of treatment at less cost in countries where medical costs are lower.

- **Specialist Treatments:** Certain medical diseases require specialist expertise and tools that aren't available everywhere. In health tourism, patients get access to famous physicians and specialized medical facilities with a lot of experience handling particular medical conditions.

- **Privacy and Confidentiality:** When receiving complex medical procedures or treatments, some people prefer the type of security and privacy that health tourism

affords. Being treated in an unusual environment can provide patients with a sense of privacy that 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 for thorough research to confirm the reliability and quality of the chosen medical facility, potential language barriers different medical regulations and other difficulties are all vital to keep in mind while considering the pros and cons of health tourism. Despite these obstacles, the demand for health tourism continues to grow because of the advantages it provides to people searching for various forms of healthcare and wellness therapies as well as the need for the best available medical care.

13.6 Wellness Tourism:

Wellness tourism refers to the practice of travelling to destinations or engaging in activities with the primary purpose of improving one's physical, mental, or spiritual well-being. It's a form of tourism that focuses on promoting personal health and wellness through various 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 a range of activities such as spa treatments, meditation retreats, yoga classes, fitness programs, healthy eating, mindfulness practices and more. People who engage in wellness tourism are seeking 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 in relaxation and renewal. By offering specific services and amenities made 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's important to note that based on cultural, geographic and personal preferences, the phrase "wellness tourism" may refer to a variety of activities and experiences.

Therefore, wellness tourism is a revolutionary travel trend that emphasizes total well-being. This type of tourism gives visitors the ability to leave their routine, rejuvenate their spirit and return home with a restored feeling of energy and purpose by mixing leisure, self-care, cultural experiences and personal growth.

13.7 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, avoid lengthy waiting periods for procedures, get specialized care or even combine medical care with a holiday or leisure trip.

Medical tourism locations frequently draw people by providing a combination of qualified medical staff, modern amenities, affordable prices and the chance to recover in attractive or exotic environments. The quality of care, safety requirements, follow-up care and potential legal and ethical difficulties that may occur when receiving medical care overseas are additional concerns raised by medical tourism.

People who are thinking about using medical tourism should do their homework and carefully plan their trips, making sure to check the credentials of the healthcare professionals, understand the risks involved, arrange for additional treatment with local healthcare providers and be aware of any possible barriers related to language or culture.

13.7.1 Difference between Health-Tourism and Wellness Tourism:

Health tourism and wellness tourism are two distinct concepts within the wider field of medical and leisure travel, each providing different aspects of individual well-being. To take advantage of specialized 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 particular medical issues, such as operations, transplants, or diagnostic tests, which frequently call for the assistance of medical professionals.

The goal of wellness tourism, in contrast, is to encourage total wellness, which includes 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. Wellness tourism, in addition to health tourism, places more of an emphasis on maintaining a healthy lifestyle than on medical procedures.

In simple terms, wellness tourism is focused on intentional self-care, relaxation and creating a state of overall health while health tourism is motivated by medical demands and treatments.

13.7.2 Top Medical Tourism Countries of the World:

Travelling abroad for medical care and treatment has been increasingly popular in recent years. Some countries have become well-known medical tourism hotspots because of the demand for high-quality medical care and the chance to travel to new places. In comparison to healthcare in patients' own countries, these locations frequently provide a wider selection of therapies, modern amenities and cost cuts. 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 a wide range of medical services, such as health holidays cosmetic surgery and dental care. Thailand draws a broad population seeking both choice and essential medical procedures because of 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, affordably priced medical services, including organ transplants, orthopaedics and cardiac surgery. The highly esteemed hospitals and speciality clinics in India attract a lot of medical tourists.

- **Mexico:** Medical tourists from North America often choose Mexico because of its accessibility to the United States and low cost. Among the most popular medical services in Mexico 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 looking for specialized treatments and procedures because of its effective healthcare system and excellent medical facilities. The country is a hotspot for medical tourists looking for difficult 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 a wide range of medical procedures, such as organ and hair transplants as well as 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 and have 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 a wide range of medical services, excellent healthcare facilities and cutting-edge surgical techniques in addition to 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 healthcare systems in the nation are renowned for their high standards and efficiency.

- **Malaysia:** Malaysia attracts medical tourists seeking a variety of treatments, from medical check-ups to fertility treatments and elective surgery, by combining modern medical facilities and cultural experiences. The country's healthcare sector is well-regulated and has won excellence on a global scale.

While there are many advantages to medical tourism, like financial savings and access to specialist treatments, it is essential to keep in mind that there are drawbacks as well, including cultural and language differences and different medical standards. To ensure a safe and effective trip, notable planning, in-depth study and consultation with medical experts are required before beginning a medical tourism excursion.

13.7.3 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 a large number of medical facilities that have received international approval. It is famous in particular for its modern approaches to orthopaedics, cardiac care and transplantation of organs.

- **Mumbai:** Mumbai, one of India's largest cities, provides a variety of medical services. The area's hospitals, which offer services in cancer treatment, neurosurgery and cosmetic surgery, rank among the best in the whole country.

- **Delhi:** The capital of the country is home to several prestigious hospitals and healthcare facilities. It serves as 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, with a special focus on fields including neurology, orthopaedics and reproductive medicine.

- **Hyderabad:** This city is well known for its advanced medical facilities and skilled medical staff. It is known for its innovations in ophthalmology, cardiology and robotic surgery in particular.

- **Kolkata:** Kolkata offers a combination of reasonably priced medical care and effective therapies. It is known for its expertise in disciplines like neurology, reproductive treatments and liver transplants.

13.8 Check Your Progress:

- **How will you define health tourism?**

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- **What are the various benefits of health tourism?**

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- **Enlighten the history of health tourism**.

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- **What are the different features of health tourism?**

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- **Explain why health tourism is beneficial for the tourism industry.**

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- **How will you distinguish between health tourism and wellness tourism?**

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- **What are various types of health tourism? Explain each.**

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13.9 Summary:

The "Health and Wellness Tourism" chapter explores the dynamic area of tourism that centres on promoting physical, mental and spiritual well-being. The idea of health and wellness tourism as a developing part of the larger tourist business is introduced to the 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 the wide range of products and services available 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 emphasizes 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 such as those with cultural sensitivity, sustainability and quality control. By asking students to consider the potential advantages and disadvantages of health and wellness tourism for both visitors and host communities, the chapter promotes creative thinking.

By the end of the chapter, students should have an understanding of all aspects of health and wellness tourism, its function in modern society and its effects on the travel and tourism sector. They have to be knowledgeable enough to evaluate the potential and difficulties presented by this developing trend and to take into account its wider effects on people's well-being and the development of places.

13.10 Glossary:

- **Health Tourism:** The practice of travelling to a different location to obtain medical treatment, wellness services, or healthcare experiences.

- **Medical Tourism:** A subset of health tourism that specifically involves 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:** A form of health tourism focused on maintaining or improving one's overall well-being through activities such as relaxation, meditation, fitness programs and holistic treatments.

- **Medical Procedure:** A specific medical intervention or treatment carried out by healthcare professionals to address a medical condition, injury, or disease.

- **Alternative Medicine:** Therapeutic practices and approaches that are outside the realm of conventional medical treatments, often involving natural remedies, holistic therapies and traditional healing methods.

- **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.

- **Quality of Care:** The level of medical treatment, facilities and healthcare services provided, encompassing safety, effectiveness, patient experience and outcomes.

- **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.

- **Globalization of Healthcare:** The phenomenon of healthcare services, providers and patients becoming increasingly interconnected on a global scale, enabling patients to access medical treatments beyond their home countries.

- **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.

- **Top Medical Tourism Destinations:** Specific countries or regions renowned for their advanced medical facilities, skilled healthcare professionals and attractive amenities, drawing international patients seeking medical treatments.

13.11 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 that influence 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 the healthcare services and facilities offered by the top medical tourism destinations.

- How has globalization impacted the growth of health tourism? Provide examples of its positive and negative effects.

- Analyze the economic and cultural implications of medical tourism for both the host country and the tourists' home countries.

- Discuss the challenges and potential risks associated with medical tourism, including issues related to quality, ethics and legal concerns.

- In your opinion, what are the key factors that a country must focus on to establish itself as a competitive medical tourism destination? Justify your answer with relevant examples.

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Unit-14
Rural Tourism

Structure:

14.0 Objectives:

After going through this unit on Rural Tourism with its special 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.

14.1 Introduction:

The book promises to take readers all around the world, this collection of rural tourism instances covers a wide range of landscapes, peoples, and techniques. The collection's objective is to give readers and academics a varied and dynamic feel for some of the challenges, opportunities, and experiences that rural tourism offers throughout the world.

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 greater work and social and cultural opportunities (Dashper, 2014). Rural tourism may provide a solution to some of the issues linked with lost economic opportunities and reduced population caused by agriculture's decline. Many governments and regional authorities have embraced rural tourism as a means of bringing new funds into rural areas, boosting growth, creating job possibilities, and 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 certainly be useful if it is implemented prudently in a country like India, where nearly 68.84% of the population lives in 6,38,000 villages and the majority of the villagers rely primarily on agricultural activity and need to find another field of activity urgently 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 available 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 in terms of arts, crafts, and

culture, and it has the potential to become a significant tourism destination for visitors who admire nature, communities, lifestyle, and culture.

14.2 Concept of Rural Tourism:

The rate and velocity of change in rural communities around the world have been an interesting aspect. Traditionally, the countryside was a place of production dominated by farming, however, changes in farming practises, Mechanisation and globalisation have had a significant impact. Altered 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 has an enormous effect on the social and cultural composition of rural communities. the out-migration especially among youth, has been widespread for the individuals who dwell in cities to find occupation.

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 as a result of developments. The number of tourists visiting rural areas has increased, as has the variety of recreational activities available to tourists, as has the nature of those activities, which 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, as well as often specialised skills and support. Such expertise is not always available in rural regions without major 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 be a significant means of increasing employment and revenue, as well as aiding in the social and economic development of rural societies.

 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 make reasonable use of natural assets and the environment in their spare time. To achieve good development in rural tourism, consider factors such as proper organisational arrangement, strategic planning for employees and training, tourism regulations, and raising funds. To achieve stable development in the tourism industry, there is a critical need for comprehensive management and coordination between the public and private sectors as well as rural communities.

14.3 Nature and Scope of Rural Tourism:

Tourism has been viewed as an essential tool for rejuvenating rural communities and has been supported by local and national governments around the world, including in Western nations such as Portugal and France throughout the former Soviet nations of Eastern Europe, as well as in 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 at large economically and socially, such as through safeguarding the region's culture and customs indigenous to the region and maintaining youthful talent in rural areas.

However, rural tourism development is frequently hindered by inadequate planning, an absence of infrastructure and outside financing, and bureaucracy. 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.

But 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, and even after they are living in towns and cities, they have a habit of heading back to their village homes on multiple occasions throughout the year, the concept of rural tourism is a bit confusing to the Indians as it is obvious to raise one crucial question: "Why should Indians pay money to go other villages when they can visit their own?" The answer is that both domestic and international visitor perspectives have undergone a major shift in recent years. The tourists are now searching for a trip that can provide them with something to remember. These more educated travellers have a keen interest in various 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 that specialize in distinctive arts and crafts in their original forms, which are difficult 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 the 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. The state of Uttarakhand is full of cultural diversity as well as natural beauty in every single 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 the right marketing, greater focus, and work, Uttarakhand rural tourism can gain not only national but also global recognition and can become a significant and well-known rural tourism destination for both domestic and foreign travellers. The fact that 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 initiatives have been also taken by the local communities to showcase their art and craft and literature in the global platforms.

14.4 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 very long time. It is innovative since historical rural tourism usually relates to scholar picnics and visiting friends and family in the countryside. It happened on its own and unpredictable travel habits, which did not boost the local economy or employment create opportunities or a sector. In its truest 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."

There is a widely accepted opinion in the academic community today that rural tourism began in France. Another claim is that the Industrial Revolution, which made people's lives better while providing them with more leisure time, was what 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, which led to the emergence of modern rural tourism in its truest form.

In the United States, Canada, and other nations, rural tourism underwent a phase of rapid expansion 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. Anyhow, 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 draw in 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 key component. As a result, rural tourism quickly expanded, creating a variety of unique rural tourist destinations.

14.5 Features and types of Rural Tourism:

The following features were used by the Council of Europe 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 type of tourism that promotes rural life, art, culture, and heritage in rural areas while also 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 are used to 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 particularly connected to farms and is most frequently linked to travel that includes lodging on farms and visiting farms as destinations.

- **Tourism in the Wilderness and Forests** Travelers discover the rural area's natural beauty and wilderness. It may be considered independent from ideas of rural tourism, or it may be informally combined. Tourists go to places where plants and animals live in their natural habitats through wilderness and forest tourism. Most of what it covers is non-consumptive 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 of the tourism activities that fall under the category of wilderness and forest tourism.

- Tourism in rural or natural settings is referred to as **"green tourism."** When 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. To build a mutually beneficial connection with the physical and social environment on which it depends and indirectly pushes to realize sustainability principles, green tourism is portrayed as a method of tourism growth.

- Ecotourism is a type of nature-based tourism (travelling to undeveloped, natural places) that focuses on actively promoting environmental preservation, providing tangible benefits to local communities and cultures, and giving 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 in a variety of ways to the region's economy. 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.

- Contributing to preservation and conservation.

- Raise the standard of living in the area.

- Helps in the renovation and reuse of abandoned buildings.

- Allow for the regrowth of places.

14.6 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 recognized as part of India's "explore rural India" program, which was created expressly to draw international visitors for longer stays in the nation and increase locals' incomes. The tourism ministry places a strong emphasis on teaching people tourist-related skills in addition to enhancing the sites' physical infrastructure, such as the roads and street lighting.

To offer residents vocational training, it has partnered with the United Nations Development Programme (UNDP). While UNDP grants for each site through the ministry for skill development, the ministry allows lakhs for infrastructural development at the 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 connecting markets support for the 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 that were developed by the tourism department's employees after consultation with the community and NGOs.

These initiatives had the goal of giving visitors a taste of the environment of a rural community through local cuisine, art, and culture. The establishment of infrastructure, rearranging and liberalization of policies, encouragement of investment, maintenance of law and order, employing of tourist police, development of complaint handling techniques, and standardization of goods and services were all deemed essential for the development of rural tourism.

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 North East Region (MOVCD-NER).

- The greatest Tourism Village Competition Portal was recently established to identify the greatest tourism village nationwide and to advance rural travel in the nation. The "Best Tourism Village Competition" will take place in three stages, with entries being accepted at the district, state, and finally 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.

- In 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 projects by the government which emphasises 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:**

The majority of the rural population, which frequently defines rural markets, continues to live below the poverty line. The villagers are more interested in travelling to the nearby town in search of 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 the potential of rural tourism that can act as an alternative source of income.

Additionally, the majority of rural marketplaces are underdeveloped and have numerous obstacles. Even though many rural destinations are very promising in

terms of the availability of tourism resources, it can be difficult 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:**

Without a doubt, effective communication is a crucial tool 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, comprehend their needs (here, those of tourists), and deliver the appropriate services at the appropriate time are key components of the success of tourism marketing.

• **Inadequate funding:**

The majority of rural tourist marketers are from low-income families, and local banks or government agencies do not always provide them with financial assistance in the form of loans. Because of this, even if these marketers have original business ideas, they frequently are unable to launch their desired organizations 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 go. 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 amenities, trained individuals from urban areas generally are 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 previously mentioned essential amenities.

14.7 Famous Rural Tourism Destinations:

The idea of rural tourism is gradually gaining popularity among tourists. In actuality, though, more people need to become aware of the natural beauty and travel options that India's rural communities provide.

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.

14.8 Check Your Progress:

- What do you understand by Rural Tourism?

- What are the challenges faced by tourists in the context of visiting any rural destination? Explain any two.

- Write any 5 measures to promote rural tourism.

- What marketing strategies have been adopted by the Government of India for rural tourism development and growth?

- Write any 4 sites of rural tourism located in India.

14.9 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 the process of 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, especially as part of a large-scale and ongoing population shift, from one area or community to another.

- **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.

14.10 Summary:

In this chapter, we learned that rural tourism has several benefits and might play a significant role in the growth of the economy, particularly in rural areas. The Ministry of Tourism of the Government of India has started several initiatives to advance rural travel in the nation. As one of the newest forms of tourism, rural tourism has grown in popularity. A counter-urbanization condition has developed as a result of the stress of urban living. As a result, interest in rural areas is rising. The traveller is motivated to engage in this activity by several 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.

14.11 Self-Assessment Questions:

- What do you understand by Agri Tourism? Write down the difference between agri-tourism and eco-tourism.

- What are the challenges faced by tourists in the context of visiting any rural destination? Explain any two.
- Write any 5 measures to promote rural tourism.
- What marketing strategies have been adopted by the Government of India for rural tourism development and growth?
- Write any 4 sites of rural tourism located in India.

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Unit-15
Ecotourism

Structure:

15.0 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

15.1 Introduction:

In recent years, there has been an evolutionary change in the global tourist sector toward sustainable and ethical travel. As environmental concerns expand, tourists are becoming 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 goes into the various aspects of ecotourism, covering its goals, meaning and essential concepts.

15.2 Meaning of Ecotourism:

Ecotourism is a responsible and sustainable form of tourism that focuses on discovering natural environments while reducing harm to the environment and increasing efforts to protect them. Ecotourism, compared to regular tourism, 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 deeper 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 have a positive influence on the environment and society, successful ecotourism programs frequently work with conservation organizations, local communities and governmental entities. Visitors who accept

ecotourism ideals can help preserve the world's natural beauties for future generations while also having memorable and unique nature-based experiences.

15.2.1 Key Concepts of Ecotourism:

The following are the key concepts of ecotourism:-

- **Sustainability:** The sustainable development idea, which involves addressing existing needs without compromising the capacity of future generations to meet their own needs, is at the heart of eco-tourism. Resources should be conserved, waste should be reduced, local economies should be supported and local cultures should be 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 kept safe from misuse and harm because of responsible tourism.

- **Community Involvement:** Working closely with local communities is essential for the success of ecotourism programs. Making locals active participants in tourism activities gives them a chance to benefit financially and promotes participation in conservation programs. The preservation of 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 as well as hosts can develop a higher understanding of the environment and act more responsibly.

- **Alternative Income Sources:** Ecotourism aims to increase the residents' sources of income. Ecotourism may reduce poverty by providing sustainable economic substitutes outside of conventional activities like agriculture or forests. This will decrease the impact on the environment.

15.2.2 Benefits of Ecotourism:

Ecotourism, a responsible kind of travel which promotes nature and conservation, offers many benefits for the environment and nearby communities. This method of "responsible travel" aims to maximize beneficial contributions while minimizing negative effects. Conservation of Biodiversity: By increasing public awareness and providing money for initiatives to protect the environment, ecotourism is essential to preserve biodiversity. Protected natural areas frequently develop into ecotourism hotspots, which directly encourage their continued existence. Visitors have the chance to see a variety of ecosystems and species, which promotes a sense of connection and awareness. They are more likely to support conservation efforts and provide financial assistance for these because they recognize the significance and beauty of these habitats. The major 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 creates income that can support the construction of infrastructure, the supply of healthcare and the improvement of public education systems by luring tourists to less developed areas with unique natural charms. Additionally, ecotourism frequently hires locals as guides, guesthouse staff and artists, creating potential clients for direct employment. This decreases dependency on harmful operations like logging and mining and broadens local economies.

2) Cultural Preservation: The preservation of local cultures and traditions is helped by ecotourism. Local communities are encouraged to share their traditions, histories and artwork as tourists look for authentic experiences. It helps preserve cultural identity and pride while preventing the decline of traditional methods of life. Furthermore, communities are less likely to adopt Westernized practices that can harm the environment by highlighting the worth of these traditions.

3) Environmental Education and Awareness: Ecotourism offers educational opportunities that can dramatically raise 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 frequently follows rigid regulations to avoid disturbing wildlife, such as keeping safe distances and employing biodegradable items. This focus on moral behaviour contributes to preserving 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 with anti-poaching tasks, conservation tasks and initiatives for reintroducing species in danger. This mutually beneficial relationship between ecotourism and conservation advances scientific understanding and has a positive impact on the environment.

We can now say that ecotourism serves as a complete travel strategy that helps the environment, local communities and tourists equally. Ecotourism establishes a beneficial cycle that benefits both natural and human systems by placing a high priority on sustainability, biodiversity conservation, economic development, cultural preservation, awareness of the environment and responsible behaviour. The advantages of ecotourism continue to have a significant impact on the nature of the global tourist industry as travellers seek meaningful and social experiences more frequently.

15.2.3 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. Overcrowding by tourists can affect local populations and cause damage to the environment.

- **Loss of Cultural Authenticity:** Commercialization and mass tourism can erode the authenticity of local cultures and traditions.

- **Wildlife Disturbance:** Irresponsible ecotourism practices can disrupt wildlife behaviour and habitats, leading to negative consequences for species and ecosystems.

The tourist sector has seen a significant change because of ecotourism, which has made travel a successful tool for community development, education and conservation. Ecotourism can have a good and long-term effect on the environment by promoting sustainable practices, preserving biodiversity and community engagement. However, to guarantee that the goals of ecotourism are completely achieved, responsible management, cooperation and dedication to moral principles are required. Ecotourism is expected to play an essential function in promoting a more sustainable and equal future for our planet as tourists grow more aware of their responsibility toward the environment and society.

15.3 History of Eco-Tourism:

The phrase "ecotourism," which combines "ecology" and "tourism," refers to a responsible travel policy focusing on protecting the environment and helping local communities. It came up as a result of rising concerns about how traditional mass tourism affects the environment, cultural heritage and local populations badly. 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 a kind of tourism that encourages knowledge and involvement from tourists and preserves and protects the local natural and cultural

environment. The idea gained popularity throughout the 1980s and 1990s as tourists and governments realized the importance of striking a balance between tourism growth, environmental protection and local interaction.

2) International Recognition and Guidelines (1990s):

In 1992, the United Nations Environment Programme (UNEP) organized 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 went for genuine and ecologically friendly experiences. The rapid growth of ecotourism, however, caused issues about possible 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 come to understand the value of sustainable practices, ecotourism continues to develop. Participation in communities, preservation of the environment and easy 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.

15.4 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 effects on the environment while developing a stronger bond between

visitors and the places they go. We will explore the main characteristics and different kinds of ecotourism in this article.

15.4.1 Features of Ecotourism:

Ecotourism is a type of responsible tourism that tries to protect natural areas and help local communities while giving tourists pleasant and valuable experiences. It highlights environmentally friendly methods that reduce harm to the environment while maximizing positive effects for the community. Here are some of the main characteristics of ecotourism in simple words:

- **Environmental Conservation:** Ecotourism focuses on the preservation and protection of species and their natural surroundings. Environmental disruption is minimized during tourist activities. To stop soil erosion and plant damage, paths and walks are built. To prevent stressful situations for animals, wildlife viewing is done at a safe distance. 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 source of revenue for them, 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 important 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 negative environmental effects. This may include making use of 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 in reaching a larger portion of the local population with the economic advantages of tourism. Additionally, since guests may communicate directly with hosts and guides on the ground, their experiences can be more individualized and genuine.

- **Cultural Respect***:* The importance of preserving regional cultures and traditions is recognized in ecotourism. Instead of imposing their standards, tourists are advised to become familiar with and participate in the local culture. Both tourists and local populations gain from this exchange of cultures, which promotes awareness and understanding.

- **Low Environmental Impact**: Ecotourism seeks to have a negligible influence on the environment, compared with traditional tourism. Tour operators carefully consider their activities to prevent harm to delicate ecological systems. They encourage outdoor hobbies like hiking, bird watching and nature photography, which have less of an impact than activities that cause major 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 while doing so by being aware of and using these qualities.

15.4.2 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 strategy for tourism seeks to reduce adverse effects on the environment and promote

the welfare of nearby populations. 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 get a chance to 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 in mind, 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 impact on the environment during their outdoor adventures.

- **Cultural Ecotourism:** Learning about native peoples and their traditional interactions with the environment is a key component of cultural ecotourism. Visitors interact with people from the area, discover their customs and receive knowledge of sustainable methods that have been passed down through the years.

This kind of ecotourism encourages dialogue between cultures, awareness and appreciation while helping to keep old customs alive.

- **Community-Based Ecotourism:** Community-based ecotourism involves working together 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 their travel spending.

- **Educational Ecotourism:** The main goal of educational ecotourism is to give visitors the chance 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 kind of 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 some of the tasks that participants can help with. This kind of ecotourism not only supports conservation efforts but also gives visitors a sense of achievement by getting them involved in useful projects.

So, after reading this we understood that ecotourism includes a wide range of activities that let visitors 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 good impact, whether it's through animal observation, lodging in eco-friendly properties, participating in adventurous activities or supporting community initiatives. People can have great experiences while also ensuring that these natural and cultural beauties are preserved for upcoming generations by selecting ecotourism.

15.5 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 that are 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 in turn protects a variety of 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 makes an effort to reduce its impact on the environment 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 plays a crucial part 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 economic prosperity of the community by engaging in ecotourism activities, motivating them to preserve their natural environment and heritage.

- **Promoting Sustainable Development:**

Eco-tourism encourages sustainable development by achieving a balance between 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. With this strategy, future generations will be able to profit from these special places without compromising their natural integrity.

- **Raising Environmental Awareness:**

A great 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 every day, which furthers 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. We can help in the preservation of distinctive traditions, languages and practices that are essential to these people's sense of identity by supporting sustainable tourism.

Eco-tourism is a responsible way to experience and appreciate nature while protecting it for the coming 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 organizations and speaking up for environmental protection.

15.6 Sustainable Tourism:

Having millions of visitors each year, tourism has grown to be an important global sector. However, its quick development and frequently unrestrained expansion have had negative impacts on the environment, society and culture. The idea of sustainable

tourism is to balance social well-being, environmental preservation and economic growth. The purpose of this note is 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 both visitors and host communities by learning about and putting sustainable tourism ideas into practice. By promoting environmental protection, we can all work toward a more sustainable and harmonious relationship with nature. The promotion of understanding between cultures and the creation of money for many locations all over the world are two important functions of tourism in economic development and cultural exchange. Thoughts about its sustainability have also been raised in light of its rapid expansion. As a response to these problems, the phrase "sustainable tourism" came into use, aiming to minimize harmful effects while promoting positive ones.

When discussing travel and leisure, the word "sustainable tourism" refers to a strategy that promotes long-term economic and social advantages while minimizing negative effects on the environment, culture and communities. The interconnection of environmental, social and economic concerns is recognized through its broad viewpoint. In sustainable tourism, the goal is to ensure that the visited locations are sustainable and lively for the coming generations. The focus goes beyond short-term profits.

A key component of this idea is environmental sustainability, which includes conserving ecosystems, using natural resources responsibly and cutting back on waste and pollution. Respecting and promoting local customs, cultures and communities while avoiding actions that cause exploitation or disturbance are essential components of 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 effective transportation and

lodging and improving tourist knowledge of responsible behaviour are all important aspects of sustainable tourism. This strategy helps to empower locals and enhances their quality of life while also preserving the natural and cultural assets of tourist places. In the end, sustainable tourism is about finding a balance between protecting the planet's resources for future generations while also positively influencing the visitor experience and the well-being of the communities that receive visitors.

15.6.1 Difference between Eco-Tourism and Sustainable Tourism:

While connected, eco-tourism and sustainable tourism offer different strategies for promoting responsible and moral travelling habits which put importance on the preservation of natural and cultural ecosystems. Eco-tourism places a particular focus on deep involvement in natural environments and places a priority on education, conservation and having a minimal environmental impact. In addition to boosting local economies, this type of tourism encourages visitors to take part in activities that increase public understanding of the importance of conserving biodiversity. Guided nature hikes, wildlife viewing and involvement in habitat restoration projects are some of 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 the preservation and repair of sensitive ecosystems.

On the other hand, sustainable tourism includes a wider range of methods designed to make sure that travel-related activities have a good and long-lasting influence on both natural and cultural surroundings. While eco-tourism concepts are included in sustainable tourism, its 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. The goal of sustainable tourism is 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 associated with tourism and assisting locally owned enterprises.

15.7 Ecotourism Destinations in India:

India is a vast and diverse country with an abundance of 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:** Located 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, giving visitors a chance 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 across India and Bangladesh and is famous for its majestic Royal Bengal tigers. The park is accessible through guided boat tours, providing visitors with a chance 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 natural beauty of the region.

- **Gir National Park, Gujarat:** Known as the last abode of the Asiatic lions, Gir National Park in Gujarat is dedicated to the conservation of these magnificent

creatures. The park also shelters various other wildlife species, such as leopards, hyenas and numerous bird species, making it a significant wildlife 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 eight "hottest hotspots" of biological diversity in the world. 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 a wide variety of wildlife, including elephants, tigers and many bird species. Visitors can engage in activities like nature walks and wildlife safaris while contributing to the conservation efforts of the park.

- **Sundarbans, West Bengal:** The Sundarbans mangrove forest is a UNESCO World Heritage Site and is famous for being the habitat of the elusive Royal Bengal tiger. This unique ecosystem is home to various wildlife species and provides opportunities for boat tours and bird watching. At the same time, it is also raising 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 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 unique ecosystem of the region.

- **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 of India it 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 ensure the

protection of these natural beauties for future generations by doing this. These ecotourism locations serve to both highlight India's dedication to protecting its natural heritage and to offer visitors unique and unforgettable experiences. Responsible ecotourism activities help the local community as well as the long-term preservation of these valuable ecosystems.

15.8 Check Your Progress:

- **How will you define Eco-Tourism?**

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- **What are the various benefits of Eco-Tourism?**

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- **Enlighten the history of Eco-Tourism:**

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- **What are the different features of Eco-Tourism?**

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- **Explain why Eco-Tourism is beneficial for the environment:**

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- **How will you define sustainable tourism in your language?**

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- **Write Eco-Tourism destinations of Assam and Kerala:**

15.9 Summary:

In the chapter on "Ecotourism," we understood the concept of sustainable and responsible tourism that aims to minimize environmental impact while promoting conservation efforts and supporting local communities. The chapter covered the fundamentals and techniques of ecotourism, focusing its focus on protecting the environment, animals and traditions. The importance of teaching and raising awareness among both tourists and host communities was pointed out as it was discussed how ecotourism may help local communities succeed economically by generating cash and job opportunities. The chapter looked at numerous instances of ecotourism efforts that were successful all around the world, highlighting the necessity 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.

15.10 Glossary:

- **Eco-Tourism:** Responsible travel that emphasizes conservation, education and sustainability while providing a positive experience for both tourists and the communities they visit.

- **Biodiversity:** The variety of life forms, from plants and animals to microorganisms, within a particular ecosystem.

- **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 takes into account 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.

15.11 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 contributes to the preservation of 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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