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# Tourism: Principles and Practices (MTTM-02)

## Master of Tourism and Travel Management (MTTM-24)



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**Unit-1**

**Tourism- Meaning, Nature and Scope**

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**Structure:**

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**1.1 Introduction:**

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Travel is one of the oldest activities. It existed even before 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 factors 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 the travellers from distant lands started moving about in large numbers and visited many places for business purposes. Thus the 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 exchanged and science, technology, religious faith also experienced the influence of each other.

Today we are living in an 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 economic criteria depending upon the living standards of these countries. To get financial sound status all countries are making their efforts, during sound financial position many countries have started the nearly blind race of industrialization, which raised a big problem of environmental pollution. So the need of such industry felt which could earn maximum foreign exchanges being least pollutant. The quest ends with the promotion and development of 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 for which it is also called "Smokeless Industry". The importance of this industry can be well understood as it promotes national integration, builds better international understanding besides generating vast employment opportunities. The whole economy of many countries like Singapore, Thailand and France etc. is solely based on tourism.

One of the major characteristics of modern times is the phenomenon of travel and tourism. Almost all inventions and innovations in the world have in some way contributed to the increased ability of people to travel. Today, people talk of visiting capitals and exotic places around the world almost as an everyday happenstance. It

is seldom one goes to a party or social function without hearing people talking about far off places they have visited or intend to visit soon. Our world has become a world where countries and communities are in contact with each other. One major avenue through which this contact is made is tourism. Today, tourism is at its peak. It is more highly developed than it has even been.

People have always travelled, but in the first few thousand years of human history, only a select few could do so. Most people were concerned with the daily task of living; their idea of a trip was to their 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 the rural kinship system led to the formation of recreational groups. Leisure pursuits became a new aspect of our society. There was a change from the concept that "the idle mind is the devil's workshop" to the realization that leisure is a human right if not a God-given one. Still, old habits die hard, and whether conscious or unconscious, many people still think of idleness as wrong.

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

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**General Concepts of tourism:**

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Krippendorff 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)** its economy, **(3)** its government and **(4)** its environment or resources. In turn, each of these parts of society can be analyzed 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 gaining priorities in the hierarchy of needs. The professional careers, security, and salaries are losing importance. One begins to realize that man has an overabundance of money and possession, but that he does not have enough time. People are rediscovering the meaning of time. He concluded with the statement that, although the character of travel will change as society changes, tourism will contribute to the desire for a better life and help in building a better society.

The study of tourism has become very complex. To understand it better, there is a need to consider the various points of view held by many participants in the field. These different perspectives are held by 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 want 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 of transportation, accommodations, shopping, and activities. All these components, from a duty-free store in an international airport through 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 their country or region to another. To some governments, particularly socialist nations, the flow of money is very important to their economy and stability and must be carefully controlled.

- **Host Governments:** Host governments 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 four parts:

1. Dynamic element
2. Service element
3. Functional element
4. Consequential element

1. **Dynamic Element: The Tourism Phenomenon:** The tourism phenomenon is an extraordinary occurrence, which developed historically from the activity of the privileged few to a mass cultural lifestyle, accepted as a basic need of our modern world. It is characterized by constant change, producing personal, social, and physical benefits, that holds great promise for human growth and development in society.
2. **Service Element: The Tourism System:** The tourism system is an open-ended arrangement of components logically related or practically connected 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 socialite of 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.

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**1.2 Tourism: Definitions:**

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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. A 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 tourist then we are better able to use the number of data to determine whether or not to build, where to advertise, 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.

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**International Tourist:**

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**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.

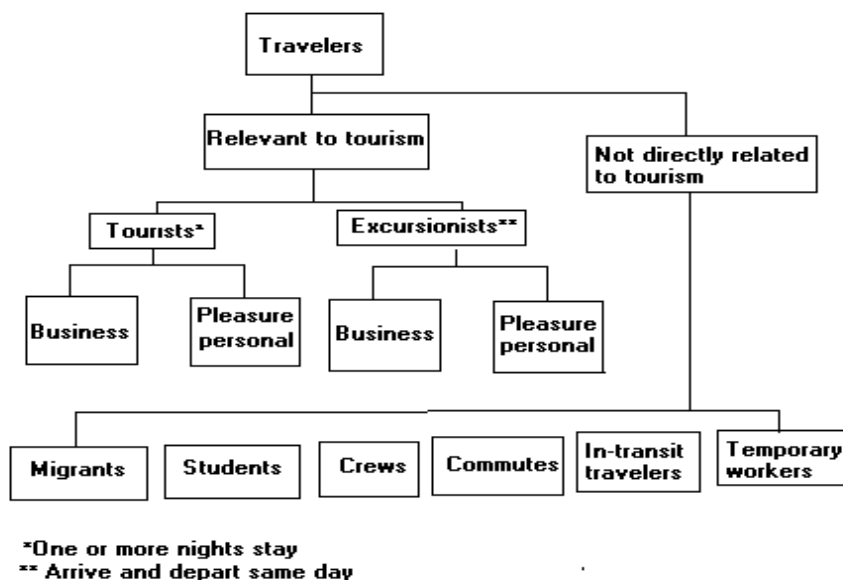
**2. IUOTO:** In 1950 the International Union of Official Travel Organizations (IUOTO), which later became the World Tourism Organization suggested two changes to the above definition. The organization recommended that 'students and young persons in boarding establishments or schools' be regarded as 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 a period of fewer 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 fewer than 24 hours, provided that the stops made are of short duration and for other than tourism purposes.

**3. United Nation's Rome Conference:** In 1963 the United Nations Conference on International Travel and Tourism in Rome recommended a definition of the term "visitor" to include any person who visits a country other than the one in which he or she lives for any purpose other than one which involves pay from the country being visited. Specifically, conference members noted that visits could be for the following reasons: **(1)** leisure, recreation, holiday, sport, health, study, religion; **(2)** business, family, friends, mission, meeting.

**4. United Nations Department of Economic and Social Affairs:** In 1978 the Department of Economic and Social Affairs of the U.N. published guidelines that included a definition of the term "international visitor." The agency recognized that

international visitors were those who visited a given country from abroad (what we might call inbound tourists)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 1.2. 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 Organizations is shown in Figure 1.2. Briefly, an international tourist is someone who spends at least one night, but not more than one year, in a country other than his or her own. The tourist can be there for a variety of reasons but not for pay from the country being visited. A person who meets the above criteria but who does not stay overnight is called an excursionist.

**Domestic Tourist:** World Tourism Organization has also proposed a definition for "Domestic tourist" that is based on length of stay:

Any person residing within a country, irrespective of nationality, travelling to a place within this country other than his usual residence for a period of not less than 24 hours or one night for a purpose other than the exercise of a remunerated activity

in the place visited. The motives for such travel may be **(1)** leisure (recreation, holidays, health, studies, religion, sports); **(2)** business, family, mission, meeting.

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

**National Tourism Resources Review Commission:** In 1973 the National Tourism Resources Review Commission published its landmark study of tourism in the United States. In it, the commission proposed that a domestic tourist 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 that 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.

**Sir George Young (1973)** utilizes a broader definition, saying that a tourist is someone who travels away from home.

**Professor W. Hunziker of Switzerland defined tourism in 1942** as “the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity.”

**In (1975), the department of Hotel, Catering and Tourism Management at the University of Surrey in England,** adopted a broader view; “Tourism denotes the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations. Much of this movement is international in character and much of it is a leisure activity” (Hudman & Hawkins, 1989)

**A.J. Burkart and S. Medlik (1981)** suggest both the journey and stay, outside the normal place of residence and work, if it is temporary, can be defined as tourism.

All the different definitions of tourism are evidence of how complex this subject is. In 1937, the League of Nations realized the importance of collecting tourism data. It suggested that tourists be considered as those people 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 UN 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.

1. **Tourists** are temporally visitors staying over twenty-four hours in the country visited, whose journey is in one of the following categories; leisure, recreation, holiday, sport, health, study, religion, business, family, friends, mission, meetings.
2. **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.

Another term used frequently is travel. 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 (1) movement between two or more places (origin and destination); (2) purpose; and (3) 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.

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**Check Your Progress-1:**

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- Study the above definitions of tourism and prepare a table of differences. Visit a nearby tourist attraction in your vicinity and prepare a classification of visitors after interviewing them.

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**Tourism Re-defined:**

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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:

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

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

- a) **Internal tourism**, which comprised domestic tourism and inbound tourism.
- b) **National tourism**, which comprises domestic tourism and outbound tourism.
- c) **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:

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

**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 spirit. It places tourism firmly as a part of the recreation activities spectrum of a person.

**Table-1**  
**The interrelationship between Leisure, Recreation and Tourism**

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

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

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**Classification of Tourism:**

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

1. **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.
2. **Cultural:** Cultural tourism satisfies the cultural and intellectual curiosity and involves visits to ancient monuments, places of historical or religious importance, etc.
3. **Sports/ Adventure:** Trips have taken by people to play golf, skiing in the mountains or hiking, fall within this category.
4. **Health:** Under this category, people travel for medical treatment or visit places where there are curative possibilities, for example, hot springs, spas, yoga, etc.
5. **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.
6. **Incentive Tourism:** Holiday trips are offered as incentives by major companies 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, 1997)

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**Check Your Progress-2:**

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- **Interview your friends and relatives and classify them by different types and forms of tourism.**

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**1.3 Elements of Tourism:**

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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 reachability 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:-**

1. Air
2. Land
3. Water
4. 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 who leaves from Delhi to Singapore by air or moves 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 at Singapore or Goa, transfers from airport to hotel and excursions.

**2. Accommodation:** A provision for stay overnight provided to the tourists is known as accommodation. It includes all types of lodging units viz Hotels, Motels, resorts, guesthouses, camping sites etc.

**3. Attractions:** Features that collectively or singly create the appeal of the destination. Attractions of a particular destination make the prime reason for leisure travel for any tourist. Had there been no place of interest at a destination, tourists would never visit that place. Attractions can be natural or man-made.

e.g. Dal lake in Srinagar is an example of a Natural attraction whereas the Taj Mahal in Agra is an example of a man-made attraction.

**4. Activities:** Anything that a tourist indulges himself in, at the destination is called an activity. e.g. boating, adventure sports, fishing, swimming etc. An activity rejuvenates a tourist and adds 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 entertainments
- Picnic sites & recreation
- Rafting or surfing equipment, fishing net and rods, Spa, sauna, Jacuzzi in the hotel etc.

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#### **1.4 Conceptual Discussions:**

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**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 determining 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 be it air, land or water, in simple words is a displacement or movement of a person from one place to another for business, leisure or holiday 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 into, at the destination till the time he comes back to Chandigarh would be called as Tourism.

Further explaining, travel enhances boundaries, opens up the mind, 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.

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**1.5 Global Tourism Scenario:**

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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, according to the World Tourism Organization, notably in Europe, the Middle East and the Americas, and is the leading source of foreign exchange in at least one in three developing countries. Countries with the highest ratios of tourism receipts to GNP are typically small island nations. Although much of the gross tourism receipts (i.e. 50-70 per cent) "leak" out of these countries to pay for imported tourism inputs, the ratio of net receipts to GNP remains much higher than for larger countries.

The fact remains that Tourism is not just one industry; it is many industries in one. Worldwide travel and tourism create a new job every 10 seconds. Out of every nine persons, one person earns a living from tourism, one out of every ten inhabitants of this planet is a tourist and thus, the predictions say that Travel is expected to grow 50 percent faster than any other sector of world employment.

**WTTC (World Travel and Tourism Corporation) research shows that between 2001 and 2011:**

- World Travel & Tourism is expected to generate US\$6,201.5 billion of economic activity
- (Total Demand) in 2005, growing (nominal terms) to US\$10,678.5 billion by 2015.
- Travel & Tourism Demand is expected to grow by 5.4% in 2005 and by 4.6% per annum, in real terms, between 2006 and 2015.
- Global Gross Domestic Product will increase from 10.7 per cent to 11 per cent;



- Global employment contribution will increase from 207.1 million to 260.4 million or 9 per cent of total global employment;
- The global value of tourism-related exports will increase from US\$ 1,063.8 billion to US\$ 2,538.3 billion or 12.8 per cent of global export value; and
- Global capital investment in tourism will increase from US\$ 657.7 billion to US\$ 1,434 billion or 9.3 per cent of global investment.

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**1.6 Drivers of Tourism Growth:**

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Continuing world prosperity has been the 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.

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**Present Trends in Global and Indian Tourism Industry:**

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- With increased technology in the coming years, the world would witness the emergence of fast transportation systems all around the world.
- 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 length. Increased frequency of transportation and its network is making it easy for people to reach far away destinations much faster.
- One of the major changes that are occurring in 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 lifestyles.
- One of the newest trends happening in global tourism is Single Holiday Tourists. As compared to Group Travel, people prefer to travel as single. Travel by Single Women travellers to India is increasing by 6 to 8 percent every year.
- With the increasing number of visitors to a common destination, managing visitors' requirements are becoming difficult for service organizations shortly. 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 domestic as well international health tourism market, hotel properties will develop or convert their hotels into spa resorts on the Ayurvedic and other rejuvenating concepts.
- In India, foreign hotel chains are thriving on the concept of franchising. All international players are scouting for properties in India.
- Internationally branded hotels are coming to India. The country has caught the fancy of leading international groups.
- Business travel 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.

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**Future of Tourism Industry:**

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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 on 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 intraregional and 0.4 billion will be long-haul travellers. The total tourist arrivals by region show 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 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 per cent in 2020.

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**1.7 Summary:**

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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 sophisticated knowledge of the world. Like any business, the travel and tourism industry must match its offering to prospective buyers.

The biggest market on earth - "THE WORLD". Pardon the cliché, but that is our market. There is no arguing the fact that today the world is unthinkable without tourism as an economic activity.

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 is called tourism.

"TOURISM IS A DIALOGUE BETWEEN IMAGINATION AND DESTINATION"

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**Check Your Progress-3:**

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1. **What is Krippendorf's analysis regarding travel and tourism?**

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2. **Who are the various participants in the field of tourism? And why there is a need to consider the various points of view held by many participants in the field of tourism.**

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**3. How we can divide the conceptual framework of tourism?**

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**4. What are the various elements in tourism?**

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**5. List various definitions of tourism?**

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6. What are the various classifications of travellers?

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7. What is the difference between 'visitor', 'traveller' and 'tourist'?

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8. What are various types and forms of tourism?

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9. What is the relationship between 'Leisure', 'Recreation' and 'Tourism'?

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**10. Elaborate the statement “Every traveller is not a tourist but every tourist is a traveller”.**

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**11. With the help of statistics highlight the volume of present global Travel & Tourism Industry. Also, highlight the tourism growth by 2020.**

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**1.8 Reference and Suggested readings:**

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**Unit-2**

**Travel and Tourism Through the Ages: Emergence of the  
Concept of Neo-Tourism**

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**Structure:**

**2.1 Introduction**

**2.2 Travel Through The Ages**

**2.3 Thomas Cook And The Beginning Of Modern Travel Agency**

**2.4 Concept Of Holidaying**

**2.5 Concept of tourism**

**2.6 Importance Of Tourism Business**

**2.7 Definitions of tourism**

**2.8 Typology of tourism**

**2.9 Summary**

**2.10 Reference and Suggested Readings:**

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**2.1 Introduction:**

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Travel has existed since the beginning of time when the primitive man set out, often traversing great distances, in search of food and clothing 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. 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 a major new industry, tourism. 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 with 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 (1992), 'Travel and Tourism' is the largest industry in the world on virtually any economic measures including; gross output, value-added, capital investment, employment and tax contribution.

However, the major problems of the travel and tourism industry that have hidden or obscured its economic impact are the diversity and fragmentation of the industry itself. The travel industry includes hotels, motels and other types of accommodation; restaurants and other food services; transportation services and facilities; amusements, attractions and other leisure facilities; gift shops and a large number of other enterprises. Since many of these businesses also serve residents,

the impact of spending by visitors can easily be overlooked or underestimated. In addition, Meis (1992) points out that the tourism industry involves concepts that have remained amorphous to both analysts and decision-makers. Moreover, in all nations, this problem has made it difficult for the industry to develop any type of reliable or credible tourism information base to estimate the contribution it makes to regional, national and global economies. However, the nature of this very diversity makes travel and tourism ideal vehicles for economic development in a wide variety of countries, regions or communities.

Once the exclusive province of the wealthy, travel and tourism has become an institutionalized way of life for most of the world's middleclass population. McIntosh and Goeldner (1990) suggest that tourism has become the largest commodity in international trade for many world nations, and for a significant number of other countries it ranks second or third. For example, tourism is the major source of income in Bermuda, Greece, Italy, Spain, Switzerland and most Caribbean countries. In addition, Hawkins and Ritchie (1991), quoting from data published by the American Express Company, suggest that the travel and tourism industry is the number one ranked employer in Australia, the Bahamas, Brazil, Canada, France, (the former) West Germany, Hong Kong, Italy, Jamaica, Japan, Singapore, the United Kingdom and the United States. Because of problems of definition which directly affect the statistical measurement, it is not possible with any degree of certainty to provide precise, valid or reliable data about the extent of worldwide tourism participation or its economic impact. In many cases, similar difficulties arise when attempts are made to measure domestic tourism.

Apart from the foreign exchange and employment problem, tourism also makes a tremendous contribution to the improvement of social and political understanding. Travelling in different countries fosters a better rapport between people of various tocks. Personal international contacts have always been an important way of spreading ideas about other cultures. Thus tourism is an important means of promoting cultural exchanges and international cooperation (Jayapalan 2001).

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## **2.2 Travel through the Ages:**

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During a million years, climate changes, dwindling food supplies or hostile invaders alone 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 Mohenjo-Daro civilization, 3,500 years ago. 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 dangers described in Homer's Odyssey. Herodotus, in 5<sup>th</sup> 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 to consult 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."

**The Romans:** Travel for pleasure was ready to take off during 200 years of peace when the Roman empire was at its peak. It meant that one could travel from Hadrian's Wall to the Euphrates without crossing a hostile border. Often the way was easy, for there was an extensive system of wide, well-marked, well-paved roads - a carriage ride was frequently smoother in the second century B.C. than in the eighteenth century A.D. Inns accommodated travelling government functionaries and traders. The Romans probably were the first pleasure travellers in the world. Travel became quite sophisticated by the time Christ was born. There are reasons to believe that pleasure travel also developed at the same time in China, India and Japan. The Romans used to travel up a hundred miles a day by using relays of horses, taken from rest posts five to six miles apart. They 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, decks draped with royal purple cloth.

**The Indians:** During the days of the Roman Empire, travel facilities in India were of a high order. Trade flower freely between India and Rome. When Alexander, the Great reached India, he found well-maintained roads lined with green trees, wells for water, police stations and rest houses. Along one highway, twelve hundred miles long and sixty-four feet wide, the Greek historians recorded that men travelled in chariots, bullock carts, on elephants, camels, horses and oxen. Emperor Ashoka’s emissaries travelled to Sri Lanka, East Asia and West Asia to spread the message of Lord Buddha. Chinese travellers came to India and have left accounts of their well known and extensive travels within the country. There was total safety on Indian roads. These travel accounts by foreign travellers are major sources of Indian history. There were other well-developed travel routes. Camel caravans took travellers along China’s Silk Road, the great trails from Baghdad to Aden, Samarkand to Timbuktu. Beginning with the establishment of a democratic government in Esphesus (now in Turkey) by Alexander the Great in 334 B.C., some 700,000 tourists would collect in Esphesus in a single season to be entertained by acrobats, jugglers and magicians, who filled the streets.

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**The Middle Ages:**

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The collapse of the Roman Empire in the fifth century and subsequent turmoil brought about the doom of holiday travel in this part of the world. The roads were no longer well maintained and became infested with brigands. Only about the year A.D. 1000, the principal European roads became relatively safe again, largely because of the goods traffic. During the period, no one travelled for pleasure. Men travelled to fight wars or went on pilgrimage to such holy places as Canterbury or St. James of Compostela. Travel facilities were a bare minimum. A fourteenth-century guidebook contains the following instructions from the mistress of an inn in

England to her maid, "Jenette lyghte the candell and lede them her above in the solere (upper room), and bare them hot water for to wash their feet, and cover them with quysshons."

In 1484, Friar Felix Fabri was advised to buy a "little cauldron, a frying pan, dishes, plates, saucers, cups of glass, a grater for bread and such necessaries," for the Captain of the ship provided passengers with, "feeble bread, feeble wine and stinking water."

Among the few great medieval travellers were Benjamin of Tudela, Marco Polo and Ibn Batuta. Benjamin of Tudela, a Jewish scholar who left Saragossa in 1160, travelled for thirteen years to Europe, Persia and India and gave details of Jewish communities and the geography of the places he visited. Marco Polo left Venice in 1271 with his father and uncle and travelled through Persia and Afghanistan to the "roof of the world" - the then-unknown Pamir Plateau. After crossing the Gobi Desert, he reached the place of Kublai Khan and lived in China for twenty years. On this way home, with rich jewels sewn-in seams of his tattered clothes, Ibn Batuta travelled in the fourteenth century from his birthplace, Tangier, to Arabia, Mesopotamia and Ashia Minor. He travelled to India by way of Samarkand, and remained in the courts of Delhi Sultan Mohammad Bin Tughlaq for eight years (A.D. 1334-1342). He also visited the Kaldive Islands, Sri Lanka, Summatra, Spain and Morocco.

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**The Renaissance and After:**

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The age of the Renaissance broadened the horizons of men and led to a quest for exploration and discovery. Not everyone could sail to Cathay, but the affluent could explore France, Germany, Italy and could even go further to Egypt and the Holy land. Travel before the industrial revolution was largely a matter of pilgrimage or business. From the end of the sixteenth century, some growth in private travel is evident, initially for educational purposes and later to satisfy a new curiosity about the way people lived at other places. Coaches were made in Hungary in the fifteenth century and during the next hundred years, these became fashionable possessions of the elite and the rich in Europe. These coaches were impressive contrivances with four wheels, elaborately carved roofs and open sides, which could be closed off with curtains. In England, luxurious inns developed where a person with a well-lined purse could be led to a lavender-scented chamber where he or she could dine in privacy. In the sixteenth century, it became customary to send young gentlemen on

a grand tour of the Continent for education with warnings like Scotland was 'wild' and France 'enough to vex any man.'

Stagecoaches were not comfortable due to bad roads. It took two days to travel a short distance from London to Brighton. Samuel Johnson took a journey to Italy in 1776. His friend Boswell records him saying, "...a man who has not been to Italy is always conscious of inferiority from his not having seen when it is expected a man should see. The grand object of travelling is to see the shores of the Mediterranean...all our religion, almost all our law, almost all our arts and all that sets us above the savages has come to us from the shores of the Mediterranean." This was the concept of a grand tour of the contemporary British milords. In 1785, Edward Gibbon was informed that forty thousand English, including masters and servants, were touring or living as residents on the Continent. Like the present-day tourists, the eighteenth-century tourists were also chided for "rushing through museums and art galleries following a wild goose chase under the conduct of some ignorant Tomb Shewer; overlooking things of great importance..." and were accused of seeing "monuments rather than men...ins rather than houses....routes rather than the country." Again, something familiar to us today!

Travellers entering England in the eighteenth century had to face tough customs officers who boarded ships and sometimes damaged cabins searching for contraband. On occasions, they searched beneath the ladies' petticoats because one hoop skirt had concealed a man!

Leisure in the eighteenth century became an attribute of the rich and the cultured. A man either belonged to a strata of society where he toiled all days of the week for a living, or he belonged to a class where he could order his life as he liked.

A revolutionary step in travel was taken in the first decade of the nineteenth century when John Loudon McAdam and Thomas Telford invented a road surface that replaced the dirt roads then existing in Europe. With the improvement of roads, stagecoaches became a popular mode of travel. Charles Dickens, the famous novelist, describes his journey to Italy in such a coach, which he had bought. He took with him his wife, sister-in-law, five children, three servants and a dog. "A good old shabby devil of a coach," he wrote, "was drawn by four horses, each with twenty-four jingling bells." As was customary those days, he engaged a courier as guide, travel agent and general factotum, who saw to the beds, proposed sightseeing trips, called for the horses and paid the bills. Dickens observed, "The landlady loves him,

the chambermaid blesses him, the waiter worships him.” Naturally! How true of tour escorts even today.

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**The Advent of the Steam Age:**

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**Railways:** Taking a holiday as such was almost invented with the railway and grew rapidly with its network. When the first railway was opened in England in 1825, John Bull complained that “the whole face of the kingdom is to be tattooed with these odious deformities.” Another journal pointed out that a steady ten miles with good English horses on good English roads were fast enough for any person, “except an escaping murder or a self-liberated felon” When a railway line was proposed from London to Woolrich a run at a speed of eighteen miles per hour, a contributor to the Quarterly Review wrote, “We should as soon expect the people of Woolrich to be fired off upon one of Congreve’s ricochet rockets as trust themselves to the mercy of such a machine going at such a rate.” The locomotive was considered the device of Satan, which might blow up any time.

In 1830, the first rail route in Europe, between Liverpool and Manchester, was built. Almost at the same time, a rail track was laid in France linking Paris and Versailles and in Germany between Nuremberg and Furth.

A little later, in 1838, a British entrepreneur took a trainload of tourists from Wadebridge to Bodmin to witness the public hanging of two murders. Since the gallows were visible from the train, most excursionists did not have to leave the open train to see the fun.

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**2.3 Thomas Cook & Beginning of Modern Travel Agency:**

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Three years later, in 1841, a travelling Baptist preacher and book salesman called Thomas Cook was on his way to attend a temperance meeting in Leicester when he thought of engaging a special train to carry friends of temperance from Leicester to Southborough and back to attend a rally. A group of 570 participants were signed up at the rate of one shilling a person for a 22-mile round trip. The trip included a band to play hymns, a picnic lunch of ham as well as afternoon tea.

This was the first publicly advertised tour in the world, which gave Thomas Cook an idea that selling travel could be a good business, making him the first travel agent. Later, he helped over 1,50,000 people to visit the Great Exhibition in London by organizing inclusive tours.



By 1856, Cook was advertising the first “Grand Circular Tour of the Continent”, including London, Antwerp, Brussels, Waterloo, Cologne, the Rhine, Mainz, Frankfurt, Heidelberg, Baden-Baden, Strasburg, Paris and London. By 1869, he was offering a conducted tour of the Holy Land to British travellers. He also took a tour of India.

What Thomas Cook did, others followed in Europe and USA. Cook’s company grew rapidly. It expanded in various directions including escorted tours to the Continent, the USA and around the world. Even today, the company he started is one of the largest travel outfits in the world, though no longer owned by his family.

Comfortable railways were started in America 125 years ago by George Mortimer Pullman, who built a train called ‘Pioneer’. It was the first sleeping car train where a berth cost two dollars per night. The train became a popular mode of travel in the United States for quite some time. American railways, however, were slow to respond to the challenge of the automobile and the aeroplane, and train travel thus has now virtually disappeared in the US as an important means of passenger transport. The reason primarily was the railways in the USA failed to respond to the needs of the passengers. In this process, rail-road became the means of transporting goods only. At present, there are not many passenger trains in the USA. Elsewhere in the world, railways continue to be a popular mode of travel despite severe competition from the automobile and the aeroplane. Japan has introduced its ‘Tokaido Express’, which runs at a speed of nearly 250 km per hour – a computerized train with a regulated speed, which carries passengers.

France has now trains, which exceed the speed of 350 kms an hour. Among other innovations of the railways are monorails elevated single tracks being developed in several countries and also “aero-trains” which run on an air cushion.

Significantly, major cities in the world from Miami to Hong Kong and from Hong Kong to Calcutta and Bombay are investing in rapid transit automated railway networks rather than urban motorways to handle the immense number of commuters and tourists.

In 1840, Sir Samuel Cunard ran the first regular steamship scheduled service, which later came to be known as Cunard Line. For many years, it provided luxurious sea travel between England and the United States. It is still a major shipping line.

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**Shipping Services:**

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Another development was taking place making an ocean crossing a comfortable and easy travel experience. In the mid-1800s, Trans Atlantic steamships were sailing between Europe and North America taking about 2 weeks.

In 1889, in the city of Paris, a twin-propeller steel-hulled liner cut travel time between the old and the new continent to 6 days. American tourists started discovering Europe and Europeans tried to rediscover America. On the eve of World War I, all-inclusive tours of Europe and America were being related from 400 to 1,000 depending on the length of the trip. Modern tourism had commenced.

International travel by ships became extensive and also the fastest way to travel between countries until steamship services suffered from the post-war competition of airlines. Pleasure travel by sea became virtually extinct in the seventies except for coastal cruises.

But, sea holidays have been revived once again by the introduction of luxurious cruise ships, some of them capable of carrying 1,000 or more passengers from one resort to another. Millions of people who have time and money are experiencing this travel mostly from the developed world. Sometimes, sea travel is combined with air travel to save time – you go by ship to a destination and return by air or vice versa. Airlines caught up with the steamships in the mid-fifties. By 1955, more Americans were crossing the Atlantic by air than by sea. In another 5 years, 80 per cent of the people were travelling by air rendering several steamship companies bankrupt.

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**The Automobile:**

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While railways and steamship companies satisfied the desire of the nineteenth-century traveller, another new contraption called 'motor car' or 'automobile' appeared on the scene to change the travel landscape of the twentieth century. Pioneers like Duryea and Studebaker Brothers, Carl Benz, Louis Renault and Bugatti built motorcars with a speed of up to twenty miles an hour. However, technical developments made the cars run faster and by the early twentieth century, it was possible to travel by car from New York to San Francisco – a distance of 3,000 miles. Dr Nelson Mack, an American doctor, was the first non-professional driver to drive across the United States in 1903 from San Francisco to New York. It took him sixty-three days to cover the distance and he had only one flat tyre during the journey. However, he had to wait for nineteen days for supplies and spare parts

during the total travel period. Today, there are more than 5,000 rent-a-car offices in the world in over 110 countries renting cars to travellers. Cars are polluting our Planet Earth.

As in the case of railways, the sceptics warned automobile users. Physicians warned early motorists of the “many dangers of the open road, poisonous fumes, currents of cold air, and in summer-time choking dust and swarms of winged insects”. Companies sold weird garments to protect motorists from dust and wind.

Today, it is estimated that eighty per cent of the holiday travel in the United States is by automobile. In Europe, the percentage maybe a little less. The worldwide ownership of cars was 425 million in 1990 – up from 190 million in 1970 according to the Motor Vehicles Manufacturers Association of US. Europe had the maximum number of cars (172 million) followed by America, which had 165 million. Asia had only 50 million cars and India had 2.5 million passengers’ cars in 1995. In the United States, about 25 million people have Recreational Vehicles (RVs) or trailers hooked to their cars when they go for a holiday. Some of the trailers have now become peripatetic homes where people live and move to another scene when they like to have a change. Some people carry collapsible camping equipment units that transform a car into an overnight shelter.

The development of the automobile industry has led to the demand for multi-lane highways all over the world, especially in developed countries. Along the major highways, the old wayside inns have given place to motels or modern inns – hostelrys specially built to cater to the needs of the road travellers. Some of these motels drive luxury accommodation with parking areas, swimming pools and sports facilities.

According to an official estimate, there are over 165 million passenger cars in North America alone and the number is increasing. Road tourism during the last fifty years has increased tremendously in all developed countries. Developing countries like India are also experiencing the shape of things to come in the sphere of road travel, such as choked highways, and more accidents. In 1990, 50,000 Indians died in road accidents compared to 10,000 only a decade ago. Deaths were due mainly to crowded roads and ill-trained drivers.

The prospects of car travel sound exciting. It has been projected that shortly, a system of tiny electronic chips tied to sonar and radar will warn drivers of an oncoming vehicle in the wrong lane, or of a slick road ahead. If there is a need to apply the brakes carefully rather than slamming them on, computers can be

programmed to take the braking operation away from the heavy foot of the driver and activate more cautionary measures. Moreover, electronic chips will compute the most efficient speeds to conserve fuel. This is already being tried with some of the most modern cars.

According to Stanford Research Institute in Menlo Park, California, the family car will not be called upon to serve as the dry horse of all labour. Rather, there may be a wider variety of vehicles - motorbikes and electronic cars for short-distance driving and large cars for longer trips - many of them are likely to be leased than owned. It is also projected that the cars in future may be made of heavy-duty plastic - a vehicle that may not be smaller but will be lighter and therefore, requiring less petrol. Lighter cars are also adaptable to battery power.

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**Air Travel:**

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Air travel has changed the complexion of travel and tourism completely, especially in the field of international tourism. We have devoted two subsequent chapters to air Transportation. Air travel has brought about the democratization of travel enabling millions of people to take a holiday or move on business. This mass movement of people all over the world made this earth into a small town.

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**2.4 Concept of Holiday:**

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Leisure is usually regarded as a synonym for frivolity. The things you do when you have nothing useful to do are called leisure activities. To do something slowly, ploddingly or inefficiently is described as doing it in a leisurely manner (Mishra 1999). Yet the old definition of leisure (from the Oxford English Dictionary), "the freedom or opportunity to do something specified or implied," should alert us that leisure is extraordinarily important. "Something specified or implied" can be *any action whatever*. This degree of generality tells us that leisure is fundamental to action. That was Aristotle's view. Aristotle, who was certainly not given to rash and thoughtless hyperbole, repeatedly emphasized the importance of leisure (*schole*). "As I must repeat once again, the first principle of all action is leisure." (*Pol.*, Bk VII, 3) Indeed, "we are busy that we may have leisure." (*Nich. Eth.* Bk X, 7.) According to Aristotle, leisure is the *goal* of busyness, of what we call labour. Aristotle is the first, and so far the only philosopher, to have held the doctrine that I call scholism: the view that leisure is a fundamental human value. He did not, however, give a formal account of its nature. The common definition of leisure as "time off work" or "time

for play" points out an important aspect of leisure: time. It specifies the nature of the freedom or opportunity which is involved in leisure: leisure is *time* available for action. Unfortunately, to define leisure as time off work is like defining money as a commodity that can be exchanged for useless luxuries. Such a definition of money would blind us to the practical uses of money, and the common definition of leisure blinds us to the profoundly practical uses of leisure Krippendorf (1987).

To grasp the full significance of leisure, we must recognize it as time available for *any action whatever*. When you set aside an hour, day or decade for a particular project, you are devoting an hour, day or decade *of your leisure* to that project. Whether your project is utterly frivolous or profoundly serious, you require leisure for it. Leisure is a basic resource that is necessary for, and which is used up in, the performance of any action whatever, and therefore in pursuit or enjoyment of *any value whatever* (Hudman and Hawkins 1989).

So, what is leisure? To devote your leisure to some action means to devote your mental and physical powers to that action for that period. It means to devote your life to that action for that period. A minute or hour of your leisure is a minute or hour of your life. Your leisure is your life. Formally, *leisure is an individual human life as measured by time*. Informally, *leisure is the time of your life*. Leisure is a value because life is a value. Leisure is just life regarded as a series of measured portions. Leisure is *both means and end* Leisure is a *means* to other values; we spend a certain amount of leisure to get them. Leisure is the *end* of those other values; we derive a certain amount of leisure *from* them, i.e., those other values sustain our lives *for some time*. The pattern is: labour is a means to other values; those other values are a means to leisure. Dropping the "other values" from this pattern we can say with Aristotle that we labour to have leisure! And because we recognize labour as simply a *use* of the quantitatively definite value of leisure, we can numerically compare the means we expend to the end we reap.

Since 1950 the concept of leisure has undergone considerable change. The rapid development of technology, transportation, mobility and communications has increased considerably the satisfaction of the lower echelon needs (except in our poverty areas) as described by Maslow (physical, safety, belonging and love, and esteem needs). This affluence has brought greater attention to the humanization of the industrial and technological world in which we live. This is very evident in the present philosophy of our youth. Greater attention now centres around Maslow's fifth basic need – *self-actualization*. People are neophylic animals. Once their lower

needs are met, they seek experiences to challenge their abilities and test their adaptability. The phenomenal economic growth since 1955, coupled with our political freedom and our vast opportunities for choice of lifestyles, has provided the setting for the development of the modern concept of leisure (Sapora 1975).

In the modern concept of leisure, the work-leisure (play-work) dichotomy no longer exists. Leisure is not *time*, but a state of being in which the individual has the resources, the opportunity and the capacity to do those things that contribute most to self-actualization and the recognition of one's responsibilities and relationships to one's fellow man. Many people find leisure expression in work or functional, goal-directed activities often looked upon in our early history as work, while others now work at what was play.

"We strived first to be saved by technology, now we strive to be saved from it." Thus one does not necessarily have to be playing badminton or bridge to be at leisure; one can be in a leisure state while engaging in a stimulating and refreshing challenge provided by work, and likewise, it can be said that one can be in a laborious state of work while engaging in a game of bridge! The work-leisure dichotomy then has distorted the real meaning of both work and leisure in our society. It has demeaned the value of work, set it off as something to be somehow tolerated, minimizing its dignity and its potential value and role in self-actualization and satisfaction. Likewise, people learned to believe that one had to be "doing some identifiable activity" like sport, music, drama, art, or some similar organized behaviour to be in a leisure state (Urry 1990).

Many substitute activities have been invented (many poorly designed playgrounds are examples of these) to herd people into somewhat strange and often undesirable situations. We have tended to box in personal expression and self-actualization in separate packages—into compartments—just as we have our educational system, religion and other social interactions. Satisfaction attained in the leisure state is personal, intrinsic, and an individual happening; one must discover for oneself in what situations these states of mind occur. And society must provide an adequate program of leisure education and a wide variety of opportunities for the individual to reach these expressive conditions (Watson & Kopachevsky 1994).

Providing worthwhile leisure opportunities for the masses of our population is a task unique in history. Today and in the future, we face more complex conditions than previous civilizations, but at the same time, we have more resources such as communication systems, computers, and technology never before available to deal

with the socio-economic variables that condition our use of leisure. Our knowledge of this behaviour and what we can predict about it for the future are crucial to the decisions which will be made about the amount, type, location and character of leisure choices and opportunities.

Leisure behaviour research, until relatively a few years ago, has been somewhat limited. Our concepts of leisure have been far too narrow. Between 1890 and 1930, those providing leisure services were kept busy planning organized, structured activities that were intended to meet critical social needs. More information is needed about what happens to people as a result of various leisure as well as work experiences. Recently a significant amount of research related to leisure behaviour, and the resources and the environment most closely related to this behaviour, has been completed by practitioners and researchers in the field of recreation and park administration and by individuals in several related disciplines. This research provides us with helpful information to clarify objectives and formulate basic concepts of leisure.

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### **2.5 Concept of Tourism:**

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The term 'Tourism' is of recent origin. In other words, it is of relatively modern origin. It is distinguishable by its mass character from the travel undertaken in the past. Many definitions and explanations have been given by many writers and scholars in their fashion for the term tourism. Let us see some of the definitions here to have a fair idea of tourism.

The great Austrian economist, Hermann V. Schullard says that "the total of operators, mainly of an economic nature, which directly relates to the entry, stay and movement of foreigners inside and outside a certain country city or region". It is considered one of the earliest definitions of tourism. He gave this definition in the year 1910.

Later on, the concept of tourism found good expressions in the year 1942 by Swiss Professor & Austrian economist, Hunziker and Krapf who stated, "Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity."

The above definition of Swiss Professors Hunziker and Krapf was subsequently adopted by the International Association of Scientific Experts in Tourism (IASSET). The IASSET definition brings out the following three distinct elements of tourism:

- (i) Involvement of travel by non-residents.
- (ii) Stay of temporary nature in the area visited.
- (iii) Stay not connected with any activity involving earnings.

**According to Hunziker (1951)**, "Social tourism is a type of tourism practised by low-income groups, and which is rendered possible and facilitated by entirely separate and, therefore, easily recognizable services." He proposed this definition during the Second Congress of Social Tourism held at Vienna and Salzburg in Austria in May 1959.

**According to Bhatia (1991)**, "Tourism does not exist alone. It consists of certain components, three of which may be considered basic. These three basic components of tourism are Transport, locale and Accommodation."

**In the words of Robinson (1979)**, the attractions of tourism are, to a very large extent, geographical in their character, location and accessibility are important.

Tourism is, therefore, a composite phenomenon that embraces the incidence of a mobile population of travellers who are strangers to the places they visit (Jayapalan 2001).

Tourism is a socio-economic phenomenon comprised of the activities and experiences of tourists and visitors away from their home environment, serviced by the travel and tourism industry and host destinations. The total of this activity, experience and services can be seen as the tourism product. Understanding the interrelationships between several parts of the system enables all tourism stakeholders to improve planning and management effectiveness and enhance the likelihood of success.

Essentially, the tourism system can be described in terms of supply and demand. Tourism planning should strive for a balance between demand (market) and supply (development). This requires an understanding not only of market characteristics and trends but also the planning process to meet these market needs. Furthermore, the context of the supply and demand sides needs to be carefully monitored and managed, e.g. ecological, political, social, cultural and other factors in the external and internal environments of the visitor demand and destination supply components must be carefully considered.

Often tourists from core generating markets are identified as the demand side; the supply side includes all facilities, programmes, attractions and land uses designed and managed for the visitors. These supply-side factors may be under the control of private enterprises, non-profit organizations and/or governments. New and



innovative forms of partnerships are also evolving to ensure the sustainable development and management of tourism-related resources.

The supply and demand side can be seen to be linked by flows of resources such as capital, labour, goods and tourist expenditures into the destination, and flows of marketing, promotion, tourist artefacts and experiences from the destination back into the tourist generating regions. In addition, some tourist expenditures may leak back into the visitor-generating areas through repatriation of profits of foreign tourism investors and payment for imported goods and services provided to tourists at the destination. Transportation provides an important linkage both to and from the destination.

For planning purposes, the major components that comprise the supply side are:

- Various modes of transportation and other tourism-related infrastructure.
- Tourist information.
- Marketing and promotion provided.
- The community or communities within the visitor destination area.
- The political and institutional frameworks for enabling tourism.
- The dynamic nature of tourism systems makes it critical to scan the external and internal environments of the destination regularly and to be prepared to make changes necessary to ensure a healthy and viable tourism industry. The tourism system is dynamic and complex due to many factors and sectors linked to the provision of the tourist experience and the generation of tourism revenues and markets. A large number of stakeholders are involved in this system. There is growing recognition that the interdependence of these stakeholders is essential for sustainable pro-poor tourism. Tourism development can no longer work in isolation of the environment and local communities or avoid the social and cultural consequences of tourism.

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**2.6 Importance of Tourism Business:**

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In the contemporary world, tourism is very much relevant in the development of the economies. A large number of developing countries are today fully aware of the potential benefits of tourism and most of those having suitable tourism infrastructure are very well ahead in the way of exploiting this avenue for economic development. Recognition of the growing importance of tourism in developing countries is also reflected in rapidly expanding literature on the subject. The major focus of this literature is on international tourism as a source of scarce foreign

exchange. Tourism (Domestic or International) can also play an important role in creating employment and income opportunities, in diversifying the regional imbalance through its backward and forward linkage efforts on the local industries and enterprises in the poor and backward area of the economy. It is, therefore, necessary to emphasise once again that from an economic point of view, tourism seems to play two major yet distinct roles in the overall development of the economy. **(A)** As a parameter of development of backward resource-poor areas mainly through the utilization of the relatively abundant human resources and thereby reducing regional disparity in the overall development of the economy and **(B)** as a source of earning scarce foreign exchange through an invincible export item.

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**2.7 Definitions of tourism:**

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**2.7.1 Definition of tourism by WTO:**

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It 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 not related to the exercise of an activity remunerated from within the place visited

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**2.7.2 Tourism: general definitions:**

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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 not related to the exercise of an activity remunerated from within the place visited. Tourism is different from travel. For tourism to happen, there must be a displacement: an individual has to travel, using any type of means of transportation (he might even travel on foot: nowadays, it is often the case for poorer societies and happens even in more developed ones, and concerns pilgrims, hikers ...). But all travel is not tourism. Young (1973)

Three criteria are used simultaneously to characterize a trip as belonging to tourism. The displacement must be such that:

- **It involves a displacement outside the usual environment:** this term is of utmost importance and will be discussed later on;
- **Type of purpose:** the travel must occur for any purpose different from being remunerated from within the place visited: the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purposes;

- **Duration:** only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay. We shall discuss the particularity of transit visits, from a conceptual and statistical point of view.

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**2.8 Typology of tourism:**

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Tourism can be divided into three parts:

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

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**2.9 Summary**

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After this unit now we have understood how tourism has developed through the different ages and different period's tourism as we know it today is distinctly a twentieth-century phenomenon, we have studied how with the rise in the industrial revolution has given birth to the middle class and relatively inexpensive transportation. We have studied how 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 a major new industry, tourism. 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 with 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. Now after studying this unit we have understood the development of tourism through different ages and how tourism can be differentiated on different bases. In the coming units, we will study the challenges, issues related to international tourism & also the different distribution patterns of international tourism today.

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**Unit-3**  
**Components and Their Interdependence: Elements  
of Tourism**

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**Structure:**

**3.0 Objectives**

**3.1 Introduction**

**3.2 Concept of Tourism System**

**3.2.1 Elements of the Tourism system**

**3.3 Components of Tourism and Tourism Management**

**3.3.1 Attractions /Resources and Environment**

**3.3.2 Operating sectors of the tourism industry**

**3.3.3 Spirit of Hospitality**

**3.3.4 Planning, Development, Promotion and Catalyst Organization**

**3.3.5 The Processes, Activities and Outcomes of Tourism**

**3.3.6 Careers in Tourism**

**3.4 Summary**

**3.5 Reference and Suggested Readings**

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**3.0 Objectives:**

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After studying this unit you should be able to:

- Understand the key concepts by which we analyze and describe tourism
- Understand the various dimensions and elements of tourism
- Outlines the concept of the tourism system
- Learn the Components of Tourism and Tourism Management

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**3.1 Introduction:**

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The extent of tourism activities across the globe and the sheer number of people who travel means that tourism is often described as one of the world's largest industries. Yet tourism is simultaneously an agent of culture and change and a substantial contributor to environmental change, including at the level of global environmental change. Given the popular image of tourism as being connected to leisure and fun, the scope of the study of tourism is vast. The study of tourism in modern society requires an analysis of both theoretical and practical considerations, using a conceptual framework that integrates both. Tourism should be analyzed in terms of its global scope, and how it affects both industrialized and developing countries. Increasingly, tourism can be viewed as a vital force for bringing people of the world together to share information, knowledge, and experience, to create goodwill, mutual understanding, and world peace.

Tourism should be treated as an emerging profession, representing a significant career opportunity. Tourism today should be distinguished from another type of movement by its transitory nature. Its essence, from antiquity to the mordent era, has been characterized by the friendly, courteous, and respectful treatment of the host and the guest to each other's needs and objectives.

This unit examines some of the key concepts by which we analyze and describe tourism. It discusses the various dimensions and elements of tourism. It outlines the concept of the tourism system, its elements and its implications concerning understanding how tourism is consumed and produced.

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**3.2 Concept of Tourism System:**

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When thinking of tourism at its most simplistic level it involves a spatial separation between 'home' and 'away' and travel between these two Zones. Yet this seemingly simple act carries with it a range of requirements and consequences, in terms of the

services required to meet the needs of tourists and the impacts tourists have upon places. These characteristics are illustrated by the following definition of tourism from Jafari (1977) as a study of man away from his usual habitat, of the industry which response to his needs, and the impact that both he and the industry have on the socio-cultural, economic, and physical environments.

Tribe (1997:64) defines tourism as: “the sum of the phenomena and relationships arising from the interaction in generating and host regions, of tourists, business suppliers, governments, communities, and environments.’One approach to understanding tourism is to encompass its different elements as a system. Towner (1996) suggests that by thinking of tourism as a system we can interpret it as being dynamic, open to change and continuity and that it can be viewed to operate on any spatial scale. One way of visualizing the inter-linkages of tourism is to think of it as a spider’s web, with each part inter-connected to each other, so that by touching one part ripple effects are felt throughout the system (Mill and Morrison, 1992).

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**3.2.1 Elements of the Tourism system:**

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Elements of the Tourism system is understanding tourism as both a cause and an effect of life in contemporary society. The elements include:

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

**II. 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 operation, distribution channels, and pricing strategy.

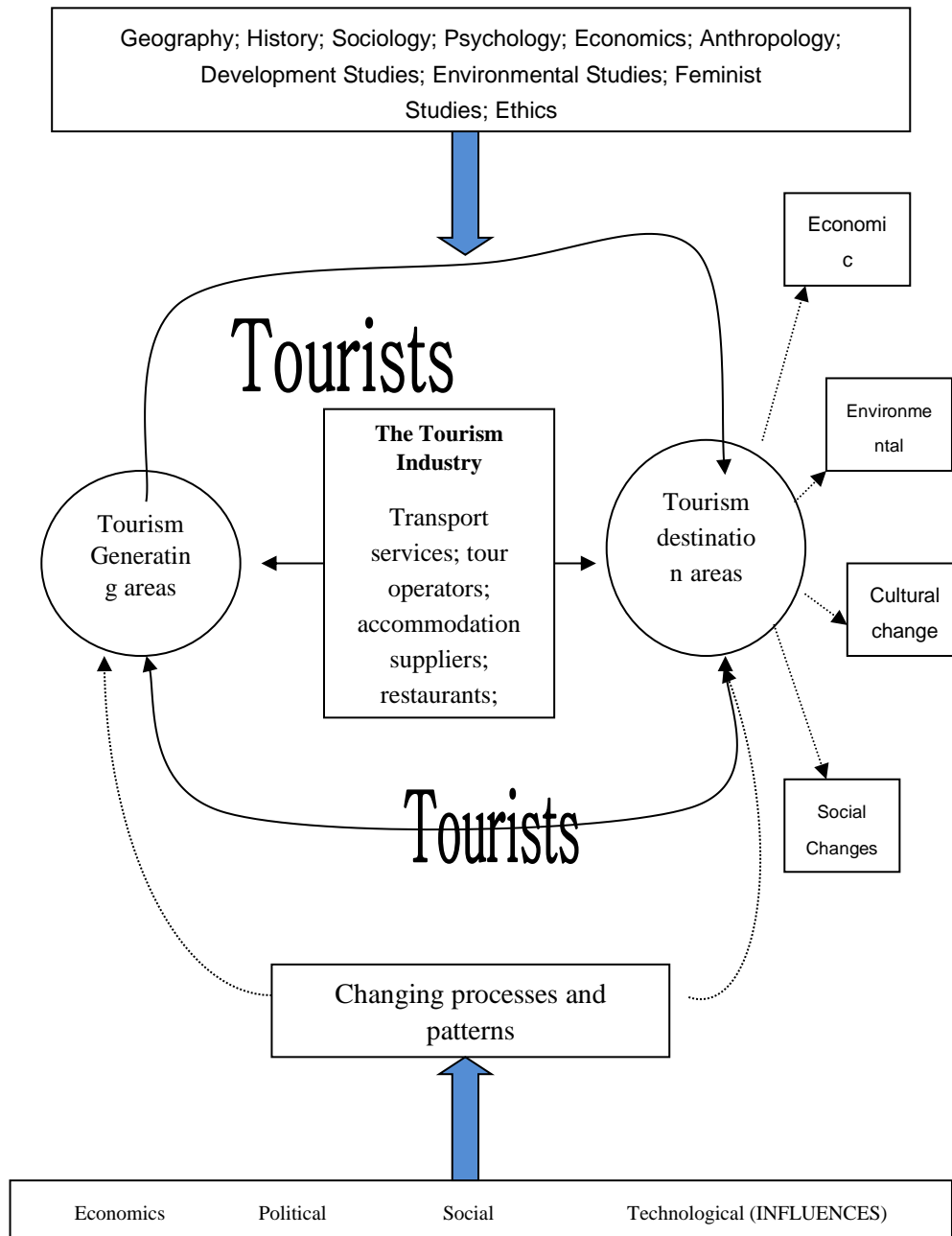
**III. Functional Element: Tourism Management:** Tourism management is the art of accomplishing all the functions required fulfilling a goal, including, but not limited





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

**Figure-1**  
**The Tourism System**



**Source:** Holden Andrew (2006), *Tourism Studies and Social Sciences*, Routledge. p.13.

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**3.3 Components of tourism and tourism Management:**

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Leisure Tourism is a complex phenomenon-one that is extremely difficult to describe succinctly. Any “model” of tourism must “capture” the composition- or components of the tourism system, as well as the key processes and outcomes that occur within tourism. These processes and outcomes include the very essence of tourism, the travel experience, and the supporting means by which tourism is made possible. The figure given below describes the complexity of the relationships among the many components of the tourism phenomenon

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**3.3.1. Attractions/Resources and Environment:**

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The most fundamental dimension and the very basis of tourism is the Natural Resources and Environment component. Any destination is primarily and unchangeable characterized by its physiography (the nature and appearance of its landscapes) and its climate (the kind of weather it has over a period of years. The other component of the natural environment is people. In the case of people, we must distinguish between two very important categories of individuals **(1)** those who “belong” to the destination **(2)** those who are current or potential visitors to the destination.

Attraction draws people to a destination. As an inducer of growth, they either are what first draw visitors to the area or in terms of development of to be developed first. The attraction may be a primary destination. Such as the Taj Mahal, Badrinath & Kedarnath where it is attractive enough to be the primary motivation for a visit. It might also be a secondary destination-an interesting or necessary place to visit for one or two days on the way to the primary destination. Such places are also called *stopovers* or touring destinations. The attraction may be based on natural resources, culture, ethnicity or entertainment

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**Natural Resources:**

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Every area is blessed to a certain extent with natural resources, which takes in the physical feature, the climate, and the natural beauty of the area. Each area has its unique combination of natural resources features. The most important feature for tourism is the attractiveness through the differences in temperature, the variety of the scenery, and the number of recreational opportunities the recourses allow.

Location or accessibility is very important to the success of a destination that relies upon natural resources. For most tourism destinations, there is a direct relationship between distance and demand-the farther away people are from the destination, the fewer their numbers visiting it as a proportion of total attendance.

The natural resources of a destination are very fragile. Because of its attractiveness, the destination draws people. These visitors leave their marks (and sometimes they are garbaged) on the resources. As a result, the destination becomes less attractive. Once the decline has started it is difficult to reverse. The key is to manage the resources in such a way that they will maintain their attractiveness to tourists.

The culture of an area is the way of life of its people. It is exhibited in such things as historical interest, religion, the way people live, the way they are governed, and their traditions- both past and present.

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**The Built Environment:**

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Another dimension of the tourism phenomenon is the built environment that has been created by humans. This built environment first includes the culture of the residents of the host region. The culture of a people reflects many dimensions of its past development and its current way of life. Culture is relatively a very permanent characteristic of a destination and one that cannot be changed simply to enhance tourism development.

The infrastructure of tourism destinations is yet another dimension of tourism. The infrastructure of an area is comprised of the following- Water system, Communication networks, health care facilities, transportation terminals, power sources, sewage/drainage area, streets highways, and security system. The attraction and facilities of a destination are not accessible to visitors until a basic infrastructure exists. Infrastructure is costly and requires a long lead time to plan and develop. While these components of the infrastructure can also be important to visitors, their primary functions are related to the ongoing daily needs of residents.

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**Facilities:**

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In contrast, a destination's tourism superstructure includes those facilities that have been developed especially to respond to the demands of visitors. The most obvious examples include hotels, restaurants, conference centres, car rentals, and major attractions. Because of their special tourism orientation, the characteristics of components of the superstructure are essentially determined by visitor wishes

rather than resident desires even though residents often desire many benefits from certain elements of the tourism superstructure.

The attraction brings people to the destination; facilities service them when they get there. Because they are away from home, the visitors require certain things- a place to stay, something to eat and drink. Facilities support, rather than start, the growth of a destination. The major facilities are lodging places, restaurants for food and beverages, support services and infrastructure.

**Lodging:** To be successful a destination area needs sufficient accommodation of the right kind to appeal to the visitor. It may be campsites, or bed and breakfast places in private homes, hotels, motels, or resorts. The type provided will depend upon the market being created.

**Food and Beverage:** The largest proportion of tourist dollars is spent on food and beverage. A majority of tourists, when they travel, seem to want both food and drinks with which they are familiar. Yet some destinations have marketed their cuisine as part of the tourism experience, when destinations do this they create a demand for local products.

**Support Service:** Support services for tourism include such things as a souvenir or duty-free shops, laundries, guides, and recreational facilities. In many cases, shopping becomes a major reason for travelling to a particular destination. Travellers will often go to Hong Kong solely for shopping bargains.

Technology is one of the most recent, and still increasingly influential, dimensions of the built environment that is shaping the nature of both tourism products/services and travel experiences. In many ways, technology can be viewed as one of the most distinctive and most powerful characteristics of the built environment since the dawn of modern tourism following World War II. The advent of jet aircraft and the massive invasion of telecommunications technology, linked closely with computer technology, have had a dramatic impact on the very essence of the tourism phenomenon.

A recent addition to the built environment of a destination is that of information. Increasingly, the success of a destination is determined by its ability to assemble, interpret, and effectively utilize information. Information is of several types: information concerning the potential tourism market, which is essential for destination design and development; information on the level of satisfaction of current visitors regarding the quality, or enjoyment, of their visitation experience; information regarding competitors and their activities; information concerning the

functioning or performance of the destination in its efforts to profitably provide attractive experiences to visitors; and information concerning the extent to which residents of the host region understand and support tourism as a long-term component of the socioeconomic system.

Finally, a dimension of tourism that often receives inadequate attention is the overall system of governance within which the tourism system functions. The system of governance surrounding tourism (the legal, political and fiscal systems regulating its functioning) has a profound impact on the ability of a destination to compete in the international marketplace and subsequently plays a major role in determining the profitability of individual firms. While the system of governance of a country or region may be viewed as an evolutionary dimension of the overall culture, it is subject to influence and change within an observable time frame. Recent changes like deregulation, privatization and global economic and social integration have given a dimension to tourism development. The events like September 11, 2001, have incited many governments to introduce new regulations concerning airline travel and entry to countries that impact both domestic and international travel.

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**3.3.2 Operating sectors of the tourism industry:**

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The operating sectors of the tourism industry represent what many of the general public perceives as “tourism”. First and foremost, the transportation sector, comprised of airlines, bus companies, and so on, tends to typify the movement of people and travel. The accommodation sector, which includes many well-known “brands” such as Hilton, Marriott, Howard Johnson, Best Western, and so on, is highly visible to the public. Similarly, the food services sector also contains a broad spectrum of brands and logos that have become part of everyday life in many communities. Examples include the world-famous chains of fast foods (McDonald’s, Pizza Hut, Burger King, KFC etc) and internationally known gourmet restaurants such as Maxim’s in Paris and Alfredos in Rome.

**Transportation:** The basis of tourism is that people want to travel to a place that is different from that they are used to a different culture, different climate, and different scenery. Different places are physically removed from each other. Hence there is the necessity to travel to them and the need for and the importance of, transportation to get there and to get there comfortably.

**Condition for travel:** Travel between two points can be explained in terms of three factors - Complementarily, intervening opportunity and transferability. For travel

to take place there must be a demand in one Place and supply in another. People in Scotland want sunshine (demand), the Mediterranean offers sunshine (supply), and thus complementarily exists. This factor will induce travel only if no intervening opportunity is present. If the same guarantee of sunshine could be found closer to home then people from Scotland would not travel to the Mediterranean. The third factor explaining travel is transferability-the distance between two points measured in time and money. Even if complementarily exists and there are no intervening opportunities, travel will not take place if the distance is perceived as being too far and/or the cost of travels perceived as being too great.

**Entertainment:** Tourists are often attracted to a place because of the entertainment provided. That entertainment may be a permanent feature of the destination such as a theme park or zoo. The attractions sector also contains many well-known icons in the tourism industry. The undisputed leader of the attraction world is Disneyland/Walt Disney World. Other world-famous attractions include the upscale Louvre museum in Paris, France; the Hermitage in St, Petersburg, Russia; Marine land and Knott's Berry Farm in the United States; the Pyramids in Egypt; Stonehenge in the United Kingdom; the Acropolis in Athens, Greece; and Niagara Falls, Canada.

There has been an increasing trend towards active participation in recreational activities. The attraction may not be to watch people run, for example, but to participate in sports. Closely related to attractions is the events sector. Its icons include the Kumbh Mela, Pushkar Fair etc of India, the October fest in Munich, Germany; the Calgary Stampede (Canada), the Mardi Gras of New Orleans and Rio de Janeiro, Brazil, the Boston Marathon, and the Super Bowl (USA), as well as such transient events as the World Cup of Soccer add the International Summer and Winter Olympic Games. At the other end of the "natural-manufactured" spectrum is the equally fast-growing component of entertainment Certain destinations, most notable Las Vegas, and Missouri, have grown up on a heavy diet of world-famous entertainers. More traditionally, New York/Broadway and Los Angeles/Hollywood have used various aspects of the entertainment industry to consolidate their worldwide reputations as "must-see" destinations.

The adventure and Outdoor recreation sector are one of the most rapidly growing components of modern tourism. Changes in demographics, values and lifestyles are creating increasing demand for activities such as golfing, skiing, snowboarding, white-water rafting, parasailing, hang gliding, mountain biking, and

mountaineering. Most of these activities are characterized by both an element of thrill-seeking and an element of being outdoors. A closely related desire for closeness to nature has given rise to the phenomenon of ecotourism, a travel activity in a natural setting.

The travel trade sector and tourism services are essential to the success and well-being of the tourism industry. Trade is composed of the retail travel agent and the wholesale tour operator. Both of these entities are critical to linking “experience suppliers” and the tourist. The multifaceted travel industry services sector provides yet another type of critical support for successful tourism. Computer support services, retail services, financial services, specialized consulting services, and tourism educators all make an important and usually unique contribution to the effective and efficient functioning of the complex tourism system. The fact remains that, as soon as any one of these services becomes deficient, tourism suffers.

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**3.3.3 Spirit of Hospitality:**

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Hospitality is defined as the art, practice, or art of being friendly, kind, and solicitous of guests, with appropriate concern for their health, comfort, security, and overall happiness. The hospitality of an area is the general feeling of welcome that tourists received while visiting the area. People do not want to go where they don't feel welcome. When most people think back on a trip, it is not the weather or scenery that comes to mind. Most often it is the memory of people-positive or negative interaction with other tourists, with the people of destination, or with the employee of restaurants, hotels and shops. The operating sectors of tourism are responsible for delivering high-quality, memorable experiences. However, to give these experiences in a warm spirit of hospitality is very crucial. Visitors have a natural human desire for warm acceptance as they seek to enjoy the range of experiences the destination has to offer. As such, the challenge facing destinations is to deliver their experiences in a way that enables the visitors to believe they are welcome, that they truly are guests. The destination can encourage a feeling of hospitality in several ways. While tourists naturally recognize that they are transient visitors, destinations must first train industry personnel to treat the tourist with fairness, respect, and a level of politeness. Employees can be instructed in such things as the importance of appearance, greeting guests, and being helpful. Second, the destination must encourage its permanent residents to behave as friendly hosts to visitors who are in unfamiliar surroundings. They should convey a friendly attitude



and when required, offer basic information and a helpful hand. It may be necessary to conduct a program to inform a resident of the destination of what tourism can do and is doing for their area. A community awareness program can show the benefit of both tourism and tourist. These small, but important gestures will do much to foster a destinations spirit of hospitality that will, in turn, greatly enhance the perceived value of all the other aspects of the visitation experience.

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**3.3.4 Planning, Development, Promotion and Catalyst Organization:**

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The success of tourism ultimately depends on the competence and ability of all of the operating sectors to deliver a quality experience to each tourist. There is another hidden component of tourism that is equally important in determining the success of a tourism destination. They are **planning, development, promotion and catalyst organizations**. They are the visionaries, policymakers, strategic planners and individuals and groups who “make the right thing happen” that are increasingly a determinant of successful tourism. Policymakers need to ensure that their destination offers the kinds of travel experiences that are most appropriate to the visitor, always keeping in mind any limitations imposed by the resources of the destination. Once the appropriate experiences have been identified through effective planning, it is essential to ensure that plans are translated into the facilities, events, and programs that are necessary to provide the visitor with the given experience on the ground.

In most countries, policy and planning involve two very important categories of stakeholders, namely, the public sector (government) and the private sector. At the national level, governments are usually represented by a national government tourism office (like the Department of Tourism or a National Tourism Corporation). A national travel/tourism industry association typically represents the private sector. At the state / provincial level, the public/private sector organizations are usually known respectively as the state/provincial government tourism office and the state/provincial travel industry association. The parallel equivalents at the city/municipal or regional level are local and city government tourism departments and local and city tourism associations or commonly, a convention and visitor bureau.

**The Importance of Integrated/Collaborative Planning and Development:** Because both the public and private sectors each control an important percentage of tourism facilities, events and programmes, it is critical that policy, planning, and

development efforts be continuously carried out within a joint, cooperative, collaborative organizational framework. Failure to acknowledge the impotence of this reality leads only to antagonism, strife, and disjointed strategic planning and development. As such, each destination must strive to create Destination Management Organizations (DMO) where collaboration is built into the design.

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**3.3.5. The Processes, Activities and Outcomes of Tourism:**

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It is essential to understand the nature of the processes and activities that both surround and occur within the tourism system and that in the end create the outcomes that are the essence of the phenomenon we call tourism. For successful tourism, the DMO, in collaboration with all stakeholders, must define the tourism philosophy of the destination and formulate a supportive policy, vision and strategy. These, in turn, provide direction and guidance for the detailed planning and development initiatives that will ultimately determine the nature and quality of the experience the destination is capable of offering. The availability of these experience offerings must be made known to potential visitors through effective marketing. Such marketing includes highly visible promotional efforts as well as the less glamorous dimensions of pricing and distribution of the travel products/experiences.

Successful marketing will attract a broad range of visitors whose behaviours provide them with enjoyment and the memorable experiences associated with these behaviours. These behaviours can give rise to both positive and negative impacts. The positive impacts pertain largely to the economic benefits that tourism provides. The negative impacts largely concern the ecological, social, cultural, and commemorative integrity of the destination.

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**3.3.6. Careers in Tourism:**

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All of the segments, sectors, and organizations require people to make the various processes work and to make the broad range of activities and experiences available to travellers. The people in the tourism industry, who provide these experiences, as in any industry, must perform a vast number of organizational functions. These functions range from relatively simple jobs to highly sophisticated and demanding tasks. All are important in providing a truly memorable vacations experience or efficient business travel.

The tourism industry is often characterized by the large number of front-line service jobs that must be performed for tourism to function effectively. For example, the accommodation sector required bell staff, front desk staff, and room maintenance staff. The food services sector requires cooks, waitresses, bartenders, and kitchen maintenance staff. The attractions sector requires facilitation and equipment operators, as do the entertainment event and transportation sectors. The adventure and outdoor recreation sector need guides and group leaders. The travels trade and tourism services sectors must have the personnel to assist travellers as they plan their trips, and then to meet their many needs for information and assistance throughout their travel experiences. The performance of the many tasks identified above requires many thousands of individuals who are trained to perform each specialized task in an effective and friendly manner.

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**Check your progress - II:**

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- 1. Explain The most fundamental dimension and the very basis of tourism is the Natural Resources and Environment component.**

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- 2. Write down the importance of the infrastructure and Facilities for tourism development.**

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**3. What is the significance of Transportation in Tourism?**

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*Check your answer with the one given at the end of the Unit.*

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**3.4 Summary:**

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One of the key characteristics of tourism is that the main location at which the consumption of experiences occurs is outside of the home environment of the purchaser. Although tourism is a service industry this does not mean that it is completely intangible. Tourism is based on a complex set of infrastructure and physical resources that have a significant impact on the places in which they are situated. However, what is being purchased by the tourist are the experiences provided by this infrastructure and set of resources, and not the infrastructure itself. Because tourism is an experience-based product it means that to be able to understand the tourism phenomenon we need to be able to understand both its consumption and production.

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**3.5 Answers to Check your progress**

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**Check your progress-I**

1. See .3.2.1
2. See Sub-Sec. 3.2.1.

**Check your progress-II**

1. See Sub-Sec. 3.3.1
  2. See Sub-Sec. 3.3.1
  3. See Sub-Sec. 3.3.2
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**3.6. Suggested Readings:**

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**Unit-4**  
**Different Approaches to Study Tourism and Their  
Application**

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**Structure:**

- 4.0 Introduction**
- 4.1 Objectives**
- 4.2 Changing Facets of Tourism**
- 4.3 Different Approaches to 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**
  - 4.3.6 Sociological Approach**
  - 4.3.7 Geographical Approach**
  - 4.3.8 Interdisciplinary Approach**
  - 4.3.9 Systems Approach**
- 4.4 Studying Tourism from Business Perspective**
- 4.5 Managing Information for Tourism Industry**
- 4.6 Summary**

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**4.0 Introduction:**

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In this unit, you will understand the changing facets of tourism and the need to understand the phenomenon from different perspectives. The different approaches of study of tourism clarify the conceptual understanding of the subject and the business perspective gives you an insight on operating a successful business venture.

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**4.1 Objectives:**

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- To understand the need to study Tourism because of the changing scenario.
- To familiarize you with different perspectives on the study of Tourism and its Applications.

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**4.2 Changing Facets of Tourism:**

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Human beings are innately curious concerning 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 maybe 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.

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

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**4.3 Concept of Holiday Different approaches:**

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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.

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**Institutional Approach:**

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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 acts on behalf of the customer, purchasing services from airlines, rental car companies, hotels, and so on.

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**Product Approach:**

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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.

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**Historical Approach:**

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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.

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**Managerial Approach:**

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The managerial approach is firmly oriented (microeconomic), focusing on the management activities necessary to operate a tourist enterprise, such as planning, research, pricing, advertising, control, 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, 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.

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**Economic Approach:**

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Because of its importance to both domestic and world economics, tourism has been examined closely by economists, who focus on supply, demand, the balance of payments, foreign exchange, employment, expenditures, development, multipliers, and other economic factors. This approach is useful in providing a framework for analysing tourism and its contributions to a country's economy and economic development. The disadvantage of the economic approach is that whereas tourism is an important economic phenomenon, it has non-economic impacts as well. The economic approach does not usually pay adequate attention to the environmental, cultural, psychological, sociological, and anthropological approaches.

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**Sociological Approach:**

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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 & the impact of tourism on society. This approach examines the social classes, habits, & 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. Tourism continues to make a massive impact on society; it will be studied more and more from a social point of view.

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**Geographical Approach:**

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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 the 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 have scholars in many other disciplines. Because the geographers' approach is so encompassing in dealing with land use, economic aspects, demographic impacts, and cultural problems, a study of their contributions is highly recommended.

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**Interdisciplinary Approaches:**

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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 the 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 1.1 illustrates the interdisciplinary nature of tourism studies and their reciprocity and mutuality.

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**The Systems Approach:**

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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.

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**4.4 Studying Tourism from Business Perspectives:**

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All the above approaches to the study of tourism help understand the tourism industry in totality, but to operate it in profitable manner tourism should be studied from a business perspective. For its success (at micro and macro level) it should be studied with marketing, management and financial approach. First, marketing concepts provide insights into why people travel as well as possible approaches to meeting their needs as they travel. Second, management concepts provide insights into the processes needed to meet societies' and visitors' current and future demands. Third, financial concepts provide the tools needed to understand, design, and supply profitable levels of visitor services. By combining knowledge from each of these perspectives, a basic understanding of tourism fundamentals can be developed.

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**Marketing:**

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Studying tourism from the marketing approach provides valuable insight into the process by which tourism organizations create and individual visitors obtain desired goods and services. Everyone who has either worked in or used tourism-related services knows that customers (visitors and guests) can be very demanding. The more you know about these travellers and how to meet their needs, the more successful you will be as a tourism professional. Individuals and organizations who

attempt to understand and successfully meet the needs of these visitors are practising what is called the marketing concept, an organizational philosophy centred around understanding and meeting the needs of customers.

Marketing theorists have coined a variety of phrases to describe the philosophy of an organization. The "production orientation" organization views its mission to most efficiently produce its product and customers will simply arrive to purchase whatever is produced. In a non-competitive, high-demand environment, this orientation works. Consider the gasoline industry. A second philosophy is the "sales orientation." Under this philosophy, an enterprise produces its product but it needs an effective (even pushy) sales force to encourage customers to buy all of the organization's production. This philosophy is frequently exhibited at large city hotels. The hotels have an inventory they need to "move" and it is the role of their sales staff to sell those beds each night and bring in conventions and wedding receptions, to fill ballrooms.

Notice that neither of these orientations focuses on the needs or wants of the customer: The focus is on the "need" of the organization to produce and sell. A third philosophy, the heart of marketing, places the customer at the core of a firm's production or service delivery purchase. This newer philosophy is called the "consumer orientation" and requires that organizations determine what customers want and need in a product or service so that a firm's offerings closely fit what is wanted by consumers and therefore selling of the firm's offerings becomes much easier.

Meeting visitor needs relies on a complex set of tools and techniques that are referred to as the **marketing mix**. The marketing mix consists of four variables that are often called the four Ps of marketing: Product, Price, Place, and Promotion. Product refers to the good or service that is being offered. Price is the value of the good or service. This value is the amount of money that will be paid as well as the time "given up" to obtain the good or service. Place includes the location and the activities that are required to make the good or service available to the visitor. Finally, promotion refers to all of the activities that are undertaken to communicate the availability and benefits of a particular good or service. Just think about yourself or someone else who is travelling to another city to attend a concert. How can each of the variables in the marketing mix come together to make that trip a memorable experience?

Although tourists, as a whole, are a very diverse group, they can be divided into subgroups or market segments. Market segmentation allows an organization to

develop the most appropriate marketing mix to meet the needs of specifically targeted visitor segments effectively and efficiently. For example, would a young college student want the same types of experiences at Disney World as a family would want?

Each market segment contains individuals who share many of the same characteristics and common needs. For example, business people may need to get to their destinations as quickly as possible while the summer vacationer may want to take the most leisurely and scenic route. Young college students may need to locate inexpensive accommodations at their destinations while a conventioner may need to stay at the hotel that is hosting the convention, regardless of price. Some visitors may be seeking a variety of entertaining outdoor activities while other visitors are interested in shows and shopping. This list of examples could go on, but the point should be clear: As organizations plan to meet these differing needs, they can no longer afford to try to serve the needs of all visitors. They simply do not have the resources to reach everyone and successfully meet their diverse needs.

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**Management:**

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Management furnishes additional tools and techniques to serve visitor needs successfully. Management, just like marketing, is essential to the continued success of all organizations, both public and private. The study of management provides a unified approach to planning, organizing, directing, and controlling present and future actions for accomplishing organizational goals. The economic, political, cultural, environmental, and technological forces affect all tourism organizations and play a key role in the development of strategic plans. Managers need to understand each of these forces and how they will impact decisions as they plan for the future.

Management is the common thread that holds any organization or activity together and keeps everyone moving in the same direction. For example, managers working for the Forest Service must decide how many people can comfortably use a campsite and when and where new campsites should be built. Government planners and administrators must make decisions about the desirability and necessity of new or expanded highways, airports, and shopping facilities. Restaurant managers must decide how many employees are needed to provide high-quality service and, at the same time, make a fair profit. Resort managers must decide whether or not to expand and what level of service to offer. Plan a trip yourself and you will begin to

see how all of the management functions must fit together to have a successful experience.

The process might go something like this. After you mentioned the possibility of renting a cottage at the beach to enjoy some sun, surf, and sand, several of your friends asked if they could go with you. The first management function used in putting this trip together is planning: where to go, how to get there, and how many will go. Once these decisions are made, the next function used is organizing. You are using the organizing function when you assign someone to search the Web for more information and decide who will make reservations, who will buy food and refreshments, and who will call everyone to make sure they show up on time on the day of departure.

The next logical step you would use in putting together your trip would be the directing function. You are directing as you answer questions and coordinate all of your planned activities. Finally, you will use the controlling function. You are controlling as you check maps, directions, itineraries, and reservations to ensure the success of your trip. Although the activities may be more complex, managers in all tourism-related activities are constantly going through the same types of processes.

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**Finance:**

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Studying tourism from a financial approach provides a basic understanding of how organizations manage revenues and expenses. To continue operating and providing services, tourism organizations must strive to generate revenues above expenses or effectively and efficiently use the financial resources they have been allocated. Even nonprofit and government organizations are being called on to generate more of their funding and to gain better control of their expenses.

By definition, a business is an organization operated to make a profit from the sale of goods and services. Profits are revenues in excess of expenses. They are used as a common yardstick to represent financial performance and are the ultimate measure of financial success. However, some tourism organizations such as governmental agencies, museums, and visitors' and convention bureaus may be classified as nonprofit. Even though they may not technically operate with a profit motive, most still strive to generate revenues above expenses. For simplicity, we will use the generic term "business" in our discussion of financial concepts. To use and communicate financial information, a common language must be spoken. That language is known as accounting, which is often called the "language of business."

Accounting is an activity designed to accumulate, measure, and communicate financial information to various decision-makers, such as investors, creditors, managers, and front-line employees. One of the purposes of accounting information is to provide the data needed to make informed decisions.

Three basic building blocks are used to measure financial success:

1. Margin (the amount of each sales rupee remaining after operating expenses have been deducted)
2. Turnover (the number of times each rupee of operating assets has been used to produce a rupee of sales)
3. Leverage (the extent to which borrowed funds are being used)

When these three components are multiplied together, they equal return on investment (ROI), which measures profit. The ability to operate profitably is critical to tourism organizations since they are typically faced with low margins, high turnover, and the need to use leverage (other people's money), managing these three components is a delicate balancing act, and tourism is an industry in which every nickel counts and profits depend on recognizing the importance of pennies.

Let's look at some practical examples of how these building blocks for financial success might work in specific segments of the tourism industry. In its simplest form, the margin for a food-service operator serving a hamburger would be the sales price minus the cost of preparation, ingredients, and service. Airlines would measure turnover by the number of times a seat was sold during 24 hours. Leverage is an indication of how much money has been borrowed or invested in a business. For example, a ski resort wanting to add a new gondola might go to a bank or investor to get the money needed for this expansion.

An organization's financial information system allows it to read its environment and move in the direction of profitable operations.

Basic knowledge of geography, marketing, management, and finance concepts will provide many of the tools needed for your future success in the tourism industry. However, the importance and practice of hospitality must be added to these basic concepts. To make a profit, managers must use their marketing and management skills to extend hospitality and high-quality service that meet guests' needs.

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#### **4.5 Managing Information For Tourism Industry:**

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An enormous challenge to any business in the tourism industry is managing information. Who are the many different guests of the business? Where do they



come from? What do they have in common and how do their needs differ? What time of year do they come and how long do they stay? What qualities and services do we have or need to develop to fit visitor lifestyles? The questions are endless and so is the amount of data generated by the answers. The ability to segment markets and serve them profitably is a critical component to competing successfully in the global tourism industry. So how do you put all the data into clear, easy-to-use information and put it into the hands of people to use it? One answer is to use a geographic information system (GIS) for presentation and spatial data analysis (information linked to geographic location).

A geographic information system is a set of computerized tools, including both hardware and software. GIS systems are used for collecting, storing, retrieving, transforming, and displaying spatial data.

An easier way to think of GIS is as a marriage between computerized mapping and database management systems. In other words, anything that can appear on a map can be fed into a computer and then compared to anything on any other map, and everything on any map can have layers of data and information attached. GIS is a powerful technology and its potential uses are endless.

Tourism companies are now beginning to harness the power of GIS to improve their services. For example, Hertz Corporation is using the technologies of geographic information systems, global positioning satellites (GPS), and electronic route guidance, software in its Hertz Neverlost sm system. When a traveller picks up a Hertz NeverLost sm -equipped rental car, he or she can punch in the address of a hotel and receive computer-generated voice instructions and video displays of the directions.

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**4.6 Summary:**

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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, 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, Sociology, Psychology, Political Science, Transportation, Law, Marketing, Urban and Regional Planning, Geography, Business, History and many more disciplines. 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.

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**4.7 Discussion Questions:**

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**Q1** Discuss the different approaches to the study of tourism.

**Q2** What is the importance of the managerial perspective of the study of tourism?

**Q3** What is the significance of studying tourism from a Business Perspective.

**Q4** Discuss the different approaches which are studied from a business perspective in detail.

**Q5** What is the importance of Information in the Tourism Industry? How is it managed? Name the different technologies used for information management.

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**4.8 Further Readings:**

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- Tourism Bhatia, A. K. *Tourism Development Principles And Practices*, Sterling Publishers, 2005.
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**Unit-5**

**Types and Typologies of Tourism and the Emerging Trends**

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**Structure:**

**5.0 Objectives**

**5.1 Introduction**

**5.2 Mass Tourism**

**5.3 Alternative Tourism**

**5.3.1 Medical Tourism and Health Tourism**

**5.3.2 Ecotourism**

**5.3.3 Golf Tourism**

**5.3.4 Spiritual Tourism**

**5.3.5 Adventure Tourism**

**5.3.6 Rural /Farm /Village Tourism**

**5.3.7 Theme Park Tourism**

**5.3.8 Camping Tourism**

**5.4 Alternative Tourism–A New Approach for Tourism Promotion**

**5.5 Summary**

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**5.0 Objectives:**

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After reading this unit, you will be able to:

- Describe what are different forms of tourism;
- Describe what is alternative tourism;
- Explain what are various alternative tourism forms; and
- Discuss how these alternative forms can be helpful in tourism promotion.

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**5.1 Introduction:**

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Something has surely happened in the world of tourism recently. Opinions are stating that the era of traditional package holidays or “mass tourism” has come to an end. The newer tourism forms can be seen as representing new concepts and approaches for modern tourism practices. This unit has the purpose of understanding types of tourism & what ‘Alternative Tourism’ is. 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. 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: **(1)** Mass Tourism, and **(2)** Alternative Tourism.

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**5.2 Mass Tourism:**

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Mass tourism is a concept that is very commonly used for such tourism where tourism products and services are consumed by tourists on a mass scale. The basic characteristics of mass tourism are:

- The sheer numbers involved mean that the tourism products have to be offered under the condition of mass production.
- There is a growing level of expenditure on consumer goods associated with tourism.
- A few producers dominate particular markets.
- Producers take the lead in developing new tourism attractions.
- By and large, mass tourism products are little differentiating.

Mass tourism refers to the participation of a large number of people in tourism. In this sense, the term is used in contrast to the limited participation of people in some specialist forms of tourist activity. Mass tourism is essentially a quantitative notion,

based on the proportion of the population participating in tourism or on the volume of tourist activities. The driving forces behind mass tourism are said to be the desire to get away from daily routine and in search of pleasure commonly known for the four Ss: 'sun, sea, sand 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 one cannot overlook the adverse consequences of mass tourism development.

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**Check Your Progress - 1**

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Answer the following question

**1. Define Mass Tourism.**

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

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**5.3 Alternative Tourism:**

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Mass tourism is seen as desirable the more traditional form of tourism development where short-term, free-market principles dominate and the maximization income is paramount. Mass tourism has caused problems because it has. There has, quite justifiable, been a need to identify an alternative approach to tourism development that lessens the negative consequences of the mass tourism approach. Thus the alternative tourism perspective has become as the popular paradigm.

Under the alternative tourism concept, we can find a series of classifications and types of tourism. What characterized the concept of 'Alternative' is the existence of small or medium companies, created by families or friends, where the possibility of more contact with the communities is and where most of the time there is a respect for the environment. The various alternative tourism forms can be explained as follows:

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**Check Your Progress - 2:**

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Answer the following question:

**1. How alternative Tourism is different from mass tourism?**

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

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**5.3.1 Medical Tourism and Health Tourism:**

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The very concept of health tourism goes back to the time of The Ramayana and Mahabharata. In the modern era financially well off people are determined to stay well and stress free and this segment is an expanding and profitable market according to Mary Tabachi of Cornell University's School of Hotel Administration "Health Tourism is any kind of travel to make yourself, or a member of your family, healthier". Health tourism today focuses mainly on two areas:

- Pampering and
- 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

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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 *Kerala* 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 states 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, as a matter of pride for the Indians. Every year in the month of March, International Yoga Festival is held on the banks of 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 in the humdrum of modern life. There are many ashrams in Rishikesh offering courses on meditation, yoga and Hindu philosophy. Another luxury resort in the Himalayas is the Ananda Spa, which is listed in the top 5 spas of the world.



Although health and medical tourism are used interchangeably many times, there is a marked difference between the two medical tourism essentially deals with the surgical part of curing. Talking particularly about India, it has come a long way as the facilities in India are of international standards at a much cheaper rate, which is encouraging patients from neighbouring countries including the Middle East, UK and the even 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 hospital and diagnostic, 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-speciality hospitals in India are:

- Bone Marrow transplant
- Cosmetic surgery
- Gynaecology 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.

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**5.3.2 Ecotourism:**

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Ecotourism is the most fascinating and most recent form of nature tourism. It encompasses activities that make a destination integrated, environment-friendly

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sustainable and useful for visitors and local inhabitants. It is not a nature-based tourism attraction where visitors go and enjoy nature and its surroundings. But it takes place in nature's solitude and visitors and destination operators attempt to envisage appropriate methods and measures to give direct and indirect benefits, both to hosts and guests, in a mutually acceptable manner.

While mass tourists are more interested in the traditional sun, sand and sea, driving, shopping, nightlife etc., experiences which ranked as most important to ecotourists are the following:

- Less crowded destinations
- Remote wilderness
- Learning about wildlife and nature
- Learning about natives and their cultures
- Community benefits
- Viewing plants and animals
- Physical challenge

Ecotourism, in other words, incorporates both a strong commitment to nature and a sense of responsibility. Fortunately, the sense of responsibility that ecotourism has adopted in the last decade has become a growing force for responsible tourism and conservation. It is about a quality experience rather than necessarily a pristine environment.

Ecotourism is not only the fastest-growing sector of the tourism industry, it has also been accepted as a hopeful new approach to preserving fragile land and threatened wild areas and providing opportunities for community-based projects. However, ecotourists too, differ greatly in several aspects like:

- Destination travelled
- Length of stay
- Desired level of physical effort and comfort
- Importance of nature in trip motivation
- Level of learning desired
- Amount of spending
- Desired activities
- Personal demographics

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**Ecotourism- Resources:**

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The following nature of attractions and the major ecotourism resources in India:

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- Biosphere Reserves
- Mangroves
- Corals and Coral reefs
- Deserts
- Mountain and Forests
- Flora and Fauna
- Wetlands

India as such has not achieved a significant position in ecotourism operation. There are very few tourism attractions, where all activities related to tourism, including formulations, implementation and evaluation of programs are undertaken after consultation with the participation of local people. Only some places in Kerala, Tamil Nadu and Rajasthan have considerably cashed this concept. Globally, several countries including Brazil, Kenya, Nepal and Australia have achieved significant positions in ecotourism management. India introduced an eco-tourism policy in 1997 and framed operational guidelines for all players of destination management. Ecotourism is certainly a boom, if planned and organized properly at all scales and levels. Efforts are to be made to encourage local people's cooperation and their suggestions should be incorporated.

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### **5.3.3 Golf Tourism:**

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Golf has been chosen as a thrust area for tourism development. A golf tourist likes to play at different courses. With golf courses in Asia and Europe becoming prohibitively expensive, India's cheaper alternatives can lure an estimated 60 million golf enthusiasts from worldwide. The abundance of signature courses in the country becomes a definite advantage. Then there are a host of other attractions such as clubhouses and different sports facilities around the course to keep the families occupied.

What makes golf particularly attractive is that it is an all-season passion. It can especially be beneficial to states like Himachal and Uttarakhand which are trying to get out of the problem of seasonality. The golfers venture out at least twice or thrice a year to test their skills on unknown terrain 70% of the golf courses in India belong to the Armed forces, however, ITC classic, Jaypee greens, DLF, Sahara's Amby Valley are some of the top quality golf courses. Moreover, states like Goa and Kerala are ideal targets, with facilities of both airports and hotel infrastructure. Golf courses are sprouting all over India but are too scattered to be a cumulative attraction. High

spending golfers look for a week of playing on a variety of courses. It all depends on how well the private and public sectors hit it off, both on the course and off it. Over the course of 10 years, the number of people playing golf in Europe has increased by more than 57%. However, England has the largest number of golfers followed by Sweden and Germany. Moreover, golf tourism caters to a lucrative market as 46% of golfers are professionals/managers.

27% Blue-collar workers

15% Office workers

9% Retirees

The main concerns related to golf tourism are:

- Water and Ecology
- Large Tract of Land
- Transfers within the Course
- Infrastructure
- Large Investment

Recently, the government moved fast and had a brochure outlining its policy to boost the sector, which it really can because India has some excellent stand-alone golf courses.

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#### **5.3.4 Spiritual Tourism:**

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It is a product of the older civilizations of the world, having a rich treasury of spirituality e.g. India has always been a land of spiritualism because it is the birthplace of unimportant religions of the world. Hinduism, Buddhism and Jainism. It is also closely associated with some events and personalities of Christianity and Islam. It is the land of '*rishis*' and '*munis*' (saints). Even in the present day, many Indian spiritual leaders have and are inspiring people all over the world who are eager to find solace and move towards self-actualization. Some famous spiritual leaders (*Gurus*) of India are:

- Sri Sri Ravi Shankar (The Art of Living)
- Mata Amritananda
- Acharya Rajneesh (Osho)
- Chinmaya Mission
- ISKCON

Several tourists, especially the ones from abroad are inspired by the wealth of spirituality in India and decide to settle at the centres of spiritualism. Several foreigners are now settled in India and learning about Indian culture and the Indian ethos. Naturally, such people can motivate others to visit India. But the challenge is to promote this kind of tourism by requesting our spiritual leaders to stay in India as most of them have taken to foreign shores.

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**5.3.5 Adventure Tourism:**

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India's vast geographical diversity provides a wealth of outdoor adventure. Adventure tourism can be divided into 3 parts:

- **Land:**
  - a) Mountaineering
  - b) Trekking
  - c) Skiing
  - d) Rock climbing
  - e) Jeep and camel safaris
- **In Water:**
  - a) Rowing
  - b) White Water Rafting
  - c) Kayaking
  - d) Canoeing
  - e) Water Skiing
  - f) Yachting
  - g) Sailing
  - h) Scuba Diving
  - i) Snorkeling
  - j) Wind Surfing
- **Air**
  - a) Hang Gliding
  - b) Ballooning (hot air)
  - c) Sky Diving
  - d) Para Gliding
  - e) Micro flight aircraft
  - f) Parachuting
  - g) Gliding and Soaring

- **Mixed Sports**

- a) Bungee Jumping
- b) Heliskiing
- c) Para – Sailing etc.

Most of these sports can be done by both the young and old except those which require strong physical effort. One needs to have the 'GO GET IT' attitude to indulge in adventure tourism and be ready for the unexpected. To develop adventure tourism, safe equipment and licensed operators are necessary.

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**5.3.6 Rural/Farm/Village Tourism:**

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It is closely related to the concept of ecotourism. Emphasis on introducing village tourism for those people who are willing to experience the ethos and culture in rural segments. It not only promotes rural heritage but also preserves the ecology. Another closely related concept is that of tribal tourism. Ethno or Tribal tourism can sustain the fragile ecology and culture of the area. Such tourism is developed in states like Chattisgarh- which boasts of forest cover next only to Amazon and houses a world-famous aboriginal population and islands of Andaman & Nicobar. Mass tourism may have a serious backlash. So farm tourism, tourists are given a true insight into how things are carried out in village environment and they have a chance to participate in these activities. Rural tourism enterprises probably do not differ significantly from tourism enterprises in general. The Rural Tourism market is substantial, but it is also subject to strong growth. Its promotion is supported by the growth of the short-break holiday market, by the demand for more activity-based holidays, and by the growth in the numbers of more critical consumers reaching against mass tourism.

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**5.3.7 Theme Park Tourism:**

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Theme parks are settings in which all of the entertainments 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 theatres 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, and rides, it became a famous tourist attraction. Disney World opened near Orlando, Florida, in 1971.

The Lost World: Jurassic Park Part II, 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

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**Theme Park:**

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In the pattern of Singapore, several amusement and theme parks shall be set up around metro towns across the country and the world. Theme park tourism in Europe is also projected to rise at a 5.1% growth rate, increasing exchange earnings from \$2.3 billion in 1999 to an estimated \$ 3.4 billion in 2004. Attendance will increase from 107 million to 125 million, growing at a 3.6 % compound annual rate and augmented by the opening of several new parks in 2002. Boosted by an expanding economy, per capita spending will rise from \$21.75 to a projected \$ 26.25, growing at a rate of 3.5 percent.

In India, the theme park is a very new concept, pioneered by Appu Ghar in Delhi. In Essel-World at Mumbai the Water Kingdom amusement park is considered the biggest water amusement park in India. Following this several such types of amusement are coming up in India viz. snake park, dolphin park (Chennai), etc. Acqua Park and fun city across the country. This theme park setting can be like developing a small museum in own house to a mega amusement centre.

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**5.3.5 Camping Tourism:**

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According to the *Cambridge Dictionary of American English*, a camp is a place where people stay in tents or other temporary structures. It is a place in the countryside

organized for people, to visit or live for a while to enjoy nature. Hedley S. Dimock lists the elements of organized camping:

The Characteristic elements that, blended in the right proportion, constitute an organized camp include **1) person, 2) Outdoors living 3) Living in Groups, 4) A camp community, 5) Leadership** and conditions designed to satisfy personal needs and interests and to stimulate wholesome personal, social spiritual development. The American Camping Association gives the following as a general definition of camping:

Organized Camping is an experience in-group living in a natural environment. It is a sustained experience under the supervision of trained leadership. Camping provides a creative, educational experience in cooperative groups living in the outdoors. It utilizes the resources for the natural surroundings to contribute significantly to the mental, physical, social, spiritual growth of individual campers. If we go back into early accounts of camps and camping, it is noticed that the natural activities inherent in the camp environment constituted the camp program then gradually camping which should be simple, adventuresome living in the outdoors, had become a very complicated and high-powered enterprise. Camping **tourism varies** with the type and needs of campers in each camp given the interests, the needs, and the potentialities, which are inherent in the camp situation. Following factors lead to the growth of camping tourism worldwide

- Heritage and History, which has cast a romantic aura around outdoor living.
- To have a break from the daily routine.
- Camping in the school calendar.
- Increase in the income.
- Beautiful landscapes attract people to live there for some time.

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#### **5.4 Alternative Tourism–A New Approach for Tourism Promotion:**

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Alternative tourism forms have caused a change in the tourism industry and have made tourism 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 shape of all-weather



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

However, due to alternative tourism forms, targeted customers are considered as a database 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 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 local community, more and more diversification of tourism, dispersal of tourism from traditional places, and making tourism an all-season business deal.

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**Check Your Progress - 3:**

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Answer the following question:

**1. How many forms of alternative tourism do you know?**

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**2. Discuss the scope of theme tourism in India?**

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

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**5.5 Summary:**

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The traditional forms of tourism were not apt at satisfying 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 was not very organized.

But with the advent of information technology in virtually every field of our life and increased awareness level of prospective travellers, the diversification of tourism is the answer to customers needs. These diversified forms are a step further in maximizing the travel experience of a tourist. 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.

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**5.6 Answers to Check Your Progress**

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1. Refer to Section 5.2
2. Refer to Section 5.3
3. Refer to Section 5.4

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**5.7 Suggested Readings:**

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- 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

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**5.8 Review Questions:**

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1. What is the conceptual meaning of mass tourism?
2. Discuss the concept of Alternative Tourism.
3. Highlight some popular alternative tourism forms, in India.
4. How alternative tourism can act as a new approach for tourism promotion?
5. Identify some alternative forms of tourism that can be promoted in India

**Unit-6**

**Factors Responsible for the Dramatic Growth of Tourism  
Vis a Vis Inhibitory Forces**

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**Structure:**

- 6.1. Objectives**
- 6.2. Introduction**
- 6.3. Development of Tourism in Past**
- 6.4. Traditional Tourism Resources**
- 6.5. Non-Traditional Resources**
- 6.6. Paradigm Shift in Tourism Industry**
- 6.7. Factors for Diversification of Tourism Industry**
- 6.8. Summary**
- 6.9. Progress Review**
- 6.10. Exercises**
- 6.11. Answers**

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**6.1 Objectives:**

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This unit aims to understand and know the diversification of the tourism industry from traditional resources to non-traditional resources. After going through this unit you will be able to understand

1. What are the traditional resources of tourism?
2. What are Non Traditional resources of tourism?
3. A paradigm shift in the tourism industry.
4. Factors responsible for the diversification of tourism resources.

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**6.2 Introduction:**

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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.

But one thing is for sure, that tourism is not only growing in numbers (From 25 million in 1950 to 842 million in 2006) rather there has been noticed 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 European countries to emerging destinations. Tourism has become multiple activities focused on the integration of shopping and recreation, entertainment and education, culture and business. New travel patterns reflect changes in consumer behaviour, the economic strength of source markets, new destinations and political realignments. There is a new tourism 'wave' arising from developing Asian economies and 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 programmed self-improvement.

Leisure destinations are not providing a greater menu of activities to accommodate the increasingly wide range of interests desired by the individual consumer and the

family. Destinations and products have become weather independent. Moreover, the markets have also become less weather dependent.

Travel is one of the oldest activities. It existed even before 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 factors 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 the travellers from distant lands started moving about in large numbers and visited many places for business purposes. Thus the 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 exchanged and science, technology, religious faith also experienced the influence of each other.

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### **6.3 Development of tourism in the past:**

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Today we are living in an 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 economic criteria depending upon the living standards of these countries. To get financial sound status all countries are making their efforts, during sound financial position many countries have started the nearly blind race of industrialization, which raised a big problem of environmental pollution. So the need of such industry felt which could earn maximum foreign exchanges being least pollutant. The quest ends with the promotion and development of 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 for which it is also called "Smokeless Industry". The importance of this industry can be well understood as it promotes national integration, builds better international understanding besides generating 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 the rural kinship system led to the formation of recreational groups. Leisure pursuits became a new aspect of our society. There was a change from the concept that "the idle mind is the devil's workshop" to the realization that leisure is a human right if not a God-given one. Still, old habits die hard, and whether conscious or unconscious, many people still think of idleness as wrong.

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

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#### **6.4 Traditional Tourism Resources:**

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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 :

**1. Religious:** Religious tourism is as old as "human civilization" is. It was during the Buddhism era when people started travelling to places, which were related to

the life span of the Gautam Buddha. The travel of people to Monasteries and education centres like Nalanda University give shape to religious tourism. Religious tourism has a different mode, each community, the ethnic group at the ground level is different from each other. They have their way of worship and sacred beliefs. Hinduism is different from other religious side by side there is a difference in the beliefs of Hindus among themselves. When we talk about religious tourism it means people who travel for religious urge, so better to call them religious tourists.

Religious activities are undertaken by religious pilgrims, devoted Hindus, Muslims, Christians, Sikhs, Buddhists, Jains, Jews visit their respected religious places in search of peace, salvation and renunciation. Every religion has its beliefs and myths which compel the followers to act accordingly on the auspicious occasion, as during Navratri (nine holy nights) Hindu people perform fast and devout towards almighty, on the other hand, the Muslim community abstain from eating and even drinking water at day time during the month of Ramzan (*Roza*).

**2. Pleasure and holiday:** Travel for pleasure was ready to take off during 200 years of peace when the Roman empire was at its peak. It meant that one could travel from Hadrian's Wall to the Euphrates without crossing a hostile border. Often the way was easy, for there was an extensive system of wide, well-marked, well-paved roads – a carriage ride was frequently smoother in the second century B.C. than in the eighteenth century A.D. Inns accommodated travelling government functionaries and traders.

The Romans probably were the first pleasure travellers in the world. Travel became quite sophisticated by the time Christ was born. There are reasons to believe that pleasure travel also developed at the same time in China, India and Japan. The Romans used to travel up a hundred miles a day by using relays of horses, taken from rest posts five to six miles apart. They 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, decks draped with royal purple cloth.

Holiday tourism was also on 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'

**3. Leisure travel:** Leisure is usually regarded as a synonym for frivolity. The things you do when you have nothing useful to do are called leisure activities. To do something slowly, ploddingly or inefficiently is described as doing it in a leisurely manner.

**4. Visiting friends and relatives:** This was one of the older concepts of tourism, in which people visit from one place to other, to meet their friends and relatives, reasons may be to attend some special ceremonies etc.

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

**5. Historical sites and visits to Ruins of great civilization:** People in the past used to visit historical sites especially concerned with them.

**6. Quest for learning and visit to famous learning centres:** In ancient times people used to take trips to famous learning centres.

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### **6.5 Non-Traditional Resources:**

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

#### **1. Alternative forms of tourism:**

- 1) Medical Tourism
- 2) Health tourism
- 3) Eco-Tourism
- 4) Ethnic Tourism
- 5) Rural / Farm / Village Tourism
- 6) Golf Tourism
- 7) Theme Parks Tourism
- 8) Spiritual Tourism



- 9) Adventure Tourism
- 10) Camping Tourism
- 11) Business and MICE

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**6.6 Paradigm Shift in Tourism Industry:**

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**1. 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 North-South flow. People now taking trips within their region, which leads to an end in the Atlantic dominance. This paradigm shift suggests the Asia-Pacific dominance. There is also a shift in the duration of tour from long tour too short journeys, reasons may be lack of time and development in transportation facilities. Now travel is considered free trade.

**2. 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 is the best example of this shift in destination choice.

**3. Diversification in industry attitude:** 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. 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 now has been changed to customer orientation.

**4. Diversification in products:** Earlier travel was limited to the natural environment and 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. Present tourism is now has taken shape of all-weather tourism.

**5. Diversification in developer control:** The developers' control over tourism has also changed with time. There was a 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 environmental protection to environmental improvement. Earlier tourist arrival was considered as cultural intrusion, whereas these days this is considered as a major force for heritage protection.

**6. Diversification in financial attitude:** Present concern is now on developing franchise opportunities, meeting investors' needs through economic simulation. Tourism is now on the top priority list of states' budgets.

**7. Diversification in consumer attitude:** Tourist has also changed a lot. He is now a value-conscious traveller, who is travelling for self-improvement through vivid experiences.

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

**9. Diversification in marketing style:** This is one of the best things that happened to tourism. Now targeted customers are considered as a database rather than socio-economic groups. The place of one way communication has been taken by relationships through customer management techniques.

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**6.7 Factors responsible for the diversification of the tourism Industry:**

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The major factors for this expansion can be listed as:

- 1) Increased urbanization
- 2) Desire to escape
- 3) Growth of information and technology
- 4) Growth of transport leading to greater mobility and accessibility
- 5) Rising disposable incomes
- 6) Change in age-wise composition of tourists with the dominance of 18-50 age group.
- 7) Change in pattern of society late marriages, DINKs (Double Income No Kids), both parents working, 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 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 in front of him/her.

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**6.8 Summary:**

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Travel has existed since the beginning of time when the primitive man set out, often traversing great distances, in search of a game that provided and clothing food and

clothing 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. 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 a major new industry, tourism. 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.

Changing lifestyles of the people and the opening up of the economy has contributed to the growth of the tourism industry. 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 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, the 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.

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**6.9 Progress Review:**

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**Check your progress-1:**

**Note:** Use the space given below for your answers.

List some of the traditional tourism resources.

**Check your progress-2:**

**Note:** Use the given space for your answer.

How tourism has developed through the ages?

**Check your progress -3:**

**Note:** Use the space given below for your answers.

Highlight some non-traditional tourism forms?

**Check your progress-4:**

**Note:** Use the given space for your answer.

Explain the paradigm shift in the tourism industry?

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**6.10 Exercises:**

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1. What are the traditional tourism resources?
  2. List some areas of diversification in the tourism industry?
  3. Highlight some factors which are responsible for the change in tourism.
  4. What are various non-traditional tourism forms?
  5. Identify some unexplored places in your vicinity, and how tourism can be developed at these places.
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**6.11 Answers:**

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1. Refer to section 6.4
2. Refer to section 6.6
3. Refer to section 6.7
4. Refer to section 6.5

**Unit-7**  
**Recreation- Leisure-Tourism Interrelationship &  
Interdependence**

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**Structure:**

**7.1 Introduction**

**7.2 Objectives**

**7.3 The interrelationship between Tourism, Leisure and Recreation**

**7.3.1 Defining Leisure**

**7.3.2 Leisure as Time**

**7.3.3 Leisure as Activity**

**7.3.4 Leisure as an all-embracing holistic concept**

**7.3.5 Leisure as Recreation**

**7.4 Recreation as Leisure Activities**

**7.5 Interdependence of Tourism, Leisure and Recreation**

**7.6 Discussion Questions**

**7.7 Further Readings**

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**7.0 Introduction:**

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In this unit, you will understand the concept of Leisure, Recreation and Tourism; their interrelationship and interdependence. Leisure, Recreation and Tourism are inseparable and depend on each other.

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**7.1 Objectives:**

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- To understand the concept of Leisure, Recreation and Tourism
- To understand the interrelationship between Leisure, Recreation and Tourism
- To understand the interdependence of Leisure, Recreation and Tourism upon each other

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**7.2 Interrelationship between Leisure, Recreation and Tourism:**

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Tourism is an act of travel away from home, mostly for recreation or leisure. Tourism development provides the services to support this kind of travel. Tourists, according to World Tourism Organization, is people who “Travel to stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.” This means that tourism invites visits to places other than one’s domicile for pleasure and from where one does not receive a salary.

Recreation is the use of time in a non-profitable way. It is the therapeutic revitalization of the body and mind. It is more active in a refreshing and diverting manner. Leisure, on the other hand, is a form of passive entertainment or rest.

To enjoy these benefits, there are three prerequisites for a tourist.

- **Disposable Income:** i.e. money spent on non-essential items like leisure.
- **Leisure Time:** i.e. time away from work for passive pursuits.
- **Tourism Infrastructure:** to support recreation and leisure activities, like transport, accommodation, amusement centres, etc.

Tourism in medieval Europe was mostly for pilgrimage to Jerusalem. It was a holiday for the pilgrims who set aside time to make the trip. The term holiday was derived from the word ‘holy day’ coined by the pilgrims. The church provided boarding and lodging en route. During the seventeenth century, the nobility went on Grand tours to Europe as an educational experience. Tourism was largely for the wealthy, but post-industrial revolution, the emerging middle class had enough disposable income, more leisure time, better education and tastes, faster transport and several lodging options, making mass travel commonplace.

From the above discussion, it is clear that there is a strong interrelationship between recreation, leisure and tourism. Without the appropriate amount of leisure time tourism phenomenon is not possible.

Leisure is a strong motivation in a highly stressed work life. People just want to put up their feet and relax. There are numerous resorts for such purposes at seashores, hills, ski resorts, spas etc. At resorts, people can get away from mundane chores and let the tourism infrastructure take care of the rest. A major attraction in leisure travel is the weather. Some like cold weather found in the mountains, while others find the warmth of the sea beaches attractive. Arabs of the desert kingdoms visit India just to see the rain, while others may find the desert fascinating.

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### **7.3 Defining Leisure:**

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A random sample of people asked what they understand by leisure, would produce several different replies. Some might think that leisure is time left over after work and/ or other duties and obligations. Others might talk about particular activities such as watching television, taking part in sports, going out for a meal, gardening or any other of the myriad activities which people find interesting.

Still other might indicate a particular quality of experience; that leisure provides the main opportunity in their lives to do their own thing, to have fun, to exercise free choice, to develop their interests, to have experiences which are not available in the rest of their lives. Related to this, some people might regard leisure as rest and recuperation from work, and as an antidote to the stresses and strains of modern life.

The variety of these answers illustrates that leisure has a different meaning for different people and that this aspect of human experience is very complex. Leisure has been majorly defined as time, an activity, as an all-embracing holistic concept and as recreation.

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#### **7.3.1 Leisure as Time:**

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Within the broad framework of leisure defined as time, there are many variations. Some define leisure as the time when someone is not working primarily for money. But this time can be filled in a multitude of ways. This kind of definition is too broad to be of use. The dictionary definition gives 'surplus time' to do whatever we please several other writers refer to leisure as free time or unoccupied time.

The dictionary of sociology describes leisure as free time after the practical necessities of life have been attended to. Parker (1971) distinguishes between the 'residual' definition and others. Residual time is the time left after taking out of total time everything that is not regarded as leisure. To bright bill (1964) and others, while leisure is concerned with time, it is only leisure, if it falls into discretionary time, that is time beyond existence and subsistence, 'the time to be used according to your judgment of 'choice'. Hence three-time slots are identified:

- (i) Existence
- (ii) Subsistence and
- (iii) Discretionary

The matter is complicated further by the fact that 'What is necessary for some will be discretionary for others, and many necessary activities such as eating and sleeping may be seen as discretionary activities. In general, however, the word leisure' is more likely to be correlated with positive or constructive behaviour compared to free time, which appears to have some negatively charged characteristics. Goodale and Godbey(1988) reason that 'we dislocate leisure by consigning it to particular periods during days, weeks and years. Meyersohn appears to agree; leisure isn't just 'Killing time' and it can't be measured by the hours one has off from work. 'it is the positive period in which people choose what they want to do (Nash, 1965).

The American Association for Health, Physical Education and Recreation adopts a similar stance: .....we view leisure as time -time that is free for man to choose among alternatives.....[there exist] three basic functional aspects of leisure- relaxation, entertainment and development...

Leisure is instinctively or knowingly selected as an antidote to the adverse effects of compulsory daily activities and the confusion and frustration arising from the densification of urbanization and population...Leisure is the absence of pressure, the freedom from the obligation to work...Leisure is the restorative, creative use of free time. (Edginton et al, 2003)

Grazia (1962) denounces as a popular misconception the notion that free time is leisure. The mentality of "clock-watching" produces synchronisation, impersonal tempo, conformity and unthoughtful action. The free time produced by industrialization is typified by passivity, an uncritical spirit and a craving for fun. We have not developed "true" leisure for the masses; it may well be beyond the capacity of most people. In de Grazias pinion-closer than most to Aristotle view-



leisure perfects man and woman and holds the keys to the future. It needs to break the grip of the machine and exploration of truth, beauty and knowledge. He casts doubt on whether there is indeed any freedom in the quantitative framework called 'free time', Marcuse (1964), however, takes an opposing view, defining leisure as free time and questioning the freedom of leisure.

**Table-1 Leisure as residual Time**

<b>Dimension</b>	<b>Strength</b>	<b>Weaknesses</b>
Identifying time free from work as leisure	Easy to calculate for paid employees. Data available on long term basis comparisons possible across time, occupations, countries etc  Diaries of 'duties and obligations such as eating, family concerns etc. can be constructed to identify 'free time' left over	Difficult or impossible to calculate for unpaid work. E.g. unemployed people, Housewives. Major segments of the population are thus ignored / invisible  Difficulties in defining obligations and duties (e.g. when does eating become more than a subsistence activity? Is playing with the children a duty or freely chosen?
Understanding the nature of modern leisure	Identified in broad terms the quantity of time available for leisure for selected groups in society	Tells us nothing about the content and quality of leisure experienced. Marginalizes

	and how this time is distributed	certain groups, not in paid employment.
<b>Uses</b>		
<ul style="list-style-type: none"><li>• Planners and policymakers in identifying long term trends in the availability of leisure time (e.g. sports council; local authorities) to allocate resources.</li><li>• Managers of leisure facilities in organizing and structuring their programmes for different groups (e.g. sports halls, theatres, museums, etc.)</li><li>• The tourist industry in determining holiday, hotel and travel schedules, etc. commercial providers in identifying groups with large quantities of free time and disposable income (e.g. youth markets)</li></ul>		

Parker (1971) argues, setting the semantic problems aside if free time and leisure are different conceptually, they cannot be measured by the same criteria. The distinction is not confined to the area of non-work; it applies also in the work sphere, shivers (1981) in contrast to nearly all others, is unequivocal and straight to the point. Leisure is free time and that is all. Whether it is used for personal indulgence, expressing creation, or indolence, is immaterial. Leisure remains incontrovertibly an element of discretionary time, not limited in any objective way except in terms of how it will be used or allowed to pass.

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**7.3.2 Leisure as activity:**

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Another classical understanding of leisure is that it is made up of an activity or a 'cluster of activity. The International Group of social sciences of Leisure (Dumazedier, 1960) states that: Leisure consists of several occupations in which the individual may indulge of his own free will whether to rest, amuse himself, to add to his knowledge, or to increase his voluntary participation in the life of the community after discharging his professional, family and social duties.

Domazedier (1967), the eminent French sociologist also similarly uses the word occupation: 'Leisure is activity- apart from the obligations of work, family and society- to which the individual turns at will, for relaxation, diversion, or broadening his individual and his spontaneous social participation, the free exercise of his

creative capacity. Nash (1960) viewed the use of leisure of specified activities on four levels: passive, emotional, active and creative involvement.

Bammel and Bannel (1866) claim: "Leisure is a state of being, an attitude, a mental condition; it has nothing to do with time and little to do with space and activity." What is described as the 'humanistic' model views leisure as an end in itself, a state of being. Pieper (1952) stressed the idea from a spiritual perspective: 'Leisure it must be understood, is a mental and spiritual attitude-it-is not simply the result of external factors, it is not the inevitable result of spare time, a holiday, a weekend or a vacation. it is, in the first place, an attitude of the mind, a condition of the soul'. Pieper, a theologian-philosopher, links leisure to culture through worship, festival and celebrations, Culture depends for its very existence on leisure, and leisure in its term is not possible unless it has a durable and living link with the cultus with divine worship.' Leisure, to Pieper, is a mental or spiritual attitude that is not the result of external factors, not the result of spare time and not idleness.

According to Godbey (1994): to have leisure is one of the oldest dreams of human beings to be free from an endless round of labour, free to pursue what one wants, to spend time involuntarily, pleasurable ways, free to find and accept ones place in the world., free of the tyranny of nature and the other human beings, free to exist in a state of grace.

Kraus (2001) take a more practical approach to the spiritual dimension: Leisure implies freedom and choice and is customarily used in a variety of ways, but chiefly to meet one personal need for reflection, self-enrichment, relaxation, or pleasure. As it usually involves some forms of participation in a voluntary chosen activity, it may be regarded as a holistic state of being or even a spiritual experience.

**Table-2 Leisure as Activities**

<b>Dimension</b>	<b>Strength</b>	<b>Weaknesses</b>
Identifying leisure as relatively freely chosen activities.	Easy to understand the common-sense way of thinking of leisure	Ignores passive leisure. The uncertain status of activities such as religion, DIY, charity work. Difficult to calculate for certain groups, e.g professional artists, sports personnel

<p>Understanding the nature of modern leisure</p>	<p>What people do in their free time; focuses attention on the content of activities and therefore on their potential quality as individual/social experiences; highlights the importance of play</p>	<p>Over-emphasises the importance of institutionalized leisure forms such as sports and the arts; excludes informal, unorganized leisure forms. Tends to be rooted in the past. Difficulty coping with change.</p>
<p><b>Uses</b></p> <ul style="list-style-type: none"> <li>• Planners and policymakers analyse trends in leisure in terms of patterns of participation in selected activities by social categories (e.g. gender, age, socio-economic group). The general household survey is a prime example of such data</li> <li>• Facilities are constructed to accommodate popular activities and managed or programmed to provide for the groups most likely to participate. Problems arise when new activities merge which are of uncertain durability (e.g. skateboarding), or when activities are identified with certain groups to the exclusion of others (e.g. many sports are male-dominated); when activities become ossified and administrators are oblivious to changes in the lifestyle of their clients/ participants (e.g football and cinema).</li> </ul>		

**7.3.3 Leisure as an all-embracing holistic concept:**

Kraus uses the word ‘holistic’ to fuse some of the means of leisure: The earlier views of leisure either as an end in itself (the classical view, which sees leisure as a celebration of life) or as the means to an end (leisure as recreation for renewed work or as a form of social control or therapy) are now being fused in a holistic concept of leisure. (Kraus, 1982)

While many authors define leisure as time, activity and a state of being, most of them incorporate all three aspects, giving greater weight in one direction. Indeed, many of the prominent writers use different definitions at different times, depending on the point which is being made at the all-embracing description of leisure, the three primary functions of leisure, according to Demazedier (1967), are relaxation, entertainment and personal development. Within those three aspects, people find

recovery from fatigue, deliverance from boredom and liberation from daily automatism: 'Leisure is the expression of a whole collection of man's aspirations on a search for new happiness, related to a new duty, a new ethic a new policy and a new culture. A humanistic mutation is beginning.'

Murphy (1975) believes that there has been the erosion of the effectiveness of work to serve the need for self-identity. In contrast, there has been an increase in the value of leisure in establishing one's status and personal identity. He sees this as a major factor in the trend towards the fusion of work and leisure. The holistic view of leisure is seen in the context of the wholeness of the individual. A full range of the possible forms of self-expression may occur during work or leisure. According to the holistic concept,' the meaning of work and leisure are inextricably related to each other'.

**Table 3: Leisure as Functional**

<b>Dimension</b>	<b>Strength</b>	<b>Weaknesses</b>
Identifying leisure by its functions.	Focuses on the content and social consequences of leisure.	Does not necessarily discriminate between leisure and other activities, except by implication.
Understanding the nature of leisure.	Attempts to explain the functions of leisure for participants and society. Focuses on the importance of policies for leisure and the rationales of leisure providers. Highlights changes in the use and abuse of leisure over time (e.g. leisure as social control or social service).	Sees leisure in utilization, instrumental terms. Tends to ignore, or under-rate intrinsically motivated leisure done for its sake-for unjustified fun.  Overemphasizes the societal dimension at the expense of the individual

**Uses**

- By policymakers and planners (politicians, managers, etc.), especially in the public sector, to justify their decisions about what is good for their constituents (claims that leisure provision promotes social control and reduces vandalism and discontent, have proved a powerful lever in procuring funds from central and local government since at least the 1930s).
- Conversely, academics and theoreticians in analyzing and criticizing the decisions of leisure policy-makers and practitioners, and more positively, in studying motivation for the adoption of leisure lifestyles.
- Public bodies such as the sports council and Health Education council in promoting and market their activities (e.g. sport for Health).

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**7.3.4 Leisure as Recreation:**

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Another meaning of leisure is that it is synonymous with recreation; it is just a question of semantics. So why concern ourselves with possible distractions between the two concepts? The first thing to say is that we have these two words in the English language, they have different roots and, historically, they have been interpreted differently. Second, the answer 'they are whatever we think they are.' is hardly an explanation. Academics and practitioners need scholarship and understanding to act professionally. In historical terms, and even today in many societies, leisure conjures up pictures of sloth, idleness and decadence. The Victorian adage of the devil making work for idle hands is still alive. However, there were exceptions to the rule. Horatio Smith (1831), well ahead of his time, advocated recreation for 'strong mind and strong nations'.

None but a porous blockhead or solemn prig will pretend that he never relaxes, never indulges in pass time, never wastes his breath in idle wiggery and merriment.... Occasional playfulness indeed seems to be natural to all strong minds..... The more trivial our recreations, the more accurately will they often reveal the qualities of the mind, as the lightest feather we can toss up will best determine the direction of the mind. If this is true of an individual, it will be equally applicable to a nation whose familiar and domestic charter we may much better ascertain from their sports, pastimes and amusements, than from those more

prominent and important features to which historians have usually restricted themselves in their delineations.

'Recreation, like leisure is far from a simple concept to grasp and to understand. Hundreds of writers have attempted so to do and the literature is filled with a plethora of theories as catalogued in Definitions and Basics concepts of leisure, recreational and play (Edginton et al., 2003). They do not fall into any clear or logical categories and most of the theories overlap and appear to overstress values and 'wholesomeness'. The confusion is well illustrated in an editorial in Parks and Recreation (Gray and Greben, 1979) which listed approximately 200 words or phrases describing how 'recreation' was perceived by different people!

The word 'recreation' stems from Latin recreation, restoration to health. Hence, the historic approach in defining recreation has been to consider it as an activity that renews people for work, an approach that has obvious limitations. While some definitions refer to recreation as restoration, most focus on it as a form of activity. Others, while corroborating the activity approach, apply the condition to it of social acceptance. Most view the activity as unbigoted.

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#### **7.4 Recreation as leisure activities:**

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The most understandable definition, and the one most acceptable to providers to the leisure of leisure services, is that recreation is activities in which people participate during their leisure time; however not just any activity will do. Recreation needs to provide satisfaction in some way. Typical activity definitions are provided by New Meyer, Kraus and Bates, Butter, Jensen Godbey and Parker.

The Dictionary of sociology defines recreation as: 'any activity pursued during leisure either individual or collective that is free and pleasurable, having its immediate appeal, not impelled by a delayed reward beyond itself.'

Kraus (2001) sees recreation as 'a fusion between play and leisure.' New Meyer and New Meyer (1958) suggest that recreation involves 'any activity pursued during leisure, either individual or collection, that is free and pleasurable, having its immediate appeal, not impelled by a delayed reward beyond itself or by an immediate necessity.'

Kraus and Bates (1957) add experience to the activity. Recreation consists of activities or experiences which are carried on voluntarily in leisure time. They are chosen by the participants, either for pleasure or to satisfy certain personal needs.

When provided as part of organization community programs, recreation must be designed to achieve constructive goals.

Both Butter and James follow similar themes. 'Recreation is any form of leisure time experience or activity in which an individual engages from choice because of the enjoyment and satisfaction which it brings directly to him' (Butler, 1976). 'Recreation is an act or experience, selected by the individual during his leisure time to meet a personal want or desire, primarily for his satisfaction (Jensen, 1977).

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**7.5 Interdependence of Tourism, Leisure and Recreation:**

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Tourism, Leisure and recreation are deeply interrelated and interdependent. Without leisure time tourism cannot come into being, and without recreation ( an activity done to restore/rejuvenate one's energy), the tourism phenomenon cannot be a satisfactory experience. Mode of recreation selected freely, done leisurely and giving the feeling of pleasure has become the crux of tourism. To have satisfied tourists, to boost the greater volume of tourist traffic to a destination and to increase repeat visits of tourists, ever newer modes of recreation are innovated and are offered to tourist to have thrill, excitement and pleasure some memorable experience for which tourist undertook tourism. As discussed earlier in Tables 1, 2 and 3 the tourism service providers are thoroughly studying and understanding the concept of leisure and recreation to provide satisfactory services. Because of increased stress, work pressure and monotonous and mechanical lifestyles people want to experience newer exciting modes of recreation. Sometimes a person goes for tourism with a prime objective of recreation, in this case, the tourist is known as a recreationist and if the tour covers a considerable amount of distance for recreation he/she is known as a recreational vacationist. In both these cases, the destination should be offering multiple recreational opportunities (e.g. Genting Highlands in Malaysia offers an outdoor theme park, indoor theme park, casino, restaurants, cinema halls, theatres, scarry houses, discotheques etc.). If a person goes from Kaula Lumpur to Genting Highlands (45 km), he is known as a recreationist and if a person goes from a faraway distance ( say India) to Genting Highlands, he will be known as a recreational vacationist. And if a person is on a long journey, covering the number of destinations and enjoying recreation at various destinations, but his prime objective is not recreation, rather it is enjoying the number of attractions and destinations at a leisurely pace, he would be known as vacationist. Whatever may be the case, in all tourism phenomenon leisure time and recreation is an integral



part. Hence we can conclude Tourism, Leisure and Recreation are deeply interrelated and interdependent.

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**7.6 Discussion Question:**

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- Define Leisure as an element of time, activity and an all-embracing holistic concept.
- What is the difference between Leisure and Recreation
- How are Leisure, Recreation and Tourism interrelated?
- “Recreation, Leisure and Tourism are interrelated and interdependent” Elaborate
- What is the significance of the study of leisure as activity, time and function by the policymakers and tourism service providers?

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**7.7 Further Readings:**

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- Goodale, T.L. and Godbey, G., *The Evolution of Leisure: Historical and Philosophical Perspective*, Venture Publishing, 1988
- Haywood, L., Kew, F., Braham, P., Spink, J., Capenerhurst, J. and Henry, I., *Understanding Leisure (Second Edition)*, Stanley Thornes (Publishers) Ltd, 1995
- Torkildsen, G., *Leisure and Recreation Management*, Routledge, 2005

**Unit-8****Concept of Push and Pull Forces in Tourism**

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**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****8.4 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 Visit 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**

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**8.0 Objectives:**

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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
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**8.1 Introduction:**

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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 is, 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 of it, the nature of the interrelationship among the industries, 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.

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**8.2 Tourism Industry:**

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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 are existing among the various individual sectors of the tourism industry. For the generation of the phenomenon tourism, all the components of the industry have to act together and each has its 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
  - 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 as 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, which is functioning in various environments (such as Human, socio-cultural, economic, technological, physical, political-legal etc). As explained above, this system is also having various parts/elements, which are interacting with one another in generating the phenomenon of tourism. As per this model, there are three major elements and are illustrated below.

**a. Tourists:** Tourist is considered 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 tourism emerging markets. For example, if a foreigner is coming to India for visiting various places from U K, then U K is the generating region of that particular trip about 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 energize the whole tourism system and demand for travel in the generating region.
- **Transit route region:** The area between the tourist generating region and 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, 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 a 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.

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

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A large number of factors can cause a person to engage in tourism and such factors can be classified on a 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 factor 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 allure a person to visit there. Such factors are called 'pull' factors. Some examples for this category are, climate, infrastructure facilities and scenic beauty.

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**8.3 Components of Tourism Industry:**

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The major sub-sectors of the tourism industry are the following:

- Destination and attractions
- Government organization
- Intermediaries
- Transportation
  - Road transportation
  - Railways
  - Air-based transportation
  - Water-based transportation
- Accommodation
- Entertainment and Recreation

- Shopping
- Hospitality
- Infrastructure

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**8.4 Destination:**

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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 or a town or a city, a region or an island or a country. Furthermore, a destination may be a single location, a set of multi-destination 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 the 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-both positive as well as negative. Hence, care has to be taken at the time of development for maximizing the benefits and minimize 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.

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**8.4.1 Destination: Concepts and Models:**

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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 characteristics 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. And 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 is there, from pleasure periphery to psychographic positions of destinations, to the life cycle of a destination, with emphasis on the structural evolution of destination through time and space.

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**8.4.2 Destination Selection:**

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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 and 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 in themselves attract tourists, but the lack of amenities

might cause tourists to avoid a particular destination because there provide the basic facilities which are regarded as contributing to the quality of the destination. Accessibility of a destination is also a factor that contributes to the destination 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.

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**8.4.3 The Common Features of Tourist Destination:**

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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 having 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. The accommodation, food and beverage sector of the destination not only provide physical shelter and sustenance but also create the general feeling of welcome and a lasting impression of the local cuisine and produce. Apart from these, a range of retailing businesses will be there in a destination. Infrastructure and super structure are the alternative ways of looking at the components of the destination. Infrastructure represents all forms of construction above or below ground needed by an inhabited area. It is mainly in the form of transportation, utilities and other services. Tourists and visitors alike normally share it. Whereas superstructure is normally a private sector activity and it includes accommodation, built attractions, retailing and other structures. The destination can be naturally attractive like a wildlife sanctuary 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 the attitude of the host population, civic amenities, natural surroundings, accessibility, food, etc. The image is neither constructed nor deconstructed overnight. It tends to build up over time. No destination can be popular unless it is accessible and offer 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 destination 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 As represent Attraction, Accessibility, Amenities and Ancillary services, Let us go into the details of each element.

**a. Attractions:** The explanation for attraction is given earlier. Attractions are the heart of the tourism industry. They are acting as motivators that make people want to take trips. Generally, attractions are classified as either natural or man-made. Further classifications also are possible like 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 to the destination. An airport, railway station, Bus stand, etc. near to 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 the infrastructure required for tourism. The amenities required for tourism include the 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 very less. If it is more, the destination will lose its charm. In some cases, amenities themselves will be the attractions. For example, a destination like France, which is famed for its regional foods, encourage tourists whose motive in travelling may be largely to enjoy the food.

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

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### **8.5 Destination Life Span:**

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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 and 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 a 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.

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### **8.5.1 Destination Elements and Tourist Flows:**

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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 it, 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 has an appeal to the tourists. Much of the attractions of a destination is intangible in nature and depends upon the image, that 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 making a good image and positive tourists view about Kerala.

Accessibility is another important element of a tourism destination as well as a factor that has a big role in influencing a customer. In general cases, accessibility is an important factor for attracting tourists. But in some exceptional cases, the lack of accessibility can also be an attraction. For example, an adventurous tourist trekking trip to Agasthyarkoodam (a hilltop point in Kerala) doesn't require transport facilities. If the accessibility is very high, it has been reported that, in some cases, it may cause crowding and congestion which may lead to the loss of charm and ambience. It should be noted that the 'perception' of accessibility on the part of the 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 tourism phenomenon, amenities are necessary. Stay, local transport, shopping, etc are vital components of the tourism process. For enjoying 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 for 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 on destinations.

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**8.5.2 Destination Use by Tourists and Impacts:**

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Tourism is a multi-faceted, multi-dimensional activity with a large number of consequences on society, culture, environment and economical 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 as 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 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 only. The economic contribution is measured in different terms such as employment generation, foreign exchange earnings, income generation and output growth.

It is natural for people belonging to different cultures, 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 as positive impacts of tourism. At the same time, there are some impacts, which have been termed as 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, being involved in drug and mafia activities, inspiring prostitution tendency, loss of local and traditional culture, etc are considered as 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 in economy, society and culture of the host population, environment and ecology is another important area 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 national parks 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. The 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 and ecology and political organization determine the form and structure within which tourist activity produces specific local results. Given the interaction of the local and alien factors within the host environment, the planning and management process should aim to secure the maximum positive benefits while incurring the minimum costs. Law (1985) has come up with a systems model (destination system model), which suggests that introducing or expanding tourism in any region/ area results in multifarious changes. Care has to be taken to control the factors leading to negative impacts and to enhance positive benefits. The following descriptions will give an idea about the various identified/ reported positive and negative impacts of tourism.

In many economies, the travel and tourism sector has for some time been recognized as a major area of activity that 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 generate due to the spending by the tourists while they are in the tourism process. In the economic sphere, tourists spending can enhance an area by bringing wealth and catalyzing income, employment, enterprise and infrastructure development. In contrast to the benefits on employment foreign exchange earnings and others, tourism is generating some negative effects also. The positive and negative economic impacts are discussed in detail below.

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**Check Your Progress-I:**

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**State whether true or false.**

1. Tourism is one of the smallest industries in the world.
2. Tourist is considered the main and most important element of the system.
3. The transport sector is largely represented in the transit route region.
4. Geographically, the destination can be large areas to small continents.
5. Khajuraho in West Bengal is a destination with a limited area.

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

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**8.6 Tourist Visit and Impacts:**

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**8.6.1 Economic Impacts-Benefits:**

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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. 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 the development of tourism as an invisible export.

International tourists are generally buying services from another country and are therefore paying for 'invisible'. 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 into that regional currency before making various purchases. Tourists can purchase goods and services from the host country by paying accepted international currencies also. 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 of 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 a cigarette,



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. Counter arguments are these, but these are not discussed herein 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 boom 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 of a destination at this juncture.

*Income:* Income is generated to the local community directly, indirectly and in induced forms. Income is created in different forms and in general, it accrues from wages and salaries, interest, rent and profits. Since 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 considered. And hence, the level of generation of income from tourism is closely bound up with the level of employment. Here the wage levels also have much importance. If it is high, the income level will also be high. Income is also generated from interest, rent and projects on tourism business ranging from the interest paid on loans to an investor in infrastructure and superstructure to rent paid to a landowner for a car park or campsite. The sum of all incomes in an economy is called 'national income' while the significance of tourism in a country's economy can be identified by its contribution to the proportion of national income.

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**8.6.2 Negative Economic Impacts:**

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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 the long term. Some of them are discussed here.

*Migration of Labour:* When tourism development comes in rural areas, the possibilities will arise for the 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. But 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 a better salary, 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 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 the capital resource (in developing and developed countries, it is often scarce) in the development of tourism-related establishments preclude their use for other forms of economic development. Hence, opportunity cost has to be considered in measuring tourism economic impact.

**Displacement Effect:** While estimating the economic impact of tourism an allowance should be made for the 'displacement effect' when tourism development substitutes one form of expenditure and economic activity for another, it is referred to as the 'displacement effect'. In the context of tourism, it is usually referred to when a new project takes away business patronage from an existing one.

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**8.7 Tourist Expenditure & Generation of Economic Benefits:**

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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 for providing various services and goods. For example, a tourist is visiting India, and staying in a deluxe hotel, asks for Russian made Vodka, then the hotel will have to supply the same. Here, the money spent for the same goes out of the local/national economy. At the time of economic impact measurement, this leakage of money is referred to as 'import'. In tourism, the amount of leakage has to be taken into account so seriously and since, especially in developing and developed countries the leakage is high.

Tourist Expenditure is defined as the "total consumption expenditure made by a visitor or on behalf of a visitor for and during his trip and 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 groups 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.

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**8.8 Tourist Expenditure Pattern:**

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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.

**Table 8.1**  
**India's Foreign Exchange Earnings from Tourism (Foreign tourism receipts)**

<b>Years</b>	<b>Earnings (Rs. Cr.)</b>
1991	4318
1992	5951
1993	6611
1994	789
1995	8430
1996	10046
1997	10511
1998	8150
1999	8951
2000	14238

*Source: Tourist statistics, Ministry of Tourism, Govt. of India.*

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.

Economic Benefits are generated not only in the tourism sector itself, but it passes to other sectors also. Thus economic benefits are generated in 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 tourists' 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, 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 the 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. The multiplier is one of the most widely considered economic concepts in tourism. Hence it is essential to learn the multiplier concept in tourism.

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### **8.9 Multiplier Effect and Tourism:**

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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 the multiplier is based upon the recognition that sales for one firm require purchases from other firms within the local economy. This tells 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.

Tourist is spending money in the front-line establishments (Eg: Hotels, Airlines, etc), which provide the tourist 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, 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 they are 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 respent. Again some part of it leaks out of the local economy in the form of imports. Some part of it will go to the government. A good share of the money is again passed to the local business. Thus, the indirect impact arises. This process will continue. During each round of expenditure, some portion of money accrues to residents in the form of income (wages, salaries and profits). Either households or businesses will save some of the money. This is also a form of leakage. If the money is respent again 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 the induced effect. Measurement of the economic impact of tourism has to take into account the flow of money through various sectors of the economy and the corresponding generation of different rounds of expenditures, which include direct, indirect, induced effects.

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**8.9.1 Different Types of Multipliers:**

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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 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 measure 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-nationals income within the area must be included within the calculations.

**Employment Multiplier:** This measures either the total amount of employment generated by the increased tourist expenditure or the ratio of total employment generated by this same expenditure to the direct employment alone (i.e., employment generated during the first round in the direct tourism-related sectors). Employment multiplier provides useful sources of information about the secondary

effects of tourism, but their measurement involves more heroic assumptions than in the case of other multipliers, care is needed in their interpretation.

**Government Revenue Multiplier:** It is a measure of the impact of an increase in tourist expenditure on government, public revenue in all forms and from all sources. This multiplier may be expressed in gross terms – that is, the gross increase in government revenue as a result of an increase in tourist spending – or in net terms, when the increase in government revenue is reduced by the increase in government expenditures associated with the increase in tourist activity.

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**Check Your Progress- 2:**

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***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 economical conditions of a country or a region.
4. Domestic tourism encourages redistribution of \_\_\_\_\_ 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.**

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**8.10 Summary:**

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Tourism has become the largest industry in the world, particularly in terms of employment generation. As the sector grows, its 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 reason de etre of the tourism phenomenon. The flow of tourists and their corresponding usage of it results in a range of impacts. The benefits of the usage of destination, particular 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 the destination, tourist flow into a destination, benefits and impacts of such flows as well as the generation of economic benefits.



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**8.11 Answer to Check Your Progress:**

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**Check Your Progress-I:**

1. False
2. True
3. True
4. False
5. False

**Check Your Progress-II:**

1. Attractions
2. Amenities
3. multi-faceted, multi-dimensional
4. income
5. government revenue

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**8.12 Suggested Readings:**

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- 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.

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**8.13 Review Questions**

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1. Explain the generation of economic benefit due to the usage of a destination by tourists.
2. Elaborate on the applicability of the multiplier effect in tourism.
3. Discuss in detail the structure of the tourism industry.
4. Discuss in detail the nature of tourist destinations and the flow of tourists to them.
5. Identify a destination near to your place to discuss the life span of it in detail.

6. Discuss in detail the complex relationship among various components of the tourism industry.
7. Visit a tourism destination nearby and identify the various types of industries associated with tourism over there and their role of them in the tourism process.

**Unit-9**

**Travel and Tourism Motivators: Relevance of Motivation  
Studies: Travel De-Motivators**

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**Structure:**

**9.1 Introduction**

**9.2 Travel and tourism as behaviour**

**9.3 How Tourist Needs Become Motives?**

**9.4 Let us Sum Up**

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**9.1 Introduction:**

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By introduction, tourism brings about mobility. Why do we take a trip? Is it a temporary escape from ordinary life? Is it exotic places elsewhere that attract us? Is it that we have to emulate other people's behaviour? Professional literature offers several theories that explain travel behaviour. The most practicable ones are the compensation, the exploration and the status theory. Not long after having been born, people start to explore and investigate the world around them. This is a natural tendency. Without it, we would not get very far. A newborn child merely responds to external stimuli, but after a few weeks already it starts investigating where these stimuli come from. Around the age of one, children become aware that something can continue to exist even if it is outside their visual range. The time is ripe for exploring – be it with a limited radius of action during the initial phases of 'on all fours and the first shaky steps – and in a little while, they are prowling around the entire house and its furnishings. At first, the explorations cause the memory to start working by association, in other words, what belongs together; though in due time infants start demonstrating an increasing ability to indicate cause and effect and to grasp the reasons behind certain happenings.

There can be a long list of reasons behind taking a holiday by any person. These reasons however would be influenced by his or her personality type, education, values he attaches to a holiday and so on. Among the several reasons, he may induce relaxation, seeing different places than his own, meeting his family members, or enjoying the sun, surf, and sea. Therefore, it becomes important to differentiate between various stated reasons and motivation for travel. The various reasons stated by tourists to travel may not all be motivations. Many of these may be of the destination facilities and amenities which are available at the destination. Although important, these reasons are not motivations. Motivations can be defined as a force within an individual that compels him/her to do something to fulfil a psychological or biological desire.

The tourism process, which involves a wide range of activities and service provisions, starts from human motivation to travel for fulfilling their needs to achieve various goals from the enjoyment of travel. These needs which lead to a certain travel motivation, then contribute to the setting of goal and purpose of the travel itself. The choice to travel could be influenced either by intrinsic or extrinsic motives. Intrinsic motive is the desire to travel simply because one wants to do,

while extrinsic motivation is the will to carry out the travelling activity merely to obtain rewards or avoid punishment from sources outside oneself. Cases in intrinsic motive are student's travel arranged by the school or university for certain research or fieldwork purpose; and – to some extent – a pilgrimage for the religious purpose. While extrinsic motives can easily be specified, intrinsic motives are usually very divergent among tourists.

To fulfil a person needs wants and other desires, tourists tend to seek the most suitable and satisfactory tourism products, resources, amalgamation of services, attractions, events and types of activities and amenities. All the same, according to Freud (1940) the psychological factors shaping people's choices are often unconscious; tourists could sometimes choose what they consumed in tourism influenced by some unconscious motives.

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**9.2 Travel and tourism as behaviour:**

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In attempting to account both for consistency of and behaviour change, psychologists had found it useful to use certain concepts. We can understand behaviour by A. the motives drives or concerns which are being satisfied by the action and B. the attitudes and the information that the tourist uses to decide what response he should make in a given situation. A motive can be defined as a person's basic predisposition to reach far or to strive towards a general class of goals'. Motivated striving may be based upon biological needs and desires acquired through an extended period of past experiences.

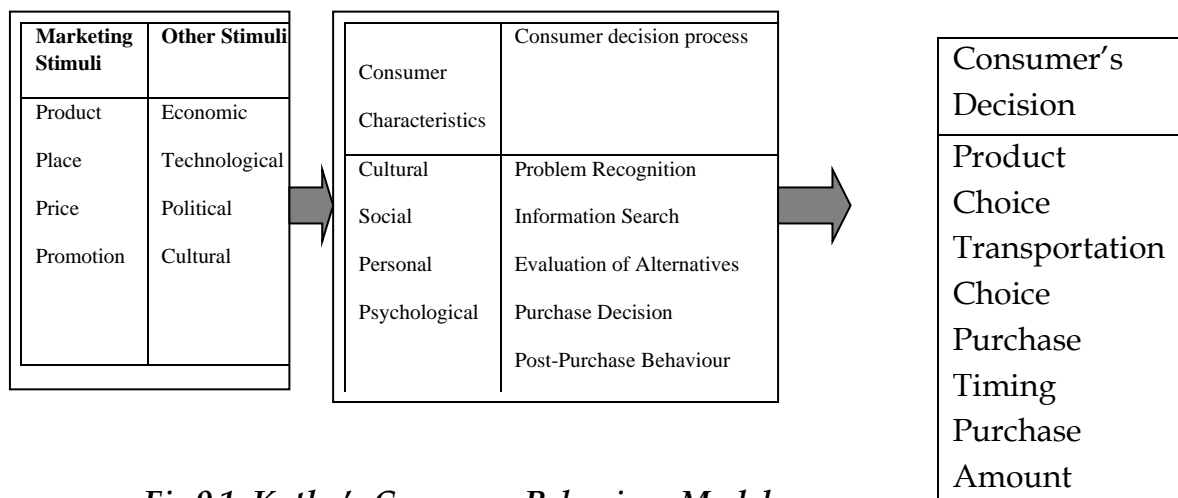
Motivation is based on the question of WHY. Why does a particular person act in his way? Why some people do travel but why others do not? Why does one person from a family undertakes travel and others do not? The answer is usually given in terms of individual motivation.

Various studies of tourism psychology and motivation show that individuals normally travel for more than one reason and many tourists is the outcome of a combination of motivation.

Here, we will first talk about the position of human needs in a general consumption decision-making process and later discuss the various tourist's needs and how they influence the travelling process.

**9.2.1 Theory of consumer choices:**

Understanding tourist needs and how their characteristics influence their preferences and their choices in the tourism field are similar to knowing how buyers characteristics influence their purchasing behaviour. Kotler’s model of stimulus-response explains the major factors influencing this buying behaviour.



*Fig.9.1: Kotler's Consumer Behaviour Model*

*Source: Adapted from Kotler (2000).*

Kotler categorised the stimuli which influence consumers’ purchasing behaviour into marketing stimuli (product, place, price, promotion) and other stimuli (environmental stimuli). Overall travelling choices are the principal elements that stimulate tourist interest and lead to an eventual commitment to travel or attractions and activities. The quality and quantity of resources and tourism activities that are available in one destination will influence the number of tourists visiting the destination and determine the duration of their visit. Inskeep (1991) categorised types of attractions in tourism destination area into four basic attractions as follow:

- a. Natural attractions
- b. Cultural attractions
- c. Special attractions include shopping, convention, meeting and conference, casino, entertainment, recreation and sports and
- d. Facilities and services as attractions including hotel and resort, transportation and food.

Customer behaviour is the way customers select, use and behave after they have purchased hospitality and travel services. Two types of factors influence the behaviour of individual customers; **personal and interpersonal**. Personal factors are the psychological characteristics of the individual they include the following:

- A. Needs, wants and motivations
- B. Perceptions
- C. Learning
- D. Personality
- E. Life style
- F. Self-concepts

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**9.2.2 Personal factors:**

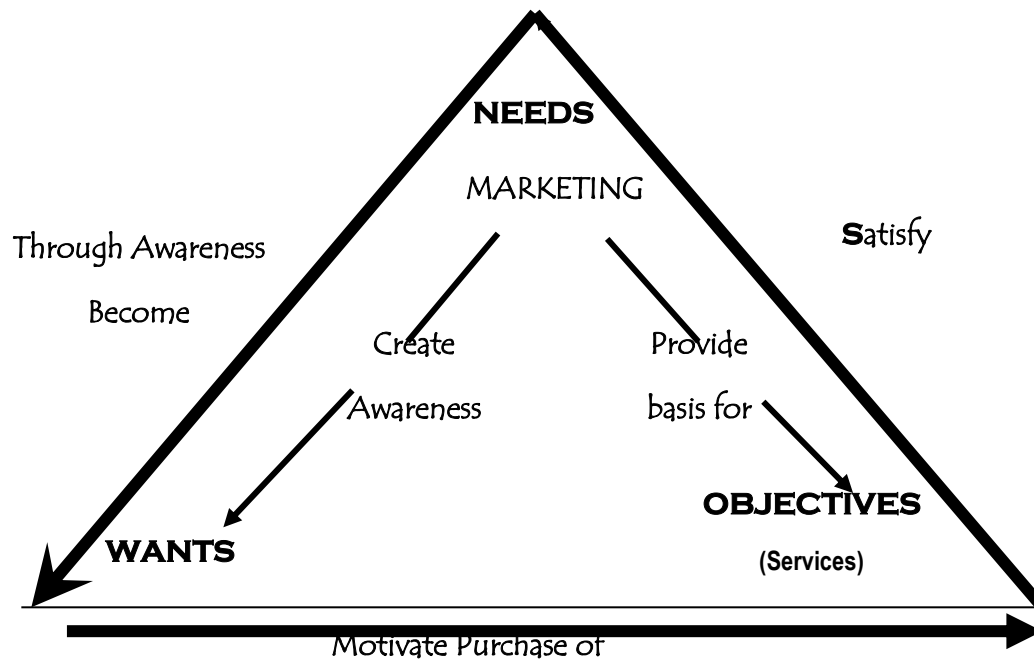
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**A. Needs, wants and motivations:** According to Kotler “A human need is a state of felt deprivation of some basic satisfaction. A need exists when there is a gap between what customers have and what they would like to have?” we call these *needs deficiencies*. These gaps may be in customers’ need for food, clothes, shelter, feeling of safety or their sense of belonging and esteem. Needs result from customer’s physiological and psychological persons. Flying first class, staying in the most expensive suite or ordering the most expensive dish on the menu may be based on a need for esteem (a psychological need), indicating one's importance to others. Hunger or thirst (two physiological needs) may be the reason for a visit to a fast-food restaurant.

Wants are the customer’s desire for specific satisfies of their needs. For eg. A person may need affection but want to visit friends and relatives; another customer needs esteem from friends and neighbours but wants a transatlantic trip on the Concorde. Where are people’s needs are relatively few in number, they usually have many more wants.

For each need, there can be several wants. An understanding of human motivation is essential to knowing how customers become aware of their needs. There are several motivation theories.

Two popular motivational theories have been suggested by Maslow and Herz verg. They partly explain how individual customers are motivated to make purchase decisions. Before discussing these theories we will look at the process of motivation and how the customer and marketer interact. It is illustrated in fig no 9.2



*Fig.9.2: The relationship of needs, wants, motivation, and objectives*  
 Adopted from Mill Robert Christie and Alastair M. Morrison

**9.2.3 Maslow’s Human Needs Hierarchy:**

‘Maslow’s hierarchy of needs is one of the cognitive theories of human motivation. It assumes that customers think before they act, using a rational decision-making process. Maslow suggests five categories of needs:

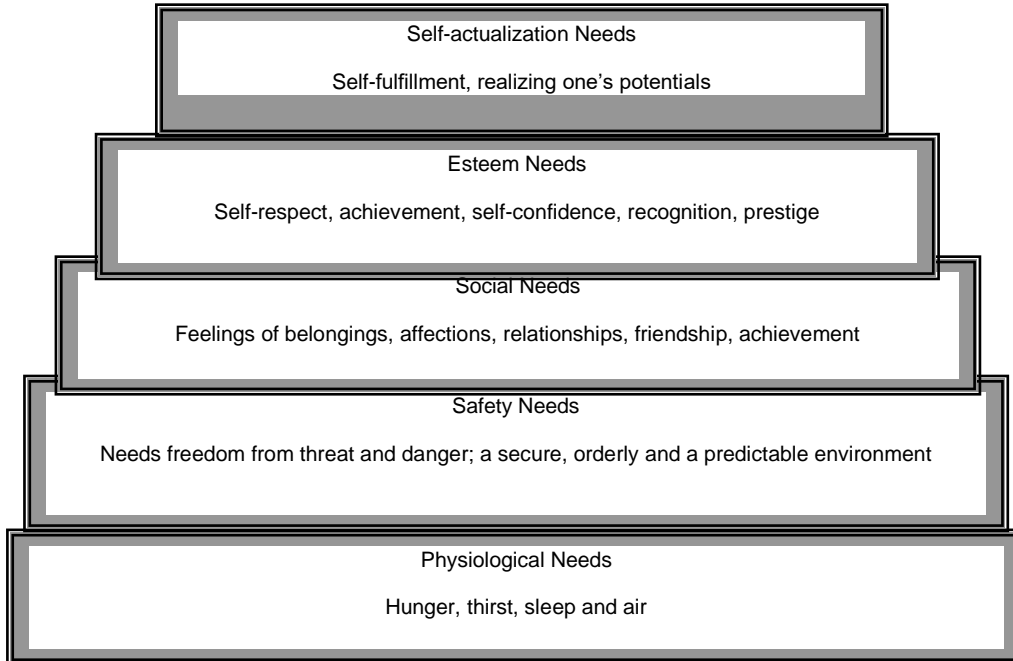
- A. Physiological
- B. Safety
- C. Belonging
- D. Esteem
- E. Self-Actualization

Maslow’s hierarchy concept is usually illustrated in the form of a pyramid as shown in figure 9.3. Customers must satisfy the lower-level needs such as physiological and safety needs before moving on to the higher level physiological needs of belonging, esteem and self-actualization. Maslow’s need hierarchy is also

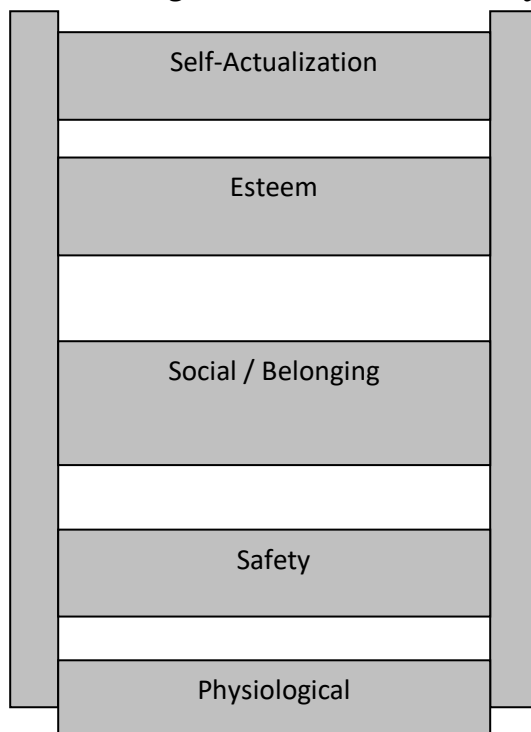


expressed by the ladder method as shown in figure 9.4. A more detailed description of the motives associated with these needs and travel is provided in

**figure-9.5**



**Fig. 9.3 Maslow's Hierarchy of Needs**



<b>Need</b>	<b>Motive</b>	<b>Travel Literature Reference</b>
Physiological	Relaxation	Escape Relaxation Relief of tension Sunlust Physical Mental relaxation of tension
Safety	Security	Health Recreation Keep oneself active and healthy for the future
Belonging	Love	Family togetherness Enhancement of kinship relationships Championship Facilitation of social interaction Maintenance of personal ties Interpersonal relations Roots Ethnic Show one's affection for family members Maintain social contacts
Esteem	Achievement status	Convince oneself of one's achievements Show one's importance to others Prestige Social recognition Ego-enhancement Professional / Business Personal development Status and prestige
Self-actualization	Be true to one's nature	Exploration and evaluation of self Self-discovery Satisfaction of inner desires

**Fig.9.5: Maslow's need and motives listed in hospitality and travel literature**  
 (Source: Mill, Robert, Christine and Alastair M. Morrison, 1998, *The Tourism System: An Introductory Text*, 3<sup>rd</sup> ed. Dubuque, Iowa: Kendall / Hunt Publishing Company)

**9.2.4 Interpersonal Factors:**

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Interpersonal factors represent the outside influence of other people. Personal and interpersonal influences are at play at the same time. The interpersonal factors can be divided into five categories:

- A. Cultures and Subcultures
- B. Reference groups
- C. Social classes
- D. Opinion leaders
- E. The family

**A. Cultures and subcultures:** A culture is a combination of beliefs, values, attitudes, habits, traditions, customs and forms of behaviour that are shared by a group of people. We are born into a culture, but we are not born with these components of culture. We learn our culture from our parents and others in previous generations. The cultural lessons we absorb affect our decisions about buying hospitality and travel services. They do so by influencing our motivations, perceptions, lifestyles and personalities. Cultures are the broadest social groups to which customers belong. For example, there are many different social groups in India, but just one Indian culture that everybody shares.

**B. Reference groups:** All customers belong to several reference groups with which they identify. There are two broad types of reference groups – primary and secondary. Primary groups include a person’s family and friends; secondary groups include those at church and work, and ones to which membership dues are paid (eg. Country clubs, hobby clubs, service clubs and professional societies).

**C. Social classes:** In most countries, there is a definite class of social class system in existence. Normally within a society, there can be six classes:

- a. Upper-upper
- b. Lower-upper
- c. Upper-middle
- d. Lower-middle
- e. Upper-lower
- f. Lower-lower

**D. Opinion leaders:** Every social group contains opinion leaders, who act as channels of information for all the members. They set the trend by seeking information or purchasing products before others do. There are very few general opinion leaders. Instead, there are several opinion leaders in every social group, each

with specialized knowledge and information on different types of hospitality and travel services.

**E. The Family:** The family is among the strongest interpersonal influences on customer behaviour. The traditional wife-husband-children family has been buffeted by many pressures in recent decades.

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**9.3 How do tourist needs become motives?**

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Cohen (1994) pointed out that there is a change in tourist motivations, that we can differentiate those of pre-modern mode of travel and those of western-style modern travel. This gives us an idea that the needs of tourists, whether they are biogenic or psychogenic, continue to change and evolve.

Comparable to Maslow's theory, if one basic level of needs is realized, which imply a certain kind of tourism product they consume, they continue to try to realize the next level of their needs, which also imply a different kind of tourism product they willing to consume.

Based on Maslow's theory, we can derive a hierarchy of tourist motives (the tourist needs that are sufficiently pressing to drive tourists to travel) as in figure no. 9.6. When people get tired of their daily routine activities, they tend to seek more fun or relaxing activities outside their living area.

According to the report of a survey of 120 tourists travelling to Bandung, Indonesia, Tussyadiah (2001) find out that for domestic tourists who usually travel near their residential area, relaxation and leisure motive has a prevalent portion of overall travel purpose. This motive together with the social motive i.e. for visiting friends and relatives are the major motives for domestic travel.

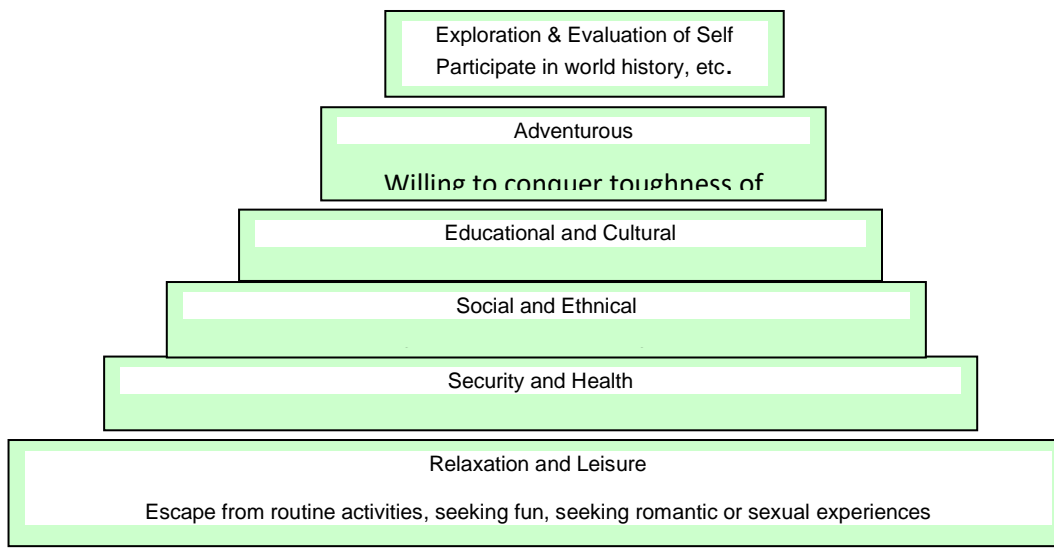


Fig. 9.6: Hierarchy of Tourist's Travel Motives

**Source:** Tussyadiah IIS.P, What do tourist travel for? Tourist Behaviour

The highest motive of tourists travel might be the need to explore and actualize their selves as to make an impact in another area. Within the case are those who travel for academic purposes as to give lectures or statements in an international forum, those who travel for voluntary purposes as to help other people, etc. Travel motivators create a person's desire to travel. They are the internal psychological influences affecting individual choices. Motivations for travel incorporate a broad range of human experiences and behaviours. A brief list of travel motivations might include relaxation, recreation, excitement, social interactions with friends and relatives, status, adventure, physical challenges, status and escape from routine work and stress. After the second world war with the advent of mass tourism, various studies have been made to find out the reasons why people wish to travel and become a tourist. According to McIntosh travel motivators may be grouped into four categories:

- 1. Physical Motivators:** These are related to physical relaxation, sporting activities and specific medical treatment.
- 2. Cultural Motivators:** these are connected with the individual's desire to travel to learn about other countries and their people and their cultural heritage, expressed in art, music, literature, folklore etc.
- 3. Interpersonal motivators:** interpersonal motivators are related to a desire to visit relatives, friends or to escape from one's family, workmates or neighbours or to meet

new people and forge new friendships or simply to escape from the routine of everyday life.

**4. Status and prestige motivators:** Which are connected with the needs of personal esteem and personal development. These are related to travel for business or professional interest, for education and the pursuit of hobbies. Besides, these above-mentioned categories of motivators, there are more reasons as to why the numbers of people engaged in tourism are increasing. These are as follows:

- **Pleasure:** The individual's desire and need for pure pleasure is very strong indeed. An individual likes to have fun, excitement and a good time whenever possible. The significance of the please factor is widely utilized by travel agents and tour operators, who are clever and perceptive psychologists when it comes to selling the tours.

- **Rest, Relaxation and Recreation:** Relaxation is very essential to keep the body and mind healthy. There are various forms of relaxation for one it is secured by a change in the environment. Others seek sunshine and excitement at sea shore or other resorts. Whatever form the holiday takes relaxation is always sought in a certain major.

- **Health:** the benefits to gain from fresh air and sunshine have long been recognized. During the Roman Empire, the development of Spas was the result of people's desire to seek good health. The subsequent establishment of many Sanatoria in Switzerland and other European countries was the result of awareness on the part of the people of the various benefits of good health.

- **Participation in sports:** participation in a wide variety of sporting activities is increasing such as mountaineering, walking, skiing, sailing, fishing, sunbathing, trekking, boating, surf-riding, etc. In recent years there has been a big increase in sporting holidays.

- **Curiosity and Culture:** Curiosity has been one of the major reasons for tourism. There has always been curiosity in the man about foreign lands, people and places. In the present world, technological advancement in the era of mass media has made it possible for people to read, see and hear about different places. The increasing interest expressed by many in architecture, art, music, literature. Folklore, dance, paintings and sports, of other people's culture or in archaeological and historical remains and monuments is another aspect of man's curiosity to seek more knowledge. This curiosity has been stimulated by more education. International events like Olympic games, national celebrations, exhibitions, special festivals, etc. attract thousands of tourists.

- **Ethnic and Family:** It includes visiting one relative and friend, meeting new people and seeking new friendships. A large number of people travel for interpersonal reasons. There is considerable travel by people wanting to visit friends and relatives. Every year thousands of people from America visit European countries to see their families or because they feel they are visiting their homelands.
- **Spiritual and religious:** Pilgrim tourism has a long history. Visiting religious places has been one of the earliest motivators of travel. This practice is widespread in many parts of the world. Pilgrimages are also critical in Hinduism and Buddhism. In the Arab Muslim world, a pilgrimage to Mecca and visit to Ka'ba annually is considered a great act of faith. A large number of pilgrimages from all over the world come to India every year. Christian also knows plenty of pilgrimage places. Initially, they only include places that have to do with the life and death of Christ in Jerusalem and environs. Rome with its papal seat; Santiago D' Compostela, where the bones of the Apostle Saint James were reportedly recovered are now the main destination in Jerusalem. This sort of religious practice is widespread in many parts of the world.
- **Status and Prestige:** it includes the ego needs and personal development. Many people undertake travel intending to talk about it to their relatives and friends. They also travel because a think it is fashionable to show and perhaps show that they can afford to do it. The foreign tour is a magic word and people like to mention it to their friends and other relatives.
- **Professional or Business:** conference tourism embraces those types of tourism in which people meet each other at a certain destination to discuss a certain theme. Convention travel has made great strides in recent times. To attract more tourists many countries have established grand convention complexes, where all kinds of modern facilities are provided for business meetings and seminars.

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**9.4 Summary:**

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People travel for many reasons, such as: to experience change or "to 'get away from it all;" to "see different places, things and people", or in MacCannell's words, to "consume culture"; to research; to "recover wholeness and structure"; to learn or appreciate something; for "self-actualization or self-realization"; to be different; for relaxation; for prestige or status; to "escape personal problems"; to experience "reduced constraints on behaviour"; to play out a "fantasy"; or to get closer to relatives. Tourists have also been described as "myth-chasers". Regardless of the reason for travelling, the choice of a destination is dependent upon the potential

tourist's perception of the ability of that destination to satisfy the reason, or "need" for travelling (Mill and Morrison, 1985). The keyword here is perception, which has been defined as "both the response of the senses to external stimuli and purposeful activity in which certain phenomena are registered while others recede in the shade or are blocked out" (Tuan, 1974). Porteous (1977) explains that "the personal image one has of the phenomenal environment is said to be one's perception of the environment." From this, it may be seen that image and perception are intricately linked, as an image is based upon and formed by one's perceptions

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**9.5 Keywords:**

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Motivations, spiritual, religion, status, prestige, ethnicity, sports, curiosity, health, recreation, relaxation, family, opinion leaders, social classes, reference groups, subcultures.



**Unit-10**  
**Organizational and Functional Perspectives of Tourism Industry**

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**Structure:**

**10.0 Objectives**

**10.1 Introduction**

**10.2 Government Involvement in Tourism Development and Promotion**

**10.3 Department of Tourism, Ministry of Tourism (Govt. of India)**

**10.3.1 Organisation of Department of Tourism**

**10.3.2 Functions, Activities and Role of Department of Tourism**

**10.4 Other Inter-Related Government Organisations in Promotion of Travel Trade**

**10.5 Indian Tourism Development Corporation (ITDC)**

**10.5.1 State Tourism Development Corporations**

**10.6 Summary**

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**10.0 Objectives:**

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After reading this unit, you will be able to:

- Explain the role and involvement of Govt. in travel promotion and development & the functional perspective of the tourism industry;
- Describe the functions, activities and role of department of tourism, ministry of tourism, Govt. of India; and
- Discuss the functions, activities and roles of other inter-related govt. organisations in the promotion of travel.

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**10.1 Introduction:**

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In the previous unit, we have explained the travel motivations etc. This unit emphasises the functional perspectives role, functions and activities of government tourism organisations in the promotion and development of travel trade in India. Moreover, the students will be able to evaluate the role and contribution of government organisations in the promotion of tourism in the country.

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**10.2 Government Involvement in Tourism Development and Promotion:**

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Today, tourism has been recognised as an important weapon instrument in the economic and social development of a nation. It can contribute towards employment, rural development, balance of payment, earnings, national integration and international understanding. Thus, for social, economic, financial and political reasons governments take a direct interest in the development of tourism within their respective states. Government involves itself in tourism planning, regulation, development, promotion, and marketing of tourist products. It plays an active as well as a positive role in the promotion and development of tourism. The main reasons for the Government's involvement in tourism are:

- Foreign Exchange Earnings and their significance for the balance of payments;
- Employment generation;
- Building the image of the country as a tourist destination;
- Provision of sound tourism infrastructure;
- Economic survival growth;
- Political structure;
- Private sector investors may be reluctant to invest in speculative tourism ventures;

- Planning, policy-making and control;
- Protects tourism resources and environment; and
- The tourism industry requires careful coordination in the development and marketing of tourism.

Practically all nations in the world, irrespective of their size, pattern and structure, have tourism development and promotion organisations, which are controlled and financed by the centre or state or both governments. In India, every state and union territory has their independent tourism departments, and several of them even have tourism development corporations sometimes we even find regional tourism development corporations. These tourism corporations are in the public sector and operate at the state, central or regional level such as the India Tourism Development Corporation (ITDC), Tourism Finance Corporation of India Ltd., (TFCI), Himachal Pradesh Tourism Development Corporation, Haryana Tourism Corporation, Punjab Tourism Development Corporation etc. The tourism corporation in collaboration with the department of tourism functions as a promoter, developer, facilitator and planner. These corporations market their respective state as tourist destinations and even provide timely and accurate information to inbound tour operators. Tourism Corporations have information offices in the major cities and offer package tours in collaboration with Air Indian Airlines, India Railways travel agencies and tour companies.

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**Check Your Progress-I:**

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**Answer the following questions.**

**1. What are the main reasons for Government's involvement in tourism?**

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**2. Give the name of five tourism development state-owned corporations.**

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

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**10.3 Department of Tourism, Ministry of Tourism (Govt. of India):**

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The Department of Tourism, Govt. of India is responsible for the development and promotion of tourism in those areas where the private sector is reluctant. The basic tasks of the Ministry of Tourism are to undertake promotional activities and to develop tourism infrastructure.

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**10.3.1 Organisation of Department of Tourism:**

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An organisational chart of the department is given in Fig.1. The major objectives of the department of tourism are as follows:

- Promotion and publicity at home and abroad with the object of promoting travel to and within India;
- The compilation, collection and dissemination of tourist information in India and abroad and attending to enquiries from international tourists, travel agents, airlines, steamship companies, tour operators and hotels;
- Facilitation work, such as simplification of frontier formalities in respect of international tourists;
- Cooperation with international travel and tourist organisations at government and non-government levels;
- Development of tourist facilities and infrastructure at places of tourist interest to international and domestic tourists;

- Regulation of activities of the various segments of the travel trade, such as hotels, travel agents, tour operators, wildlife outfitters, guides, tourist car operators and shopkeepers catering to tourists' needs;
- Compilation of statistics, conducting and commissioning market research and surveys.

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**10.3.2 Functions, Activities and Role of Department of Tourism:**

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The functions, activities and roles of the Department of tourism involve the dissemination of tourist information, development of tourist facilities, and regulation of the activities of various segments, such as hotels, travel agents, transport operators, wildlife outfitters, guides, etc. Other important functions are to project India's image abroad through public media such as advertising in print, TV/video, production of tourist publicity literature including posters, maps, films, studio-visuals, putting up of cultural presentations, participation in trade fairs and exhibitions and the like. The highlights of promotional activities undertaken overseas are:

- Extensive electronic campaigns are launched in the major tourist generating markets of the USA, UK, Europe, West Asia, Japan, Australia and South-East Asia. These are backed by print media campaigns aimed at product marketing.
- Support is extended to wholesalers and tour operators overseas for launching new India programmes in the major markets.
- Agreements are signed with international airlines for special India promotions to be launched abroad.
- The Ministry also launches a massive campaign in the United States in cooperation with TWA (Trans-World Airlines) Gateway Holidays
- An "Affordable India" campaign has been launched in Europe to generate off-peak seasonal traffic
- Incredible India campaign.

The department of tourism has taken the following important activities for infrastructure building:

1. Wildlife Tourism
2. Yatri Niwas
3. Social Tourism

4. Adventure and Sports Tourism
5. Mountain Resorts and Winter Sports
6. Transport at Selected Centres
7. Floodlighting/SEL Shows
8. Infrastructure Development at Tourist Centre
9. Cultural Tourism, Beach Tourism
10. Development of Andaman and Lakshadweep
11. Golf Courses
12. Tourism Planning at Selected Buddhist Sites
13. Setting up of Taj National Park

Besides promotional activities, the Ministry of Tourism is also involved in the task of developing tourist infrastructure by providing budget accommodation, wayside facilities, and the development of specified tourist centres. The government has given high priority to the development of human resources for the hotel-catering industry on the one hand and tourism and travel industry on the other as an important aspect of infrastructure building.

The Department of Tourism is responsible for the promotion of India as a tourist destination and the development of tourism infrastructure facilities in the country. It also performs regulatory functions in the field of tourism. The functions and activities of the department include:

- **Promotional:** It carries out extensive publicity and promotion campaigns through its tourist offices located in the major tourist generating markets of the world viz., USA, Canada, UK, Western Europe, Australia, South East Asia, Japan and West Asia.
- **Development:** Various schemes under successive plans have been formulated and implemented for domestic and cultural tourism, development of supplementary accommodation, promotion of wildlife tourism, sports tourism, social tourism, mountains and beach resorts, promotion of fairs and festivals, in aid and subsidies for hostels, grant of loans for tourist transport operators, leisure tourism and development of travel circuits. It also assists the State governments, State Tourism Development Corporations and other agencies for the implementations of various schemes under Five- Year Plans.
- **Regulatory:** It exercises the functions of laying down norms and conditions for the operation of hotels, travel agencies, tour operators and tourist transport operators and maintains approved lists of these agencies. The conference division handles

international training, bilateral relations international cooperation and international conferences. The department was represented in the Tourism Promotional Seminars in Spain, France, Saudi Arabia, UAE, Oman, Qatar, Germany, Austria and Denmark Conferences.

In the international conference field, the Nodal Ministry's clearance and clearance of Home and External Affairs Mini are arranged for various conferences.

- **India Convention Promotion Bureau:** In the last decade, an important component has emerged to the tourism scenario, i.e., convention and conference traffic. The benefits of holding conventions in the country are manifold, besides earning valuable foreign exchange. By holding the conference they give the national members of that particular conference exposure to international views and news regarding their particular area of specialization. In India, the conference traffic has increased steadily during the last few years. To promote conference traffic to India, the travel trade has set up India Convention Promotion Bureau (ICPB). The membership of ICPB comprises the Department of Tourism, national air carriers, hoteliers, travel agencies, tour operators, international congress sectors, state tourism development corporations, airport authorities and other segments connected with the travel trade. ICPB has got the approval of the International Congress and Convention Association which will help in obtaining more conferences and conventions in India

- **International Bilateral Relations:** The department had negotiations with various, foreign countries under the Cultural Exchange Programmes. This Division has also handled tourism cooperation with the member countries of SAARC and the implementation of greater cooperation in tourism between the member countries using fiscal and physical incentives.

- **Japanese Assistance to Buddhist Heritage Sites:** Sites associated with the life of Lord Buddha are situated in areas of Bihar and UP which were once rich in resource and development. These areas are now some of the most backward and undeveloped areas in India. To develop Buddhist pilgrims the central and state governments would undertake landscaping of the area, strengthen the road, rail and communication systems, build wayside amenities and hotels to suit both the pilgrim traffic and also the upmarket traffic from Japan, Thailand, etc.

- **Indo-German Cooperation:** Germany is one of the largest markets of tourists to India. Additionally, the per-capita expenditure on German tourists on overseas

travel is the highest in the world. It has been recognised of late that there is considerable scope for promoting inbound tourism from Germany to India.

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**Regional Offices:**

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- **Within India:** The tourist offices in India and abroad disseminate information on places of tourist interest and available tourism facilities and amenities in India. These offices maintain liaison with the state governments, state tourism corporations and also help the Ministry of Tourism, Govt. of India in exercising control over different segments of the travel trade to ensure that services to tourists are maintained at the national, international level and are available at reasonable rates.
- **Overseas:** A highly competitive market situation continues to prevail amongst the countries of the world that wish to attract affluent tourists from the developed world. Given the prevailing scenario, the existence of overseas tourist offices has acquired considerable importance. These offices are the Ministry's outposts in the traffic generating markets of the world and their prime function is to create an awareness of India as an important/attractive tourist destination. Tourist offices in India and abroad handle tourist enquiries, disseminate tourist information, undertake promotion using advertising and publicity, maintain liaison with travel trade and press. The main function of tourism offices abroad is to counter the adverse coverage by foreign media in respect of various events taking place in India. To achieve optimum impact, the government and Air-India under Operation Schemes are engaged in joint promotional efforts in Europe, the UK, America, East Asia, West Asia and Australia through tourist offices located in various parts of the world.
- **Vigilance:** The Vigilance Cell is headed by the Chief Vigilance Officer of the rank of Joint Secretary/Deputy C.V.O of the rank of Deputy Secretary and Confidential Assistant. With this setup, every possible effort is being made to look into the complaints and get them processed/ investigated promptly.
- **Tourist Publicity Literature:** Under its production programme, it has brought out a range of publicity material including shell folders on an adventure, wildlife, South India, Agra and Rajasthan, tourist map of India and city maps of Delhi, Bombay and Agra and trekking maps of Himalayas. It also produced a general India brochure and those on various states and tourist destinations in India.



- **Promotion of Domestic Tourism:** It launches a major campaign on “Tourism Environment/Awareness”. These campaigns are being released in all leading magazines across the country in Hindi, English and other Indian languages. The themes of the campaigns are “We can and we will keep India beautiful”. Besides, the department also launches advertising campaigns to promote lesser-known hill resorts called “Holiday Campaign”; to promote Orissa and a campaign to promote Andaman and Nicobar and Lakshadweep Islands.

- **Tourism Planning:** Attaching greater importance to tourism; the Approach Paper approved by the National Development Council in July 1984 included the following recommendation: “There is vast potential for development of tourism in the country. Tourism should be accorded the status of an industry. Private sector investment will have to be encouraged in developing tourism and public sector investment should be focused only on the development of support infrastructure.”

The states of Uttarakhand, Himachal Pradesh, Uttar Pradesh, Haryana, Meghalaya, Andhra Pradesh, Kerala, Arunachal Pradesh, Tamil Nadu, Bihar, Tripura, Manipur, Assam, Karnataka and Union Territories of Andaman and Nicobar and Lakshadweep have declared tourism as Industry while Orissa, Rajasthan and West Bengal have declared Hotels as Industry.

The main thrust in the plans is to vigorously promote domestic tourism and move towards diversification of overseas tourism to India. Department of tourism instead of merely focusing on cultural tourism interest has also laid greater emphasis on leisure and holiday tourism, winter and water skiing, adventure sports, responsible and ecotourism etc.

- **Promotion of Wildlife Tourism:** To promote wildlife tourism, facilities are provided in the form of forest lodges and transport within the sanctuaries / national parks: forest lodges at Enjal (Gujarat), Manas (Assam), Dhangari (UP) and Parambikulam (Kerala) is in progress.

- **Wayside Facilities:** Recognizing the importance of a well-programmed network of wayside amenities to keep pace with the fast developing highway tourism within the country, the construction of wayside facilities on the roads leading to or connecting important tourist centres are taken up for implementation.

- **Tourist Arrivals/Earnings and Surveys:** The Market Research Division Deptt. of Tourism, Govt. of India is responsible for the collection, tabulation and dissemination of information on various aspects of tourism in India. The statistics being collected regularly include data of international and domestic tourist arrivals,





- Donyi Polo Ashok Hotel Corpn. Ltd.

Each of the above subsidiary companies has initially undertaken construction of joint venture hotel projects in the respective State. ITDC in collaboration with Shri Mata Vaishno Devi Shrine Board has set up a Fast Food Restaurant at Jaikaaran Ashok at Shri Mata Vaishno Devi Shrine. The Corporation has signed Promoters' Agreements for setting up a Resort Hotel Project at Pahalgam in collaboration with Jammu and Kashmir State Tourism Development Corporation Ltd., and a joint venture hotel project at Chandigarh in collaboration with Punjab Tourism Development Corporation Ltd.

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**Role of ITDC in Tourism and Travel Trade:**

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There is no doubt, that the ITDC is at the forefront of Indian Tourism which possesses an elaborate infrastructure of hotels, beach resorts, travel agencies, car rental services, duty-free shops, consultancy services and convention and conference facilities across the length and the breadth of the country. During recent years, the Corporation has entered into joint venture agreements with several state governments to set up mid-market or budget hotels. It has also offered tour packages in collaboration with Air India, Indian Airlines, State Tourism Corporations and Indian Railways, as 'enjoy India' for domestic tourists and 'discover India,' 'Pilgrims Tours' and 'Buddhist Package' etc. The role of, ITDC can be better understood in the following points:

- Helps, in the development and promotion of Infrastructure
- Promotes India as a tourist destination at global.
- Helps in the promotion of domestic tourism in collaboration with railways
- Provides training facilities.
- Provides consultancy services
- Promotes inbound tourist traffic

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**10.4.2 State Tourism Development Corporations:**

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Recognising the immense tourist potential in the states, the state governments have established a department of tourism and state tourism corporations to promote and develop tourism in the state. The states are playing a pivotal role by investing in tourism-related activities from their financial resources in a big way. Each state has followed the Central Government in setting up a tourism department, and tourism corporations. The state tourism corporations are working under the Ministry of

Tourism on the pattern of ITDC. The main state tourism development corporations are Delhi Tourism and Transport Development Corporation Ltd., Haryana Tourism Corporation Ltd., Punjab Tourism Development Corporation Ltd., Himachal Pradesh Tourism Development Corporation Ltd., Goa Tourism Development Corporation Ltd., Karnataka Tourism Development Corporation, Chandigarh Industrial and Tourism Development Corporation and Tourism Corporation of Gujarat Ltd. It is not possible to study all these state tourism corporations. Keeping in view this fact, an attempt has been made to discuss a few of them in terms of their significance and problems faced by various state tourism corporations.

The state tourism corporations operate the commercial activities while the department of tourism or the state directorates of tourism is responsible for destination development, promotion, financing tourism, publicizing and marketing the state as a tourist destination. Thus, all States Tourism Corporations and Regional Corporations have almost similar functions and objectives in the country. Let's discuss the functioning and working of a few state tourism corporations.

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**I. Himachal Pradesh Tourism Development Corporation (HPTDC):**

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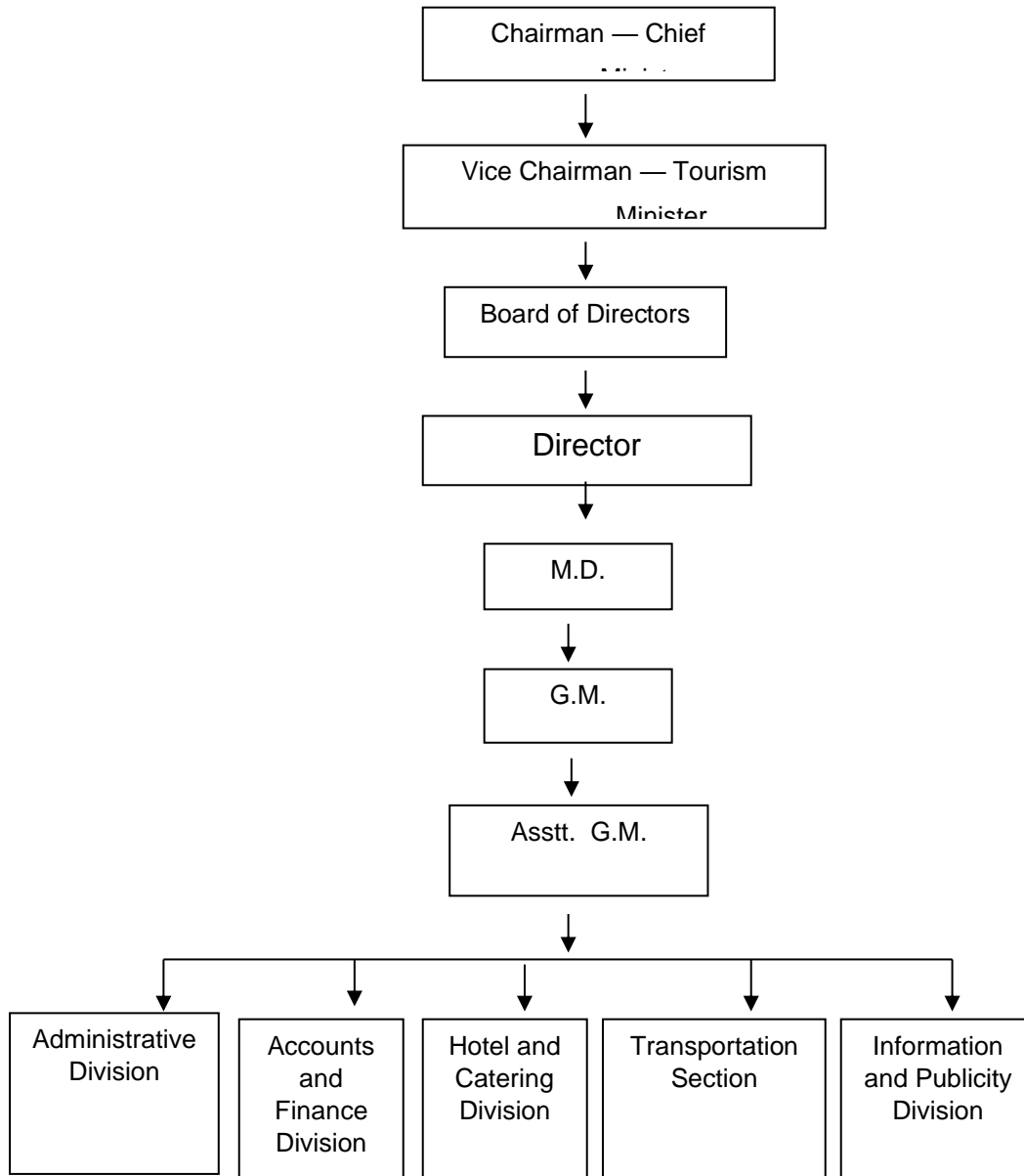
Tourism is a major economic activity in the state of the creation of income and employment generation. The state government has realised that proper promotion and development of tourism may result in enormous economic development in the state. In this context in 1972, the government established Tourism Development Corporation as a public limited company under the provisions of the Companies Act, 1956 starting with Rs. 200 lac authorised capital HPTPC at present has Rs. 1500 lac authorised capital and paid-up capital of Rs. 1329.86 with loans from the financial institution's worth Rs. 100.9 lacs.

**Area of Operation:**

- Accommodation – 49 properties; these include Hotels, Yatri Niwas, Hostels and Tourist Bungalows.
- Transportation – 30 commercial vehicles, 28 buses and 4 Toyota cars (imported).
- Travel Trade – offered various package tours independently and in collaboration with other state tourism corporations and ITDC.
- Information and publicity – have several information offices within the state and outside.

**Organisation Structure:** The organisation structure of HPTDC shows administrative as well as functional activities of the company. It is designed in such

a way as to provide everything for the smooth conduct of the business operation and to achieve the corporation's ends. The organisation chart is given below:



Since the incorporation of the company (from 1972 to 1992) about a decade ago, the company has incurred heavy losses. However, in 1992, the company introduced innovative strategies and systematic approaches to enhance its earnings, by increasing productivity and efficiency. Due to this, the net profits of the company increased from Rs. 37 lac to 97.610 lac between 1993 to 1999. It has increased by

almost 2.5 times. Since 1993 HPTDC has been pacing slowly but steadily towards establishing its identity as the most important promoter of the tourism industry in the state.

**Role and activities of HPTDC:**

- Helps to develop and promote tourism and tourism-related activities in the state;
- Helps to construct tourist accommodations and catering Units;
- Acquire land for construction, development and maintaining wayside amenities and picnic spots;
- Promote transport facilities;
- Introducing package tours; and
- The organisation of cultural events.

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**II. Goa Tourism Development Corporation Ltd:**

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Goa, India's pride, gifted by the nature for its scenic beauty, shady coconuts, virgin beaches, temples, churches, cashew and mangroves presents an ideal tourism profile. It was, therefore, imperative that the development of basic infrastructure and other amenities received the top priority from the Government. The Goa Government set up a nodal agency known as the Goa Tourism Development Corporation Ltd., in 1982, to provide comfortable accommodation, transportation and other services to the tourists. The company was registered with Rs. one crore as authorised capital under the Companies Act, 1956.

The Goa Tourism Development Corporation Ltd has undertaken a wide range of operations. It has more than 18 properties, 20 tourist coaches, 25 taxies and has made agreements with other transport operators and hotel owners to hire them whenever is required. The marketing and publicity division of the corporation is responsible for producing quality newsletters, organising cultural programmes in India and abroad, and marketing Goa as an ideal destination for all seasons. Since the establishment of GTDC, tourist traffic is increased at an alarming rate. The sound financial performance of the company speaks volumes about its all-around success.

The company also organizes package tours such as Saptakotashwar special, Goa beach special, traditional north/and south Goa etc. Its contribution towards State Exchequer is increasing every year. It has created a huge infrastructure including the provision of accommodation and transportation in the state.

**Role and Activities:**

- Develop Goa as a leisure destination,
- Provide comfortable accommodation and transportation facilities,
- Sell Goa as a cultural product,
- Generate foreign exchange and create employment opportunities, and
- Organise packages tours.

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**III. Delhi Tourism and Transport Development Corporation:**

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DTTDC was incorporated on the 12th of December 1975, as a government company in the public sector. It is governed by the Delhi government under the Companies Act 1956. The company was financed by the Delhi government and financial institutions in terms of equity and loans.

**Contribution and role of DTTDC:** The main contribution and role of DTTDC in the promotion and development of travel trade are:

- To promote and develop tourism,
- To create infrastructure,
- To generate employment opportunities,
- To achieve financial, economic and social gains, and
- To organise a cultural programme.

DTTDC has engaged itself in various types of tourism and tourism-related activities to promote Delhi as a tourist destination. DITDC offers various types of tours to both domestic as well as international tourists in collaboration with ITDC and private sector travel companies. Delhi is a base for foreign travel companies. DTIDC represents them as a ground operator, welcomes the tourists at International and domestic airports on their arrival, transfer them to hotels, organises full-day tours in the city and other destinations within the country.

DTIDC is also arranging city tours for Senior citizens in the name of "Age Care India" and "Sandhya Old Age Home" in collaboration with NDMC. Thus, the corporation is engaged in multiple varieties of activities. The company offers all services under one roof.



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**IV. The Chandigarh Industrial and Tourism Development Corporation Ltd. (CITCO)**

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The Chandigarh Industrial and Tourism Development Corporation Ltd. (CITCO) Recognizing the rich and varied tourist potential resources in the Union Territory of Chandigarh, the Government established CITCO in 1974, to promote industry and tourism in the city.

The main role of the company is:

- To aid, counsel, assist, finance, protect and promote the interest of small industries in the Union Territory,
- To conduct feasibility studies,
- To promote and operate schemes in collaboration with the Chandigarh Administration for the dispersal of small scale industries,
- To develop tourism in the Union Territory of Chandigarh by opening and maintaining hotels, restaurants, bars, canteens traveller lodges etc

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**Check Your Progress- 3:**

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**Answer the following questions.**

**1. When ITDC was established?**

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**2. What are the main aims and objectives of state tourism development corporations?**

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**Answers to Check Your Progress:**

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**Check Your Progress- I:**

- 1) See Sec. 10.2
- 2) See Sec. 10.2

**Check Your Progress- 2:**

- 1) See Sec.10.3
- 2) See Sec. 10.3

**Check Your Progress - 3**

- 1) See Sub-Sec. 10.4.1
- 2) See Sub-Sec. 10.4.2.
- 3) See Para no. I under Sub-Sec. 10.4.2.

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**10.7 Suggested Readings:**

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- Annual reports of State Tourism Development Corporations of India.
- Annual Report, Ministry of Tourism, Govt of India.
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- Seth P.N., Successful Tourism Management, Sterling publications, New Delhi.

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**10.8 Review Questions:**

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1. What are the main tourism organisations which are directly related to marketing tourism products?
2. Explain the role and contribution of ITDC in the promotion of travel agency and tour operation businesses in India.
3. "Ministry of Tourism, Govt of India is known as a nodal tourism promotion organisation in India." Justify.
4. Compare the role and contribution of HPTDC and Goa tourism corporations in the growth and development of tourism in their respective states.
5. Illustrate the role and functions of the department of tourism, Govt of India.

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**10.9 Glossary:**

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- **Tourism infrastructure-** the underlying framework of facilities and systems that are required to support a tourism industry.
- **World Tourism Organisation-** an international organisation that is concerned with the economic, social and cultural impact of tourism throughout the world.

**Unit-11****Tourism Plant Facilities Infrastructure and Superstructure**

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**Structure:****11.0 Introduction****11.1 Objectives****11.2 Need For Development of Infrastructure****11.3 Touristic Infrastructure****11.4 Touristic Superstructure****11.5 Role of State in Development and Maintenance of Infrastructure and Superstructure.****11.6 Types Of Tourism****11.6.1 On the Basis of Origin and Destiny****11.6.2 On the Basis of Movement Pattern****11.6.3 On the Basis of the Seasoned Character of Tourism****11.6.4 On the Basis of Tourism****11.6.5 On the Basis of Sociological Aspect****11.6.6 On the Basis of the Socio-Economic Aspect of Demand.****11.6.7 On the Basis of the Socio-Economic Aspect of Demand.****11.6.8 On The Basis of Purpose of Visit.****11.7 Forms of Tourism****11.7.1 According to a Member of Passengers****11.7.2 According to Arrangements****11.7.3 According to the Duration****11.7.4 According to Means of Transportation Used****11.7.5 According to Effect on Balance of Payment****11.7.6 According to Quantitative Basis****11.7.7 According to Qualitative Basis.****11.8 Summary****11.9 Glossary****11.10 Self-Assessment Exercise****11.11 Further Readings**

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**11.0 Introduction**

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In this unit, you will understand the meaning and importance of touristic infrastructure and superstructure in the growth and development of tourism at a destination. You will also come to know the role played by the public and private sectors in the development of infrastructure and superstructure.

The second half of the unit explains the various bases of classification of tourism. To understand the phenomenon of tourism better, it has been classified into various types and forms of Tourism.

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**11.1 Objectives**

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- To understand the meaning of touristic infrastructure and superstructure.
- To study what and superstructure.
- To study what is included in touristic infrastructure.
- To study what is included in the touristic superstructure.
- To explain various forms of Tourism.
- To explain various types of Tourism.

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**11.2 Need for development of Infrastructure**

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The term 'tourist' infrastructure denotes those built-in services that are essential for modern social life and economic development. It includes all the transport facilities such as roads, railways, and airports, water supplies and sewerage systems, supplies of energy such as electricity and gas and communication facilities. These services are commonly supplied by public authorities.

Touristic infrastructure means the development of the accommodation sector, transport system, touristic sports, travel agencies, tour operators, the entertainment industry, arts and crafts, the souvenir industry and so on. Infrastructure includes all forms of construction on and below ground required by any inhabited area in intensive communication with the outside world and as a basis for extensive human activity within. Economists frequently put stress on the development of the touristic infrastructure as it is the prerequisite for its accelerated economic growth. And that is why it is observed that a high level of capital investment in building infrastructure is a characteristic of all the developing countries. The existing infrastructure in India does not cope with the need of serving the touristic economy. In this connection

provision of hotels and other supplementary accommodation facilities can be regarded as the key-note to promote tourism in India.

Touristic infrastructure is an essential feature of the developing economy for its rapid growth and development. Tourism is one of the important factors for the eradication of unemployment, earning foreign exchange and it also plays a vital role in the regional development of the nation.

In the rural areas where anticipated returns on public and private investment of the development of the nation. In the rural areas where anticipated returns on public and private investment of the development of the touristic activity by itself, in reality, may turn out to be nil if the employment is not realistically planned and done in stages. Therefore, one must be cautious in planning the provision of touristic infrastructure in these areas. The economic exploitation of these areas by tourists generally depends on the natural and economic resources of vast regions more difficult to access, frequently involving problems of connection infrastructural work, the supply of consumer's goods and skilled labour etc.

The influxes of tourists have accentuated the need for touristic infrastructure. The discovery and development of the new tourist resorts involve an increase in the movement of people, goods and services to the underdeveloped regions. The construction of hotels, production of goods and services etc. largely depends on and is determined by available touristic infrastructure.

The discrepancy between the existing infrastructure and the growing requirement of the economy reveals the importance of building tourist infrastructure. The development of tourism may entail a more complete utilization of the system of infrastructure and services and in turn, improve the productivity of related investment.

The building up of touristic infrastructure is aimed at extending inter-regional economic ties which promote and accelerate the formation of the domestic market. Expansion of transport system increases the ties of the countryside with the tourist spots and promotes the disintegration of the natural economy. The territory is an asset that must be exploited for the benefit of the entire economy. The importance of the transport facilities has a great impact on the socio-economic conditions of a developing economy. It is observed that the weakness of transport links between various tourist places in the exterior is a feature of the developing economy which is also one of the factors responsible for their mounting economic difficulties.

There is a need to open new tourist spots, important from the point of view of domestic as well as foreign tourists, with a simultaneous transport construction. Shortage of capital and difficulties of planning in the condition of economic backwardness has been on the way to building suitable infrastructure for the development of tourism. In addition to this, it is also observed that the existing capacities of the infrastructure because the demand for means of transport is subjected to big seasonal fluctuations. It is noticed that large hotels and transport facilities are utilised for shorter periods and the rest of period they are partly used. Thus there is a question of efficient use of existing infrastructure. Since the maintenance of the whole infrastructure in the condition of tropical climate, monsoons, and short temperature fluctuation is expensive, its use to optimum capacity is very acute in building new infrastructure.

It is realized that while exploitation of land water resources for agricultural development constitutes the important base for the regional development of the nation, the touristic riches of the country offer an additional element of considerable significance for the economic development of the region.

India faces a lot of problems in building the necessary touristic infrastructure which plays a crucial role in accelerating economic development. The state should exert all-pervading pressures on their entire economy to make good hotels, transports, power electricity and all other services needed for this proposal. An increase in the production of electric power meets the basic requirements of the economy and above all promotes the development of the industry. As the industry develops, the demand for electric power rises. The development of tourism requires factors as financial resources and technical personnel for large scale exploration and evaluation of the tourist areas. This will certainly determine the possibility of modern tourism.

Lack of technical personnel's has also been one of the greatest bottlenecks in the smooth running of this highly specialized industry. There are already regional technical institutes in Delhi, Mumbai, Kolkata and Chennai and several Food Craft Centers are also run, which are training young men and women to take assignments mainly in the accommodation sector. There is a growing need for personnel in the field of tourism management. Tourism education has largely been neglected, but the proper and efficient functioning of the tourist industry requires complete knowledge about the latest techniques developed in the field. In the framework of planning, the integrated economic development in the regions, it is of utmost importance to accord priority to the construction of a regionally adequate



infrastructure along with the measures of land and water resources development of the regions. There is also an urgent need for detailed research relating to the different aspects of the tourist industry, to lay a sound base for its future development.

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**11.3 Touristic Infrastructure:**

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An integrated package of infrastructural facilities water power, road, air transportation, tourist attractions etc as given in figure 11.1, is the basic urgent requirement for India to achieve its goal. Boosting tourist traffic in this country and others in the region depended largely on the extent to which these minimum facilities are provided to the tourists.

The place of tourism in national planning varies according to the priority accorded to it. Many countries regard it as a luxury industry and accord it a low priority in their national plans. The plans of the nation are based on the priorities, infrastructure, inputs available and the importance of balanced socio-economic development. The successful setting up of the tourist industry is dependent basically upon the growth and development of the general economic infrastructure of the nation.

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The infrastructure requirements may be divided into the following groups:

- Those which provide lines of access and communication with the outside world.
- Those which enable the movement of people at the destination.
- Those which supply essential services of lighting, heating power, water, drainage and sewage disposal for the development.

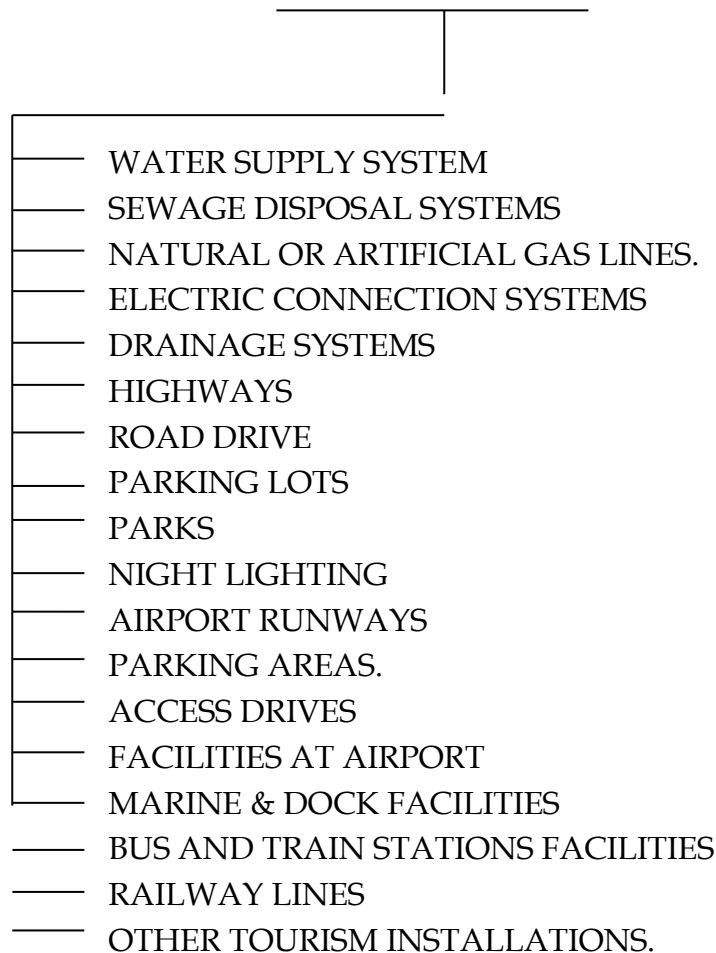
Tourists may reach a particular destination by road, rail or water or by air or by a combination of these modes of transportation. To provide the necessary infrastructure may accordingly call for the construction of the roads, railway lines, harbours, airport runways. These all are required to carry the required volume of traffic to and from the tourist areas. There is also a need for telecommunication and other means of communication. The access work has to be extended to provide

means of communication and movement within the area. In addition, the network of utility services extending over the whole area of development has to provide for public conveniences and night lighting etc.

The underground and service installations described above are of paramount importance to successful tourism. Construction of these requires considerable time. It is best to build roads of adequate dimension initially instead of the small inadequate road which later have to be torn up and replaced with better and more adequate facilities. Great care should be taken in the construction of roads. They should be hard, all-weather surfaced, be properly graded and drained. They should be safe and built to international standards. Service installations such as roadside facilities, roadside parks, roadside picnic facilities, rest parks which include toilet facilities, scenic turnouts, auto repair and service facilities are all needed for tourism.

*Fig 11.1*

INFRASTRUCTURE



The airport runway should be built to international standards. The runways may be used for the new super-jets and there may not be heavy expenditure on modifications in future. Roadside parks, picnic tables, rest areas, scenic turnouts and similar roadside park type facilities should be regularly maintained to keep the park in a neat orderly condition.

Service stations should be provided in sufficient quantity. The attendants at these stations should be courteous, hospitable and friendly. They must have the knowledge of tourist stations in their immediate vicinity and advise the tourists concerning accommodation, shopping and entertainment in their community.

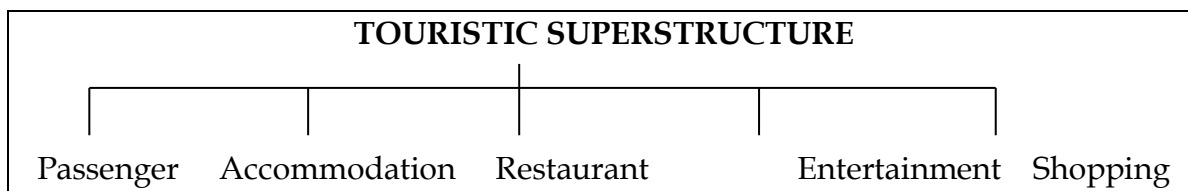
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**11.4 Touristic Superstructure:**

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Superstructural services are also needed for tourism development. It includes access facilities for transport (airport terminals, rail and coach stations) hotels, motel and other accommodation units, café, bars and sport recreational facilities and entertainment. Most of the super-structural facilities are provided by private companies or individual entrepreneurs central state and local governments also give financial and other aid for these facilities as given in figure 11.2.

*Fig. 11.2*



The touristic superstructure comprises all the individual facilities within a tourist area and consists of passenger traffic terminals, accommodation, hotel motel, catering and entertainment and shopping etc. These are mostly costly of all the elements as they involve the construction of the building. Most of these facilities are provided by individual developers and operators. These are planned individually or may be components of an overall plan. Passenger traffic terminals, airport buildings and terminals, port facilities, railway, bus and coach terminals etc. are usually planned in conjunction with the related infrastructure. The capacity of a destination is determined by the capacity of its accommodation units. There is a need to establish an optimum, accommodation capacity that is economically viable for the operators and in turn for the economic prosperity of the community. Other facilities like catering, entertainment and shops do not represent much of the planning

problems. These are readily provided by commercial entrepreneurs. The nature and Variety of these facilities matter much and go to the root of the nature of the tourist destination. In almost all the tourist planning, these facilities are being regulated. Special care should be taken of the architectural design of the building. The hotel building should be distinctively designed following the local environment. The tourists immerse themselves in an environment different from that which they are accustomed to in their everyday life. Air-conditioning, central heating, plumbing and other modern comfort amenities must also be used in the building of the hotel. Accommodations are of great importance for successful tourism. They are fundamental to tourism. The hotel must provide the various types of physical facilities, price ranges locations and services offered which meet the expectations, wants and needs of the travellers. The demand for accommodations varies according to the social class, the price that the guest is willing to pay, level of prices and similar other considerations. Suitable accommodation should be available for all segments of the market. In planning accommodations, the point to be noted is the nature of the environment, the destination itself, the expected markets, the mode of transportation the type of activities engaged in at the destination etc. Before any investment in hotels and similar lodging facilities is made, the travelling and vacation habits of the prospective guests should be carefully studied.

Construction of large luxury hotels and the development of holiday resorts could come into the picture as part of a comprehensive approach. The shortage of hotel accommodation has been one of the inhibiting factors in the development of tourism in India, and whatever accommodation is available is concentrated in certain metropolitan cities and hill stations. There are many tourist attractions. Where are no suitable accommodation facilities? We require both primary and secondary types of accommodation.

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**Check your Progress:**

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**Which of the following fall under infrastructure and which fall under superstructure.**

- |                           |                                  |
|---------------------------|----------------------------------|
| • <b>Airport terminal</b> | <b>Railway station</b>           |
| • <b>Railway track</b>    | <b>Road</b>                      |
| • <b>Hospital</b>         | <b>Electricity Supply lines.</b> |

- |                             |                        |
|-----------------------------|------------------------|
| • Resort                    | Stadium                |
| • Post Office               | Police station         |
| • Water supply pipelines    | Water treatment plants |
| • Sewerage disposal systems | Multiplex              |
| • Bus Stand                 | Runway at the airport  |
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**11.5 Role of Maintenance of Infrastructure & Superstructure:**

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All the states have started taking part in almost all the spheres which are related to the welfare of the public. Tourism is no exception to this. The state creates services that are indirectly useful to tourism. It encourages and supports the private sector and creates a few pilot schemes. The importance of tourism in the national economy is gaining a place in almost all the countries of the world. It is an expanding industry. Expansion of tourism increases the level of employment by creating new jobs. The construction of new buildings is one of the parts of tourism activities that constitutes a capital investment and provides work for several people. There is a market for certain products produced in the country and with the application of multiplier effect and accelerated effect, almost all the sections of the society benefit.

Thus tourism is a public utility infrastructure. The public authorities have an important role in the creation of necessary infrastructure for tourism. Tourism infrastructure consists of all the units that exist for handling tourist traffic. Tourist demand causes the creation of transport and communication facilities, urbanism, irrigation, etc., resulting in a general economic improvement of benefit to all the inhabitants.

Intervention by public authorities to support and promote national tourism has assumed a completely new appearance over the last few years. State intervention takes the form of setting up bodies for controlling tourism activities by giving financial support to private organizations operating in the sector for setting up advertising agencies abroad, for creating tourism study centres and for the developing of research and survey to gain a better knowledge of internal and external markets.

Tourism infrastructure is usually understood to include:

- **Supply of network and mains:** This includes water, electricity, gas, telecommunications, sewers, garbage etc.

- **Basic public utilities and services:** This is the administration of religious places, health, education, culture, commerce, police etc.

The infrastructure ensures the operation of facilities essential to modern life like health, communication, supplies, administration safety etc. To meet the needs of the tourist, it is not enough to see that they reach their destination comfortably and quickly and are suitably housed and fed. They make the trip for a particular purpose. Such facilities, therefore, should be affordable to them. Along with transport and accommodations, there is a whole range of supplementary units for the utilization of tourist resources. Some events i.e. international games, exhibitions, conferences lead to the construction of several permanent structures. After the event is over, the buildings remain and are used for other purposes.

A country wishing to receive tourists must give them the best of reception by making available the necessary public services. Roads are needed for travel. Car parks, beaches, health services, security, services, port post and telephone facilities are very much needed. At any place, the tourists may be in the need of all these facilities. These services should be provided in such a way that tourists do not feel any inconvenience and the quality should be of at least of that standard which the tourists enjoy in their own country.

Some of the infrastructure helping tourism may not have been created for purely tourist purposes, but their smooth running will help the reputation of the country in the field of tourism. Water, gas and electricity services should be provided. There must be postal connections and places must have medical facilities. For example, clinics should be established at winter resorts, children's nurseries and game rooms have to be built. The economic activity of a country benefits from the existence of correct infrastructure. This is particularly for the countries which are at the developing stage.

In addition to the above, the state also provides specialized tourist equipment at the resorts e.g. equipment at ski-resorts, small pleasure ports and airfields in the tourist areas. These installations are beyond the scope of private enterprise as the initial investment is much higher as compared to the returns. The setting up of a museum, restaurants, work of art and safeguarding the countryside can only be financed by public funds.

Thus we find that the state takes the number of activities that are a must for tourism development in a country. Some of these activities are social responsibilities and some of them are beyond the scope of the private sector.

The extent of the state's role in tourism varies according to the conditions and circumstances peculiar to each country. The Political-economic-constitutional system, socio-economic development degree of tourism development etc. vary from nation to nation. In general, in almost all the centrally planned economies, the state is the sole initiator, executor and administrator of all tourism programmes.

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**11.6 Types of Tourism:**

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Tourism is an economic product meeting the demand of human beings and as such its market is created according to the fluctuation of supply and demand. The majority of the demand of tourism enumerate the motives which can prompt a person to make a journey for tourist region. These motives are varied and do exercise a decisive influence on the destination of the journey. Thus the diversity of touristic motivations generates the various types of tourism. The types of tourism can be categorized under the various heading.

➤ **On the Basis of Origin and Destiny:** Tourism is not limited within the boundaries of a nation. Tourists may travel to a foreign country or within their borders. The following types of tourism are found in the tourist flow patterns within a national boundary

- **Inbound Tourism:** In this category are included the tourists received by a certain country from other countries, the latter being the origin country of the tourist:
- **Outbound Tourism:** Many persons of a country go abroad. Outgoing tourism comprises of tourists normally residing in the country and going abroad.
- **Domestic Tourism:** The national inhabitants of a country travel occasionally to other places within their national territories. The movement of tourists within the country of nationality is known as domestic tourism.

➤ **Based on Movement Pattern:** The tourists stay in a place for a long time or travel continuously and spend little time in various tourist places. Based on how the tourists spend their time, the following distinctions can be made.

- **Residential Tourism:** Residential tourism comprises those tourists who have a holiday period of over one month and spend it in one specific tourist place. These

tourists choose quieter and more peaceful places with a mild climate. Residential tourism usually takes place in the peak season i.e. the highest point of the total demand.

- **Seasonal Tourism:** Seasonal tourism comprises those tourists who have a holiday period of not more than one month. These tourists also remain in one specific place for not more than a month. The main point of difference in residential and seasonal tourism is the time factor.
- **Roving Tourism:** There are certain categories of tourists who travel throughout their holiday period. They travel from place to place and never spend more than 5 nights anywhere. They are continuously on the move. Their purpose of travel is different from those of residential and seasonal tourists. They are most widespread in spring and autumn.
- **Based on Seasonal Character of Tourism:** Various factors are influencing the mass tourist flows during a particular season. Some of the incentives for travel for a sporting nature depend on natural conditions and the seasons- hunting, fishing, winter sports etc. There are also religious festivals-fairs, art and music, festivals, trade fairs exhibitions that attract tourists during a particular season. The following types of tourism belong to this category.
- **Winter Tourism:** In most of the European countries, this tour takes place in the month of December to March. Winter tourism has two prime incentive-the searches for snow and the search for sunshine.
- **Summer Tourism:** Summer tourism take place during the summer months. The main incentives for this type of tourism are sun-shine and bathing, preferably in the sea. In European countries, it is a very varied type of mass tourism. It has low average quality than that of other seasons.
- **Circumstantial Tourism:** It is localised tourism as it is attracted by traditional festivals of a religious artistic, sportive, folklorish nature.
- **Based on the Incentives:** Various incentives generate the tourist flow patterns. Therefore, tourism may be classified as follows:
- **Recreational Tourism:** Tourists who wish to devote their holidays to rest, to recuperate their physical and psychic and who wish to refresh themselves when tired are included in the categories of recreational tourism. There's is the longest stay in tourist resorts which generate relaxation to them - by the sea, in the hills, in the rest centres which ensure for them the sought after comfort. Their main preference is the climatic resorts. The tourists having intellectual incentives want



to see new things, know new people, their history, art and local customs and their natural surroundings are also included recreational tourism.

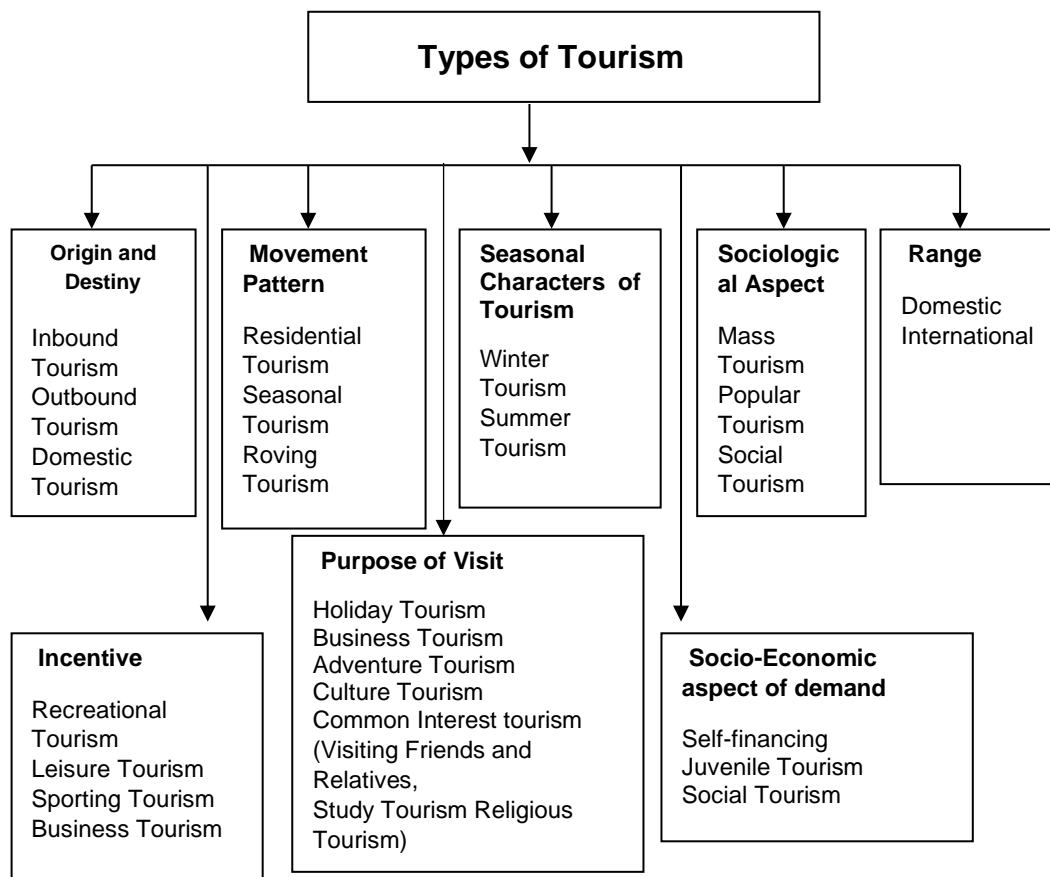
- **Pleasure Tourism or Leisure Tourism:** It includes those tourists who leave on holiday for a change of climate out of curiosity, to relax, to see something new, enjoy good scenery, unfamiliar folklore, the quiet and noisy modern tourist centres. Some tourists of this category find pleasure in travelling from the fact of constantly changing places and surroundings. The constant expansion of industrialization and automation, the anonymity and hectic pace of life, and the growing lack of leisure in a frequently irksome routine job lead men today to look to leisure activities and travel as an escape from the pressures and strains they are subjected to. These tourists look for peace and quietness in their surroundings.
- **Sporting Tourism:** Like the sport itself, tourism is a mass phenomenon of this century. Like sports too, it is only natural in its potential neither good nor evil in essence and can be positive in its effects only if it is subjected to wise planning and guidance. This tourism is motivated by the wish to practice sports. Water and winter sports, hunting and fishing are in good demand. In this case, there are big sports football, hockey, boxing championship etc. which attract the country not only the sportsmen concerned but also thousands of followers and other interested people. There are also sporting tourism of the devotees. There are winter sports, natural, mountain climbing, trekking, hiking, sailing, golf, hunting, fishing, sports, canoeing, water skiing, skating, undersea fishing, dancing, beach games, mini-golf, hydro-cycling, and the various indoor amusements which offer fun and diversion. Countries which are well placed to develop sports have a good scope for tourist flow. They can get good benefits from sporting tourism. For elite sportsmen, tourism is one of the strongest motivating forces. "Citius, Altius, Vor Tius" is all very well, but more enjoyable in Tokyo than in Birmingham or Belgrade. The thought that high performance will qualify one for world travel is perhaps the major motivation for the top-flight athlete.

India is the place for existing sports. Polo is played at the important clubs in the principal cities of India. Skiing in the Himalayas, golf courses, yacht clubs, trekking, sunbathing water sports is some of the specialities in the field of sports.

- **Business or Technical Tourism:** According to some theoreticians, sociologists and economists a business journey cannot be regarded as a tourist journey because it lacks the voluntary element'. According to them, business journeys are

professional journeys and do not leave to the person concerned either the choice of designation or time of his journey and thus the fundamental idea of liberty of the individual in tourism is absent.

On the other side, all the definitions of tourism include business journeys under tourism. Business tourism implies not only the professional journey of industrialists but also all other journeys to fairs and exhibitions or of technical achievements which awaken or rather generate interest among people who have nothing in common with the profession in question. The inclusion of business journeys into tourism is also because businessmen behave not only as consumers but often during their free time, like real tourists by profiting from the attractions offered by the country.



➤ **Based on The Socio-Economic Aspects Of Demand:** Tourism can again be classified based on the economic aspect of demand:

- **Self-financing Tourism:** it includes the tourists who finance their tour to satisfy demand. All the incoming, outgoing and domestic tourism belong to this

category. Self-financing tourism is profitable both for the private tourist enterprise and for the national economy.

- **Juvenile Tourism:** This classification of tourism is based on the informative and educative objective of tourists.
  - **Social Tourism:** Social tourism is found in a sector of the population whose income level does not permit them to meet their demands. Social tourism is made feasible with the help of and through all sorts of facilities provided by the state and by some of the private enterprises. It is observed that the benefit of social tourism goes to the national population as most of the tourism to this category belong to domestic tourism and very few to outgoing tourism.
- **According to Range:** Tourism may also be classified according to its ranges:-
- **Domestic Tourism:** In this case, people travel outside their normal domicile to other areas within the country. People find it easy to travel domestically because there are no language, currency or documentation barriers.
  - **International Tourism:** It is a kind of tourism wherein people travel to a country other than in which they normally live and which forms a separate national unit within its own political and economic system. Due to the different currencies, internal tourism has repercussions on the balance of payments as each country has to balance its transactions with the rest of the world. There are also obstacles put by the authorities for crossing the national frontiers, as a result, there is a need for documentation- passports visas and other conditions of entry and movement. This all regulates the flow of the tourists. Nowadays, due to the improvement in the language skills, currency and customs and the growing free movement of people between developing countries, the distinction between domestic and international tourism is diminishing.
- **Based on Purpose of Visit:** Tourism can also be classified based on the purpose of the visit of the tourists:-
- **Holiday Tourism:** There is now a significant demand recorded by the tourist industry for active holidays, both national and international. In some pursuits i.e. climbing and skiing, the element of risk are uppermost. Old resorts based their attractions on holidays and sports. In holiday camps, a great majority of people showed a desire for physical recreation and there was a strong correlation between good behaviour and sports participation. It is seen that optional vacation

planning improved attitudes towards physical activities, both during holiday and on returning home. People have a great interest in hobbies holidays. Family walks and common vacations, as well as camping and many of the family tourist recreations, are valuable.

- **Business Tourism:** Business Tourism are a professional journey.
- **Common Interest Tourism:** It includes tourists with other specific purposes for their journeys and sometimes sub-divided further into:
  - Visit friends and relatives.
  - Study tourism, Religious tourism and Miscellaneous purpose tourism.
- **Based on Sociological Aspects:** Some other terms have been often applied more or less discriminately to tourism, in particular, mass, popular and social tourism, to which it is desirable to attach more precious meaning at the outset.
- *Mass Tourism:* When large numbers of people participate in tourism, it is called mass tourism. It is essentially a quantitative motive and is based n the proportion of the population participating in tourism or on the volume of tourist activity.
- *Popular Tourism:* It is a qualitative motion and by its nature, it may give rise to mass tourism. It denotes activities meeting with a wide acceptance by people, because of their attractiveness and availability. The acceptance by people may be as it meets their needs or tastes and is availabil9ity at a low price.
- *Social Tourism:* Social tourism is the type of tourism produced by those who could not be able to meet the cost without social interventions i.e. without the assistance of an association to which the individual belongs, or by the states.

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**Problems in the Development of Social Tourism:**

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Worker throughout the world is being allowed paid holidays either by law or by collective agreement. A large number of workers are obliged to spend their holidays at home partly because of lack of means for tourist expenses and partly because of lack of means for tourist expenses and partly because of lack of information, transport difficulties and shortage of suitable accommodation. All those problems can easily be solved through organized social tourism. The financial difficulties can be overcome through subsidies and saving schemes, experience and information can be solved through package deals with carriers and accommodation problems can be

solved through contracts with resorts. Thus organized social tourism can bring tourism within the reach of many who would otherwise be unable to travel. The problem of finance can be dealt with by the use of saving funds. The trade union can take an active part in the saving schemes. The members of these unions can contribute and in holiday time they may be allowed to withdraw a little larger than deposits. The saving fund scheme is very useful in Belgium, France and Australia. There can be some holiday funds which can be organized jointly by some unions and employers, with the participation of transport and hotels and transport enterprises and the state or local authorities. In France, works committees subsidize travel and run holiday homes for the workers, partly by organizing contributions. In the Netherlands, some employers grant a holiday bonus of up to 2% of the annual wage, in addition to normal holiday pay.

In the United Kingdom, holiday bonuses are also granted to the workers. The amount is fixed in proportion to the length of services. In Belgium, workers are paid "holiday wages" which under the law must be double the normal wages, and the employer sometimes grants cash benefits for travel. In Russia, the trade unions pay the whole or most of the lodging expenses in workers rest homes. In Poland, the state pays part of the expenses of travel and accommodation. In New Zealand, the state employees are benefited from price reduction hotels. Another form of financial assistance is the provision of facilities such as holiday centres or through state subsidy or tax allowances. In France, nonprofit making associations for population education, sports, culture and tourism are exempted from the turnover tax and entertainment tax. The state gives assistance in the form of equipment for camps and youth organizations. In East Germany, the authorities finance the investment of all services. In Norway, state loans are awarded either interest-free or at a reduced rate for the development of holiday centres.

In the case of transport difficulties, transport companies often cooperate in special reduced fare schemes. Chartered flights can help a lot in reducing travel costs to individuals. In the USA some carriers operate credit schemes such as "Travel now pay later". In the Federal Republic of Germany, 33% for the group of 25 or more and even greater reductions for students, school children or youth organizations are provided for railway travel. In Belgium, cheap rail tickets are issued to the workers and their families during the holiday season on the presentation of a social security card or certificate from the employer. In Hungary 50% reduction is offered to all

people entitled to holidays with pay. In Czechoslovakia, a free rail ticket is attached to the workers holiday form.

The problem of accommodation is another difficulty for the development of social tourism. Hotels are beyond the reach of low-income groups. From the point of view of social tourism, supplementary accommodation is very important. Holiday centres for workers have been established by several trade unions and employers. In Argentina, several trade unions and employers. In Argentina, several holiday centres have been established in beauty spots at the seaside consisting of special boatels, bungalows, and chalets. These are provided with some other recreational facilities. In Switzerland, there are several holiday centres for social tourism. There is a famous health resort Leysin-with the progress of medicine, it was meant that it world gradually diminished but with the cooperation of certain organisations, the resort was adopted to attract a new type of tourist. Small golf courses, a swimming pool, tennis court and arrangements of schemes were established and sanatoria and hotels were converted to meet the new demand. Caravan camps and hotels are popular with young tourists. Camping has the advantage of being one of the least expensive forms of holiday. Financial aid is given to camps by the state in France and other countries. In Greece, camps are operated by some large industrial firms for the benefit of their employees. In most countries, these camps are run by camping clubs and youth movements.

As regards the lack of information, the public authorities, trade unions the national tourist organisation and other bodies must give attention to supplying the pieces of information of the special attraction of different resorts. In the USA, there are information offices in large cities. These offices issue publications advising workers for spending their holiday. In Canada, bulletins are issued to the trade union offices and other organisations.

“We have been greatly impressed by the importance attached to social tourism in the concept of the developing economy of our country. The object of social tourism is not only to provide holidays to people of the lower-income groups who normally are unable to afford them but to fit them into schemes of the newly developed ideas of paid holidays for workers, assistance in the youth travel movement as well as to the movement of pilgrims throughout our land. Our objective is the welfare state. The welfare state depends for its existence upon the willing cooperation of the working classes and the peasantry who form 98% of the population of our country.

The welfare state has to function for their benefit and would have no meaning if it did not. One of the objectives of the welfare state must necessarily be of paid holidays to workers and subsidized travel for the youth of our country. It is one of the essential items and is a kind of education for the young people to be able to see their country, meet the people of cultural interest as well as of industrial importance. It is only thus that the lack of understanding of each other's needs, of the different people that live in this country, can be put to an end. Further such social tourism would create deep interest and enthusiasm for the great industrial revolution, we are witnessing. The planned economy has to be brought home gradually to large masses of our people by affording them an opportunity of seeing our industrial plans in action. So visit Nangal Bhakra, to the steel plants, to Sindri Chittaranjan. Bangalore and other centres must necessarily be arranged on a confessional basis for those wanting to see the sites and acquaint themselves with the spot of the great industrial revolution. In 1958, the Standard and Rate Structure Committee recommended that:

- The system of paid holidays for workers should be introduced in every hotel establishment and extended elsewhere. This must be a compulsory provision.
- Subsidised tours on every large basis should be organized by the railways, for the student community and young people generally;
- Subsidised tours should be organized on a large scale for pilgrims to travel from their homes to the places of pilgrimage throughout India.

Other countries earmark large sums of money for this particular purpose of oracle tourism.

**Cultural Tourism:** Cultural Tourism covers all those aspects of travel whereby people learn about each other's ways of life and thought. Personal and international contact has always been an important way of spreading ideas about other cultures. Tourism is an important means of promoting cultural relations and international cooperation. The development of cultural factors within a nation can be viewed as means of enhancing resources for tourism. The whole way in which a country represents itself to tourists can be considered its cultural factors. The food, drinks, hospitality manufactured and craft products and other aspects of a nation's life, appeal to travellers and visitors. The success of tourism depends not only on better transportation and hotels but also on adding a particular national flavour in keeping

with traditional ways of life and in projecting a favourable image of the benefits of such goods and services

Cultural tourism is characterized by a service of motivation such as the desire to learn and to study in a centre famous for its high standards of living and teaching, to study the habits of the institutions and the life of foreign people to visit historical monuments (traces of past civilization) the great modern achievement, the art galleries, the great religion centres, to participate in art festivals and celebrations, to take part in and assist in music theatre, dance, folklore festivals etc.

India is a large and popular country with a great past and great tradition. It can boast of some four thousand years of civilized life. It is the oldest living civilization whose traditions arise directly from its past. For these reasons, for any foreigners, a visit to India must have a profound cultural impact, and in this first and broad sense, all forms of tourism in India involved, at least an aspect of culture-contact and is therefore potentially cultural tourism”,

Theatres, libraries, museums and other national institutions are a great asset in attracting interested visitors. Museum and monuments are among the expected features in the tour itinerary.

Cultural tourism will constitute one of the important features of the plan and it is proposed to evolve master plans of the areas surrounding some of the selected archaeological centres with the object of preserving their environment and natural setting. It is suggested to acquire the services of experts in cultural tourism under the aegis of UNESCO and UNDP to assist in the preparation of these plans.

The following group of monuments are included in the proposal:

- Cave temples of Elephanta, Ajanta and Ellora;
- Buddhist Centres at Sarnath, Gaya, Nalanda, Rajgir, Kushinagar, Sravasti and Sanchi;
- Bijapur, Aihole Badami, Pattadkal and Hampi; and
- Khajuraho, Bhubaneshwar, Puri and Konark

Cultural tourism will constitute one of the important features of the five-year plans and it is proposed to evolve master plans of the areas surrounding some of the selected archaeological centres with the object of preserving their environmental and natural setting. Some years ago India acquired the services of Dr. F.R. Allchein in



cultural tourism under the aegis of UNESCO to assist in the preparation of these plans. The cave temples of Elephanta, Ajanta and Ellora, Buddhists centre at Sarnath, Gaya, Nalanda, Rajgir, Kushinagar, Sarasvati and Sanchi, Bijapur, Aihole, Badami, Pattadakal, Hampi, Khajuraho, Bhubaneswar, Puri and Konarak are being taken under the plan.

**Conference Tourism:** Conference tourism is gaining more and more importance. There are some international conferences, conventions, meetings of the statutory bodies, of international organisations and innumerable conferences, assemblies and national symposiums, which are held every year within different countries. Local, state, national and international conventions are continually being held.

Yearly meetings are held by the national associations, union groups, fraternities and societies, educational associations, professional groups, and meetings sometimes outnumber hundreds and thousands of participants. These participants stay several days in the economic aspect of conferences. They have to prepare appropriate premises and to build conference halls with all the necessary modern equipment to ensure their satisfactory operation.

The tourists visit India with varied aims. They visit India with the purpose to get into the heart of a country, eating traditional food, drinking local beverages and living as near to the natives as possible. Many of them prefer to survey strange lands from familiar surroundings. India has facilities for all types of tourists. It is a colourful and picturesque nation. Its monuments testify to one of the oldest and richest civilizations. The forests, mountains, valleys, plains or desert walls, all are of great interest to the naturalist, the botanist and the lover of nature.

**Religious Tourism:** Man undertook journeys to places that he considered sacred or where he thought his deity resided. And so began the practice of going on pilgrimages which have remained vague throughout the ages with of course local variation and periodic adjustments. The practice of religious expeditions to sacred places took deep roots among the Egyptians, the Jews and the Greeks. It attained its zenith under Islam, the prophet proclaimed it to be the duty of every Muslim, at least once in his life, to visit Mecca, Mohammed's birthplace.

Christian pilgrimages arose from devotion to the memory of Christ. The devotees made it a point to visit places that were invested with memories of their Lord's earthly life. Two of the most sacred places to which the Christians visit are

Beruthalem and Jerusalem. As the number of pilgrims swelled so increased the number of places to which they would like to visit.

While pilgrim resorts were falling in the east, their counterparts began to emerge in the west. The starting point in the west is found in the veneration of religious martyrs and the care of their tombs. Pilgrims were also drawn to the graves of saints and seers, convinced as they were of their divine success and blessings. Those who were known for the performance of miracles also attracted devotees and believers from far off places. Africa has the largest number of tombs of martyrs. Rome got the pride of place among the holy cities of the world as it has got the famous tombs of St. Peter and St. Paul.

Another motive for pilgrimage is the object of securing relics from holy places. It has been highly desirable in many parts to acquire some object which has enjoyed at least a mere connection with the hollowed corpse. The religious people take little wax dropped from a sanctified paper, a catholic devotee bent off the toe of the mummified body of a saint in Goa. Some pilgrims carry away as a memento a little dust from the graves of saints and martyrs. Some pilgrims take 'prasad' from the religious temples. Many people go on a pilgrimage to ask for forgiveness of their sins. It may be called an expiatory pilgrimage. There are also pilgrimages undertaken to thank the deity for fulfilling the devotee's wishes. Thus we find that the journey for religious purposes has always been considered an act of obedience to the supposed will of God or the deity concerned.

India is one of the oldest countries of pilgrimages. People have come to this sub-continent in all ages and from all parts of the world in quest of religion, knowledge and spiritual satisfaction. Religious minded tourists have a deep interest in India's monumental heritage. There is no place in our country which is not held sacred for one reason or another. Its rivers and lakes, mountains, sea beaches, towns and temples, are all attractions for domestic and foreign travellers. India has been the birthplace of many religions-Hinduism, Buddhism and Jainism and today Muslims, Christians, Sikhs and Zoroastrians live and worship peacefully in the secular state of ours.

Pilgrims naturally form the overwhelming bulk in this group. We can sub-divide them into:

- The regular visitors and tourists of Indian domicile in various parts of the world, people who are anxious to discover the cultural centres of the religions of their forefathers;
- The growing number of Buddhists from Japan, Thailand, Ceylon etc. Who visit the great centres associated with Buddha.
- The Americans and Europeans are interested in some aspects of Hinduism, Buddhism, Islamism and Sikhism.

The Hindus, Muslims, Christians, Sikhs, Jains and Buddhists and the followers of other faiths and religions have their holy places which they must visit at least once in a lifetime. Thus we find that the pilgrim's traffic is the biggest part of the tourist trade. Commonly, the travellers fit a visit to the holy site or a tourist resort into their business trips. This should ensure a steady stream of visitors to India from other countries.

The government has some time back highlighted the importance of the development of religious tourism. We have neglected to make the most of the holy places attractive which are of tourist interest. There is considerable scope for promoting tourists from South-East Asian countries by offering different package tours of places of Buddhist interest. Such tours could cover Bodhgaya, where the Buddha attained enlightenment, Sarnath, wherein the quietness of the Deer Park, the Buddha preached his first sermon, Sanchi with its great Stupa, and Rajgir in Bihar. Important Buddhist sites like Ajanta and Ellora and the ancient universities of Nalanda create great interest among tourists.

There could be a wider tour of India, in which the visitors might see magnificent religious places Christian churches in Orissa, richly carved temples of southern India, huge mosques at Delhi and Agra and beautiful Golden Temple at Amritsar, and the array of shrines, temples and palaces of Banaras. For religious tours to be successful, the guide must be handpicked, knowing something of the tenets of different religions answering knowledgeably.

### **Check Your Progress-I:**

#### **1. What is the difference between Residential and Roving Tourism?**

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**2. What is Mass Tourism? Does it have any negative or positive impacts?**

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**3. Mr. Kartik visits his relatives in Mumbai, He will be categorized under which Type of Tourism.**

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**11.7 Typologies of Tourism:**

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There are various forms of tourism. The different forms are based on the duration, the number in the party and the economic effects of tourism. These varied forms can be categorized as follows:

- **According to the number in Party:** This distinction is based on how the individual elements of the trip are bought by the tourists:

- **Individual Tourism:** FIT- Free Individual Traveler-When 1 to 10 people move for the tour it is included in the FIT. They may purchase a tailor-made tour-made as per their requirement or package tour (ready-made tour).
  - **Group Tourism:** When more than 15 people are travelling for tourism purposes it is group tourism GIT ( Group Inclusive Tour) They usually go for ready-made package tours.
- **According to Arrangements:**
- **Independent:** Accommodation and transport are arranged separately by tourists. Individual tourism is the case when a person or group of persons leave on the journey for which they establish the destination and programmes and which can at any time be freely altered. The tourist moves about individually or as a member of the group, irrespective of the way they travel and the stay are arranged. Transportation, accommodation and other elements are arranged separately either by the tourist himself directly with the carrier, hotel or other suppliers or through a travel agent. The individual or the family themselves take care of ensuring such provision or services as they might need. This is known as independent travel.
  - **Inclusive or Package Tours:** Organized collective tourism (organized tourism) or inclusive tour is where the tourist buys a trip, for which he is unable to distinguish the prepaid cost of his fare from the cost of accommodation and another element. It is also known as a package tour. The tourist may move to about as an individual or as a member of the group, according to the particular arrangements entered into. Thus, in this form of tourism, a travel agency offers to anyone interested, against payment of an inclusive sum, participation in a journey to a destination and following a programme and timetable fixed in advance for an entire group. The participants do not have to concern themselves with anything, all the provisions and services being assured by the organizer.
- **According to Duration:**
- **Long Haul Tourism:** It implies a journey of long duration, says, several weeks or months for the tourist himself. Because of the extreme mobility of modern tourism, principally motorized, a long journey as a general rule means a visit to several countries, which results in the journeys of a short stay in each tourist

place. The journeys or stay at the destination should be at least 24 hours. It is also known as a trip or visit.

- **Short Haul Tourism:** It covers brief journeys of a week or ten days. When numerous, their economic importance is considerable for the nation. Sociologically, this type of tourism suits a clientele who are unable to avail of long holidays.
- **Excursion Tourism:** It does not involve any overnight stay. These are usually described as day trips or day visits, both domestically and internationally. Excursion tourism has been reintroduced into the WTO definition of tourism. It is thus a journey not exceeding 24 hours and without accommodation having to be provided. Excursion tourism is important in the areas where the favourable rate of exchange allows the interesting purchase to be made at the time of journey.
- **According to Means of Transportation Used:**
  - Pedestrian Tourism (hikers)
  - Road Tourism (Motorcoach)
  - Motorised tourism. (Motor car)
  - Rail Tourism
  - Maritime Tourism (cruises).
  - Air Tourism.
- **Based on Effect on Balance of Payment:** This is related to foreign tourist arrivals which bring foreign exchange into a country and thus have a favourable effect on our balance of payment.
  - **Receptive Tourism:** This is related to foreign tourist arrivals which bring foreign exchange (money) into the country and thus have a favourable effect on our balance of payment.
  - **Passive Tourism:** It is travel residents of a country going abroad. They take out currency and thus there is a negative effect on the balance of payment.
- **Quantitative Tourism:**
  - **Mass Tourism:** When a large volume of tourists participates in tourism, it is called mass tourism.

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- **Qualitative Tourism:**
  - **Popular Tourism:** Any tourism which is popular and has positive impacts is termed popular tourism. Eco-Tourism which is eco-friendly and does not deteriorate the natural environment can be termed as popular tourism.
  - **Social Tourism:** When people of limited means participate in tourism or measures are taken to encourage them to participate or to make it possible, it is known as social tourism.

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**Check Your Progress-3:**

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**1. Elaborate on the terms FIT and GIT. They fall under which form of Tourism.**

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**11.8 Summary:**

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Infrastructure includes all forms of construction on and below ground required by any inhabited area for communicating with the outside world and as a basis for extensive human activity within e.g. roads, water supply, electricity supply, sewerage disposable etc. Economics frequently put stress on the development of the touristic infrastructure, as it is the prerequisite for its accelerated economic growth. Most of the infrastructural facilities are provided by the public sector. The superstructure includes all forms of construction of building above the ground. It includes access facilities for transport- airport terminals, railway stations and bus stations, hotels, motels and other accommodation units, café, bars and sports recreational facilities.

For a better understanding of tourism phenomena, different forms and types of tourism have been identified like inbound tourism, Outbound Tourism, Domestic Tourism, Seasonal Tourism, Roving Tourism, Recreational Tourism, Social Tourism etc.

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**11.9 Glossary:**

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- **Infrastructure:** basic amenities below and on-ground e.g. road, rail track, water supply etc.
- **Recreation:** any rejuvenating activity.
- **Inbound Tourism:** Nationals of other countries visiting our country.
- **Outbound Tourism:** Nationals of our country going to other countries.
- **Domestic Tourism:** Nationals of our country moving within the country
- **Residential Tourism:** Stay of tourist at one destination for more than one month.

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**11.10 Self Assessment Exercise:**

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- What do you mean by the term Infrastructure? What all are included in Touristic infrastructure.
- What do you understand by the term superstructure? Which all things are included in the touristic superstructure
- What is the difference between Infrastructure and Superstructure? Support your answer with examples.
- Enumerate the various types of Tourism.
- Which are the various forms of Tourism. Explain each one of them in detail.
- What is the need of classifying the tourism phenomenon into different types
- What is the role played by the public and private sectors in the growth and development of tourism
- What is mass tourism?
- Differentiate between Inbound, Outbound and Domestic Tourism.
- Differentiate between Juvenile and Social Tourism.



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**11.11 Further Readings:**

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**Unit-12**

**Chain of Distribution in Tourism Industry**

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**Structure:**

**12.0 Objectives**

**12.1 Introduction**

**12.2 Concept, Element and Functions of Distribution Chain**

**12.3 The Distribution Mix in Tourism Industry**

**12.3.1 Direct & Indirect Distribution**

**12.3.2 Travel Intermediaries**

**12.3.3 Types of Distribution System**

**12.4 Integration in the Tourism Industry**

**12.4.1 The Significance of Integration**

**12.4.2 Horizontal & Vertical integration and Conglomerates**

**12.5 Summary**

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**12.0 Objectives:**

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After studying this unit you should be able to:

- Understand the concept, Element and Function of Distribution Chain in the Tourism Industry;
- Understand the advantages and disadvantages of one Distribution system versus another
- List the different marketing intermediaries available for the Tourism industry and linkage of each of these intermediaries ;
- Know the use of the internet as a distribution channel and
- Understand Horizontal & Vertical integration and Conglomerates in Tourism.

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**12.1 Introduction:**

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The term sales distribution system refers to the method by which a firm sells its products and/or services to customers. The link between the tourism suppliers and the customers is known as the distribution system. The purposes of the system of distribution are twofold- to give potential travellers the information they need to make a vacation choice and to allow them to make the necessary reservation. Like other basic industries- agriculture, food processing, and manufacturing- the travel industry has its system of distribution; that is the process of moving travel products and services from suppliers to ultimate consumers. The industry's distribution system includes the intermediaries who comprise this system. Although the tourism industry's distribution system is largely invisible. It is every bit as important as the one for the manufacturing and package -goods industry. The travel trade intermediaries in the distribution system provide many benefits, both for customers and the other industry groups. Their knowledge and expertise make the customer's travel experience more satisfying and enjoyable. Their services, retail outlets, and promotions greatly increase sales and awareness for carriers, suppliers and destinations. Within the sales distribution system, there are wide variations, combinations, and interactions.

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**12.2 Concept, Element and Functions of Distribution Chain:**

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**Distribution Channel:** A distribution channel is the set of independent organizations involved in the process of making a product or service available to the customer or business user. Development of the distribution channel starts with the

selection of channel members. Once members have been selected, the focus shifts to managing the channel. Distribution channels in the hospitality industry consist of contractual agreements and loosely alliances between independent organizations. In marketing, distribution channels are traditionally used to move goods (tangible products) from the manufacturer to the customer. In the hospitality and travel industry, distribution channels are used to move the customer to the product, the hotel, restaurant, cruise ship, or aeroplane. Five major components which comprise the travel supply chain are:

- Providers,
- Distributors,
- Travel Agents,
- Charge Card companies,
- Travellers
- **Providers**- Airlines, hotels and transportation companies and other entities which invest in products (planes, properties, vehicles) and services for travellers.
- **Distributors**- Computer Reservations Systems (CRSs); technology companies that consolidate supplier information, inventory and pricing data, and provide a way to electronically search, book and issue tickets and documents.
- **Travel Agents** – Using CRSs, provide leisure and business travellers with one-stop shopping guidance and pricing and schedule advice to make reservations, issue tickets and provide ancillary services such as passport processing or currency conversion.
- **Charge Card companies**- Play a role by making purchasing more convenient and secure for consumers, and by providing corporate buyers consolidated transaction data about their company's activities, which help them with purchasing decisions and policy tracking.
- **Travellers**- the end-user or customer, who may be leisure and/or corporate traveller, or a travel planner who books trips for an employee to take.

The product used by hospitality and travel companies comes through distribution channels. Thus it is important to understand their structure. Graduates of hospitality and tourism programs often work for companies that distribute products. Why don't suppliers and carriers use direct distribution all the time? The simple answer is that using several distribution channels and intermediaries generally broadens the impact and effectiveness of in-house marketing plans. Intermediaries function almost like an external reservation and sales staff.

**Functions of Distribution Channels-** It performs the following key functions:

- **Information:** Gathering and distributing marketing research and intelligent information about the marketing environment
- **Promotion:** Developing and spreading persuasive communication about an offer
- **Contact:** Finding and communicating with prospective buyers
- **Matching:** Shaping and fitting the offer to the buyer's needs, including such activities as manufacturing, grading, assembling, and packaging
- **Negotiation:** Agreeing on price and other terms or offers.
- **Physical distribution:** Transporting and storing goods
- **Financing:** Acquiring and using funds to cover the costs of channel works
- **Risk-taking:** Assuming financial risks such as the inability to sell inventory at full margin.

The first five functions help to complete transactions. The last three help to fulfil the completed transaction. The specific roles and benefits of the Distribution channel are:

- Retailing the service of suppliers, Carriers, and other intermediaries at a location convenient for travellers
- Expanding the distribution network for suppliers, carriers, & other intermediaries
- Providing specialized knowledge advice to travellers on destinations, prices, facilities, schedules, and services
- Coordinating corporate travel arrangements to maximize the efficiency of corporate travel expenditure
- Assembling vacation packages by bringing together an array of destinations and the services of suppliers and carriers at all-inclusive prices
- Operating and guiding group tours
- Tailor-making incentives travel trip for corporations and meeting for associations, and other organization

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### **12.3 The Distribution Mix in Tourism Industry:**

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The distribution mix is similar to the marketing mix, the product mix, the promotion mix. A distribution mix is the combination of direct and indirect distribution channels that hospitality and travel organizations use to make customers aware of, reserve, and deliver its product. Carriers and suppliers are the foundation of the hospitality and travel distribution system because they provide the transportation

and destination services those customers require. Individual carriers and suppliers normally use more than one channel of distribution in their distribution mixes, and they use both direct and indirect distribution.

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**12.3.1 Direct & Indirect Distribution:**

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**Direct Distribution:** A direct system of distribution is one where the supplier – destination, airline, hotel etc. communicate directly with the customer. It **occurs** when an organization assumes total responsibility for the promotion, reserving, and providing service to customers. Generally, this applies to suppliers and carriers when they do not work with any travel trade intermediaries collectively known as Travel Trade. For example, some hotel weekend packages can only be booked directly through the hotel itself. Most major airlines promote directly to individual pleasure and business travellers, as well as to corporate and other group customers if the customer so desire. Larger companies provide toll-free telephone numbers. This allows the traveller to call the suppliers. In a few cases, automated ticket machines have been opened at airports. These machines connect directly with the computer reservation system (CRS) of an airline and allow the traveller with the credit card, the availability of recent flight information, making a reservation and receiving both ticket and boarding pass on spot. Similarly, we can take the example of lodging chains to illustrate this concept. We can make a hotel reservation directly with our destination hotel or use the hotel chain's central reservation system (CRS). For the supplier, the system is simple, profitable and offers control over the sale.

**Indirect Distribution:** An indirect distribution system is one, where there are one or more intermediaries between the supplier and the customer. It occurs when part of the responsibility for the promotion, reserving and providing services is given to one or more other hospitality and travel organizations. We can also indirectly get the reservation through intermediaries' like- tour operators, incentive travel planners. Travellers can also choose to make the reservation through retail travel agents and to have their airline tickets delivered by the agencies. (an indirect distribution channel). Airlines also frequently work through the other four intermediaries, promoting directly in their specialized trade journals and participating in packages created by tour wholesalers/operators, incentive travel planners, corporate travel managers/agencies/and convention/meeting planners. **A channel of distribution** is a particularly direct and indirect distribution arrangement used by a supplier, carrier, or destination marketing organization.

The figure is given below visually displays the concept of direct and indirect distribution. It highlights the five major travel intermediaries:

1. Retail travel agent.
2. Tour wholesalers & operators.
3. Corporate travel manager.
4. Incentive travel planner.
5. Convention/meeting planner.

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**12.3.2. Travel Intermediaries:**

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Many specialized channels are available to hospitality and travel organizations. A manager must choose the intermediaries that will make up the distribution system and the number of levels that the distribution system will have. Let's take a more detailed look at these intermediaries to clarify the distribution-mix concept. Before covering the advantages and disadvantages of the four basic sales distribution systems, it is useful to discuss the types of travel intermediaries involved in distributing travel services. A two, three or four-stage distribution system encompasses travel intermediaries. These are of three types: travel agents (wholesale and retail), tour operators, and specially channelers.

- **Travel Agents:** A travel agent arranges for travel services from suppliers such as airline, cruise-ship companies, railroads, bus companies, car-rental firms, hotels and sightseeing operators. Generally speaking, there are two types of travel agents- Wholesale and retail. A wholesale travel agent or wholesaler specializes in organizing tour packages, which are marketed to the public through a network of retail agents or airlines. They do not deal directly with the consumer unless they also operate at the retail level. Most large wholesalers do have their retail divisions. A wholesaler travel agent may or may not operate the tours it markets. In many cases wholesaler contracts with tour operators or operators for all or only certain land arrangements.

Wholesaler travel agents may design tour packages marketed under the agency's name, or as is sometimes the case, they may take land packages already assembled by a ground operator and combine them with air or surface transportation to form new packages.

- **Retail Travel Agent:** These are people who sell tours for wholesalers and operators in addition to hotel rooms, car rentals and transportation tickets. The retailer acts as an agent for the supplier and is paid on a commission basis by the

supplier for sales made. Retail travel agents or retailers sell travel services directly to the consumer. They typically represent airlines, cruise lines, motorcoach companies, rail, roads, hotels, car rental firms or sometimes but not always wholesale travel agencies.

A large majority of agencies are now computerized and are linked to one of the major airline reservation systems. Retail Travel Agents receives their income directly from suppliers, carriers, and other travel trade intermediaries in the form of commission (typically 10% for both airlines and lodging reservations). Although the average travel agency is quite small, there are now several “mega-agencies” that employ thousands of agents Like Kyoni, Thomas Cook, Cox & Kings and American Express.

There are some important crossovers between the retail travel agency and corporate travel management. One of these is the **Inplant**, a travel agency office that is located on the premises of a corporate Client. Another option for the corporation and government agencies is to pass along total responsibility for their travel arrangement to a **corporate travel** agency (a company specializing partly or wholly in corporate and government travel accounts). Another example of a greater specialization in the agency field is **cruise-only agents** (retail travel agents involved exclusively in selling and booking cruises)

- **Tour operator or Tour wholesaler:** A tour whole seller is a company or individual, who plans, prepares, markets, and administers travel packages, usually combining the services of several suppliers and carriers. These are people who create a package that might include– transportation, lodging, meals, transfers, sightseeing etc. wholesalers buy these products in bulk from suppliers at a reduced price and make money by marking up the package. They sell the package directly to the tourist or through a tour operator or travel agent. The tour wholesaler performs a broader set of functions than the operator does. Tour wholesalers start developing tours and packages by doing careful marketing research, usually more than a year before the first tour departs. About 12 to 18 months in advance, they negotiate booking, fares, and rates with carriers and suppliers. They then establish tour or package prices and prepare brochures to distribute to travel agencies. Brochures may be developed by the wholesaler itself or in conjunction with the carrier, supplier, other intermediaries, or destination marketing organization.

- **Incentive Travel Planners:** Incentive travel planners are specialized tour wholesalers. The only difference is that they deal directly with their corporate



clients. They assemble tailor-made packages that include transportation, accommodation, meals, special function, theme parties, and tours. Like tour Wholesalers, they negotiate with carriers and suppliers and block the spaces. They also add a markup commission, which represents their fee for the planning services. Normally, the sponsoring corporate client pays all the costs of promoting the incentive trips to potential recipients.

• **Convention/Meeting planners:** They plan and coordinate their organizations' external meeting events. They work for associations; corporations, large nonprofit organizations, government agencies and educational institutions. Some combine the task of convention/meeting planning with that of corporate travel management, whereas other organizations split up the task. Typically, Convention/Meeting planners are involved in the following tasks:-

- Preparing Budgets
- Selecting meeting sites and facilities
- Negotiating group rates for accommodation and air and ground transportation
- Developing meeting programs and agendas
- Making a reservation for participant
- Developing meeting specifications and securing a meeting place
- Obtaining and coordinating entertainment
- Planning food and beverage function

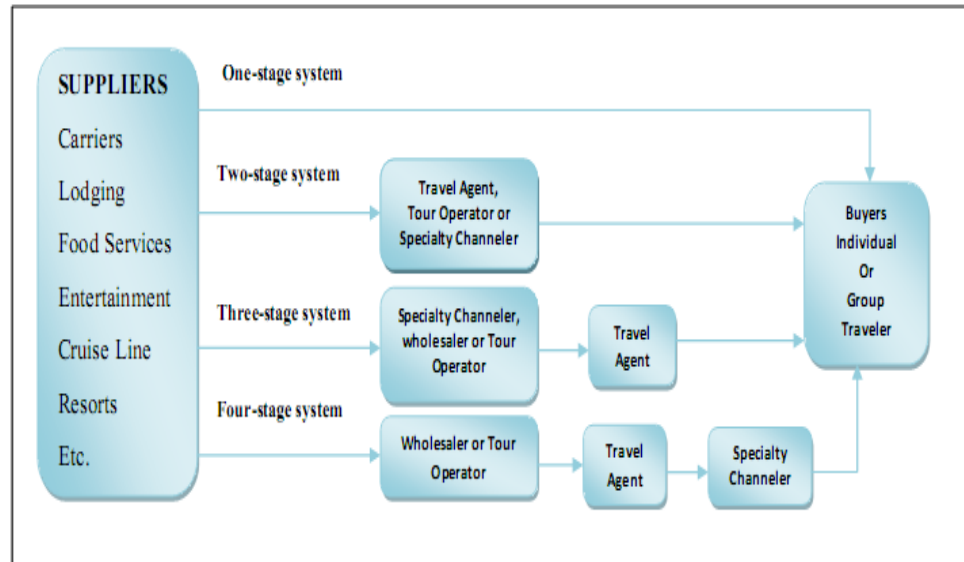
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### **12.3.3 Types of Distribution System (One, two, three or four-stage distribution system)**

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➤ **One-Stage Distribution System:** A one-stage system directed from primary suppliers of travel services to the traveller. An example is an airline selling tickets directly to customers through its sales and reservation department. A few travel suppliers, cruise lines in particular, avoid this system and instead depend almost entirely upon intermediaries. Airlines, on the other hand, have mixed opinions concerning the cost-effectiveness of the one-stage system.

Figure No:1 Travel sales distribution system



Source: The Travel Industry by Chuck Y. Gee, James C. Makens, Dexter J.L. Choy (1989)

**Advantages:**

- **Simplicity:** It is simple for both parties and avoids the intervention of a third party. The buyer and seller can easily decide on reservations or changes between themselves.
- **Additional sales Opportunity:** The ability to talk directly with the traveller provides the supplier with an opportunity to upgrade, sell additional services, and make an advanced reservation.
- **Flexibility:** Many travellers follow a travel itinerary with a fixed schedule of places they intended to visit. Travellers who do not have fixed itineraries value the ability to modify travel plans at the last minute. Theoretically, this leaves them free to extend or cut short their time in a certain area.
- **Greater Profitability to Supplier:** The independent travellers who purchase directly from the suppliers provide a greater per-unit profit than any other client.
- **Personal Control over the sale:** In some cases, the individual traveller may also be wary of travel agents when a travel agent unknowingly booked the trip through an unscrupulous

- **Tour operator:** Many travellers, therefore, feel more comfortable if they have personally made the reservations and have confirmed reservations with the ticket in hand.
- **Management of Key Account:** Travel industry companies generally recognize the importance of the Pareto 80-20 rule, which states that a majority of a company's business will result from a minority of its customers. Business executives in turn fly far more frequently than the average person. The rise of frequent flyer programs by airlines, hotels, auto rental firms, and others is the reflection of key account management. Computers now allow companies to identify the key customer and their pattern of usage. Marketing strategies can be directed to this important customer group.
- **Two-Stage Distribution Systems:** A two-stage distribution system involves a single intermediary, for example, interacting with the supplier and the other traveller. The two-stage distribution system operates for the following reason:
  - **Professional Assistance:** The buyer receives assistance from professionals who specialized in travel and can give personalized attention and advice, often saving the customer both time and money.
  - **Multiple Options:** A professional travel intermediary, such as a travel agent or a tour operator, offers the traveller the opportunity to choose from all available resources.
  - **Single-Charge billing:** The process of paying for travel service can be simplified through an agent. The agent can change the client for service, including transportation, lodging, restaurant, entertainment packages, and group transportation in one bill.
  - **Price or Service Advantages:** In some cases, a traveller can obtain, a lower price for travel service by going through a travel agent. Travel agents are sometimes able to upgrade services for the traveller.
  - **Off-Season Promotion:** Intermediaries often assist the supplier in creating new business by developing Off-Season travel packages.
  - **SalesForce without Overhead:** The foremost advantages offered by travel intermediaries to suppliers are that they serve as a sales force and have no overhead cost to the supplier.
  - **Cumulative Group Power:** An intermediary may responsible for hundreds of thousands of dollars worth of business for a particular hotel, airline, or cruise

ship. An intermediary generally has more power with the supplier than an individual traveller.

- **Out of Town Assistance:** Some travel Intermediaries has multiple branches, even in foreign countries. A traveller who may experience difficulty, while travelling can also find assistance through the branch office.
- **Three-Stage Distribution System:** A three-stage system involves two intermediaries, usually a travel agent and a wholesaler or tour operator. It provides a traveller and a supplier with the benefits of a two-stage system. The added benefits come from the travel services being purchased in a large quantity at discount prices by the wholesaler. The traveller is generally able to obtain lower-priced travel packages or packages that are tailored to the traveller's desires.
- **Four-Stage Distribution System:** A Four-Stage Distribution System follows the pattern of a Three-Stage Distribution System, but there is an additional intermediary, generally a speciality channeler, who is involved in the consultation of a tour package. The benefits of having an additional stage in travel arrangement for the group are those of information and facilitation in securing a package that is designed for a particular need.

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**Specialists: Tour Brokers, Motivational Houses and Junket reps:**

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- **Tour Brokers** sell more coach tours, which are attractive to a variety of markets. Motorcoach tours are very important. Tours from Delhi to Agra to view the Tajmahal are an example of popular motor coach trips.
- **Motivational Houses** provide incentive travel offered to employees or distributors as a reward for their effort. Companies often use incentive travel as a prize for employees who achieve sales goals or for the sales team achieving the highest sales. The incentive trip is usually to a resort area and includes first-class or luxury property.
- **Junket Reps** serve the casino industry as intermediaries for premium players. Junket reps maintain lists of gamblers who like to Visit certain gambling areas. They work with one or a few casinos rather than the entire industry. They are paid a commission on the amount the casino earns from the players or in some cases on a per-player basis.
- **Hotel Representative:** Hotel Representatives sell hotel rooms and hotel services in the given market area. It is often more effective for hotels to hire a hotel

representative than to use their salesperson. This is true when the market is a distant one and when cultural differences may make it hard for an outsider to penetrate the market.

- **National, State, and Local Tourist Agencies:** National, State, and Local Tourist Agencies are an excellent way to get information to the market and gain room bookings. National associations promote tourism within their own countries. Their impact can be important to hotel chains that have locations throughout the country. State agencies promote the state resources and attraction overseas, nationally, and in the state itself. State tourist agencies usually have tourist information centres strategically located throughout the state, often at the entrance point. The regional associations can also help the independent and chain operators.

**Consortia and Reservation System:** Consortia and Reservation System are providing increased marketing coverage for travel trade and hotel organizations. The reservation system provides a central reservation system for hotels. They usually provide the system for small chains or provide an overseas reservation service, allowing international guests to call a local number to contact the hotel. A consortium is a group of hospitality organizations that are allied for the mutual benefit of the members. Marketing is often the reason why consortia are formed. The consortium allows a property to be independent in ownership and management while gaining the advantages of group marketing.

- **Computer Reservation System (CRS): Global Distribution System (GDS):** Global Distribution Systems (GDSs) are computerized reservation systems that serve as a product catalogue for travel agents and other distributors of hospitality products. These reservation systems were originally developed by the airlines to promote sales. Recently, there have been a series of mergers and alliances, resulting in six major systems: Amadeus /SystemOne, Apollo/Galileo, AXESS, Fantasia, SABRE, World span/ Abacus. Almost all well-established travel agents States are connected to at least one computer reservation system. Hotel companies, rental car companies, and other tourist products can gain listings on these reservation systems, making it easy for travel agents to sell their products.
- **Internet as a Distribution Channel:** The internet is quickly becoming an effective distribution channel. Today, over a billion dollars in travel products are booked on the web, and major hotel chains such as Hilton and Marriot books millions of dollars worth of rooms over the web. All of us are interested in getting on the

information superhighway because we know the channels of travel distribution are changing. Restaurant companies are also using the internet as a distribution channel. Pizza Hut developed PizzaNet, an online ordering system. The internet users get information on the menu, including colour photos of the dishes. The customer can select either takeout or delivery. After they have made their selection, they will get the amount owed, including any delivery charges. Some of the advantages of the internet are that it never closes, it is open 24 hours a day, seven days a week has worldwide coverage, and can transmit colour pictures. Another advantage of the internet is that hospitality companies can tangible their products through the use of colour photos and videos. This lets the prospective traveller know that they can expect excellent food. Bed and breakfasts can provide photos letting the traveller know what to expect. Visitors to an internet site can print hard copies of the site's pages. The internet is rapidly becoming an important distribution channel, a channel with relatively low costs, allowing the independent operator to gain access to world markets. It allows the multiunit operator to give information about all locations, including colour brochures and guided tours of the property. This information is valuable to the individual traveller and the travel agent. Some companies have produced special sites for travel agents.

- **The online travel market:** The use of the Internet by travellers to plan and book their trips continues to grow at a rapid rate. Online travellers use the Internet to get information on destinations or to check prices and schedules. The most popular types of websites used to book travel are online travel agency sites such as Microsoft Expedia, Travelocity, Make my trip, Yatra.com or Priceline and company websites, such as airline, hotel, or rental car companies that sell directly to consumers. A majority of online travel planners also use destination websites. Online travel planners do a variety of trip planning activities on the Internet. The most popular are searching for airfares/schedules, maps or driving directions, and looking for places to stay. There has been strong growth in online travel booking. There is another important aspect and it is concerning the use of Internet While Traveling. Portable electronic communication devices such as cell phones, laptops, and personal digital assistants help people stay connected while away from home or office.

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**Check your progress-I:**

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**1. Write the five major components which comprise the travel supply chain.**

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**2. What are the functions of Distribution Channels?**

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**3. What is the difference between direct and indirect distribution in the hospitality and travel trade industry?**

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**4. What are the key differences between tour operators and travel agents?**

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**5 . Explain the Global Distribution System (GDS).**

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**6. Write about the use of the Internet as a Distribution Channel.**

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**12.4 Integration in the Tourism Industry:**

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**12.4.1 The Significance of Integration:**

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A notable feature of the industry over recent years has been the process of integration that has taken place within and between the sectors of the industry. If we refer to our model of the chain of distribution, we can identify this integration as being either horizontal or vertical in character. Horizontal integration is taking place at any one level in the chain, while vertical integration describes the process of linking together organizations at different levels of the chain. All business is highly competitive and the tourism industry is no exception to this rule. Competition forces companies to seek ways to become more efficient and integration offers significant advantages, not least that of benefiting from economies of scale; by producing and selling more of a product the company reduces the unit cost of each product since the fixed costs incurred are spread over an increasing number of units, whether these be hotel bedrooms, aircraft seats or package holidays. The savings achieved can then be passed on to passengers in the form of lower prices. Most companies, asked to identify their organizational goals, would cite market expansion as a major objective. Growth in a competitive environment is a means to survival, and history testifies to the fact that few companies survive by standing still. Integration is a means to growth by enabling a company to increase its market share and simultaneously reduce the level of competition it faces.

Perhaps the greatest benefit offered by integration, though is the negotiating power that the larger company achieves in its dealings with other organizations. By expanding the scope of its operations in this way the tour operator secures purchasing power in negotiating for low prices for hotel rooms or aircraft seats; it ensures that handling companies at the destinations to which its tourists fly are eager for the company's business and will provide attractive quotations to secure that business. Similarly, hotels uniting in larger groups will be able to negotiate better deals through their suppliers for the bulk purchase of, for example, food and

drink, and airlines will be more bargaining strength to the negotiating table in their dealings with foreign governments for landing rights or new routes. In addition to these broad benefits offered by integration generally, there are other advantages specific to horizontal or vertical integration.

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**12.4.2 Horizontal & Vertical integration and Conglomerates:**

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**Horizontal integration:** Horizontal integration can take several forms. One form would be the integration resulting from a merger between two companies offering competitive products. Two hotels may merge, for example, or two airlines competing on similar routes may unite. Such mergers may result from the takeover of one company by another or it may be a voluntary union between two consenting companies. If the association is a voluntary one, however, it need not entail total ownership; arrangements can be made to maintain individual identities while uniting in the form of a consortium- and affiliation of independent companies working together to achieve a common aim. For example, a marketing consortium may be formed to derive the benefits of economies of scale in the marketing effort through, for instance, the publication of a joint sales brochure.

Alternatively, a common interest may be the purchase of bulk supplies at discount prices. Both of these advantages are shared by consortia such as Best Western Hotels or the Presting Hotel chain.

The second form of integration occurs between companies offering complementary rather than competitive products. Tourism as we have seen is defined as the travel and stay of people. Close links, therefore, form between accommodation and transport sectors, which are interdependent for their customers. Without hotel bedrooms available at their destination airline passengers are unlikely to be prepared to book their airline seats with the air carriers. Recognition of this fact has led many airlines to buy into or form hotel divisions, especially in those regions of high tourist demand where bed shortages are common experiences. This trend was given impetus when the 'jumbo jet' era arrived at the beginning of the 1970 and the airlines realized the consequences of operating aircraft with 350 or more passengers aboard, each requiring accommodation over which the airlines had little or no control. This was to lead to the integration of several major airlines and hotel chains; Pan American with Intercontinental Hotels and TWA Hilton International, and in Europe the formation of the Penta Hotel chain developed by five European airlines, among them British Airways.

For similar reasons, airlines may link themselves together. A route operated by one airline company may, for example, provide a logical feeder service for another airline's services, and in the sense that the two services are complementary rather than directly competing; a merger is formed for this reason. The changing nature of tourism demand may also encourage companies to diversify their interests horizontally. At the retailing level integration also occurs. We have seen Kyoni Destination Management Company buy out SITA Travel in India. Meanwhile, other large chains have been steadily expanding the number of their branches, so the retail business is now increasingly concentrated among a handful of multiple retailers.

**Vertical integration:** The term **vertical integration** describes a style of management control. Vertically integrated companies in a supply chain are united through a common owner. Usually, each member of the supply chain produces a different product or (market-specific) service, and the products combine to satisfy a common need. Vertical integration is the degree to which a firm owns its downstream suppliers and its upstream buyers. Contrary to Horizontal Integration, which is a consolidation of many firms that handle the same part of the production process, vertical integration is typified by one firm engaged in different parts of production (e.g. growing raw materials manufacturing, transporting, marketing, and/or retailing). Vertical integration is said to take place when an organization at one level in the chain of distribution merges with that at another level. This integration is of two types:

**Forward (downstream) Vertical Integration:** A company tends toward forwarding vertical integration when it controls distribution centres and retailers where its products are sold. In forward (or downward) vertical integration, an organization merges with another lower in the chain than itself.

**Examples:** Airlines do not attempt to manufacture aircraft. Even in the development of computerized reservation systems, the emphasis has always been on the development of software rather than on the production of computer and telecommunication hardware. From the figure, it can be seen that Airlines mainly integrate forward into the charter flight, holiday packages, retail distribution and sales. A tour operator buys a group of retail travel agents. This is done to control the marketing, distribution and sale of their services.

**Backward (upstream) Vertical Integration-** A company exhibits backwards vertical integration when it controls subsidiaries that produce some of the inputs used in the production of its products. In backward(or upward) integration the initiating

organization is higher in the chain(e.g. a tour operator buying its airline or hotel chains).

**Examples:** Tour operators are the most vertically integrated of all industry players. Tour operated both backward and forward. From the figure, it can be seen that tour operators integrated backwards to control as many of the elements of the holiday packages as possible. They also integrated into a forward direction to control distribution and sales of their package tours.

As with the linking of complementary services in horizontal integration, many companies are concerned with ensuring the continuation of their supplies. A tour operator, dependent upon a continuing supply of aircraft seats and hotel beds and facing competition on an international scale for such supplies, can best ensure their provision through direct control, i.e. by 'buying backwards' into the airline sector as did Thomson Holidays with Britannia Airways. Many other tour operators have followed this pattern, either by integrating backwards or by starting their airline division. Thus we find Cosmos Holidays (itself part of a large Swiss parent company) linked with the charter carrier Monarch Airlines, and Horizon Holidays established Orion Airways. In the same way, many large tour operators have in recent years sought to own and operate their hotels in key resorts abroad, to ensure the availability of rooms at an affordable price. Thomson, Istanbul and Horizon all invested in foreign hotel operators, either by direct purchase or by setting up joint venture companies, as between Intasun and Ladbroke. Intasun also formed links with the Ramada Hotel group in the UK to establish an interest in domestic hotels.

**Conglomerates:** A conglomerate is an organization whose interests extend further than a singly industry. By operating in several diverse business spheres such a company spreads its business risk; losses in any one year in one industry may be offset against profits in another. The continuing pattern of growth that the tourism industry has exhibited in the past, and the long-term growth prospects for leisure services, has attracted many businesses outside the tourism field. Thus the breweries have expanded into the hotel operating and holiday camp fields. Throughout the world banks, finance houses, department stores and many other organizations are turning to leisure as the demand for consumer durables levels out. Royal Bank of Scotland's ownership of A T Mays perhaps marks the start of substantial bank investment in the tourism industry in this country.

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**Check your progress-2:**

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**1. What is the Significance of Integration in the Tourism Industry?**

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**2. Explain Horizontal integration with example.**

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**3. Differentiate between forwarding (downstream) and Backward (upstream) Vertical Integration.**

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**Check your answer with the one given at the end of the Unit.**

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**12.5. Summary:**

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Travel sales distribution systems provide a framework for rationalizing the unique way in which travel products are channelled through the marketplace. There are several types of distribution systems, varying their complexity and each with its advantages for a given situation. Four types of sales distribution systems are used separately or simultaneously by suppliers in the travel industry. one, two, three and four-stage system. The distribution system in the travel trade is very different from the one used by all other industries. five major travel intermediaries are Retail travel agents, Tour wholesalers & operators, Corporate travel managers, Incentive travel planners and Convention/meeting, planners. The travel trade intermediaries in the distribution system provide many benefits, both for customers and the other industry groups. Their knowledge and expertise make the customer's travel experience more satisfying and enjoyable. Their services, retail outlets, and promotions greatly increase sales and awareness for carriers, suppliers and destinations. Within the sales distribution system, there are wide variations, combinations, and interactions. The rise of online retail travel is taking place at a time when the distribution function in tourism is changing in many ways. It is growing rapidly and will undoubtedly develop and change greatly in the future. It has provided an opportunity for non-tourism organizations such as Microsoft to enter the tourism market, and in doing so, to create competition for traditional travel agents.

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**12.6. Answers to Check your progress:**

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**Check your progress-I:**

1. See Sub-Sec. 12.2
2. See Sub-Sec. 12.2
3. See Sub-Sec. 12.3.1
4. See Sub-Sec. 12.3.2
5. See Sub-Sec. 12.3.3

**Check your progress-2:**

1. See Sub-Sec. 12.4.1
2. See Sub-Sec. 12.4.2
3. See Sub-Sec. 12.4.2

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**12.7 Suggested Readings:**

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- John Swarbrooke, (2003). The Development and Management of Visitor attractions (2<sup>nd</sup> Ed.). Butterworth-Hienmann, UK.
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- J. Christopher Holloway (1989). The Business of Tourism (3<sup>rd</sup> Ed.), Pitman Publishing, London.
- Eric Laws (1997). Managing Packaged Tourism, International Thomson Business Press

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**12.8 Review Questions:**

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1. What is the meaning of the term Distribution Mix in Tourism?
2. What is the difference between direct and indirect distribution in the hospitality and travel trade industry?
3. What are the different types of travel intermediaries? Also, discuss their role in the tourism industry.
4. What are the types of sales distribution systems used within the travel industry to sell travel services
5. Discuss Horizontal & Vertical integration and Conglomerates in tourism.

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**12.9 Glossary:**

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- **Distribution Channel:** A distribution channel is the set of independent organizations involved in the process of making a product or service available to the customer or business user.
- **Direct Distribution:** A direct system of distribution is one where the supplier – destination, airline, hotel etc. communicate directly with the customer. It **occurs** when an organization assumes total responsibility for the promotion, reserving, and providing service to customers.

- **Indirect Distribution:** An indirect distribution system is one, where there are one or more intermediaries between the supplier and the customer. It occurs when part of the responsibility for the promotion, reserving and providing services is given to one or more other hospitality and travel organizations.
- **Travel Agents:** A travel agent arranges for travel services from suppliers such as airline, cruise-ship companies, railroads, bus companies, car-rental firms, hotels and sightseeing operators.
- **One-Stage Distribution System:** A one-stage system directed from primary suppliers of travel services to the traveler.
- **Two Stage Distribution Systems:** A two stage distribution system involves a single intermediary, for example, interacting with the supplier and the other traveler.



**Unit-13**

**Tourism Product and its Components: Background  
Elements of Tourism Products**

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**Structure:**

**13.0 Objectives**

**13.1 Introduction**

**13.2 What is Tourism Product?**

**13.3 Tourism Product Types**

**13.4 Tourism Product Development**

**13.5 Various Components of Tourism Product Designing Development**

**13.5.1 Crucial elements of tourism product designing**

**13.5.2 Design Product/site plan**

**13.5.3 Branding**

**13.5.4 Image**

**13.5.5 Product Life Cycle**

**13.5.6 Product feasibility study**

**13.5.7 Financing**

**13.6 Summary**

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**13.0 Objectives:**

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After reading this unit you will be able to:

- Explain the concept and meaning of tourism products
- Discuss the various types of tourism products
- Describe the components of tourism Product Development
- Discuss the Product Life Cycle and Product Feasibility Study

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**13.1 Introduction:**

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The term tourism product is a unique concept in the parlance of tourism. It satisfies some specific needs of the customer (tourist). Out of the Six P's of marketing, the first P (Product) assumes greater importance because it is something that provides a service of some kind. So, all the products, gadgets, equipment, etc. deliver services to tourists.

The word product generally refers to any tangible commodity or item produced in a factory or other production units. Tourism as a product is, however, not a single item or entity. It is a combination of several products, services and attractions. Selling tours is similar to selling dreams as tourists' intent to buy, temporarily an environment including unique climate and geographical features along with intangible benefits like luxury services, hospitality atmosphere, heritage, etc. The tourism product is thus both a physical as well as a psychological experience aimed to transform dreams into reality and imagination into the experience.

In the earlier unit, we have studied the classification of tourism infrastructure. In this unit, we shall study the concept and meaning of tourism products, types of tourism products and tourism product development. We shall also discuss the various components of tourism product designing development such as site plan, branding, image, Product Life Cycle, product feasibility study, financing and so on.

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**13.2 What is Tourism Product?**

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The tourism product is an amalgamation of many components or packages. The main components of the tourist product are the attraction of the destination, including its image in the tourist's mind, facilities at the destination, accommodation, catering, entertainment, recreation and accessibility of the destination. Amenities and facilities for the tourist include clean comfortable accommodations, restaurants, picnic sites, and entertainment outlets like theatres,

musical shows, gambling establishments, sports and swimming. Accessibility is an important component of the tourist product. It relates to the mode of transport to the destination chosen by the tourist. It is determined by the proximity of a destination to the tourist's place of residence. Good climate, beaches, springs, spas and monuments influence the choice of a destination. Apart from these, choice of food, beverages and entertainment centre are also major considerations. Each destination has a particular product to offer.

Modern tourism is a by-product of speedy modes of travel. Availability of printed material and faster mode of transport have also helped. The advent of mechanized transport and road, sea and air transport have made the distribution of goods easier even to every nook and corner of the world. Mass communication like the telegraph, telephone and printed material have helped the manufacturers to market their products with competitive spirit in large quantities.

Tourism product consists of tourist attraction and they can be natural or man-made. While scenic beauty, attractive landscape, flora and fauna, beaches and water bodies, dunes, etc. form natural attractions, monuments like Taj Mahal, Gateway of India, Khajuraho Temples, etc. are examples of man-made attractions. These attractions, along with the tourist facilities, make people visit such locations and give rise to different forms and types of tourism.

The ideal tourism product is a package consisting of various physical and psychological elements, which provides the best possible experience and satisfaction to the tourist. It would consist of:

- An environment of peace and stability
- An assurance of safety and security
- A friendly host society
- An industry that provides the requisite services
- Absence of extortion and hostility
- Accessible tourist attractions
- An integrated system of functional physical infrastructure including:-
  - International accessibility
  - Internal transport system including wayside amenities
  - Hostels and restaurants
  - Entertainment and recreational facilities
  - Shopping and communication facilities
  - Well preserved monuments with tourist amenities

- Basic amenities like drinking water, toilets, snack bars, etc. at the tourist sites.

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**13.3 Tourism Product- Types:**

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Tourists, right through their course of travels and stay en route and while at the destinations devour a range of elements of tourism product, e.g. goods, facilities/amenities and services, which are put away in different ways. What a tourist at the destination purchases is the 'experience' which he derives from the accommodation, transport, food, information and other services availed and the tourist attraction enjoyed at the destination. From the viewpoint of the simplicity of discernment, the tourism product can broadly be categorized into the following types:

**I. Tourist Oriented Products (ToPs):** These are the goods and services, such as transport, accommodations, food, entertainment and recreation facilities and numerous travel trade services brought about mainly for the consumption of tourists with the perspective of direct economic return, envisioned in their production.

**II. Resident Oriented Products (RoPs):** As the name itself connotes, these are the services, facilities security services (police) and so forth which are not only crucial and fundamental for the residents of the destination area but equally of substance for the tourists.

**III. Basic Tourism Products or Background Tourist Elements (BTOs or BTLs):** Natural and man-made tourist attractions are known as BTOs. The success of a destination primarily depends on the variety and uniqueness of its BTOs. Therefore, these are termed Basic Tourism products. This type of product is also typified by the term Background Tourist Elements (BTLs) as these do not enter into a direct sale-purchase transaction, while whatever is transacted at the tourist place can be wholly put down to the existence of BTLs. BTLs can also be considered "as tourist resources" or the input - the raw material of the tourism industry which, with the help of human efforts, are transformed into products of the offer or the 'destination'. For reason that human resources have the principal role in Tourism from the potential resources identification stage to tourism product (destination) planning, plan execution and finally quality services delivery stage, the tourism industry is generally termed as 'people's industry'. The tourist resources or the Background Tourist Elements can be mainly classified as under in Figure- I

**Figure-I: Classification of Tourist Resources**

Category	Criterion	Consideration
<p><b>Natural Resources</b> <i>Physical Resources</i></p>	<ul style="list-style-type: none"> <li>• Landforms and Landscape</li>   <li>• Water Bodies</li>   <li>• Climate</li> </ul>	<ul style="list-style-type: none"> <li>• Snow peaks, black mountains, valleys and gorges, glaciers, green slopes, natural caves.</li> <li>• Natural deserts, sea beaches, islands and other unique land features.</li> <li>• Outstanding sun-rise and sunset scenes.</li> <li>• Panoramic views/ vantage points.</li> <li>• Rivers takes, waterfalls, sea waters, hot and cold water springs.               <ul style="list-style-type: none"> <li>• Amount of sunshine, temperature, rainfall, humidity, snowfall, wind speed and direction, climatic comfort/Discomfort index.</li> </ul> </li> </ul>
<p><b>Biotic Resources</b></p>	<ul style="list-style-type: none"> <li>• Wildlife</li>   <li>• Vegetation</li> </ul>	<ul style="list-style-type: none"> <li>• Unique, varied, rich wildlife mammals, birds, fishes reptiles, butterflies, coral reefs etc.               <ul style="list-style-type: none"> <li>• Dense/varied forests, grasslands, high Altitude meadows.</li> </ul> </li> <li>• Unique or rare plants, plants of special aesthetic, medicinal or aromatic values.</li> </ul>
<p><b>Manmade Resource</b></p>	<ul style="list-style-type: none"> <li>• Religious</li>   <li>• Artistic and Architectural</li> </ul>	<ul style="list-style-type: none"> <li>• Religious centres, Religious observances etc.</li> <li>• Performing arts, music and musical</li> </ul>

	<p>Other Distinctive local features</p> <ul style="list-style-type: none"> <li>• Fair and Festivals</li> <li>• Objects of History             <ul style="list-style-type: none"> <li>• Leading Organisations and Institutions</li> </ul> </li> <li>• Special land use patterns</li> </ul>	<p>Instruments, classical and folk dances, folk theatre, handicrafts.</p> <ul style="list-style-type: none"> <li>• Local architecture, art galleries, museums.</li> <li>• Native and ethnic cuisines, folk dress, settlement patterns, socio-cultural values, traditions etc.             <ul style="list-style-type: none"> <li>• Social, cultural, commercial and religious fairs and festivals of local, regional or national significance.                 <ul style="list-style-type: none"> <li>• Historical monuments, historical sites excavation sites etc.</li> </ul> </li> </ul> </li> <li>• Prominent academic, scientific and other institutions.</li> <li>• Agriculture, horticulture etc.</li> </ul>
<p><b>Recreational and Shopping Facilities</b> (Recreational and Shopping facilities have both product and resource value)</p>	<ul style="list-style-type: none"> <li>• Sport facilities             <ul style="list-style-type: none"> <li>• Facilities conducive to health, rest and tranquillity</li> </ul> </li> <li>• Shopping facilities.</li> <li>• Nighttime Recreation (NightLife)</li> <li>• Education facilities</li> <li>• Infrastructure above minimal tourist quality</li> </ul>	<ul style="list-style-type: none"> <li>• Rafting, canoeing, kayaking, ballooning, skiing, sailing, golfing, mountaineering etc.</li> <li>• Tracking, picnicking, camping, health resort, fishing, bird watching etc.             <ul style="list-style-type: none"> <li>• Souvenir and gift shops, handicraft shops, groceries, etc.</li> <li>• Theatres, cinemas, light and sound programmes etc.</li> </ul> </li> <li>• Botanical gardens, aquariums, zoos, etc.</li> <li>• Efficient transport, electricity, safety, health, communication, accommodation facilities etc.</li> </ul>

**13.4 Tourism Product Development:**

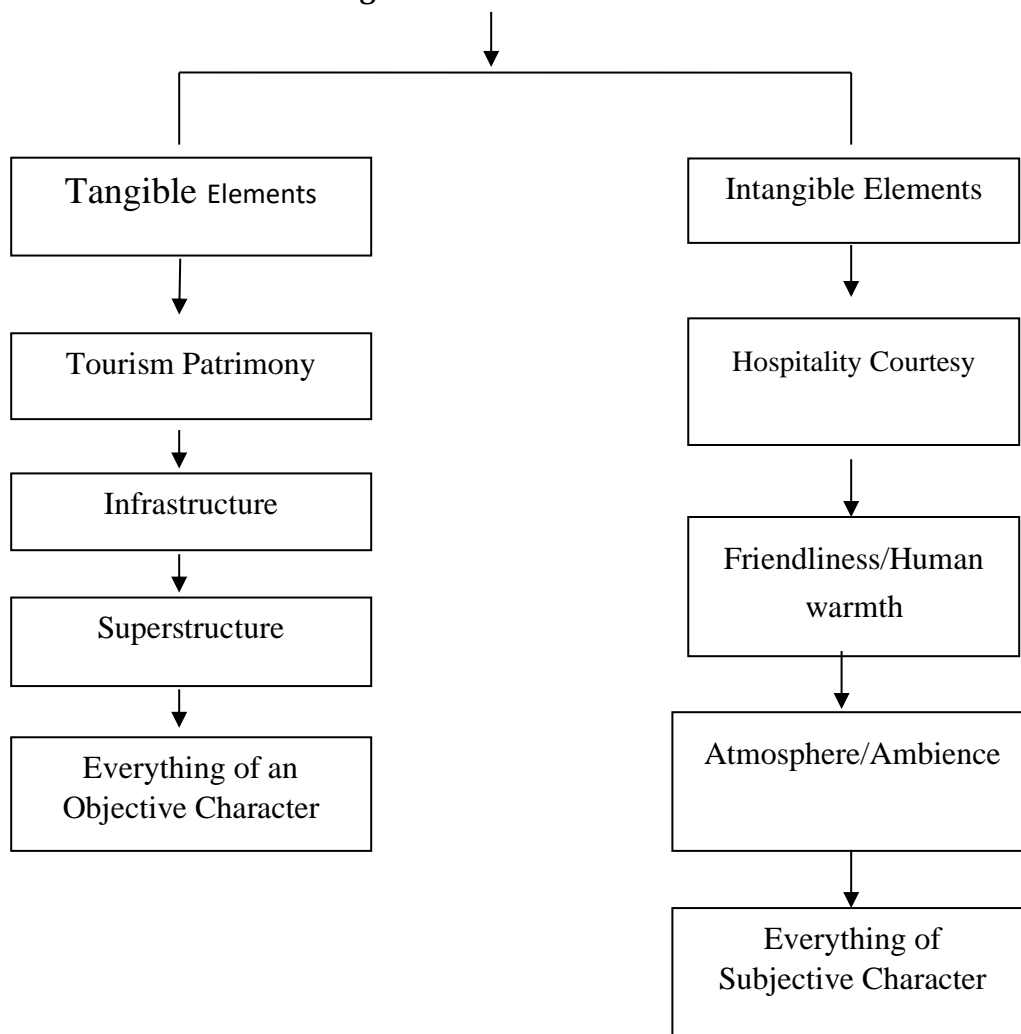
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The great challenge in the tourism industry is to achieve a match between the product and the market. The tourism product is very different from the product that we buy and use ordinarily.

The difference is largely because tourism products are concerned with consumers' experience as well as the way these products are delivered to the customers. The tourism products at the destination comprise all those attractions, facilities and services used or visited during a stay. It also comprises everything that happens to visitors; everything they experience.

This reveals that the tourism product consists of both tangible and intangible components as shown in the figure below:

*Figure-II: Tourism Product*



When all the objective components of a tourism product go hand in hand with subjective components, the visitor gets the feeling of welcome and friendliness. It is a fact that tangible elements alone can not guarantee satisfaction. It is also supported by the way tourists are treated at their destination, i.e., whether there exists harmony in events or situations which tourists experience at the destination. This very fact will determine how well the product is accepted and it can also generate repeat business. Thus, while designing tourism products you must take into account all these peculiar characteristics of tourism products. Besides other considerations, you must evaluate beforehand several factors which may include:

- The scale and type of development. Sustainable development shall favour small scale developments that minimize impacts and encourage incremental (staged) development.
- The kind of tourism activities (Eco-tourism, heritage tour) facilities, attractions that will be included in the desired site plan. Tourism products to be developed which ideally be based on competitive analysis, market research, ecological assessment and community needs and issue analysis.
- Approaches that minimize negative impacts through design, land use, planning, zoning and management should be considered.
- Development of project financing strategies that focus on local control and minimize economic leakage from the community.
- Tourism vision statements and goals that are communicated to commercial and other stakeholders of the sites to be included in the planning.
- Policies that allow room for future growth and alteration in the plan and the sites themselves.

Here, one must take note of the five product levels mentioned by Philip Kotler.

**Level-1 Core Benefit:** This is the fundamental service or benefit being brought by the customer (Wildlife).

**Level-2 General Product:** When the marketer converts the core benefit into the basic version of the product it is termed as the generic product (National parks, Sanctuaries).

**Level-3 Expected Product:** The customer generally expects a set of attributes and conditions while making a purchase and if the marketer meets these expectations it is termed as the expected product.



**Level-4 Augmented Product:** When a product is developed with such additional services or benefits which make it distinctive from other products, it is termed as an augmented product.

**Level-5 Potential Product:** This indicates the possible evolution of the augmented product in future. This is where an organization searches for new ideas and ways to satisfy customers and at the same time make their product something unique or different. At each of these levels are associated certain factors like:

- Basic design, i.e. the size or facilities or say the quantity and level of service.
- Presentation, i.e., the standard of service to be offered and maintained -- something very important is tourism.
- Range, i.e., what all is to be included in the product or covered in the service.
- Brand, i.e., the association of the name which is well known or associated with the high level of customer satisfaction.
- Image, i.e., a reputation earned by the product.
- Warranties, i.e., an assurance of a particular level and quality of service.
- Consumer protection, i.e., assurance of damage claim in case of failure of or sub-standard service.
- Eco-friendly, i.e., care for geology and environment conservation.

The travel and tourism product is a package of various components like:

- Destination attractions.
- Destination facilities and services.
- Accessibility of the destination.
- Image of the destination.
- Experience of the destination.
- Attitudes of the locals or host population.
- Price to the consumer, and
- The overall experience of the tourist.

Segmenting the target market and understanding customers' preferences and motivations (which constantly change) is the key to designing the tourist product.

**Check Your Progress-I:**

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**State whether True or False:**

**1. Infrastructure is the intangible element of tourism products.**

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**2. 'Core Benefit' is the fundamental service or benefit being brought by the customer.**

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**3. When the marketer converts the core benefit into a basic version of the product it is termed as a generic product.**

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**4. Range, i.e., a reputation earned by the product.**

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**Check your answers with the one given at the end of the unit.**

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**13.5 Tourism product designing Development:**

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Tourism product is peculiar because of their characteristics. Therefore, your considerations while designing and developing tourism products tend to be different from those of general products. Tourism product is a term that covers all the attractions and services, which can be sold to visitors. This product is so diverse in its nature that tourists just visit a town area, an island or an event rather than the whole country. Some tourists may purchase Bali as a product rather than Indonesia, Phuket rather Thailand, Wimbledon Championship in London and not a holiday in the UK. This clearly illustrates that tourist products (destinations) may be an integrated product or a well-appointed product or this may just be a theme-based destination with other related services. Whatever may be the nature of the destination/tourist site its product components would remain the same, e.g., built and natural attractions, tours and packages, services for travellers, like shopping, restaurants, accommodation and other recreational activities. It is true that under normal conditions natural attractions can not be thought of as a product but when we talk about eco-tours in a national park, this becomes a product. The heritage architecture of a community is not a product, but its interpretation through a guided tour can be seen as a product. It is, therefore; important to note that you shall not

consider only the tourist attractions as a product, but rather visualize the destination in its totality as the community's livelihood. The result, therefore, shall be an authentic community tourism product that will be attractive for travellers promising hospitable and unique experience:

As a tourism learner you must consider the following issues related to tourism product designing development:

- Crucial elements of tourism product designing
- Design product/site plan
- Branding
- Image
- Product life cycle
- Product feasibility study, and
- Financing.

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**13.5.1 Crucial Elements of Tourism Products:**

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Each destination has its unique product mix, based on its resources, values, needs and preferences. Tourism products can be designed and developed taking these factors into account. While designing any destination product(s) you should not only analyze the available resources for tourism products but should also try to establish and interpret the interrelationship between destination designing and motivations. To develop an attractive and sustainable tourism product you are advised to consider the following elements:

- Choose authentic themes which reflect the local culture(s) and environment-human relationships.
- Keep development in scale with community and environment.
- Ensure that development also meets community needs (i.e., through joint use)
- Develop attractions that are attractive and competitive in long run, not faddish.
- Require strong community support; don't impose new ideas on an unreceptive population.
- Avoid imitating successful ideas from other places, you must acknowledge that success comes from strong local commitment and enthusiasm, and therefore, act in this direction.
- Chose themes that help position the destination products within sustainable development principles.

- Consider sports; many competitions and fun events can be held using existing facilities.
- Inform all visitors of tourism plans, goals and management approaches.
- Ask local clubs, associations and businesses to generate meetings and conventions to the extent permitted by infrastructure; and
- Provide high-quality experiences.

You will have to decide whether you are developing a unique product, a normal product that is better than others, or a commonly available product.

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**13.5.2 Designing Product/Site Plans:**

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This is an important issue in visitors/attractions management to provide a product that can satisfy the needs of tourists. Every destination needs a design plan for developing attractions and facilities. This should include management of visitor's flow, parking and access to the attractions. Site design should be compatible with local heritage and lifestyle to maintain a sense of harmony and enhance local architecture and culture. Site planning here refers to the specific location (or citing) of buildings, their physical interrelationship, and characteristics of the national environmental setting. Site planning also includes the location of roads, parking areas, landscaped and open space areas, footpaths and recreational facilities, all of which are integrated with the building location and are consumed by tourists along with main products. The grouping of buildings, such as accommodation and their relationships to amenity and recreational facilities is of important concern in site planning. The type of grouping depends on the density and character of the development derived as related to the natural environment. There are several types of specific standards that apply to the controlled development of tourist facilities at the tourist destination. These standards typically include the following areas:

- Density of development
- Heights of buildings
- Setbacks of buildings from amenity features, shorelines, roads, lot lines, and other buildings
- The ratio of the building floor area to the site area
- Coverage of the site by buildings and other structures
- Parking requirements.
- Other requirements, such as landscaping and open space, public access to amenity features, signs and utility lines

- Local styles and motifs
- Rooflines
- Use of local building materials
- Environmental relationship, and
- Landscaping design.

However, you must note that a destination, as a product, will always be a mix of different product lines of various departments, lengths and widths.

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**13.5.3 Branding:**

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Just like consumer products, many tourism products are also given brand names. As you know, brand names are given to a product to ascertain its identity, which many a times couples with promotional activities assisting manufacturers to persuade the customers to buy that particular product. In tourism particularly, many customers observe brand loyalty because they know that they are purchasing an experience or a dream. They need to bank heavily on reliability parameters or standards of product manufacturer's background or previous success record. However, this factor these days is replaced by borrowing an established name, i.e., a franchise system. For example, if you are having a five-star hotel, you have the option of entering into a franchise agreement with brands like Intercontinental, Hilton, Spectrum, Holiday Inn, and more, to assure your customer a higher standard of service. The same may be true of airlines or an agency. This makes not only the entry of your product easy but also assures a higher level of satisfaction among your users. Resorts, Golf Courses, National Parks etc. are all branded.

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**13.5.4 Image:**

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Why does a tourist choose "Place 'X' as his/her destination in comparison to placing 'Y' ". An important factor in one's decision making for the purchase of a holiday is no doubt the image of the destination. The image of the destination is how it projects itself and the way it is viewed by its markets due to a variety of factors, such as political stability, security, variety of attractions, air connectivity, currency value and so on. As has already been mentioned, in a particular country, one particular site enjoys a better image that makes a large number of tourists visit it rather than the whole country, e.g., Bali in Indonesia or Phuket in Thailand, Varadero in Cuba and so on. On the contrary, in other cases, it is a combination of sites/tourist destinations

which establishes a great image of the country among tourists, e.g., in India tourists prefer to have on their itineraries Golden Triangle (Delhi-Agra-Jaipur) or Emerald triangle of South (Banglore-Mysore-Madurai). In several destinations, the image earned by them is due to their natural resources and location. For example, Switzerland enjoys an image of a winter destination. Mauritius is popular as a destination for honeymooners and Singapore for shopping. However, India is lucky enough to enjoy an image of all-season destinations. In short, an image is an overall idea, the association that a place, service or product has. If the image of your product is positive, tourists may buy and enjoy it whereas if the image is negative, tourists may prefer to stay away from it. You must remember that image is built up not just in a few days; it is a result of satisfactory performance of your product over the years. You must always remember that the image of your product also depends upon political viewpoints, e.g., diplomatic relations between the countries of hosts and guests.

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**13.5.5 Product life cycle:**

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The concept of the Product Life Cycle was first used by Levitt (1965) when stated that every product after it is introduced, grows, matures, levels out and then declines. This holds for all the products whether it is leisure tourism products or consumer products. Every product has a life span. In its life cycle there comes a stage when it needs remodelling in some of the other ways to retain its appeal for customers. In other words, at the decline stage of your products, actions/strategies are required to rejuvenate them to further extend their life.

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**13.5.6 Products Feasibility Study:**

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The reason for products designing is considered when you move from micro to macro level of planning, i.e., from planning of a destination you shift to designing a product like a hotel, resort, restaurant, theme park, or any other leisure product. It is clearly illustrated that you can conceive and operate your projects only based on the relationship among three dimensions, viz., market, product and costs. When you are considering a new project, your product feasibility study should include:

**(a)** Broader definition of your product high lighting its location what services and facilities it tends to render and what kind of image or perception it aims to create in the mind of targeted users.

(b) Forecasting market potential and details of sales strategies you plan to follow to reach out to the targeted users as well as to expand the market size for your products;

(c) **Outlining the operational plan:** i.e., what would be the design and schedule of product development and how budgets and finance would be arranged to meet the required expenditure.

(d) **Design Marketing Plan:** i.e., highlighting application marketing mix at each operational stage, more particularly deciding upon the promotional and distribution strategies.

(e) **Organization and Staffing Plan:** i.e., pointing outsources for recruitment of skilled and semiskilled employees to accomplish organizational goals. While choosing your channel for hiring people, you must remember that you are going to be a part of the industry where your success largely depends upon the performance of your employees. This underlines the importance of not only recruiting the right kind of people but also training and retraining them to meet the satisfaction level of your customers.

(f) **Financial Plan:** Financing is one of the major factors in designing and managing tourism products. Public budgets are often not adequate to cover rising costs of activities, such as increasing waste disposal due to increasing tourism, management of historical sites and enforcement of building restrictions. Financial sustainability most often involves multiple funding sources with a focus on earned income with measures that contain operating and restoration costs. Your resources for financing should, therefore, include:

- Public sector grants and tax breaks
- Community initiative and investment
- Approaches that stress self-help and self-build
- Joint public/private ventures and partnerships, where often the public sector contributes land or other resources.
- Financing from various organizations, such as non-profits trusts, foundations/revolving funds and community development corporations.
- Build- operate- transfer- arrangements, and
- The private sector.

In developing countries, governments play a minor role in providing finance to tourism projects due to financial constraints. It is the private sector that does most of the financing to small, medium and large tourism development products. These



private sources include individuals, banks, trusts, credit unions and insurance companies. Therefore, in tourism product development you need to achieve the right funding "mix" by increasing efficiency without compromising the products, attractiveness. One more possible option is to combine market economy and public interventions. In this type of financing situation, public authorities can retain ownership of the resources such as facilities or historical buildings, but the responsibility of development or renovation is transferred to private managers. Build-operate-transfer (BOT) procedures are good examples. These transfers though create other problems. Commercial management is primarily concerned with the facility's ability to attract tourism, which may compromise with other considerations such as its larger role within the destination or conservation concerns. Any attempt at the BOT approach requires that the public sector interest group, responsible for the facility must have the expertise in developing management policies and contracts that respect the local community and its environment while providing a reasonable rate of return.

Donations of aid for specific restoration or preservation projects may also be available from international organizations or foreign governments. However, these are often one-time funding and can not be depended on for a long-term plan. Very often capital funds are available but operational financing is difficult, if not impossible, to obtain.

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**Check Your Progress- II:**

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Answer the following question.

**1. Name the three broad categories of tourism products?**

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**2. What are the various stages in the Product Life Cycle?**

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**3. List the destinations covered in Golden Triangle?**

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

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**13.6 Summary:**

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Tourism product is of vital importance in the tourism industry. It is a combination of both tangible as well as intangible elements. Travel and tourism product is a package of various components such as destination attractions, facilities, services and overall experiences of the tourist. The ideal tourism product consists of various physical and psychological elements which provide the best possible experience and satisfaction to the tourist. In this unit, we have studied the tourism product in detail. We have discussed the types of tourism product, tourism product development and components of tourism product designing development

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**13.7 Answers to Check Your Progress:**

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**Check Your Progress- I**

1. False
2. True
3. True
4. False

**Check Your Progress- II**

1. a. Tourist Oriented Products (ToPs)

b. Resident Oriented Products (ROPs)

c. Basic Tourism Products or Background Tourist Elements (BTOs or BTLs)

2. Introductory, Growth, Maturity and Decline.

3. Golden Triangle: Delhi-Agra-Jaipur

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### **13.8 Suggested Readings:**

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1. Lonely Planet, India

2. IATO Manual, 20013

3. Bhatia, A.K., International Tourism Management, Sterling Publications Pvt. Ltd., New Delhi, 2002.

4. Thandavan and Girish, Tourism Products-I, Dushyant Publishers, New Delhi. 2006.

5. [www.unwto.org](http://www.unwto.org)

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### **13.9 Review Questions:**

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1. What is a tourism product? Discuss the different types of tourism products?

2. Discuss the various levels of tourism products?

3. Design a tourism product of your choice.

4. Define 'Product Life Cycle'.

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### **13.10 Glossary:**

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- **Product:** A product is a good or service which can be bought and sold.
  - **Brand image:** "Brand image" refers to the set of beliefs that customers hold about a particular brand. These are important to develop well since a negative brand image can be very difficult to shake off.
  - **Product Life Cycle:** The Product Life Cycle refers to the succession of stages a product goes through.
  - **Commodity:** A commodity is anything for which there is demand, but which is supplied without qualitative differentiation across a given market.
  - **Tourist Destination:** A tourist destination is a city, town or other economical area which is dependent to a significant extent on the revenues accruing from tourism.
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**Unit-14**

**Tourist Demand: Concept, Types and Unique Features,  
Tourism Supply-Mix**

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**Structure:**

**14.0 Objectives**

**14.1 Introduction**

**14.2 Tourism Demand**

**14.2.1 Types of Tourism Demand**

**14.2.1 Factors Influencing Demand**

**14.3 Tourism Supply**

**14.3.1 The Supply Chain**

**14.3.2 Components of Tourism Supply**

**14.4 Unique Characteristics of Tourism Demand and Supply**

**14.4.1 Demand**

**14.4.2 Supply**

**14.5 Measuring the Tourism Demand**

**14.5.1 What is measured?**

**14.5.2 Why is Tourism Demand and Supply is Measured?**

**14.5.3 Methods of Measurement.**

**14.6 Summary**

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**14.0 Objectives:**

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After reading this unit, you will be able to:

- Discuss concept and nature of tourism demand, typology and factors influencing demand;
- Describe tourism supply, supply chain and components of tourism supply;
- Explain unique characteristics of tourism demand & supply; and
- Discuss the measurement methods of tourism demand.

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**14.1 Introduction:**

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The success of any business depends upon the equilibrium that has to be created between the products, attractions, facilities and services which can be or are, offered by the destination and the level of interest and acceptability these generate amongst the groups of persons to make a positive purchase decision. Further, an economic system comprising of the spectrum of different activities positioned in different locations generates movements that must be supported by the tourism system to fulfil the expectations and needs of the visitors. Without movements, infrastructures would be useless and without infrastructures, movements could not occur, or would not occur in a cost-efficient manner. This interdependency can be considered according to two concepts, which are tourism demand and supply. In this module, we are going to have an insight into these two most vital pillars of the tourism industry.

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**14.2 Tourism Demand:**

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Let us begin with understanding the very concept of tourism demand. Interestingly, tourism demand is perceived differently by different persons. Some of the definitions are being noted down to have an insight into the assortment of expressions regarding this term:

**The dictionary defines** “demand as the desire of people for particular goods or services”

**Economists consider the demand to be** “the schedule of the amount of any product or service that people are willing and able to buy at each specific price in a set of possible prices during a specified period.”

**Geographers view tourism demand as** “the total number of persons who travel, or wish to travel, to a specified geographical area; in a given duration of the period; to

use tourist facilities and services at places other than their places of work and residence.”

**According to Goeldner and McIntosh:** “Tourism demand for a particular destination is a function of the propensity to travel and the reciprocal of the resistance of link between origin and the destination areas.”

$$\text{Thus } D = f(P/R)$$

**Tourism demand**, thus, can be understood as an expression of the tourism and travel-related needs, even if those needs are satisfied, fully, partially or not at all. Further, most commonly, it is expressed in terms of the number of people, volume, or tons per unit of time and space.

**Conclusively, tourism demand can be defined as,** “either the number of tourists **who visit** or **may visit** a particular attraction or region, with a definite set of expectations, OR the volume of services/products/facilities that are purchased or might be purchased from a specified geographical area, for a certain price range and in a given period.”

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#### **14.2.1 Types of Tourism Demand:**

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Scholars have categorized tourism demand in different manners. Following are the two most commonly established categories of the same:

**I. Based on actual or perceived purchase:** Many times the actual volume of services, products or attractions purchased, or utilized, from an ear-marked geographical area, during a specific period and at a given price range is considered to be the demand for the said products, services or attractions. In such a case the generated, or measured, demand is categorized as effective or actual demand.

There can be another situation where we anticipate the volumes that might be used or purchased by the travelling tribe in future. Such estimations are based on the application of tested and tried measures of forecasting. The probability factor is quite high in this case. This type of guesstimated demand is kept in the category of potential or latent demand.

**II. Based on cause and effect:** At times the reasons behind taking travel decisions might be controlled by our very own desires to go to a place to, maybe, relax or break the monotony or get involved in activities we like, i.e. our decisions are not influenced by any external pressures. Such a touristic occurrence is usually put in the category of impulsive demand.

The contrast to it is the situation where one has to compulsorily undertake a journey as a tourist. An example of this type of phenomenon is travelling due to business or unavoidable social reasons. This type of travel is a consequence of what is called **compulsive demand**.

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**14.2.2 Factors Influencing Demand:**

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Change is the name of the game and every entrepreneur plays the same. Every industry is influenced by variations and these have a higher degree of effect in the case of the service industry, *mainly because of a higher degree of intangibility*. By now you might have understood that tourism has emerged as one of the major service industries all around the world. So, any internal or external change, in TGR, TTR or TDR, affects the tourism and travel industry too immensely. Holiday demand is driven by needs, motives, and expectations; its realization depends on the individual economic situation and the freedom to travel. Thus:

- **External factors** may have an impact on tourism demand by affecting the ability to travel (freedom, time, money, fitness) and the *motivation* to do so.
- **Consumer Behaviour** is not a reaction to a single factor but to the whole set of influencing external factors. In addition, it is driven by internal factors (e.g. motives, abilities etc.). Thus, the impact of a change in a single external factor is limited. We have experienced in past that the tourism demand has either gone up or down with even slight alteration in socio-cultural, political, climatic or even economic set-up. Now the question arises as to how these developments have an impact on tourism demand. In the following discussion, we are going to discuss the same.
- **Economy**: Economic health of the *Tourist Generating Region* (TGR) is the most important factor affecting tourism demand. Simply, the stronger the economy = the higher would be the income = more would be the disposable income and resultant spending power = elevated will be the travel propensity and, hence, tourism demand. The contrast in economic conditions will result in just the reverse equation.
- **Politics**: This factor has two dimensions, viz. *political stability* (which results in creating a conducive environment for outward or inward movements) and *political willpower* to promote tourism (this will help lay down tourism and tourist-friendly policies and will result in increased *touristic appeal*).
- **Crisis and threats**: Crisis and threats are the most unforeseen of these factors. Nobody can predict with surety as to when a calamity would take place. For example, there can be an outbreak of infectious disease, or sudden tsunami,

landslides, or a parallel to the 09/11 episode etc. the best and most effective measure is to be ready with effective and implementable *crisis management strategies*.

- **Demographic Change:** Demographic factors include variables like age structure, education level, occupation etc. Tourism demand varies with changes in these. For example, statistics have revealed that the demand is ascending in the age brackets of 25–34 years and 55–64 years due to lesser liabilities and better financial and physical health of the persons in these age groups. Education, for that matter, enhances knowledge and working spectrums, as well as the level of awareness; all these factors combined enhance the chances of increased tourism demand. As discussed earlier, sometimes to enhance the business, occupational compulsions increase the propensity to travel.

- **Technology:** This point has also been discussed; any advancement in any technological area had always had and will have, a positive impact on tourism demand.

In addition to the above, we have to take into account the influences coming from general changes in consumer attitudes and, finally, the tourism industry itself, of course influencing the demand side of tourism (e.g. standardization of products, information channels, capacities and price strategies).

As we can't limit our attention to a single external factor and its impacts, we look at several of the emerging factors, new trends in tourism emerging from the whole set of influences and the endogenous dynamics of tourism. These emerging trends will not change tourism overnight. Trend research has shown that future developments will most probably come as a step-by-step development, not as a revolution.

Given the global and nearly unlimited offer in tourism with capacities still on the rise the power in the market is clearly with the consumer. He will only choose products that fit into his motivation and expectations. Taking the efforts to reduce seasonality in tourism as an example, we see that the limitations to these efforts are only partly due to e.g. school holiday regulations.

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**Check Your Progress-I:**

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Answer the following question:

**1. Name five factors that influence tourism demand.**

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

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**14.3 Tourism Supply:**

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**Tourism supply** is the expression of the capacity of tourism-related infrastructure and tourist plant facilities (this includes accommodation, F and B facilities, Guiding and Escorting services etc.), generally over a geographically defined tourism system, in different price ranges and for a specific period. Therefore, supply is expressed in terms of infrastructures (capacity), services and networks. The number of passengers/volume that undertakes any movement for touristic purposes per unit of time is commonly used to quantify transport supply. Further, tourism supply can be simplified by a set of functions representing what are the main variables influencing the capacity of any given tourism system. These variables are different for each component.

So, tourism supply refers to the amount or volume of the goods, services and facilities; in addition to the level of comfort and conveniences (i.e. infra and super-structure) and the spectrum of attractions and activities that a destination system can offer to the groups of tourists during a given unit of time (period), at a specified price range, to satisfy sets of varied needs and requirements.

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**14.3.1 The Supply Chain:**

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The supply chain comprises the suppliers of all the goods and services that go into the delivery of tourism products to consumers. It includes all suppliers of goods and services whether or not they are directly contracted by tour operators or by their agents (including ground handlers) or suppliers (including accommodation providers). It should also be considered that some tourism goods and services are supplied direct to tourists and are purchased by consumers themselves and it should not be forgotten that tour operators can influence their customers in this area too. The initiatives reviewed in this report focus on improving benefits to the destination,

consumers and the tourism industry. These initiatives are focused on four main points in the tourism supply chain:

- Accommodation
- Transport
- Ground handlers, excursions and activities
- Food and crafts

Supply chains operate through business-to-business relationships, and supply chain management delivers sustainability performance improvements alongside financial performance, by working to improve the business operations of each supplier in the supply chain. Tour operators have enormous influence over activities throughout the tourism supply chain since they direct and influence the volume of tourism, the tourist destinations and facilities that are used. Tour operators can use this to help in promoting general improvements in sustainability performance as part of good commercial practice.

In planning actions for sustainable supply chains, tour operators and The Travel Foundation should note that there are examples of good practice throughout the direct supply chain of tour operators as well as in a variety of tourist destinations but these are only implemented by some companies and many others can learn from them. It will be easiest to implement sustainability requirements in accommodation and most difficult in transport, most visible in excursions and activities while most beneficial to the local economy when this supports food and craft production. Destination sustainability efforts will require wider stakeholder partnerships and if only for this reason will be more time consuming to implement.

A secure income stream, with stable contracts and foreseeable contracting conditions including prices, is paramount, both to facilitate the necessary investments by the supplier and to cement the trust in the relationship. Projects require time for companies to build knowledge and develop relationships, and tour operators tend to require a steady and significant volume of operations with a supplier or destination if they are to make a significant contribution and expect changes in local operations. Three conditions in the tour operator-supplier relationship are particularly important for the success of supply chain initiatives: long-term partnership, fair pricing and a consistent volume of operations.

Successful supply chain relationships between companies and their suppliers are developed and implemented according to a defined series of steps:

1. to establish a sustainable supply chain policy and management system.

2. to support suppliers in reaching Sustainability Goals, including raising awareness on sustainability issues amongst suppliers and demonstrating why sustainability performance is important.

3. to integrate sustainability criteria into suppliers' contracts and preferentially contract suppliers that meet those criteria.

Tourism supply chains involve many components - not just accommodation, transport and excursions, but also food and beverages, souvenirs and handicrafts, and the infrastructure that supports tourism in destinations.

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**14.3.2 Components of Tourism Supply:**

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Components of tourism supply refer to the organizations or individuals who are instrumental in materializing the ultimate product, say for example tour package. Keeping tour packages in the focal point, let us discuss the components of the supply. The components, in this case, consist of attractions, accommodation, transportation, refreshments, shopping entertainment and recreation. Following is the description of these:

**Attractions:** Being the basic pull factors, attractions are the core of the touristic experience. The very nature of the attractions is responsible for the image creation of the destination.

**Typology:**

- Natural
- Built/ Man-made
- Entertainment
- Sports and Sports facilities
- Rides and Transport

**Accommodation:** Accommodation is supposed to be the most vital component, as safe and comfortable accommodation tops the list of needs hierarchy of the tourists. Usually, this particular component acts as a catalyst to get a favourable response from the target segment and accounts for approximately 33% of the total trip expenditure (Cooper et al).

**Typology:**

- Hotels and similar establishments
- Supplementary accommodation
- Alternative accommodation

**Transportation:** Right from the ancient period accessibility and mobility have held very high importance in tourism development. Safety, comfort, speed and costs have been the crucial attributes for this particular component. Interestingly, transportation has the potential of being an attraction in itself, for example, *Palace on Wheels, Euro-rail etc.*

**Typology:**

- Land transport
- Air transport
- Water-based transport

**Refreshments:** There is a popular saying that “*Road to heart goes through the stomach*” and the same stands true in the case of tourism as well. Being the necessity of the travelling tribe, refreshments are the inevitable component of the packages and are instrumental for both the favour and abhorrence of the tourists and, thus, can make or break the tour.

**Typology:**

- Different plans: AP/ MAP/ EP
- General and theme restaurants
- Fast food establishments
- Pubs

**Shopping:** Shopping, in the Indian context, has been the most used and abused component. Used, because everybody looks at it as a source of long cherished memories and, hence, shopping is an integral part of the vacations. Usually, tourists look for unique and indigenous souvenirs and, therefore, can be an effective contributor to the destination economy. And since there is no specific mechanism regarding commissions and pricing, cases of fleecing and over-charging are quite frequently observed.

**Entertainment and Recreation:** Though generally not included in itineraries prepared in India, entertainment and recreation are the extremely essential components of the packages. After the tiring day trips, everybody looks forward to an unwinding evening. Carefully planned entertainment features can become an attraction themselves and, if the local artists are hired, can lead to more economic benefits for the regional economy of the destination.

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**14.4 Unique Characteristics of Tourism Demand and Supply:**

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To understand and appreciate the difficulties involved, it is necessary to consider the characteristics of demand and supply with a specific emphasis on tourism and travel.

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**Check Your Progress-II:**

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Answer the following question.

**1. What are the main components of tourism supply?**

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

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**14.4.1 Demand:**

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Before going further, it is very important to have a clear idea about tourism demand. Following are some of the prominent characteristics of tourism demand:

- **Spontaneity and uncertainty:** Tourism demand is characterized by a great deal of uncertainty and spontaneity, i.e. it is very difficult to predict the requirements for any given period. Past trends are useful but not very reliable. When demand is greater than the supply, customers are usually unhappy. In a perfect match of supply and demand, the load factor would be 100%, anything less indicates overcapacity.
- **Variability:** Tourism demand is not the same each hour of each day of each month. It remains fluctuating and is marked by crests and valleys. More capital needs to be invested if we want to cover demand in peak times. The Pricing strategies have to be planned strategically. Attempts of marketing like- peak pricing, mid-season pricing and off-peak pricing are commonly adopted in tourism and at times work as an attraction also due to lucrative tariffs.

- **The segment-wise multiplicity of demand:** Any tourist destination, product or attraction has multiple usages at any given point in time. Meaning thereby is that a place or attraction or facility is frequented by groups of persons with different sets of motivations and requirements. Consequently, we experience a gamut of demand generated by the same destination resource or attraction. For example, throughout the year

Goa attracts millions of tourists. Now at any period some of the tourists are interested in sunbathing, few are keen on the cultural panorama of the state, many might be present due to business or corporate meetings, while there might be groups enjoying the beverages and cuisine of the place. The motivations, frequencies and responses to price change are different in different segments.

- **Elasticity:** The sensitiveness to the price change is generally termed elasticity. The Elastic demand is sensitive to substitution and inelastic demand is not. Pleasure travel is more elastic than business travel which means the *primary* or *impulsive* demand is elastic and *derived* or *compulsive* demand is relatively inelastic.

- **Ever-increasing competition:** One of the noteworthy attributes of the tourism industry is that it lacks patronage, i.e. tourists tend to use the services that provide them with the best benefits irrespective of the company. Value for money and quality of services top the list of the factors affecting the decision making of the customers. Interestingly every year many new players, with innovative ideas, are joining the mainstream. This causes a situation where competition touches new heights; which means the business ambience is highly competitive and any intelligent move by a player might affect the whole equation. We need to apply strategic policies, which are bound to change with the emerging conditions. Like different trains operating between two points pose stiff competition to each other. A small change in departure time can capture a significant number of passengers

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#### **14.4.2 Supply:**

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Tourism supply, curiously, is much different from that for fast-moving consumer goods (FMCG) or any other type of product. Let us discuss some of these.

**Pricing flexibility:** The price of the supplies in tourism varies due to certain factors. For example, the price generally reduces with the size of the group. That is, with the increasing number of group members the price decreases. Else, depending upon the type of season; i.e. *peak, middle or lower*; the price is, respectively, *highest, moderate and minimum*.

**Perishability:** Every component involved with tourism supply has a specific capacity. The percentage of this capacity which is used (or sold) on a specific day gets converted into the actual sale and the remaining part is business lost forever because, unlikely to the consumer goods, the lost sale can not be compensated in future. In other words, *supply cannot be stored for future use*. So management has to sell, sell and sell. Say, if an aircraft having 100 seats has only 60 passengers on a particular flight cannot sell the unsold 40 seats in the next flight.

**Independent, yet complementary components:** The components, which when combined ensure a wholesome tourism product; can effectively work independently as well. For example, a hotel can be promoted without it being packaged with transportation or any involvement of a tour operator, yet the association results in ensured and better business yields because these components are complementary to each other and, together, increase the value, in addition to attractiveness, of each other. The independent nature of these components also makes the coordination quite challenging. Thus, ensuring smooth coordination between these components calls for lots of effective managerial skills.

**Fixed in space:** The supplies in the case of tourism can not be carried physically to the customers. Rather the users have to come to the product, facility or attraction to utilize the same. For example, we can not take *Taj* or *Hotel Maurya Sheraton* to the place where our clients are located. This is, obviously, different from the consumer goods (say tea leaves) which can conveniently be taken to the place of location of the clients.

**Inflexibility in a shorter period:** *Demand is instantaneous but Supply is not*. There is a long time between planning and placing an order for a component, between placing the order and getting it, between putting it into service and scrapping it. Thus demand can shift quickly, but it takes a great deal of time to adjust supply.

**High ratio of fixed costs to variable costs:** Tourism is highly capital intensive- the accommodation units, infrastructure, manpower etc. cost a great deal of money. Because of the high level of costs, the incremental costs of operation are small.

**Combination of tangibility and intangibility:** Tourism supply is a curious combination of tangible (that can be physically touched and felt) and intangible (that can't be physically seen or touched, but experienced). Though the food in a restaurant can be put in the category of tangible things, the *ambience* is a good example of intangibility.

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**14.5 Measuring the Tourism Demand and Supply:**

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Measurement of tourism demand is a cumbersome process. One has to apply extremely effective methods to calculate the demand. This process being a futuristic one, there is always a high degree of probability. Meaning thereby is that it is very difficult to estimate the demand accurately. Refer to the characteristics of demand discussed earlier to assign reasons behind this fact.

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**14.5.1 What is measured?**

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**Volume statistics:** refer to the calculation of the number of tourists coming to or going out of a place. So, this measurement gives us an idea about the movement of *inbound (i/b)* and *outbound (o/b)* tourists. This is enormously significant, keeping in mind that the number of tourists, inbound or outbound, provides us with the lead to the level of infra and superstructure, facilities and activities to be planned to accommodate the tourists.

**Value (expenditure) statistics:** is an indication of the monetary gains a destination does make as a result of the visit of tourists. This also includes gathering information on the spending power and expenditure pattern of the tourists. *Spending power* indicates the amount of money that could be spent by the tourists on their touristic pursuits. Whereas expenditure pattern is the detail of component-wise expenses of the tourists (means how much a tourist spend on accommodation, transportation, food and beverages, shopping etc.)

**Visitor profile:** Usually it is stated that "*a tourists' brain is like a black hole*". It is very difficult to predict what is going on inside the tourists head and hearts? Simply put, it's very hard to ascertain the perceptions, expectations, likings and dislikings of a tourist or group of tourists. Therefore, it becomes mandatory to keep a record of the behaviour and requirements related aspects of the tourists. The study of visitor profiles provides us with vital qualitative insight into the psyche of the tourists, which is important to establish equilibrium between demand and supply to ensure higher levels of customer satisfaction, as well as being optimally benefited a link in the supply chain.

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**14.5.2 Why is Tourism Demand and Supply Measured?**

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The following are the major reasons behind measuring tourism demand and supply:



- To assess the contribution of tourism to the indigenous community
- To assist in the preparation of effective area and product development policies and planning
- For marketing and promotion
- To study the trends
- To predict the changes in future

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**14.5.3 Methods of Measurement:**

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**Volume Statistics:**

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**By using counting procedures at entry and exit points:** This is one of the most commonly used procedures and is highly effective in the case of destinations and attractions which have well defined and manned entry and exit points. The counting provides the month-wise number of the persons who have thronged a particular area and the same is translated into demand.

**From records of international carriers:** All the carriers (i.e. Airlines) have precise information on the number of passengers visiting a particular country, as the passengers are supposed to fill up *embarkment* and *disembarkment* cards while boarding and getting off a flight. The VISA reveals the reasons for the trip(s).

**From records of Government offices:** Almost in all the countries, the Government establishments keep a record of the tourist traffic, and that too is analyzed under different parameters; like country and region of origin, age-group, interests and motives etc. In India Department of Tourism, Govt. of India and some of the State Governments maintain such records that are very effective sources of information about the present demand, and when statistically analyzed for trends can give clues about the future demand, as well.

**Collection of registration records at accommodation establishments:** Another popular way of gathering information that can be interpreted in terms of tourism demand related to the volume of the visiting clients.

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**Value Statistics:**

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**Through sample surveys:** Very commonly used a technique. In this the researcher picks up samples; i.e. respondents; randomly and seeks information from them. One

has to be extremely conscious about the questions to be framed because there are chances of misinterpretation on the part of the respondent.

**By analyzing Forex statements:** The foreign exchange statements of the tourists provide information on the expenditure and expenditure patterns of the tourists. This is a very effective method, as this leads the way to the level and typology of infra and superstructure to be created to cater to the tourists, in addition to the foreign exchange earnings of the destination and transit regions.

**By conducting surveys of suppliers:** The volume of the products or services sold is directly proportional to the demand generated. Hence, this method too has proved to be an important one to gather the required information.

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**Tourist Profiles:**

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**By conducting tourists' surveys:** Surveys of the tourists may reveal information on their profile, expectations and buying behaviour. Though commonly used, yet is a complex one as it is difficult to seek time and correct information from the tourists.

**Through the study of the tourists' behaviour at establishments and attractions:** This is an observational technique. In this tourists are closely watched and their behaviour is studied based on certain pre-established yard-sticks. The observers need to be highly knowledgeable about human behaviour and should possess analytical skills.

**From the information provided by the suppliers:** Suppliers are an enormously vital source of collecting information on tourist behaviour, as these are a link between demand and supply and do know about the present and future trends. Information provided by the suppliers is translated in terms of the qualitative demand and is highly useful to impart lead to plan the future supplies effectively.

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**Check Your Progress-3:**

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Answer the following question.

**1. Name three methods of measurement of tourism demand and supply?**

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

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**14.6 Summary:**

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So friends, till now we have tried to understand the very concept of tourism demand, supply, their typology, the factors that have an impact – positive or negative – on these two important aspects and measurement of tourism demand, along with the techniques/methods applied for the same.

In nutshell, tourism demand can be described as the amount or volume of products, services or amenities that are, or will be, purchased or consumed from a well defined geographical area, within a given price range and during the specified period, which usually is one year. In the case of tourism supply, we focus on the amount or volume of products, services or amenities that are, or will be, offered from within a well defined geographical area, in a given price-range and during the specified period, which usually is one year; to satisfy tourists’ needs and wants. Depending upon the criteria affixed, demand is classified as actual or potential/latent and compulsive or impulsive. Well, as discussed in sub-unit 14.3.2, Accommodation, Transportation, FandB, Sight-seeing along with Guide and Escorting Services, Entertainment and shopping are the major components of tourism supplies. Certain characteristics make demand and supply in tourism different from that in any other sector, say FMCG. To name the important ones, these are tangibility, perishability, seasonality, high fixed capital, dynamism, elasticity etc.

Coming to the measurement of tourism demand, by now you might be aware that measurement, in this case, is either value-based volume based or behavioural. In an assessment of value, we concentrate on economic gains, whereas in volume statistics the emphasis is on the number of tourists. In the third category basically, the profile of tourists is studied as it has an extremely close relationship with the expectations and post-tour satisfaction level. One thing that you must not forget is that the measurement of tourism demand is both Qualitative and Quantitative.....

**Happy Learning!!!**

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**14.7 Answer to Check Your Progress:**

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**Check Your Progress - 1**

I. Economy, Politics, Crisis and Threats, Demographic Change, and Technology

**Check Your Progress - 2**

II. Attraction, Accommodation, Transportation, Refreshment and Shopping.

**Check Your Progress - 3**

III. (a) Volume Statistics: By using counting procedures as entry and exit points.

(b) Value Statistics: Through sample survey

(c) Tourist Profiles: By conducting tourists' survey.

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**14.8 Suggested Readings:**

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- British Tourist Authority: Digest of Tourist Statistics.
- Kaul, R. N., Dynamics of Tourism: A Trilogy, Sterling, New Delhi
- McIntosh, Robert, W Goeldner, R Charles, Tourism: Principles, Practices and Philosophies- John Wiley and Sons Inc. New York 1990.
- Philip Kotler Gary Armstrong, Principles of Marketing- PHI Ltd.
- Ramaswami, Marketing Management - Fundamentals of Marketing- William J. Stouton, Mc Graw Hill Co.

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**14.9 Review Questions:**

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1. What do you understand by the scope and nature of tourism demand?
2. Write a note on typology and factors influencing demand.
3. How would you explain tourism supply, supply chain and components of tourism supply?
4. What are the unique characteristics of Tourism Demand and Supply?
5. How do you measure Tourism Demand and what are the various methods of measurement?

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**Activity-1:**

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After surveying the hotel properties in your area, find out the following:

- The increase or decrease in the number of beds used by the tourists and the changes in room tariffs in last one year.
- Try to find out the place of origin and transport-related requirements of 25 tourists coming to any tourist destination of your choice.

**Unit-15**

**The Tourism System- Dimensions, Interplays and Applications**

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**Structure:**

**15.0 Objectives**

**15.1 Introduction**

**15.2 The Composition of Tourism Industry**

**15.2.1 The Meaning of Tourism**

**15.2.2 The Meaning of System**

**15.2.3 Essential Elements of Tourism Activity**

**15.3 Tourism as a Dynamic System**

**15.3.1 Leiper's Tourism System**

**15.3.2 Murphy's Psychological Factors**

**15.3.3 Gun's Influence of External Environment**

**15.3.4 Mill and Morrison's Consumer Behaviour**

**15.3.5 Westlake's Transport, Communication and Planning**

**15.4 A Synthesis of Models of Tourism System**

**15.4.1 The Visitor Generating Region (Demand)**

**15.4.2 Transit Region (Supply)**

**15.4.3 The Destination (Supply)**

**15.4.4 The Support Services Sector**

**15.4.5 Roles of the Government**

**15.4.6 The Environment**

**15.4.7 Role of Local Community**

**15.5 Summary**

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**15.0 Objectives:**

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After reading this unit, you will be able to:

- Discuss the role of the tourism industry and its dynamic system.
- Explain the various tourism system models and their interpretations in the tourism industry.
- Discuss the close synergy and integration in the tourism system.
- Describe the basic typologies of various players in the tourism industry.
- Explain the general and specific uses of various divisions of the tourism industry system.

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**15.1 Introduction:**

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Tourism is a dynamic and complex product that is processed and delivered by the intervention of related and interrelated providers of services. This has become a massive business phenomenon that is regarded as the emerging economic engine for the host countries. Tourism has been recognized as an industry in many countries. There are a large variety of heterogeneous products and services, which are interlinked and complementary to each other. Tourism is an amalgam of products and services.

Tourism products are intangible, perishable and heterogeneous in nature. A single agency cannot at all meet the needs and wants of tourists. It is a vibrant sector with the capacity of ample revenue generation for the benefit of the whole host community. In nutshell, business activities of tourism are unlimited. The systematic functioning of the tourism system influences both the macro and micro business environment of tourism. This unit will highlight the various typologies of tourism systems and their general and specific uses with the specific objectives of offering quality services to the tourists.

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**15.2 The Composition of Tourism Industry:**

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Tourism is often interpreted in terms of being an invisible and service-oriented industry. Tourism, however, is not a single industry in the conventional viewpoint. Tourism comprises a wide range of products and services whose limits for inclusion are very vast and extensive. From an economic and business perspective, the industry is defined as being a group of independent firms, all turning out the same product. The focus of industry includes individual business establishments, which

are grouped in a network for the generation of revenue received by all the economic units through the production and sale of a common product.

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**15.2.1 The Meaning of Tourism:**

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The World Tourism Organization's definition of tourism in 1995 states that the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. The Tourism Society has also defined tourism in 1976, as tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposes, as well as day visits or excursions. The most intuitively logical definition is the one cited by Mathieson and Wall (1982) that tourism activity relates to the temporary movement to destinations outside the normal home and workplace, the activities undertaken during the stay and the facilities created to cater for the needs of the tourist. Tourism has become an extremely dynamic system due to the globalization of trade and commerce, fast-changing customer behaviour, development of transportation and accommodation, basic sanitation and hygienic at the destinations and information technologies that all strongly influence the industry in a big way.

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**15.2.2 The Meaning of System:**

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Systems perspective focuses on how coordination can be established among primary, secondary and tertiary actors in complex innovation situations without one group or individual imposing their views. The system's approach aims for a way of assessing and dealing with complex real-world situations. It aims at achieving the performance of tasks of each actor or stakeholder as part of a whole and to help in achieving a common goal. This approach is a practical means of studying the interconnectivity and existing linkages of providers of services and looking at composite inter-related issues and events from a holistic perspective. This holistic approach provides an opportunity for a synergetic interaction of individual competence of inter-related actors in an area of common interest.

What is essential to studying the tourism system's approach? A system is a set of interconnected groups harmonized to form a combined objective and strive towards accomplishment. It integrates another approach into a comprehensive method dealing with both micro and macro issues in the tourism industry system. It can

examine the tourist firm's competitive environment, its market and pricing structure, its outcome and its linkages with other institutions. It also emphasizes the tourists and the interaction of the tourism intermediaries with the tourists. Furthermore, the tourism system takes a macro point of view and closely examines the entire tourism system of a country, state, or area. This attempts to find out the feasibility as to how it operates within and related to other systems such as legal, political, economic and social systems.

From a structural approach, a destination can be seen as a system composed of some elements, which share some kind of relationship to achieve common objectives. The system develops by taking external and internal inputs into the process. It may be considered a complex adaptive system. A tourism destination comprises several elements like the tourism operators, the support structures, public and private organizations and associations etc. McKercher's (1999) model describes the following groups of components:

- Tourists and communication sectors linking tourists to the destination (both real and virtual)
- Local destination stakeholders; and tourism-related and non-tourism-related externalities.
- External tourism agencies and outputs from the system.

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**15.2.3 Essential Elements of Tourism Activity:**

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Tourism arises out of a movement of people to and their stay in various destinations. There are two elements in tourism one is the journey to the destination and the other is the stay at the destination that includes diverse activities undertaken there by the tourists. The journey and the stay take place outside the normal place of residence and work, thus it gives rise to activities, which are different from the resident and working populations of the places through and in which travel and stay. The movement to destinations is temporary and short term in nature. The basic intention is to return home within a few days, weeks or months. The period of stay is limited and the return is definite. Destinations are visited for purposes other than indulging in a permanent residence or employment activities.

Tourism definitions intend to dwell on the demand side of tourism activity rather than the supply side. It may be inferred that it is certainly difficult to distinguish which type of tourism-related industries are catering for tourists only and which are serving residents and other markets along with the tourists. This makes defining the



supply side of the system relatively hard. It is much easier to ponder over the demand side where those participating service providers in tourism can be identified more easily. These models incorporate elements of demand and supply which when brought together by intermediaries, resulting in tourism activity. Many researchers have attempted to construct models of the tourism system. Let us have a glance at a handful of these systems.

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**Check Your Progress-I:**

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Answer the following questions.

- 1. Write five lines on the meaning of tourism and various elements of the tourism industry?**

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- 2. Write briefly the need for having a system to run a tourism business?**

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

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**15.3 Tourism as a Dynamic System:**

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Tourism can not only be called an industry or even a conglomerate of different business sectors in the narrow sense but also in the broader sense as a full-fledged system that is managed by both the public and private sector enterprises. It is a service industry connected with most other sectors of the economy like the host community at both the broad and local levels, government through policy, planning, infrastructure development and the biophysical environment. The tourism industry is running with the support of the host community as a workforce, the government as the regulatory body and tourism intermediaries as service providers. It is necessary to find out tourism's multiplicity of backward and forward linkages that extend from the highly localized to the wider background taking on local, regional, national and international levels in areas such as the economic, the social, the cultural, the political or governmental and the environmental. As Gunn and Var (2002) point out in their research works every part of tourism is, directly and indirectly, related to every other part and some of the parts are often invisible to others within the periphery of the system.

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**15.3.1 Leiper's Tourism System:**

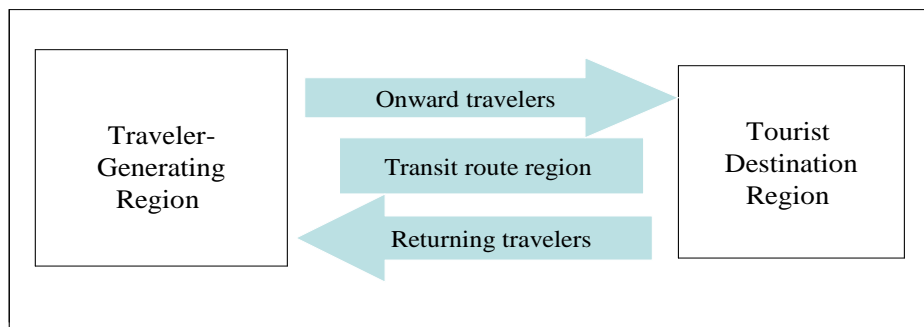
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Let us begin with Leiper's (1981) model of the tourism system given in Figure-1. The model suggests a simple three-fold approach that comprises generating region, transit region and destination region. This is an attractive and discerning model, which can be adopted as a practical model for identifying the demand in respective regions. To study a tourist destination, it is important to view it as part of a tourism system like the one proposed by Leiper. While describing the components of the system such as the Traveler Generating Regions (TGR), the Transit Routes (TR) and the Tourist Destination Regions (TDR) one must analyze them under the influence of diverse environments. Tourism growth in a specific destination cannot be comprehensively measured unless the other regions, TGRs and TRs, as well as the environments influencing each region, are taken into analysis.

The tourism system is divided into three geographical components, the general focus remains on the environments of the system and how these affect tourism and at the same time how tourism affects the environments at each geographical component. The model has certain specific functions that all these regions are included in the analysis of the impacts. The environmental impacts should not only

be considered to measure the growth of a destination but also the environments should be analyzed comprehensively for each of the regions to fully assess the growth of the destination.

Figure- 1 : Leiper's Basic Tourism System



Environments: Human, socio- cultural, economical, technological, physical, political, legal, etc  
Location of travelers, tourists and of the travel and tourism industry

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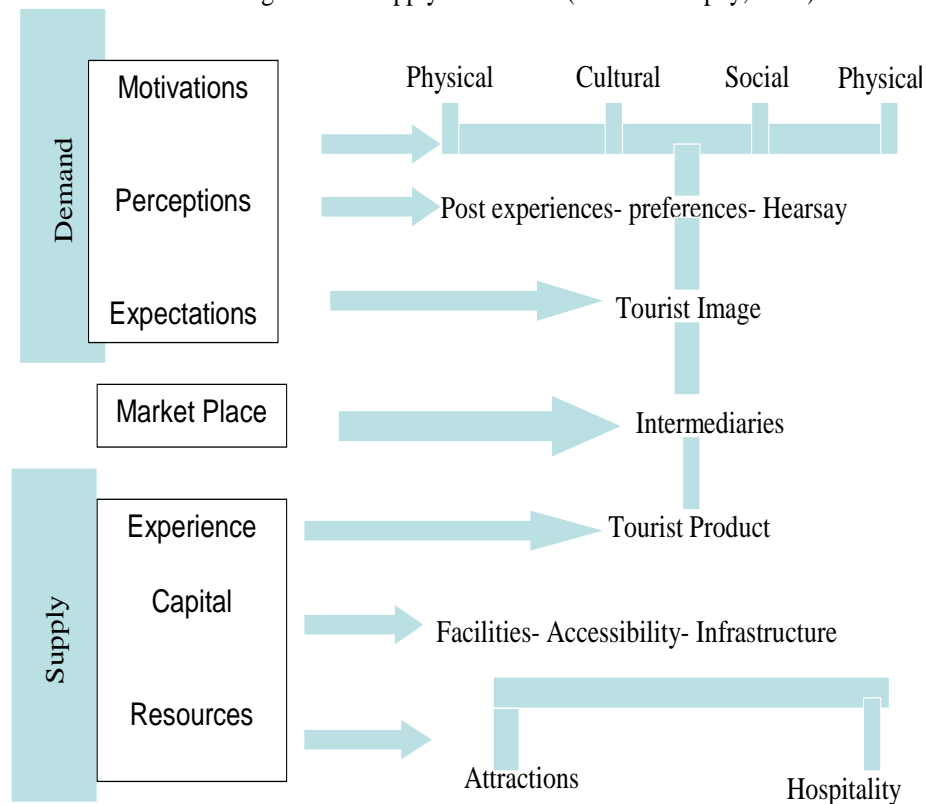
### 15.3.2 Murphy's Psychological Factors:

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One of the most practical tourism system models advocated by Murphy in 1985 has been presented in figure-2, you will see that the focus is given the psychological factors that influence demand (motivations, perceptions and expectations) and how these determinants of demand are linked by the travel intermediaries (i.e. travel agencies and tour operators) in the market place to the supply of tourist facilities. Murphy's tourism system model can generally be used to analyze the demand and supply for the travel product and the involvement of travel agencies and tour operators in catering to the demand as key suppliers. Murphy's model can be used for analyzing the demand and supply of tourism products and more particularly the role of the suppliers is very significant as they create capital and resources to meet the demands. They also conduct organized tour packages to offer unique experiences to the tourists. This model will be much useful for the tourism intermediaries to measure the magnitude of demand and accordingly, they will work out strategies to meet the demands.

The model can be used for specific purposes for example Destination Marketing Organizations (DMO), Governments and tourism intermediaries assess demands in terms of motivations, perceptions and expectations and can be taken combine efforts to create facilities, accessibility and infrastructure to enhance the competitive advantage of the tourism products in the destinations can take the advantage of the model. The model is of much explicit use for travel intermediaries because they can better analyze the size of the market demand and supply.

Figure – 2 : Supply & Demand ( Source Murphy, 1985)



**15.3.3 Gun’s Influence of External Environment:**

Gun (1979) has developed a model which reflects the influence of the external environment and the two-way relationships between the various elements of the system. The tourism system model of Gunn is presented in figure-3. By acknowledging the mutual influence that certain elements have on each other, Gunn is emphasizing the interdependency and importance of various facets of the tourism

system. Gunn's tourism system model states the much influence of the external environment on the functioning of the tourism system.

The model includes attractions, transportation, information and services which influence the tourist motivations. Whilst the external environment that embraces political, economic, physical, natural and cultural factors has much influence on the total functioning of the tourism system directly. The external environmental factors have much control over the tourism system and they are the significant players in making the tourism system dynamic. In turn, tourists can be negatively affected at the destinations.

In essence, the system has certain general uses like the model will give proper guidance to the tourism intermediaries and Governments about various external environmental factors and how they determine the running of the tourism system. The model, on the other hand, can be used for specific purposes such as each service provider can be guided by the external environments and evolve suitable plans and programmes to deal with the influence of external environments. Tourists, in general, can get plenty of knowledge from this model that can better guide them to plan the holidays.

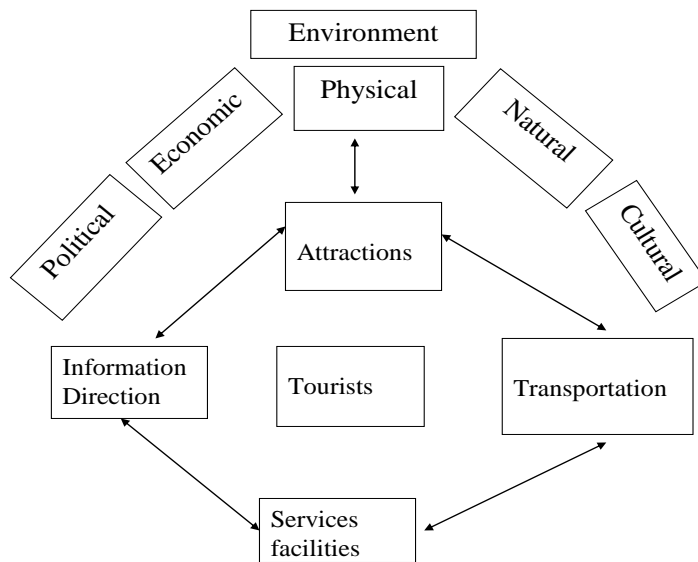
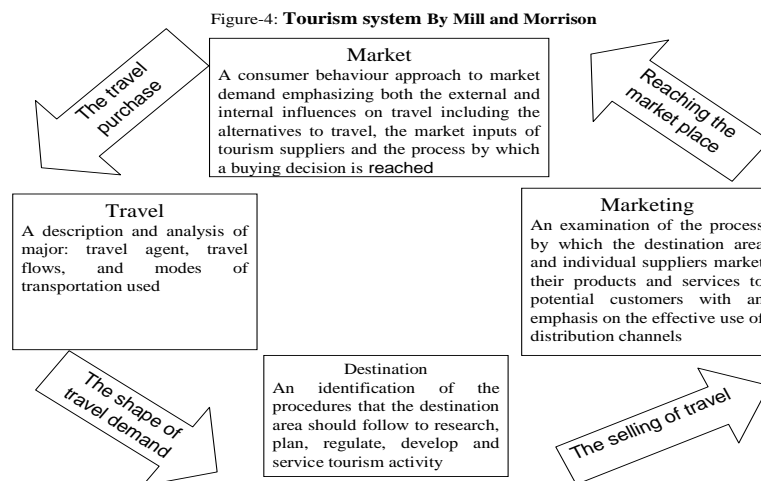


Figure-3: Tourism System by Gunn, 1979

**15.3.4 Mill and Morrison’s Consumer Behaviour:**

The model suggested by Mill and Morrison in 1992 is given in figure-4. This model is cyclical in nature. The model suggests that each element of the tourism system reinforces and influences the next. According to Mill and Morrison, the key components of the system are the market, travel, destination and marketing. To look at this in more detail, market demand is determined by several internal and external influences which affect the purchase of travel. This, in turn, influences the travel element of the tourism system since the demand for a product encourages the development of transportation networks to meet this demand. This, in turn, influences the type, nature and level of supply of tourist infrastructure and facilities at a destination. This sequentially influences the marketing strategy for a destination and the market segments. How a destination markets itself and communicates its product offering to its market can stimulate the level and type of consumer demand, which is influenced by several internal and external factors.

The model can have certain general uses like the total demand of the market can be studied by taking into account the external and internal factors. The model can specifically be used by the tourism promotional agencies and travel intermediaries (tour operators & travel agents) for evaluating the various levels of buying behaviours of tourists. More specifically, the model can guide the destination development and promotion agencies to undertake research and development for the tourism industry.



This model can better be adopted by the tour operators, travel agents, hotels, resort companies, transport operators, entertainment agencies, etc as a framework to

evaluate the travel purchases of tourists. Accordingly, they can implement marketing strategies to position the product in the market. This model, in brief, explains the stages through which tourism intermediaries can reach the marketplace comfortably. In essence, this approach reflects a market-oriented view of the tourism system as the determining factor in consumer behaviour.

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**15.3.5 Westlake's Transport, Communication and Planning:**

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The model proposed by Westlake in 1985 explains the dominant roles of transport in establishing linkage between demand and supply of tourism services. Westlake also focuses on the importance of the communication process between market and destination. In addition, the model highlights that the importance of planning and development strategies at the destination is to minimize the impact of tourism and maximize the positive significance of tourism activity. Westlake also links the effectiveness of planning and development policies to the market. The destinations which effectively plan for tourism will be more likely to sustain demand and retain market share than those which neglect the sustainable planning and development of destinations.

The model has reflected on the significant roles of transport and communication as a mediator between origin countries and destination countries. This model can be used for the common purpose of marketing the tourism product by identifying the demand and supply for transport and communication facilities at the destination area. The impact can also be used for the exclusive purpose of evaluating the positive and negative impacts of tourism development. The model can be used particularly for tourism planning and development as it suggests that transport is the most important factor that establishes links between the origin countries of the tourists and destination countries. The Westlake model can be seen in figure-5.

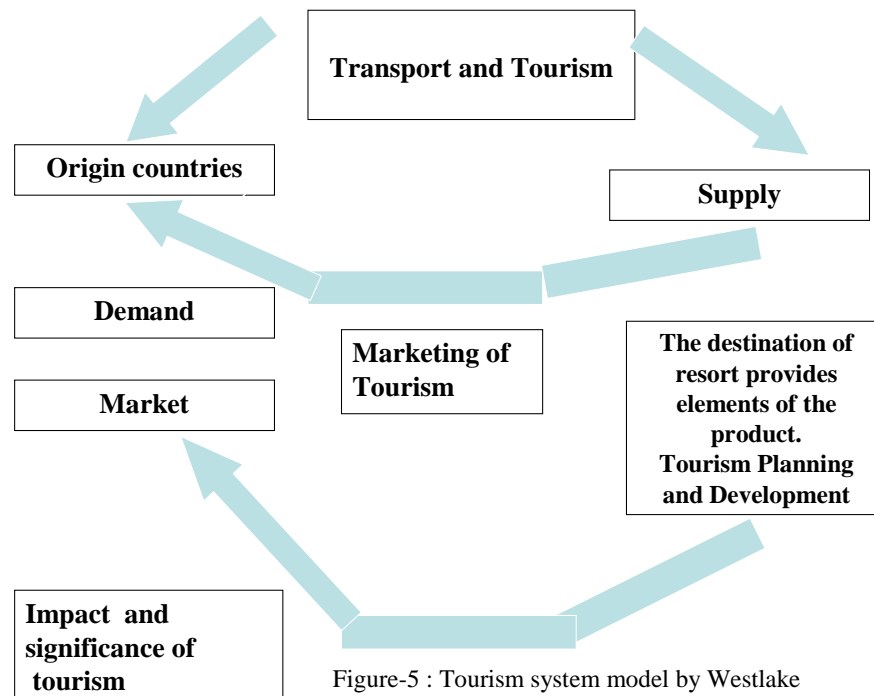


Figure-5 : Tourism system model by Westlake

Finally, Mathieson and Wall (1982) have suggested a complex tourism system that remains a simplistic overview of the structure of the industry. They have identified dynamic, static and consequential elements of the tourist system.

The dynamic element is the demand for all types of tourism. The static elements are the characteristics of the destination (including political, environmental and economic influences) and the tourist and including socio-economic characteristics, type of activity and length of stay characteristics) which combine to constitute the destination, the pressure on the destination (in terms of length of stay, types of activity and levels of activity) and carrying capacity. The impacts of tourism are seen as the consequential element of the tourism system and this refers to the physical, social and economic impacts of tourism which need to be controlled by comprehensive management and planning policies.

All of the models offer a slightly different perspective on what the tourism system involves and how the elements are interrelated and interdependent. However, as is usually the case, no one model can be classified as definite or absolute and it is essential, therefore, to consider them together. It is up to you to develop your overview and your conclusions as to what the tourism system looks like and how the various policies fit together



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**Check Your Progress-II:**

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Answer the following question.

- 1. Write five lines on the tourism system advocated by Gun and Murphy?**

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- 2. Compare the significant differences of tourism system evolved by Mill & Morrison and Westlake?**

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

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**15.4 A Synthesis of Models of Tourism System:**

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An attempt has been made in this unit to establish synthesis among the tourism system models and find out their basic differences in their approaches to run the functioning of the tourism business. The intricacies of the tourism system have been explained with the help of various diagrams. Several analogies have been used to explain the tourism systems. Tourism is in effect thousands of independent

components with a huge range of relationships that differ both quantitatively and qualitatively and each component affects others in direct and indirect ways. The geophysical definition of the tourism system propounded by Lieper (1989) can be synthesized with Gunn's demand and supply system (1972), Westlake's transport & communication model (1985) and the socio-cultural element of Mill and Morrison's marketing-oriented system (1992). All these can be added to create the main ingredients for the complete tourism system which divided into the following seven structural components:

- The visitor generating region
- The transit region
- The destination region
- The support services sector
- The government sector
- The environment (bio-geo-physical region)
- The community

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**15.4.1 The Visitor Generating Region (Demand):**

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The population of a visitor generating region possesses two fundamental characteristics first is income levels high enough to allow for discretionary expenditure on non-essential items such as travel and the second is a propensity for recreational travel as an acceptable and desired form of behaviour. Generally speaking, visitors from such regions can be categorized as domestic tourists or international visitors. They are disintegrated into different potential market sectors. Receiving countries classify visitors according to different criteria from those used by the marketing sector. Arrival registrations are completed at the point of entry and that have similar categories covering holiday, business, education, religion (pilgrimage), sport, conference, visiting friends & relatives.

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**15.4.2 Transit Region (Supply):**

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Major modes of transport transfer visitors from the transit region to their destination. The transit region supports these modes of travel by a host of transport-specific facilities such as airports, railway stations, road networks, ports, passenger terminals, fuel depots, engineering and repair facilities, and with a range of ancillary services and facilities such as restaurants, banks, accommodation, communications, retail shops, duty-free outlets, bookshops, and bars. Heathrow Airport is an example

of a transit region with its complex system of facilities and services that extend much beyond simply refuelling aircraft.

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**15.4.3 The Destination (Supply):**

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The frontline industries or primary service providing sector consists of those businesses that operate directly with visitors. A common way of organizing our understanding of this part of the tourism structure is to divide them into the five 'A's as follows:

- **Accommodation-** hotels, motels, resorts, backpacker hostels, B&B, caravan parks, etc.
- **Amenities-** restaurants, sports facilities, theatres, casinos, etc.
- **Attractions-** natural and cultural sites, historic, cosmopolitan and heritage cities, landscapes, theme parks, museums, events and festivals, etc.
- **Accessibility-** travel agencies, tour operators, coaches, taxis, hire cars, cable cars, etc.
- **Activities-** tour operators, ski fields business companies, yacht charters, bicycle hire, kayaking adventure companies, abseiling, Himalayan trekking companies, etc.

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**15.4.4 The Support Services Sector:**

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This sector brings the thousands of invisible operations into the system that provides goods and services to those operations that deal directly with tourists. But they do not deal directly with visitors. The frontline operators depend on inputs from a very wide range of suppliers of goods and services. Whilst many of these secondary or support services businesses are heavily dependent upon tourism. They however have little or no realization that they are directly engaged in the business of tourism. For instance, a handicraft manufacturing unit may sell the products to tourists. All handicraft items may be consumed by the tourism industry front line sector (tour operators, travel agents, hotels, resort companies, cruise liners, car rental companies, and railway companies. A typical front line operator of a small resort will have more than 200 suppliers of a wide range of goods and services. Both front line operators and support service businesses may be located in all three major geographic regions of the tourism system. The followings are the specialist operators in the tourism system.

- In the visitor generating region (frontline operators such as travel agencies, tour operators, airline offices, and support services sector such as banks, insurance companies, suitcases manufacturers, etc).
- In the transit region (frontline businesses are associated with the transport modes, with facilities such as airports, and support services such as fuel depots and engineering repair businesses.
- At the destination (attractions, accommodation, activities, etc,) supported by a huge range of goods and services from the Support Services Sector.

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**15.4.5 Roles of the Government:**

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Since tourism is regarded as a private sector activity and the role of the Government is time and again unnoticed or undervalued. In reality, governments take part in the tourism system more significantly through a wide array of functions that incorporate:

- Regulatory controls such as incensing laws for businesses, vehicles, companies and boats; business registration, taxation, foreign investment and building codes.
- Provision of national services for visitation such as customs, immigration and quarantine controls, law and order - including anti-terrorism measures.
- Policy formulation for economic, tourism, transport, foreign affairs, sport & recreation, telecommunications, etc.
- Planning for regional development and creation of zoning system for land use).
- National issues and interests for example environmental issues: legislation for conservation, protection and preservation of endangered species, threatened habitats, fragile ecosystems, coastal erosion, salinity; establishment of national parks and biosphere reserves, world heritage sites, etc. and health issues like the SARS, plague dengue, anthrax, bird flu epidemic.
- Infrastructure like roads, railways, airports, ports, communications systems, power, water, public transport, etc.
- Ownership of major resources like national parks, World Heritage Sites, city squares, national monuments, museums, a host of public spaces that have dual functions, e.g. as a parliament and as a tourist attraction, etc. Festivals and events
- such as republic day and Independence Day celebrations, New Year's Day fireworks, and so on.
- International agreements for the visa, bilateral air services, anti-terrorism treaties, etc.

- International tourism marketing is the primary function and strong involvement in tourism planning and development.
- Dissemination of information services

Governments provide the policy framework within which tourism functions. Policies incorporate economic, social, and environmental objectives. Governments, therefore, undertake national and regional tourism planning. A major function in this regard is the development and maintenance of a national statistical database designed to measure many aspects of the contribution of tourism to the national economy.

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**15.4.6 The Environment:**

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The environment includes air, land and water. Landscape features constitute major tourist attractions in their own right, and also provide the habitats and ecosystems for the living marine and terrestrial organisms which support other attractions. Degradation of the natural environment constitutes one of the gravest risks to sustainability in tourism; a fact acknowledged by the tourism industry which has, in the last decade, in particular, begun to take increasing responsibility for ensuring that its activities have minimal environmental impacts.

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**15.4.7 Role of Local Community:**

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Communities are considered as the hosts in tourism's binary division of residents and visitors. Communities consist of residents, rate-payers, families, individuals, community organizations, ethnically distinct groupings, and indigenous minorities as well as other kinds of social groupings based on common sets of identity (e.g. religious affiliations, sports associations, gender alignments, etc.). In the study of tourism, we are most concerned with social effects and impacts, cultural effects and impacts, community infrastructure, cultural landscapes, and identity of community place and space. Community-based culture is often a product or commodity for consumption by visitors, and socio-cultural impacts of tourism may create major problems for communities. Communities are embedded with a wide number of local organizations and non-profit organizations which have varying degrees of ownership over resources such as historic sites, festivals, gardens, museums, nature reserves, and which may provide a range of services to visitors, especially in the fields of interpretation and guiding.

Tourism covers several industries such as transportation, accommodation, food and beverage services, recreation and entertainment and travel agencies, and banks upon suppliers of a very wide range of goods and services from other sectors to function. Tourism measurements, to be credible and comparable with other industries in a country's economy, must go after concepts and definitions consistent with internationally accepted macroeconomic guidelines such as the System of National Accounts. According to WTO (2002), the fundamental structure of the Tourism Satellite Accounting (TSA) depends on the balance existing within an economy between, on one hand, the demand for goods and services generated by visitors and by other consumers and on the other hand, the overall supply of these goods and services. The initiative is to examine in detail all aspects of demand for goods and services which are linked with tourism within the economy and to assess the association with the supply of such goods and services within the same economy.

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**Check Your Progress-3:**

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Answer the following questions.

**1. Write five lines on the synthesis of the tourism system models?**

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**2. Write briefly on the roles of the frontline service providers in the generating regions?**

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

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**15.5 Summary:**

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Increasingly, tourism is recognizing that it has a responsibility to share the benefits of its activities with the poorest segments of populations. The key lesson to take from an understanding of tourism as a system is that it illuminates how backward and forward linkages could provide opportunities for poorer sections of communities and intervention in enterprises not always recognized as part of tourism but which are nevertheless tourism-dependent in whole or in part for their sustainability and economic viability. When utilizing tourism as the access point for development intervention, it is thus necessary to look outside the square and identify opportunities associated with tourism that are not necessarily tourism businesses. When we begin to understand tourism as a system, we can also challenge the widely held criticism of tourism as a service sector that does not produce anything. Thus, when we look at tourism as a tool for poverty alleviation, we need to find out that we can look well beyond the front line sector to a multiplicity of opportunities for undertaking appropriate initiatives. As a new field of endeavour for development assistance, there is no systematic analysis on which aid donors can draw in developing their policy. However, support for sustainable, pro-poor tourism fits comfortably with the guiding philosophy of many aid donors and can make contributions to the reduction of poverty, good governance, environmental sustainability, gender equity, rural development, health and education, infrastructure and private sector development.

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**15.6 Answers to Check Your Progress:**

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**Check Your Progress-I:**

1. See section 15.2
2. See sections 15.2.1, 15.2.2 and 15.2.3

**Check Your Progress-II:**

1. See sections 15.3, 15.3.2 and 15.3.3

2. See sections 15.3.4 and 15.3.5

**Check Your Progress-III**

1. See section 15.4
2. See sections 15.3.1, 15.4.1, 15.4.2, 15.4.3 and 15.4.4

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**15.7 Suggested Readings:**

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- Alastair M. Morrison & Robert Christie Mill (1998), *The Tourism System: An Introductory Text*, Kendall/Hunt.
- Charles R. Goeldner, Brent Ritchie, J.R. *Tourism: Principles, Practices, Philosophies*.
- Gee, Y, Choy, D.J.L & Makens, J.C, "The Travel Industry" *AVI*, Westport, 1984 P-269-273.
- Holloway, J.C (2002) *the Business of Tourism*, Financial Times, Prentice-Hall.

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**15.8 Review Questions:**

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1. Discuss in detail the composition of the Tourism Industry.
2. Write a short note on 'Tourism as a Dynamic System'.
3. What are the essential elements of Tourism Activity?
4. Explain the basic typologies of various players in the tourism industry.
5. Discuss the various roles of the tourism industry.



**Unit-16****Tourism Forms and Linkages: Significance & Scope**

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**Structure:****16.0 Objectives****16.1 Introduction****16.2 Forms of tourism****16.2.1 Cultural and Religious Tourism****16.2.2 Dark Tourism or Thanatourism****16.2.3 Health Tourism****16.2.4 Adventure Tourism****16.2.5 Agritourism****16.2.6 Space Tourism****16.2.7 Other Tourism****16.3 Linkages of the Tourism Industry****16.3.1 Need of Effectiveness in Linkages of the Tourism Industry****16.3.2 Importance of Linkages in Varying Degrees****16.3.3 Distribution of Linkages at Various Levels****16.3.4 Benefits of Various Components for the Industry and in General****16.4 Summary****16.5 Self-Assessment Questions****16.6 Sources and Further Readings**

**16.0 Objectives:**

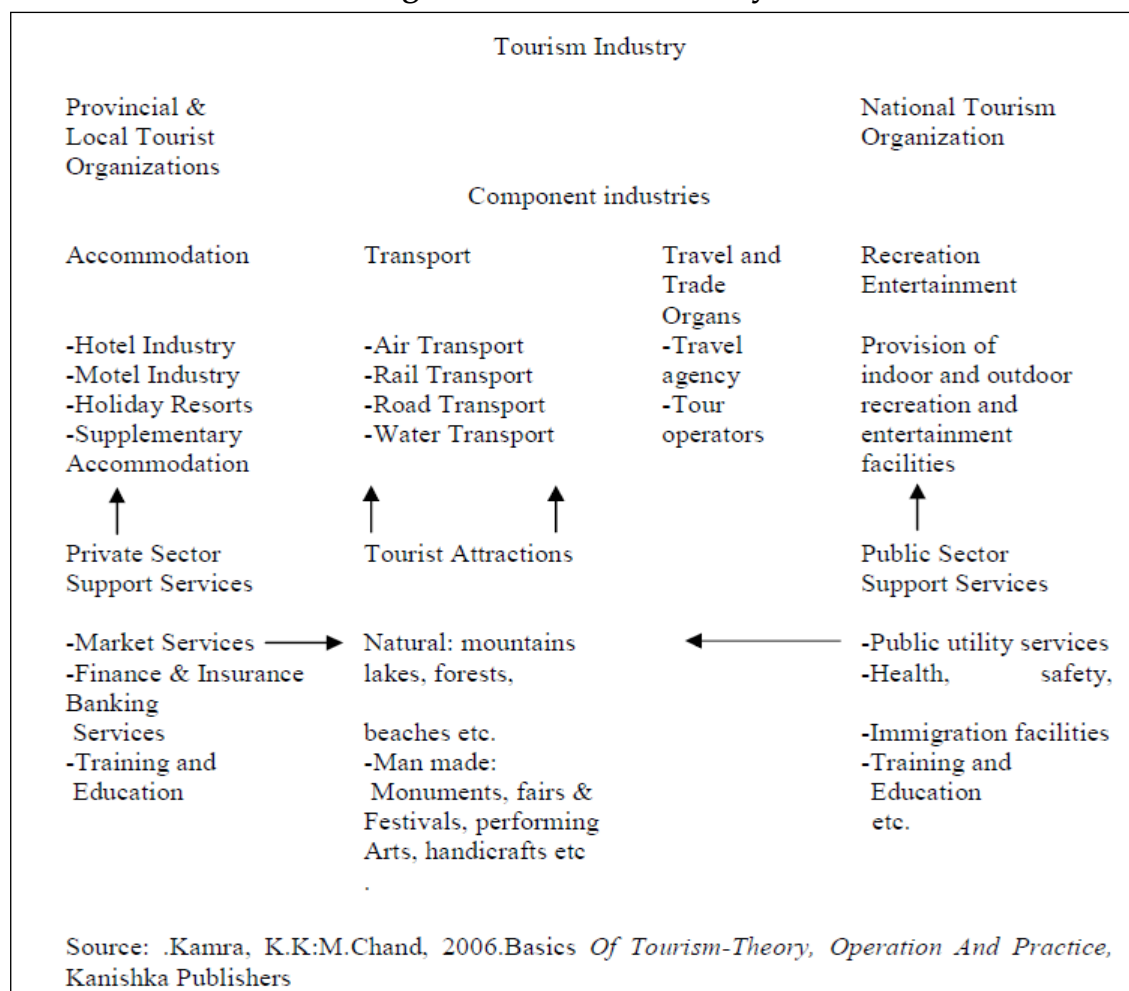
Dear readers this unit is aimed at making you understand the various forms of tourism and linkages in the tourism industry. The understanding of this content will be helpful for you in understanding the basic nature of tourism and the tourism industry.

**16.1 Introduction:**

The tourism industry is the one that deals with the tourists as consumers, the money spent by them, and the resources rendering various goods and services which facilitate the composition of the tourism product. This industry has been named as a 'smokeless industry' because unlike other industries it is invisible and non-polluting. The tourism industry is an extraordinarily complex integration of many industries spread over many sectors.

A simplistic structure of the tourism industry can be suggested by way of a framework as in the following illustration.

**Figure-1: Tourism Industry**



Tourism is an umbrella industry containing a set of inter-related business participants. For example, industries like Transport (Air, water and surface), Accommodation (Hotels, Motels, and Supplementary Accommodations), and Travel Companies, (Tour Operators/ Travel Agents), Recreation and Entertainment Institutions, Handicrafts business, etc and the provision of the many goods and services demanded by tourists. Interestingly, most of the component industries also get related to varied commercial and non-commercial activities over and above providing their services to the tourists. The etymological root of tourism is based on thousands of years past. Tourism event has a direct relationship with travel event and is historically based on mostly military, religious and trade purposed travels.

Today, tourism becomes a sector that has economical, sociological, cultural, political, environmental and spatial dimensions and with many actors. Over the years, there has been a growing awareness of tourism as a human activity, an industry, and a catalyst for economic growth and development. Like any other industry, the tourism industry draws resources from the economy, adds value and produces marketable products. The only difference here is that no tangible product is produced like in the case of the manufacturing industry. The product in this case, as we have already discussed in the previous lesson, is intangible and joint or composite in nature. The tourism industry impacts various auxiliary (specific) and ancillary (general) industries as well. Tourism today is undergoing a rapid transformation towards a new industry having far-reaching implications for organizations in the travel and tourism industry in particular, and consequences of import for developing and developed countries in general, growing increasingly dependent on the tourist dollar.

The forces driving the change in this industry are many. In olden times people travelled mainly for commercial and religious reasons and leisure travel was for the rich. Today people travel for a variety of motivations, including business, leisure, religion, culture, visiting friends and relatives, education and health. The means of transportation have become varied and faster and as the transport becomes faster, new travellers emerge and people travel greater distances. Another important force driving the growth within the industry is the growth and expansion of the middle class and an increase in their disposable income.

The travel industry is complex in nature and challenging to manage. This is for three main reasons- their process type, cost structure and market features. In terms of process, most operations are a combination of customer processing operations, material processing operations and information processing operations. There is a mix of cost structures based around the provision of service, food, accommodation, sightseeing, airfare etc. Forecasting and packaging are some key market features.

New tourism is a transition from the existing to the tourism of the future typified by:

- Flexible tourist products
- Segmentation
- Enhanced tourism experiences
- The thrust towards diagonally integrated organizations and
- Management of the tourist industry

There are apparent manifestations that the tourist industry is beginning to take on newer dimensions. The emerging new practice is the creation of several factors including the system of new information technologies in the tourism industry, deregulation of the airline industry, environmental pressures; technology compensation; changing consumer tastes, leisure time, work patterns and income distribution.

The economics of new tourism is quite different from the old. From system gains, segmented markets, designed and customized holidays the focus now is also on, profitability and competitiveness in tourism. The new tourists show greater care and have a concern for the conservation of the natural environment. There has been a shift towards eco-tourism, green tourism, rural tourism, farm tourism, sustainable tourism, etc. with perpetual opportunities to benefit from this new tourism. Competitive Strategies for success have to be employed today for survival. There are new techniques and trends to be followed by the industry players. To gain a competitive advantage, the players and participants of the industry will have to:

- Be customer-friendly,
- Be quality conscious,
- Innovate new and better products,
- Make meaningful value additions.
- And for tourist destinations to be competitive, certain key principles need to be incorporated into the policy framework. Some of these are
  - Be environmentally sensitive,
  - Make tourism a leading sector,
  - Strengthen the distribution channels in the marketplace,
  - Encourage private sector participation.

Today tourism is sensitive to the environment as well as inhabitants of the region or area, tourism is sustainable, and tourism is capable of transforming tourism-dependent and vulnerable areas' economies into viable entities. Tourism is in a stage of revolutionary change and a new kind of tourism is emerging fast. New tourism promises flexibility, segmentation and diagonal integration. It is driven by information technologies and changing consumer requirements. Today this industry can produce an entire system of value addition and wealth generation.

The objective today is 'tourism should be planned in a manner that it benefits the community as a whole, has benefits for the locals, and optimizes the expectations of the tourists besides taking care of the environment.'

Several definitions have been forwarded for tourism.

The World Trade Organization states that tourism is "the activity of people who travel to places outside their customary surroundings and stay there for leisure, business or other purposes for no longer than one year without interruption".

Mathieson and Wall offer a matching one to the WTO: "Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater for their needs".

Webster Dictionary advocates that: "The term tourist is derived from the word tour 'meaning' a circular trip usually for business, pleasure or education during which various places are visited and for which an itinerary is usually planned".

International Association of Scientific Experts in Tourism (AIEST) conceptualized the definition with five main characteristics:

- Tourism arises from a movement of people to, and their stay in various destinations.
- There are two elements in tourism; the journey to the destinations and the stay, including activities at the destinations.
- The journey and the stay take place outside the normal place of residence and work so that tourism gives rise to the activities, which are distinct from those of the resident and working population of the places, through which tourists travel and in which they stay.
- The movement to destination is temporary in nature intending to return within a few days, weeks or months.
- Destinations are visited for a purpose other than taking up permanent residence or employment within the places visited.

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## **16.2 Forms of Tourism:**

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Tourism forms refer to the numerous niche or speciality travel forms of tourism that have emerged over the years, each with its character. Many of these have come into common use by the tourism industry and academics. Some of these forms are quite popular while others are emerging concepts that may or may not gain popular usage.

Following is the list of tourism forms given alphabetically:

### **i) Adventure tourism:**

- Extreme tourism
- Space tourism
- Mountain Tourism

- Water Tourism
- ii) Business Tourism:**
  - Incentive Tourism
  - MICE Tourism
- iii) Cultural Tourism:**
  - Bookstore tourism
  - Heritage tourism
  - Literary tourism
  - Music tourism
  - Pop-culture tourism
  - Fairs and Festival Tourism
  - Film Tourism
- iv) Event Tourism:**
  - Trade Fairs Tourism
  - Conventions Tourism
  - Sports Tourism
  - Fairs and Festival Tourism
- v) Extralegal Tourism:**
  - Child sex tourism
  - Drug tourism
  - Female sex tourism
  - Sex tourism
  - Suicide tourism
  - Birth Tourism
  - Drug Tourism
- vi) Gastronomy:**
  - Culinary tourism
  - Wine tourism
- vii) Historical Tourism:**
  - Archaeological tourism
  - Atomic tourism
  - Genealogy tourism
  - Militarism heritage tourism
- viii) Low-impact Tourism or Sustainable Tourism:**
  - Ecotourism
  - Geotourism
  - Responsible Tourism
  - Sustainable tourism
  - Volunteer Tourism
- ix) Medical and Health Tourism**

- Dental tourism
- Fertility tourism
- Medical tourism
- Health Tourism
- Ayurveda Tourism
- Wellness Tourism

**x) Miscellaneous**

- Accessible tourism
- Garden tourism
- LGBT tourism

**xi) Nature and rural tourism**

- Agritourism
- Jungle tourism
- Rural tourism
- Village tourism
- Wildlife tourism

**xii) Religious**

- Pilgrimage Tourism
- Halal tourism
- Religious tourism

**xiii) Voyeur Tourism**

- Dark tourism
- Thana Tourism
- Disaster tourism
- Ghetto tourism
- Poverty tourism
- Slum Tourism
- Township tourism
- War tourism

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**16.2.1 Cultural and Religious Tourism:**

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This type of tourism covers all those aspects of travel whereby people learn about each other's way of life and thoughts. Pilgrims of sacred places of a particular belief are called religious tourism.

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**16.2.2 Dark Tourism or Thanatourism:**

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Dark tourism is tourism involving travel to sites associated with death and suffering. This includes sites of pilgrimage such as the site of St Peter's death in Rome; castles and battlefields such as Culloden near Inverness, Scotland; sites of disaster, either natural or manmade such as Ground Zero in New York and

Hurricane Katrina in New Orleans; prisons now open to the public such as Beaumaris Prison in Anglesey, Wales; and purpose-built centres such as the London Dungeon. In a class of its own, one of the most notorious destinations for dark tourism is the Nazi extermination camp at Auschwitz in Poland.

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**16.2.3 Health Tourism:**

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Health tourism is travel to a different country or state for health-related reasons. The main driver of health tourism is the lack of facilities in the home country, exorbitant cost of treatment in the home country, no or minimal insurance cover, anonymity and possibility of a holiday with health care. The nations that are being benefitted from it are India, Thailand, Malaysia and Singapore. Here the cost of treatment will be 20% of what it is in the developed countries in the west and the quality of care is also at par or superior to in the developed countries.

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**16.2.4 Adventure tourism:**

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Adventure tourism is a type of niche tourism involving exploration or travel to remote areas, where the traveller should expect the unexpected. Adventure tourism is a beach vacation. Adventure tourism typically involves travelling into remote, inaccessible and possibly hostile areas. It may include the performance of acts that require significant effort and grit and may also involve some degree of risk.

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**16.2.5 Agritourism:**

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Agritourism is a style of vacation in which hospitality is offered on farms. This may include the opportunity to assist with farming tasks during the visit. Agritourism is often practised in wine growing regions, as in Italy, France and Spain. In America, Agritourism is widespread and includes any farm open to the public at least part of the year. Tourists can pick fruits and vegetables, ride horses, taste honey, learn about wine, shop in gift shops and farm stands for local and regional produce or hand-crafted gifts, and much more. Each farm generally offers a unique and memorable experience suitable for the entire family.

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**16.2.6 Space tourism:**

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Space tourism is the recent phenomenon of space travel by individuals for personal pleasure. As of 2005, space tourism is only affordable to exceptionally wealthy individuals and corporations, with the Russian space program providing transport. Some are beginning to favour the term "personal spaceflight" instead, as in the case of the Personal Spaceflight Federation.



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**16.3 Linkages of Tourism Industry:**

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According to the definition of the Ministry of Tourism, Government of India (GOI) Tourism is a composite industry, that consists of various segments, which can produce a wide range of products and services.

The various segments which form the tourism industry complete in all respects are known as the linkages of the tourism industry or tourism interface. In the recent past, all businesses have become highly competitive and the travel industry is no exception in this context. Such competition has compelled travel agencies and tour operators to seek ways to become more efficient and profitable in this direction. Since the tourism product is not independent rather it is a tourism product component- airline seats, hotel rooms, transportation, culture, and so on from other sectors of the economy. Essentially, travel industry, cultural and entertainment organizations. Such linkages are vital for the tourism industry to serve the diverse needs and demands of tourists.

Below are the linkages in tourism and their impact on the travel industry. From all the linkages accommodation, transportation, travel agency/tour operators, entertainment organisations have occupied a pivotal role in the tourism industry and others are in the supportive role but are important. In a way, they are creating demand for travel, lodging, food, shopping, entertainment and other tourism sources. Accommodation includes all types of lodging, even camping and caravanning and all types of food and beverages services; transportation encompasses- airline, rail, road and sea; shopping includes any forms of retail purchase such as souvenirs, arts and crafts, clothing and others. Banking and insurance companies offer financial and insurance services; tourism associations offer an opportunity to solve tourism industry problems and follow tourism business ethics; tourism educational institutions provide/supply the right kind and quality human resources to operate and professionally manage the travel industry. Linkages play important role in the travel industry because the various constituents of tourism contribute in one way or the other and to varying degrees in providing a total tourism product experience to the tourists. The main benefits of linkages in tourism are: Development of touristic infrastructure, promotion of destination's attractions, economies of scale, reduced costs, lower price, identify and develop untapped tourist potential, conservation and protection of heritages, improved negotiating power, socio-economic development, promotion of the sectoral destination and tourism organization. The inbuilt linkages in the tourism industry are as follows:

1. Accommodation industry
2. Transport industry
3. Travel agencies and tour operators

4. Tourism organizations and associations.
5. Ministry of tourism.
6. Ground operators.
7. Shops and emporiums.
8. Insurance companies.
9. Food and beverage organizations.
10. Ministry of external affairs.
11. Entertainment organizations.
12. Tourism and hospitality management educational institutions.
13. Banking companies.
14. Postal and telecommunications.
15. Cruise industry.

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**16.3.1 Need of effectiveness in linkages of the tourism industry:**

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The above-discussed linkages form the basis of effectiveness in the tourism industry and vice-versa.

- In the recent past, all business has become competitive and tourism is no exception.
- Competition leads to the necessity of perfection.
- The clientele is much more aware than past.
- Increased in the graph of disposable income and thus increase in no. of tourists.
- Need to develop tourism sustainably.
- The linkages in the travel industry of the constituents of the tourism industry are dependent on each other not only in terms of their business but also concerning determining their marketing strategies.
- All the services provided by the linkages have a direct impact on the product of the tour operator.

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**16.3.2 Significance/Importance of Linkages:**

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- All the linkages of the tourism industry are not equally important but they vary according to their role in the operation.
- Some of the linkages such as Transport industry, Accommodation, Ground operators, Tour operators etc. are more important and must be kept on the first level in the management process.

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**16.3.3 Distribution of linkages:**

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The simple way to distribute components is according to their importance and the distribution structure should be as follows:

- Numbers of levels.

- Intensity at the various levels.
- Types of intermediaries at each level.

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**16.3.4 Benefits of various components for the industry and in general:**

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- Development of touristic infrastructure.
- Promotion of destination's attraction.
- Circulation of money.
- Reduced cost.
- Identify and develop untapped tourist potential.
- Conservation and protection of heritage.
- Improved negotiating power.
- Socio-economic development.
- More employment opportunities.

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**16.4 Summary:**

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Dear readers keeping in view the above-mentioned aspects, one can say that the linkages in the travel industry or the constituents of the tourism industry are dependent on each other not only in terms of their business but also about determining their marketing strategies. It can be supported with an example; a tour company will be able to package a tour with the help of the transportation sector, accommodation sector, destination attraction destination organizations, and so forth. Hence, all tourism services have a direct impact on the product of the tour operator. Also, the tourism planners/policymakers and even tour operators must take into account the interdependence of the various linkages of the travel industry while formulating tourism plans/policies and designing, developing and promoting tour packages.

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**16.5 Self Assessment Questions:**

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- 1) Define tourism and discuss the concept of tourism.
- 2) Draw a table of various forms of tourism.
- 3) Write a short note on cultural and adventure tourism.
- 4) Discuss the concept of Alternative Tourism.
- 5) Highlight some important alternative tourism forms, which are popular in India.
- 6) What is the need for effectiveness between the linkages in the tourism industry? Describe with the help of suitable examples.
- 7) What do you understand by linkages of the tourism industry and tabulate the various linkages of the tourism industry?

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**16.6 Sources and Further Readings**

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