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**BACHELOR OF SCIENCE
(TRAVEL AND TOURISM MANAGEMENT) /
BACHELOR OF BUSINESS ADMINISTRATION**

**INTRODUCTION TO
TOURISM INDUSTRY**
BTT101/BBA246

Self Learning Material

R101

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(TRAVEL AND TOURISM
MANAGEMENT) /
BACHELOR OF BUSINESS
ADMINISTRATION**

**INTRODUCTION TO
TOURISM INDUSTRY**

BTT101/BBA246

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**SLM SPECIALLY PREPARED FOR
CU IDOL STUDENTS**

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CU IDOL SELF LEARNING MATERIAL (SLM)



Introduction to Tourism Industry

Course Code: BTT101/BBA246

Credits: 3

Course Objectives:

- The course aims to understand and explore a variety of tourism terminology and concepts.
- To enrich student with the knowledge to identify travel motivators and global tourism generating markets.
- To enrich student with the knowledge to assess the impact of tourism as a worldwide economic, environmental, cultural, political, and social force

Syllabus

Unit 1 – Introduction to Tourism: Components of Tourism and its Characteristics, Tourism as an Industry.

Unit 2 – Tourism Terms: Concept of Leisure, Recreation, Tourism, Tourist, Traveller, Visitor, Excursionist.

Unit 3 – Types of Tourism – I: Classification of Tourism and Tourist, Meaning, Definitions and Characteristics.

Unit 4 – Types of Tourism – II: Inbound Tourism, Outbound Tourism, Domestic Tourism, Mass Tourism, International Tourism, etc.

Unit 5 – Typology of Tourists: Plog's Typology of Tourist.

Unit 6 – Tourism from Past: History of Tourism through Ages, Silk Route, Grand Tour.

Unit 7 – Advancement in Tourism over the Years: Development of Tourism – National and International.

Unit 8 – Present Scenario of the Tourism Industry: Global, Regional and National Tourism.

Unit 9 – Interdisciplinary Approach to Tourism: Linkages of Tourism with Other Subjects, viz., History, Sociology, Geography, Management and Economics.

Unit 10 – Demand and Supply in Tourism – I: Concept of Tourism Demand and Supply with its Significance.

Unit 11 – Demand and Supply in Tourism – II: Problem and Prospects of Tourism Demand.

Reference Books/Material:

1. McIntosh *et al.* (2004), “*Tourism Principles*”, USA: Prentice Hall Publication.
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3. Negi, Jagmohan (1990), “*Tourism and Travel Concepts and Principles*”, Kolkata: Gitanjali Publishing House.
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UNIT 1 INTRODUCTION TO TOURISM

Structure:

- 1.0 Learning Objectives
 - 1.1 Introduction
 - 1.2 Evolution of Tourism
 - 1.3 Components of Tourism
 - 1.4 Characteristics of Tourism
 - 1.5 Tourism as an Industry
 - 1.6 Importance of Tourism
 - 1.7 Constituents of Tourism Industry
 - 1.8 Summary
 - 1.9 Key Words/Abbreviations
- 1.10 Learning Activity
- 1.11 Unit End Exercise (MCQs and Descriptive)
- 1.12 References

1.0 Learning Objectives

After studying this unit, you will be able to:

- Analyze the origin of Tourism.
- Discuss the concept of Tourism.
- Explain the role of Tourism as an Industry.

1.1 Introduction

Etymologically, the word Tourism comes from the Latin word ‘*tornus*’ that literally means touring trip. The French term ‘tour’ has originated from *tornus*, which means journey, outdoor activity.

The definition of tourism as stated in an International Conference on Travel and Tourism Statistics held jointly by United Nations World Tourism Organization and Tourism, Canada in June 1991 as “The activities of a person travelling to a place outside his or her usual environment for less than a specified period of time and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited.”

This definition, as put forward by UN-WTO and accepted by UN clearly, identifies three things in connection with the nature of the business of tourism.

- (i) It is about the movement of people from their residence.
- (ii) It is for a certain period of time that this definition was modified to more than 24 hours and less than 1 year for both international and domestic travel.
- (iii) And finally tourism is an economic activity.

Tourism is a social, cultural and economic phenomenon which involves the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure.

Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers changing needs and preferences. Customer satisfaction, safety and enjoyment are the main focus of the tourism businesses.

Tourism industry has a vast fundamental prospective to favour as a catalyst for creating employment and encourages equitable and comprehensive economic growth of a nation. It inspires socio-economic progress by opening up niche avenues for economic growth and development.

1.2 Evolution of Tourism

Travel indeed is a phenomenon of pre-historic time initially on the foot then on the animal back followed by invention of wheel that accelerated the whole process. Tourism in true sense developed and flourished after the industrial revolution.

Travel was very unorganized, unsafe and tiring. Following are the stages of development in travel:

1. In the pre-historic travel era, Homo erectus, the archaic humans started traveling in search of food, better living conditions due to climate, escape enemies, expand territories, etc. It involve foot walking, stars as navigators, unorganized and no leisure.
2. Firstly, they moved individually then in groups. After domestication of animals, they started travelling on horses, camels, etc.
3. Foot roads were identified and trees planted around along with rest areas like Inns, dharmashalas, musafirkhanas by the lords, Kings, Maharajas, etc. Till then people started travelling for business, missionaries and pilgrimages only. Travelling in those days was not safe, difficult, time consuming, costly and seasonal.
4. A radical change was brought in the growth of tourism with the invention of money and wheel by Sumerians in 6th century. Phoenicians and Roman constructed roads and bridges. Navigation was done by stars.
5. In 1490 BC, cruises were organized by Queen of Egypt to Puht (Somalia) for peace and tourism. Vehicles, wagon for goods and chariots for passengers were started.
6. Egyptian Pyramid and Light house of Alexandria became main attraction for travellers.
7. Celebration feasts for traveller like music, songs, wine, food and dance was started by Egyptians. Road networks and transport were systematized.
8. Greeks established currency exchange system. In 776 BC, they hosted Olympics in honour of God Zeus (Sport Tourism). Greek introduced custom of hiring PROXEUROS that is, Guide. In Greece, travel to mineral springs got popular, introducing health tourism.

9. Roman elite and middle class started building VILLAS on coastline and renting it out for leisure travellers (resorts). They started sightseeing excursions and cultural events.
10. In the beginning of 19th century, rented rooms, inns and taverns became popular.
11. The concept of guide books and trained professional guides started.
12. In 1841, Thomas Cook became the first travel agent. Thomas Cook Grand tour made tourism a family affair and soon. Women also started travelling.
13. After Industrial revolution, people migrated from rural to urban areas, they became richer with more disposable money.
14. Railways lines were laid down with airlines services started developing.
15. Transport and communication systems improved with revolutionary development in technology. Airlines started operating worldwide.
16. Hotels of International standards, clubs and night clubs started coming. Tourism Offices, Travel Agents and Tour operators started increasing.
17. World war brought people, culture and environment closer. Unionization caused shorter working weeks, holidays and good pay hence tourism boosted.
18. Presently, Tourism generates 230 million jobs directly or indirectly, contributes more than 10% of World Gross Domestic Product (GDP). Today, World Tourism industry is of 5000 trillion US Dollars.

1.3 Components of Tourism

It is the most important factor to attract the tourists towards the motivated destinations. It attracts tourists by providing all the facilities towards the destinations. The basic components or 5A's of tourism are as follows:

1. Attraction: It is the most important element and object that attract people to travel. It includes cultural sites, archeological sites, historical buildings and monuments or scenery like flora and fauna, beach, resorts, mountains, national parks. It also includes events like trade fairs,

exhibitions, sports events, etc. It is the preconditions of travel. It attracts the people and provides pleasure. It attracts and attaches people to enjoy and involve in tourism activities.

There are two types of attraction:

(a) Natural Attraction: Attraction places of natural wonders and sceneries like climate, natural beauty, landscape, mountains, water resources, flora and fauna, wild life, beaches, safari, caves, etc.

- Zanskar Valley, Ladakh.
- Kaas Pathar, Maharashtra.
- Grand Canyon, Yellowstone.

(b) Man-made Attraction: Attraction developed by man like historical buildings, monuments, music, festivals, temples, churches, leisure parks, Disneylands, museums, discos, casino, etc.

- Taj Mahal, Agra.
- Qutub Minar, New Delhi.
- Great Wall of China.

2. Accessibility: It is important key factor for the development of tourism. To reach at the destination of attraction, accessibility is very crucial. It is the mode of transportation which helps the tourist to reach the destination. This refers to the transport as well as transport infrastructure to reach the destination. Tourist wants comfortable and hassle-free travel. Apart from this time, convenience, time for travelling, cost, comfort and safety are other important factors before undertaking journey. Tourist look for smooth travel in terms of well-developed network of roads, railway lines, airports, harbors and other means of safe transport.

There are three types of transportation:

(a) Land transportation: Transportation in land through roadways or railways. It is the cheapest means of transportation.

Example: Luxury Buses, Charter Buses, Shatabdi Express, Palace on Wheels.

(b) Air transportation: Transportation through airways is done for long distance travel. It has helped a lot as people can travel long journey through high mountains and across the ocean in a very quicker span.

Example: Airplane, Helicopter, etc.

(c) Water transportation: Transportation through water. It made important contribution to travel in 19th century after the innovation of shipping technology.

Example: Cruise liners, hovercraft, yacht, etc.

3. Accommodation: It includes food and lodging facilities to the guest. It plays a crucial role in tourism. Every tourist needs a place to stay and relax. Tourists look for clean, hygienic well maintained hotel rooms with adequate facilities. Wide range of accommodation options are available at the tourist destination ranging from homestays to five star hotels. Without accommodation, there would be no tourism as accommodation is the temporary home for tourist to pursue their activities.

There are two basic types of accommodation:

(a) Serviced Accommodation: It refers to the services provided by the hotel, lodges, etc. Different types of hotels are established to provide accommodation and food to the guest.

Example: Five star hotels, resorts, budget hotels, motels, etc.

(b) Self-catering or Supplementary Accommodation: It refers to the premises which offer accommodation but not the services of hotel. It provides food and accommodation in return of cash per day.

Example: Youth Hostel, Dharmasalas, Pati-Pauwa, Tourist holiday villages, etc.

4. Amenities: Amenities are extra facilities and services required to the guest while travelling or residing at the tourist destination. Facilities complement to the attraction and play a vital role in tourism experience of a tourist. It includes facilities like ATM, local transport, drinking water, medical facilities, providing visa, tickets, Wi-Fi, mobile network, rest rooms and shower facilities, etc.

5. Activities: Activities make the attraction more valuable and memorable. They also become a source of revenue to the locals along with social interaction resulting in better bonding with the tourists. They are the various elements of tourism services available that are offered to the tourist at the destination. Attractions are often supported by a range of activities. For example, a beach attraction may have wind surfing, body surfing and surf boarding activities, while a treetop walk attraction may have numerous trails through the surrounding forest area for fauna and bird watching and botany activities. Sports activities, Rock climbing, river rafting, mountaineering, pottery making, etc. are few examples popular activities.

1.4 Characteristics of Tourism

Perishability

Perishability is one of the most important characteristics of the tourism industry. The products/services in the tourism and travel industry are consumed as they are produced. Hotel rooms cannot be stored for future sales. An unsold room, seat in the airplane and train is lost forever. When a hotel room is unsold tonight, you cannot take 'tonight' and sell it tomorrow. As an uncertainty in customer demand leverages this issue, hotels and travel agencies tend to overbook available rooms and seats. Finding an alternative product for the customer and living with the consequences of overbooking is statistically more economical.

Inconsistency

Products of the tourism industry always differ. Even the same hotel room in the same week with the same weather can be perceived differently by different customers. It is always about the experience that the customer makes. Rational product attributes like price, nights of stay, and additional services can only be compared to a minor degree. It is challenging to deal with the customer perception of the product (the perceived quality) as it is highly affected by numerous uninfluenceable aspects. Hence, the product is very inconsistent and cannot be standardized.

Investment and Immobility

Talking about hotels and other accommodations there is usually a large capital investment in the assets. Hotels have technology, furniture, restaurants, TV sets, laundry-service, pools, and saunas, etc. – invested capital that has to pay off. Above all those investments are attached to one

locality which means that those tourism companies are to a huge extent dependent on the attractiveness of the region, the country, its surroundings and so forth. Hotels are immovable structures it is not possible to try out different places in case of things not working. Hence, selection of the location has to be done after immense research and analysis.

People-oriented

The tourism industry builds entirely upon people. The interaction between the staff and the customer determines the perceived product quality and forming the image of the service sector. Unlike tangible products where the customer buys certain features, quality, durability, etc., the holiday quality results from personal interactions starting with the information and booking process over the services provided during stay up to the journey back home.

Inseparability

Most travel products are first produced, sold and consumed at the same time. This is an aspect which clearly sets tourism apart from tangible products. Tourism products can only be consumed at the supplier's premise. The tourism consumer and providers are inseparable because both need to be present to for requesting to consuming the rendered service benefits. The hotel guest cannot experience the restaurant service if the waiter is not available neither the waiter cant render his services if guest is not there.

Intangibility

Tourism products are intangible. They cannot be heard, touched, handled, smelled before the purchase. A night in a hotel, the calm flight with the nice attendant, and the smiling tour-guide taking you to the destination – all this cannot be touched. Tourism is all about the time spent and the experience made. The products sold by tourism companies both cannot be reproduced and reused. Nor can the feeling of consumption be captured to its full extent.

Heterogeneity or Variability

The varied involvement of people in production and delivery of tourism services introduces a degree of variability in the outcome of satisfaction. The same employees might render a varied standard of services to different customers depending on his psychological condition mood, stress, time of the day, customer attitude, etc.

Inflexibility

Travel products are fairly inflexible in terms of fluctuation. Hotels cannot change their capacities quickly enough to react on spontaneous fluctuations in demand. Hence, such companies try to balance between high and low demands, so that it is not too much of a pain for the company when restaurant tables remain empty and for customers when there are no more tables available.

Imitability

Offers and products by tourism companies are generally easy to copy. Hence, tourism companies have to maintain their services at par with changing times to cope with the needs of the customers.

Seasonality of Demand

Most of the tourist destinations are characterized by peaks, shoulder and trough seasons:

Peak: Highest demand period.

Shoulder: Period between peaks and troughs.

Troughs: Off-season or low demand period.

This uncertainty in the demand makes the industry most challenging in terms of manpower planning and raw materials inventory.

1.5 Tourism as an Industry

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country.

Tourism is a potentially large employment generator besides being a significant source of foreign exchange for the country. According to World Travel and Tourism Council (WTTC) tourism generated ₹ 16.91 lakh crore (US\$240 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment.

The travel and tourism sector holds strategic importance in the Indian economy providing several socio economic benefits. Some of the important benefits provided by the tourism sector are income from foreign currency, employment generation, development and expansion of other industries such as agriculture, handicraft, construction, etc. In addition, investments in infrastructural facilities such as transportation, accommodation and other tourism related services lead to an overall development of infrastructure in the economy. It helps in the poverty eradication and up gradation of living standard of the people around the tourist spots particularly in remote backward areas.

This industry has seen enormous transformation since 80's and 90's, today it has exceeded itself beyond Tour operators, hotels, restaurants and sea beaches and has touched every corner of our economy through diversification and innovation in traditional tourism structure and system that is rural areas (Rural tourism), health sector (Health Tourism) and environment (Eco-tourism), Agro Tourism as well.

In Indian tradition, there is saying '*Athithi Devo Bhava*' which basically means 'The Guest is God'. Tourism Ministry has upheld this as a brand statement under incredible India showcasing the gesture and warmth of our hospitality to the world.

They are keen in promoting homestay concept to the world, by this tourism will not only provide employment to the locals but also promote local knowledge, home cooked food along with celebration of festivals, which will give sense of security to the tourists and the foreigners can have an experience of the true Indian hospitality. If the concept of homestay is put in action, then the number of rooms available to the tourist will go up to 10 times.

India is a large market for travel and tourism. It offers a diverse portfolio of niche tourism products – cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists. The tourism industry, also known as the travel industry, is linked to the idea of people travelling to other locations, either domestically or internationally, for leisure, social or business purposes. It is closely connected to the hotel industry, the hospitality industry

and the transport industry, and much of it is based around keeping tourists happy, occupied and equipped with the things they need during their time away from home.

Moreover, tourism has the potential to improve relationships between nation states or businesses, to create opportunities for entertainment and recreation, and to improve the value of a currency. It can also open up cultural exchange opportunities, while for tourists; it can lead to improved happiness, well-being and education.

Tourism in true sense is a passport to peace by its characteristics, attitude and approach it can promote not only national integrity but also international brotherhood.

1.6 Importance of Tourism

- 1. Sources of foreign exchange earnings (FEE):** In India, FEEs from tourism increased 4.70% year-on-year to US\$28.59 billion. FEEs during the period January-July 2019 were US\$16.757 billion.
- 2. Employment opportunities:** 81.1 million people are employed in the tourism sector in India which was 12.38% of total employment in the country (year 2017-18). It provides employment to unskilled, semi-skilled and skilled manpower.
- 3. Sources of public as well as private income:** Tourism industry is the source of public income for government in terms of taxes with multiplier effect and private income to local small scale business handicraft, arts, food kiosks, etc.
- 4. Cultural exchange:** Tourism industry facilitates cultural exchange, tourist carry over various cultural concepts of other countries where they visit. Local people also learn foreign language, art, skill, culture, etc.
- 5. Publicity of nation:** Bhutan is a small country, difficult to be located in the world map but tourism helps to publicize Its art, skills tradition, cultural beauty and hospitality of the country in different parts in the world.
- 6. Infrastructure development:** Tourism motivates the Government and private sources in development of Infrastructure like roads, modes of public transport, hotels, parks, etc., that is also used by the locals, uplifting the Standard of living of the locals.

7. **Societal progress:** Tourism encourages societal progress as tourists learn to show respect, tolerance and love for each other when they visit new places.
8. **A vital force for peace:** Professionally designed and developed tourism can help bridge the psychological and cultural distances that separate people of different races, colours, religions promoting international integrity and brotherhood.
9. **Non-polluting industry:** It does not pollute the environment like automobile, chemical, etc. on the contrary it tries to sustain it.

1.7 Constituents of Tourism Industry

1. Transportation

The transportation sector is concerned with helping tourists to get where they need to go, via the provision of transport. This may include providing them with the means to get to their intended holiday destination in the first place, but may also include assisting them with getting around after they arrive at their destination.

Included within this sector are services related to road, rail, air and sea travel.

Road

Road transport is one of the most promising and powerful means of transport for short and medium distances. It bears advantages like flexibility, reliability, speed and door-to-door services. It also complements and increases the efficiency of the other modes of transport. It has a vital role in the opening of interior and remote rural areas. It is cheaper and less capital intensive.

Indian roads categorized as follows: National highways, State highways, District roads, Village roads and Unclassified roads.

It provides a private, comfortable to the budget and requirement kind of transport.

Varieties of options are available like private car, rent-a-car, state transport buses, sleeper coach Volvo, seated coach semi luxury, luxury A/C, non-A/C buses, etc.

The disadvantages are seasonal limitations as it is quite unsafe during rainy season or heavy snowy winters. It is more often prone to traffic jams, accidents, breakdowns, etc. The rates charged are unstable and unequal, more often it is irregular and undependable.



Fig. 1.1: Charter Bus, Cab and Luxury A/C Bus

Railway

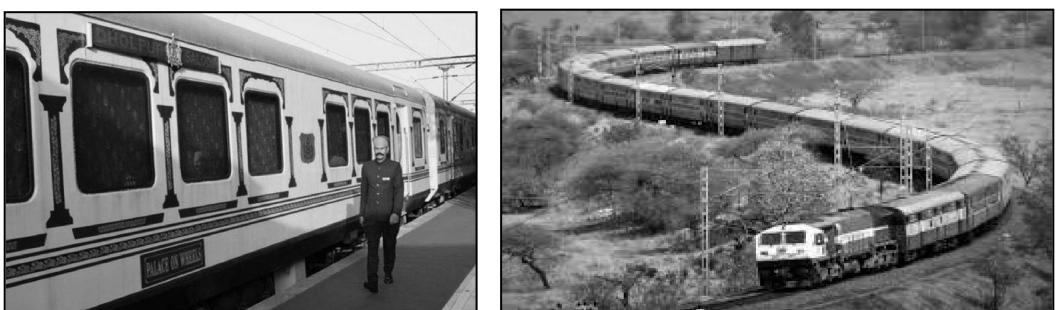


Fig. 1.2: Palace on Wheels and Express Train

Railways are the principle carriers especially suited for long distance travel.

In a vast country like India, railways serve like main life line for inland transport.

It carries approximately 8.26 billion passengers an year.

It is the faster, comfortable and economical bulk mode of transport on land.

There are various category of trains like Passenger train and Fast passenger train, Duronto Express train, Rajdhani Express, Shatabdi and Jan Shatabdi Express, Garib Rath, Mail and Super fast mail, Toy train, Luxury train (Palace on Wheels, Deccan Odyssey), Lifeline Express (Hospital on Wheels), Double Decker train, Subway trains and metro trains.

Railways do not offer flexibility in route, rigid in timings; reservations have to be done well in advance.

Air

The airline industry plays a vital role in the modern travel industry, providing passengers with access to both domestic and overseas flights, allowing them to quickly reach their intended destinations by commercial aircraft.

Due to growth of air transport in recent years, long distance travel has become much simpler and affordable. Distance is now measured in hours and not in kilometers.

The world has indeed shrunk and become a small village.

- Commercial airplanes are the most common way that people are transported through the air. They are generally divided into scheduled and chartered flights.
- Helicopters also transport people through the air; however, are much more limited when it comes to passenger space, e.g., Pawan Hans.
- Seaplanes are small airplanes that are also equipped to float. They are usually utilized for travel to island destinations or to destinations where water is prominent, e.g., Mehair.
- Blimps and hot air balloons transport people for recreational purposes.

Majority of international tourists (90%) coming to India arrive and depart by air due to geographical and government regulations.

Travelling by air is high cost, it has a low carrying capacity, passengers are prone to jet lag, and accidents are fatal.



Fig. 1.3: Pawan Hans, Virgin Atlantic and Airbus

Spacecraft

A revolutionary advancement in the transport sector and tourism involves the use of spacecraft to carry tourists into space. Virgin Galactic recently sent the VSS Unity space plane into outer space and will eventually offer commercial flights to 'space tourists' in the near future.

Sea/Water

Water transport is the oldest transport mode. It was used to carry goods and people from one place to another with very less cost.

Cruise industry worldwide today has been recognized as a major mode of transport and accommodation with luxurious amenities at economical prices.

Cruise liner ships are as big as carrying 3,500 and more passengers at a time with packages like 2 days, 3 day, weekly, fortnightly and world tour cruises. Example: Carnival cruise lines, USA.

Coastal Shipping

India has vast coastline of about 5500 km. we have extremely high scope for utilizing water transport. It is the most energy efficient and cheapest mode of transport over long distance. It involves passenger traffic from Mainland to Andaman and Nicobar, Lakshwadeep, Elephanta Caves, etc.

Inland Waterways

The share of inland waterways in country's transport system is 1% even though we have 14,500 km of water ways. Goa and Kerala have initiated with small cruises. Example: The Oberoi Motor Vessel Vrinda Cruise in Kerala backwaters. Goa is the major user of water transport by operating seawater casinos, half/full day cruises.

India has 11 major and 139 minor ports in India; they are under ministry of surface transport, Govt. of India. The development of Indian shipping industry is extremely slow.

India's share in the world seafleet is 1%. India's share to the total world sea trade is just 0.6%. Indian government is currently looking forward for development of cruise industry on Indian waters.



Fig. 1.4: Luxury Cruise Liners and Luxury Yacht

Hyperloop

The Hyperloop a mind thought of Virgin hyper loop is technological advantage which will be a new way to move people or things anywhere in the world quickly, safely, efficiently, on-demand and with minimal impact to the environment. A US-based firm Virgin Hyperloop one is developing a near-supersonic mode of onground passenger transport system between Mumbai and Pune which aims to bring down travel time between the two cities to 20 minutes from three hours. It is the future mode of transport.



Fig. 1.5: Virgin Hyperloop

2. Accommodation

The accommodation sector is central to the travel and hospitality industry, because people travelling to different areas require somewhere to stay, rest, sleep and unwind. In fact, by many definitions, a tourist is only classed as such if their stay exceeds 24 hours and they use some form of overnight accommodation.

Accommodation in the form of low budget lodges/hotels to world-class luxury hotels is available at all the major tourist destinations to provide the tourist a home away from home

There are various types of accommodation which are being used by tourists regularly.

A. Main Hotels

1. International or Star Category Hotel

- They are modern western style hotels, mostly found in metro cities, major tourist centers, and large cities at prime location, either from a chain of hotels or stand alone property.
- Five star luxury hotels offers highest standards of excellence in rooms and services (rooms of various types, restaurant and bars, gym, swimming pools, etc.).
- Example: Taj Group of Hotel, Intercontinental Hotels, etc.

2. Apartment/Residential Hotels

- A hotel with furnished suites of rooms including kitchen facilities, available for long-term or short-term rental can be termed as Apartment hotel.
- They are quite economical as compared to star hotels.
- Example: The Ark Apartment Hotel, Pune.

3. Floatels

- They can be stationed at one place or sailing.
- Floating hotels can range from basic accommodation to an elegant cruise liners with all facilities resembling a city on water like wide range of restaurants, theatre, bar, casino, jogging tracks, swimming pool, gym, library, church, etc., travelling to various countries.
- Example: House boat at Kerala, Kashmir, Tarkarli Konkan, Fleet of Carnival cruise lines or Royal Caribbean.

4. Capsule Hotels (Pod Hotels)

- Capsule hotels are accommodations best suited for bachelors focusing on basic necessities such as sleep and bath to provide the most capsule box stay at the lowest prices.

Example: Tamachi Bay Hotel, Tokyo.



Fig. 1.6: Capsule Hotel

5. Transit Hotel

- These hotels are located near the airport terminal or within the airside security/passport checkpoints for a short stay with quick food and beverage service, express check in and check out facilities.

Example: Hotel Leela, Mumbai.



Fig. 1.7: Transit Hotel

6. Heritage Hotel

- Many of the old properties of royal or aristocratic families like castles, palaces, forts and havelis have been converted into hotels. These are called heritage hotel, they preserve the historic monuments in a very professional manner.

Example: Lake Palace, Udaipur.

**Fig. 1.8: Heritage Hotel**

7. Boutique Hotels

- These are designer hotels based on a theme which provide luxurious personalized services and facilities.
- Guests from Millennials to Boomers who enjoy creative design, quirky character, and luxurious service will be right at home in boutique hotels.

Example: The Corinthians Resort and Club, Pune.

**Fig. 1.9: Buddha Theme Boutique Hotel**

8. Motels

- Motels are generally located along busy highways and cater primarily to the transit and cost conscious travelers for an overnight. They provide with basic facilities in room and parking.

Example: Motel 9, USA.



Fig. 1.10: Motel 9, USA

9. Resort

- Resort hotels are mostly located near the sea side, at hill station, in wildlife sanctuaries or national parks.

Example: Taj Holiday Village Goa, MTDC Matheran, etc.



Fig. 1.11: Taj Holiday Village Resort

B. Supplementary/Alternative Accommodation

- Supplementary accommodation includes accommodation for tourists but not necessarily like hotel services.
- Large numbers of tourists prefer this kind of accommodation since it is economical.

1. Tourists Lodges

- Generally located at railway stations, bus stand, etc.
- Rooms are moderately furnished at reasonable price with hot and cold water, dining room, laundry, parking and room service.

2. Tourists Bungalow

- Tourists bungalow are situated at tourist centers and are moderately maintained.
- Very inexpensive cater normally to middle class, budget traveler and youth.

3. Government Guest Houses

- These are government run houses which offer inexpensive accommodation. There are dak bungalows, circuit houses, PWD house and forest lodges run by government.

Example: Bharatpur forest lodge, Rajasthan, Jodhpur Circuit house, Rajasthan.

4. Youth Hostels

- Youth hostels located worldwide offer clean, simple and inexpensive accommodation to the youth travelling independently or in groups for holiday or educational purpose.

Example: YMCA, Yatri Niwas.

5. Caravans/Camping Sites/Camping Grounds/Tourist Camps

- These provide facilities such as parking, tent, water, electricity, common toilets and washroom. Some camps also provide cooking facilities.

6. Railway Retiring Rooms

- The Railway Retiring Rooms located in railway station premises are provided to their bonafide railway passenger holding confirmed or current tickets.
- The rooms are basically furnished and reasonably priced.

7. Dharmashalas

- This accommodation is available for pilgrims and low budget travelers at religious sites.

8. Holiday Homes

- They provide furnished apartment type accommodation along with cooking facilities to the tourists at a reasonable price located at popular tourist location especially hill stations, beach, etc.

Catering, Food and Entertainment

This constituent caters to the basic necessity of tourist, i.e., food. This constituent has a wide range of varieties starting from fine dining restaurant, Bars, Pubs, Fast Food, Snack Centers, Dhabas, etc.

Different forms of entertainments are provided as attractions at the destinations to lure and amuse the tourists like cookery shows, folk dance and music, puppet shows, etc.

Government Departments/Tourist Information Centre/Tourism Organization

- Many national and international organizations related to tourism form a part of tourism industry. They represent their constituent of tourism sector. They formulate policy, plan, implement and regulate the phenomenon of tourism in their jurisdiction which helps to create, flourish and sustain tourism.

National Organization

- **DOT:** Department of Tourism.
- **ITDC:** India Tourism Development Corporation
- **MTDC:** Maharashtra Tourism Development Corporation

International Organization

- **WTO:** World Tourism Organization
- **IATA:** International Air Transport Association
- **UFTAA:** Universal Federation of Travel Agents Association
- **PATA:** Pacific Asia Travel Association

Secondary Constituents

There are varieties of services (formal and informal) that constitute the tourism mix or are directly and indirectly related to tourism.

1. **Banks:** Travellers' cheque, credit card, currency exchange, etc.
2. **Insurance Company:** Short-term safety or accident policies to tourists.
3. **Shops and Emporiums:** Sells handicraft, souvenirs, basic necessities, etc.

4. **Local Taxi/Transport:** Rickshaw, Tonga, buses, etc.
5. **Hawkers and Coolies:** Who cater and assists the tourists with their services.
6. **Touts and Brokers:** Facilitate the tourist with the requirements for commission.
7. **Communication Services at the Destination:** Cyber cafe, ISD, STD booth.
8. **Advertising Agencies:** Creates awareness about tourism products.
9. **Publishing Industry:** Publishing travel guides, brochures, magazines, etc.
10. **Entertainment:** Artists, performers, musicians, etc. who performs to entertain the tourists.

Intermediaries

- The constituent who co-relate all the components of tourism is the travel agent and tour operator who has accumulated knowledge, expertise and contacts with providers of services.
- They are useful and invaluable intermediary between the traveller and the suppliers of tourist services, i.e., airlines, transport companies, hotels and auto-rental companies.
- The travel agents and tour operators manufacture tourism products. They plan, organize and sell tours. They make all the necessary arrangements, e.g., transport, accommodation, sightseeing, insurance, entertainment and other allied services and sell this 'package' for an all inclusive price. Guide services are also important intermediaries who educates and entertain the tourist by highlighting the historical values of the places with their specialist knowledge.

1.8 Summary

The tourism industry is gaining overwhelming response from traveller because of expansion of destination infrastructure and travel facilities. Increase in overall disposal income, increase in leisure and business travel, and surge in the middle class sector. The 5A's of tourism are the foundation of the tour planned by the tourist. Tourism provides opportunities to many sectors to give a delightful experience to the customers. These in turn gives employment to the locals, helps

in preserving the local art and culture of the geographic area and boost the economy by earning foreign currency.

1.9 Key Words/Abbreviations

- **UN-WTO:** United Nations World Tourism Organization
- **B&B:** Bed and Breakfast.
- **OTA:** Online Travel Agencies.
- **MICE:** Meetings, Incentives, Conferencing and Exhibitions.
- **ATM:** Automated Teller Machines
- **Pod Hotels:** They are accommodations best suited for bachelors focusing on basic necessities such as sleep and bath. They are also called as capsule hotels.
- **Shoulder:** A season period at a tourist destination between peaks and troughs.
- **Troughs:** A season period at a tourist destination during off-season or low demand period.

1.10 Learning Activity

1. Students should prepare the chart stating the benefits of Tourism industry for the society.

1.11 Unit End Exercise (MCQs and Descriptive)

A. Descriptive Type Questions

1. Elaborate on components of Tourism Industry.
2. Explain the characteristics of Tourism industry.
3. Define the role of Tourism in the development of nation.
4. Write short note on: 5A's of Tourism.

5. Briefly explain the following constituents of tourism:

- (a) Transport
- (b) Accommodation

B. Multiple Choice/Objective Type Questions

1. B&B accommodation stands for _____.
 - (a) Bread and Breakfast
 - (b) Bed and Bread
 - (c) Bed and Breakfast
 - (d) Bread and Butter
2. Which one of these is a natural attraction:
 - (a) Grand Canyon, Yellowstone
 - (b) Great Wall of China
 - (c) Charminar
 - (d) Red Fort
3. The type of accommodation on the water is known as _____.
 - (a) Resort
 - (b) Motel
 - (c) Tent
 - (d) Cruiseliner
4. The best suited accommodation for bachelors focusing on basic necessities is _____.
 - (a) Resort
 - (b) Capsule hotel
 - (c) Boutique hotel
 - (d) Heritage hotel
5. Which of the following is not an international organization?
 - (a) IATA
 - (b) UNWTO
 - (c) MTDC
 - (d) PATA

Answers:

1. (a), 2. (a), 3. (d), 4. (b), 5. (d).

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UNIT 2 TOURISM TERMS

Structure:

- 2.0 Learning Objectives
- 2.1 Introduction
- 2.2 Concept of Leisure
- 2.3 Recreation
- 2.4 Tourism
- 2.5 Tourist
- 2.6 Traveller
- 2.7 Visitor
- 2.8 Excursionist
- 2.9 Summary
- 2.10 Key Words/Abbreviations
- 2.11 Learning Activity
- 2.12 Unit End Exercise (MCQs and Descriptive)
- 2.13 References

2.0 Learning Objectives

After studying this unit, you will be able to:

- Discuss the concept of leisure and recreation.
- Enable the students to understand various terms used in tourism sector.

2.1 Introduction

Tourism is a global phenomenon of great importance to the world economic. It comprises the deeds of persons travelling and staying in places outside their usual environment and availing the tourism products at that destination for not more than six months for leisure, business and other purposes.

For many countries tourism is the largest commodity for international trade which also gets them recognized on the world map and is of a great significance for sustainability.

The new millennium has perceived the continual growth of interest in how people spend their spare time, especially their leisure time and after work time. This interest is becoming an international phenomenon known as ‘tourism’.

With intent to understand the concept in a better way, it is necessary that one has to be knowledgeable and well acquainted with the terminology or keywords of tourism.

2.2 Concept of Leisure

Leisure is derived from the Latin word “licer” which means “to permit or allow.”

Geoffrey Godbey describes leisure as “a phenomenon of freedom from the environment to act from compelling love in ways which are personally pleasing, subconsciously worthwhile and provide a basis for faith.”

Leisure time is the opportunity obtained by a person after finishing the immediate necessities of life. During this period, the person has the freedom to choose about activities he wishes to participate in.

In simple words, it is a person's free time.

Leisure is the range of leisure activities a person does within their spare time, once they have completed the necessities of life.

People built stress during performing daily routine household, commuting, work at their job and any other way. They engage into leisure with a prime intention of reliving the stress and rejuvenate themselves.

Leisure is a discretionary time that is left after working, travelling, sleeping, after doing necessary family and personal responsibilities which can be used in way of the person choice.

Historically, leisure had been the privilege of the upper class only. Prospects for leisure evolved with more money or organization, less working time that increased radically in the mid-to-late 19th century, starting with Great Britain and spread across other rich nations of Europe and eventually to the United States. It was no longer a personal activity and got transformed into an organized affair. A broadened sense of community, literacy and easy in travel fuelled the horizon of leisure to a greater pinnacle. Nowadays, Leisure is deliberated as a human right underneath the Universal Declaration of Human Rights.

Types of Leisure Activities

1. **Social:** Activities done with other people

Example: Get-together, Pub outings etc.

2. **Creative:** Activities, where a person makes or creates something.

Example: Arts, creative model making, etc.

3. **Physical:** Activities that require body movement

Example: Gyms, sports, etc.

4. **Cognitive:** Activities that require a person to think

Example: Group discussions, inspiring and motivational session, etc.

5. **Relaxation:** Activities, where a person does to feel calm

Example: Movie, reading, sightseeing, etc.

6. Spiritual: Activities, where a person submits to a higher power

Example: Temples, festivals, etc.

Benefits of Leisure

- Enhanced health.
- Developed social relationships
- Better physical fitness
- Improved mental health
- Increased life satisfaction and enjoyment
- Personal development and growth

2.3 Recreation

Recreation can be defined as a willingly participation in leisure activities – indoor or outdoor by an individual or group that are meaningful and enjoyable. Comprehensively, it encompasses not only vigorous activities like skiing or cliffhanging but also sedentary hobbies like currency notes or stamp collection as well as more passive pastimes such as having a sip of beer in a pub or a relaxing Thai massage.

It can also be defined as an activity that amuses or stimulates resulting in pleasure, recreation and rejuvenation.

Gray and Pelegrino (1973) stated that recreation is an emotional condition within an individual human being that flows from a feeling of well-being and satisfaction and is attributed by feeling of mastery, achievement, exhilaration, acceptance and pleasure.

Recreation is the active, participating aspect of leisure in other words it is an action to utilise leisure time. Being an essential element of human psychology it ascertains enjoyment, amusement and pleasure.

Recreation can be generally categories into following types as it differs for different age groups and sex:

1. Physical deeds (sports, games, fitness, etc.)
2. Social deeds (parties, pubs, banquets, picnics, etc.)
3. Camping and outdoor deeds (day camps, tent camps, float trips, etc.)
4. Arts and crafts deeds (painting, ceramics, clay work, woodworking, etc.)
5. Dramatic deeds (plays, puppetry, skits, etc.)
6. Musical deeds (singing, bands, karaoke, etc.)
7. Cultural deeds (cultural celebrations, art appreciation, music appreciation, etc.)
8. Service activities (fun in doing things for others)

Tour

The word 'tour' has evolved from the Latin word *tornus* which means 'a tool for making a circle' or touring trip.

Tour can be defined as a journey or trip with visits to various places of interest for business, pleasure or excursion.

Example: Mr. Roy goes to Goa on a business tour.

2.4 Tourism

Tourism can be defined as a temporary movement of the individual or group from their normal place of residence to another place with the intention not to settle down, for at least 24 hours or maximum 6 months, exclusively for leisure and pleasure.

WTO (1993) stated tourism encompasses the activities of persons traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes.

Tourism Society of Britain terms tourism as the temporary short-period movement of people (individual or group) to the destination outside the places where they normally live and work; and activities during their stay at these destinations.

Tourism is a subset of travel.

Domestic Tourism

It involves residents of a country travelling within the borders of that country. It helps in developing and building national integrity and brotherhood.

No travel formalities like passport, visa, foreign exchange, vaccination, etc. are required.

Example: A person from Pune going for a holiday to Kerala is a domestic tourist.

International Tourism

When people travel from one country to another country, crossing national borders or through immigration checkpoints, it is termed as International tourism.

Example: A person from Pune going for a holiday to Dubai is an international tourist in Dubai.

International Tourism requires travel formalities like Passport, Visa, Foreign Exchange, Vaccination, Insurance, etc. It is an important source of generating foreign exchange revenue.

Inbound Tourism

This refers to the incoming tourist or tourists entering a country. Example: Chinese citizens travelling to India would be considered as inbound tourists to India. Tourist requires Entry Visa of our country. They are the biggest source of foreign exchange to our country.

Outbound Tourism

This refers to outgoing tourists or tourist leaving their origin to travel to another country. Example: Chinese citizens travelling to India would be considered as outbound tourists for China. They require obtaining Indian Passport and Visa from the country to be visited.

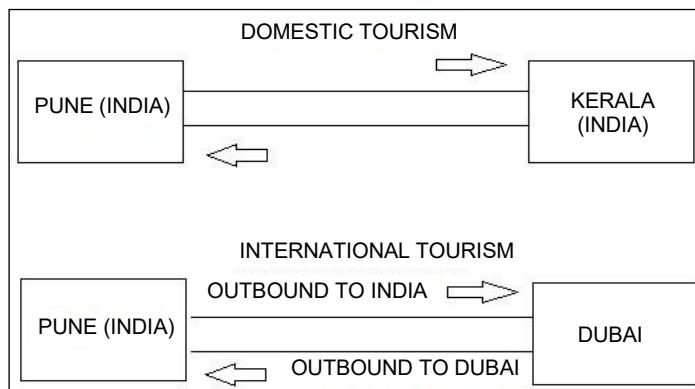


Fig. 2.1: Inbound and Outbound Tourism

2.5 Tourist

UNWTO defines tourists as “people who travel to and stay in place 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”.

Cambridge Dictionary defines tourist as a person who travels and visits for pleasure and interest usually on a holiday or leisure.

A tourist can also be defined as a temporary visitor to a place who leaves his usual place of residence and work for experiencing a change for his usual routine for a short period for at least for an overnight. Example: Ram goes to Matheran in morning and visits different places of interest, enjoys local fare stays overnight and leaves back to his residence place in evening.

Travel

Travel is an activity or movement that is undertaken by individual or group of individuals; through the use of different modes of transportation.

In simple words, Travel is the movement of an individual or group of people between relatively distant geographical locations, and can involve travel by foot, bicycle, automobile, train, boat, airplane, or other means, with or without luggage, for any purpose and can be one way or round trip.

Example: A group of senior citizens travelling for Astavinayak tour.

2.6 Traveller

The term ‘traveller’ simple word means someone who travels. ‘Travelling’ itself means going from one place to the other, but it most often is applicable to one going on a long journey.

A traveller is a person who travels from one place to another. It is a general term used for a person who travels, irrespective of the purpose of travel or distance travelled or duration of stay.

In simple words, a traveller is someone who moves between different geographic locations, for any purpose and any duration.

All tourists are travellers, but all travellers are not tourists.

2.7 Visitor

A visitor is the one who makes a visit to a main destination outside his/her usual environment for less than a year for any purpose like holidays, leisure and recreation, business, health, education or other personal purpose, other than being employed by a resident entity in the country or place visited.

Visitor’s scope is much wider than the traditional insight of tourists, which includes only those travelling for leisure.

2.8 Excursionist

Excursionist is the one who makes a day trip; specifically, a person making a journey for pleasure.

An excursionist is a day visitor who stays for less than 24 hours at a place.

Excursionists do not stay overnight at the place of visit.

They should not get involved in earning activities.

Excursionist can never be termed as tourists.

Example: Students go on an excursion to Wax Museum, Lonavala.

Other Relevant Terms

Destination:

Destination is a geographical unit which the tourist visits and where he stays. It may be a village, a town, a city, a district, a region, an island, a country or continent.

A destination is defined as the place where tourists travel for leisure or business related activities. It is a place where the tourist product is located or consumed. It is the reason for tourism to exist, without a destination there would be no tourism.

Example: Mahabaleshwar, Matheran, etc.

Culture:

A set of followed norms and values from generations to generations by a nation, community or race which establish a sense of identity of them.

In other words, it can also be defined as people's customs, language, food and clothing, houses, art, music, drama, dancing, literature and religion.

In short, it is the sum total of ways of living by a group of human beings that is conveyed from one generation to another.

Heritage:

Heritage can be termed as unique and antique things of value that are inherited from ancestors which people want to preserve.

Heritage can be cultural, natural, tangible, intangible, collective or personal.

Natural heritage is often conserved in places such as national parks and reserves.

Cultural heritage practices are the one which are conserved through ongoing traditions and practices.

Mass Tourism

Traditional, large-scale tourism commonly, but generally is a popular forms of leisure tourism pioneered in southern Europe, the Caribbean, and North America in the 1960s and 1970s.

Mass tourism refers to a phenomenon where a large number of visitors, often on package holidays with accommodation and travel included visit a destination.

Example: Mass tourism in New Orleans, USA during Mardi Gras.

Sustainable Development

Sustainable Development can be defined as a process of development carried out in a way that meets the needs of the present without compromising the ability of future generations to meet their needs by protecting and enhancing the opportunities.

It is characterized by improving the well-being of communities, supporting the protection of the natural and cultural environment and identifying product quality and tourist satisfaction.

Tourism Flows

It is defined as major movements of tourists from their specific home areas to destinations.

Tourism Geography

It is the topography that imparts the knowledge of countries, regions, major cities, gateways, famous icons, monuments, building structures, and geographical features such as rivers, seas, mountains, deserts and time zones; where the tourist intent to visit.

Tourism System

A outline of components by which tourism is being made up that includes the tourist, the tourist generating region, the transit route region, the tourist destination and the tourism industry.

Tourist Route

A route that is developed to attract tourists to an area to view or experience something unique of that area is known as tourist route.

Example: Wine route, whale route, heritage route, battlefield route, etc.

Tourist Trend

A contemporary of general tendency of the tourist to visit a country, region or destination or to pursue a specific tourist activity is termed as Tourist trends.

It keeps on changing with change in economy, decade, lifestyle and innovative practices.

Example: Solo lady traveller.

World Heritage Area

It is defined as a land of cultural and/or natural significance inscribed and is judged important in the collective interest of humanity and is listed on the World Heritage List by UNESCO.

Example: Sunderbans, West Bengal.

World Heritage Site

World Heritage site is a classified landmark site designated by UNESCO as being of special historical, cultural, scientific or natural importance and is protected by international treaties.

Example: Taj Mahal, India.

Fly Drive

A vacation package that includes air transportation and a rental car. Many international tourists (FITs) prefer to buy these types of packages to explore a destination.

Motorcoach

Large passenger bus. This is the vehicle most often used for people travelling with group travel tours.

Allocentric

They are a class of tourists who are adventurous, outgoing, self-confident, independent, needing little tourist infrastructure and enjoys high contact with locals.

FAM Tour

It is an abbreviation for familiarization tour that is usually a complimentary or subsidized rate travel program for travel agents, tour operators, travel writers or others to familiarize them with a specific destination or attraction, so that they can get an insight of the place that will help them to stimulate sales.

Co-op Tour

A tour which is sold through a number of wholesalers, cooperatives, or other outlets in order to increase sales and reduce the possibility of tour cancellations or remained unsold is called as Co-op tour.

Intermodal Tour

Tour that uses several forms of transportation such as airplanes, motor coaches, cruise ships, and trains in order to create a diversified and efficient tour package

Impromptu Travel

It is a travel with a feature of no prior arrangements booked in country of destination prior to travel.

Maverics

It is defined as characterization of tourists of the future as multi-holidaying, autonomous, irresponsible, variegated, energized, restless, constrained and segmented.

Shoulder season: It is the period of the year at a tourist destination or place of attraction that is between the high season with the most visitors, and the low season with the fewest.

Example: In Goa, off Season is usually referred as between May and September, and peak season is October to January hence, shoulder season will be termed as February to April.

Blackout dates: All destinations have special events or dates when they are very much sure that they can sell their rooms at a higher rates to FITs on their own hence, they blackout these dates to the tour operators whom the discounted rates are committed. These dates are being informed well in advance to the tour operators as they can avoid taking any tour during those days.

Example: Hotels in New Delhi Keep 26th January and 15th August as blackout days for the tour operators.

2.9 Summary

Tourism is a conception of human experience, a social experience and a geographical phenomenon which has a great resource value that can revolutionarily influence the business industry.

The better understanding of terms or keywords of tourism will help in creating awareness and interest in the concept. This will ensure the participation of host locals in this high revenue earning sector of the world economy.

Leisure is a discretionary time that is left after working, travelling, sleeping, after doing necessary family and personal responsibilities which can be used in way of the person choice.

Tour can be defined as a journey or trip with visits to various places of interest for business, pleasure or excursion.

A tourist can also be defined as a temporary visitor to a place who leaves his usual place of residence and work for experiencing a change for his usual routine for a short period for at least for an overnight

The term 'traveller' simple word means someone who travels. 'Travelling' itself means going from one place to the other, but it most often is applicable to one going on a long journey.

A visitor is the one who makes a visit to a main destination outside his/her usual environment for less than a year for any purpose like holidays, leisure and recreation, business, health, education or other personal purpose, other than being employed by a resident entity in the country or place visited.

2.10 Key Words/Abbreviations

- **UNESCO:** The United Nations Educational, Scientific and Cultural Organization.
- **WTO:** World Tourism Organization.
- **FIT:** Free Individual Traveller.
- **Leisure:** Use of free time for enjoyment.

- **Recreation:** Activity done for enjoyment when one is not working.
- **Excursionist:** Excursionist is the one who makes a day trip.
- **Tour:** A tool for making a circle or touring trip.
- **Tourist:** People who travel to and stay in place outside their usual environment for not more than one consecutive year for leisure, business and other purposes.
- **Destination:** Destination Is a geographical unit which the tourist visits and where he stays.
- **FAM:** Familiarization.

2.11 Learning Activity

1. List and explain the contemporary terms in the world of Tourism.

2. Make a collage of Leisure activities.

3. Prepare the PPT presentation on heritage sites In India.

2.12 Unit End Exercise (MCQs and Descriptive)

A. Descriptive Type Questions

1. Write a short note on: Leisure.
2. What is recreation? Write down the categories of recreation.

3. Explain the following terms:
 - (a) Visitor
 - (b) Traveller
 - (c) Excursionist
 - (d) International tourism
 - (e) Impromptu tour
 - (f) Tourist.
4. Differentiate between Excursionist and Tourist.

B. Multiple Choice/Objective Type Questions

1. The period of the year at a tourist destination that is between the high season with the most visitors, and the low season with the fewest is known as _____.

(a) Shoulder season	(b) Peak season
(c) Transit season	(d) Blooming season
2. A tour which is sold through a number of wholesalers, cooperatives is called as _____.

(a) Co-op tours	(b) Retail tour
(c) Discounted tours	(d) Co-ed tour
3. Leisure is derived from the Latin word _____.

(a) Leure	(b) Libre
(c) Licer	(d) Leiseur
4. _____ refers to the incoming tourist or tourists entering a country.

(a) Inbound tourist	(b) Outbound tourist
(c) Blacklist tourist	(d) FIT

5. _____ is defined as major movements of tourists from their specific home areas to destinations.

(a) Journey (b) Tourism flow

(c) Tourism trend (d) Travelling

6. The word 'tour' has evolved from the Latin word _____.
 (a) Tourna (b) Terven
 (c) Tornus (d) Tourrn

Answers:

1. (a), 2. (a), 3. (c), 4. (a), 5. (b), 6. (c).

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Four black diamond symbols arranged horizontally, indicating a continuation of the list.

UNIT 3 TYPES OF TOURISM – I

Structure:

- 3.0 Learning Objectives
- 3.1 Introduction
- 3.2 4S of Tourism
- 3.3 Types of Tourism
- 3.4 Tourist
- 3.5 Characteristics of a Tourist
- 3.6 Types of Tourist
- 3.7 Summary
- 3.8 Key Words/Abbreviations
- 3.9 Learning Activity
- 3.10 Unit End Exercise (MCQs and Descriptive)
- 3.11 References

3.0 Learning Objectives

After studying this unit, you will be able to:

- Explain the tourism motivators for the tourists.
- Illustrate the different types of tourism and tourists under various classifications.
- Discuss the characteristics of tourism and tourists.

3.1 Introduction

Tourism Motivators

People need some kind of motivation that drives a desire in them to think about utilizing their leisure time into tourism phenomenon. It is also affected by human psychology that influences their choices. Motivators are the satisfaction-forming factor. The factors of motivation can be categorized into the following types.

1. Physical Motivators:

- **Physical rest and relaxation:** Desire to get away from routine life to get rest, relax and rejuvenate.
- **Sport activities:** To participate in sports events or watch sport activities.
- **Health purpose:** Ayurveda treatment or medical treatments.

2. Cultural Motivators:

- Desire and curiosity to know and learn about others folk art, cultures, lifestyles, musical and dance of different places.

3. Social Motivators:

- Desire to meet new people.
- Visit friends or relatives.
- Seek, new experiences and adventures.

4. Status and Prestige Motivators:

- One's persona esteem and status symbol; travelling to popular destination (seven wonders).
- Air travel or luxury cruise (world cruise) travel that will heighten their social status and boost prestige.

5. Spiritual Purpose/Motive:

- Visiting holy places and shrines to seek solace or express their gratitude to the god.

6. Business:

People need to travel for business-related reasons for expanding their business, attend meetings, conferences and exhibitions.

7. VFR (Visiting Friends and Relatives):

VFR includes visiting one's relatives and friends for interpersonal reasons like attending wedding, rituals or other functions. It is very common in India where people during vacations go and stay at their friend's/relative's house, visit tourist places in and around the city, and do shopping.

3.2 4 S of Tourism

The story of 4 S states that once upon a time there were four S's, namely Sea, Sun, Sand and Sex, they met in a coastal area where they were combined at specific proportions to form a successful recipe for mass tourism. The philosophy behind this story states that, all tourist destinations that provided these four magic natural ingredients, could successfully qualify as potential indications for mass tourism.

In American phrasing, the 4 S formula is what motivates a tourist to travel. Bathing and water sports at the sea shore, warm sunny beaches with ample sunshine and clean sand is what tourists look forward to and get motivated.

Example: Goa (India), Cozumel (Mexico), etc.

3.3 Types of Tourism

Holiday Tourism

1. The tourists who dedicate their holidays for spending it away from their residence away from their stressful routine for rest, relaxation and refreshing themselves are categorized into Holiday Tourism.
2. Industrialization, long working hours with high responsibilities and urban lifestyle is creating lot of mental and physical stress on the people; working couple have no time for

each other and family, good pay packages thus, making them opt for relaxed, healthy and peaceful holidays.

3. Tourist prefers to visit to the scenic beauty, dam, beach, mountain, forest with his family and is enjoyed with family, relatives, friends and colleagues.
4. The middle class people in India enjoy holiday tourism during their children's school holidays.
5. Nowadays, many resorts offer complete health packages with leisure in form of body massage, yoga, steam and sauna bath, facials, etc.
6. Holiday tourism is boosted during long weekends or festive times like Diwali, Christmas, summer and winter vacation, etc.

Example: Holiday packages offered by Country Club, Mahindra Club, etc.

Social and Cultural Tourism

1. Cultural tourism is based on the assortment of places, traditions, art forms, celebrations and experiences that showcases the nation and its people, reflecting the diversity and character of the nation.
2. The endeavour of cultural tourism is to experience activities and aspect. The pride of every country depends upon his cultural structure and forts, museum, theatres, art galleries, music, academies and libraries are the standing tributes of culture.
3. It is undertaken to gain more knowledge about people and around their respective culture.
4. Cultural tourism has a special place in India because of its rich ancient civilization. Thousands of historical and archaeological monuments scattered throughout the country provide opportunities to learn about ancient history and culture.
5. Due to the rich cultural heritage in India, both domestic and foreign visitors intend to visit these alluring places with a view to understand the greatness of the place and popularity.

6. Culture is one of the most important factors which attracts tourist to a destination and make them know about the life style of localities, their dressing, jewellery, art, music, dance, fairs and festivals, religious beliefs and practices, etc.
7. Tourism is an important tool for promoting cultural relations, international cooperation and integrity.
8. Fairs and festivals are one of the main reasons of travel for domestic as well as international tourists as it differs from state to state in India.
9. Example: Ganesh festival in Pune and Mumbai, Kite festival in Gujarat and Rajasthan.
10. India has a big treasure of social and cultural tourism because of its ethnic diversity.

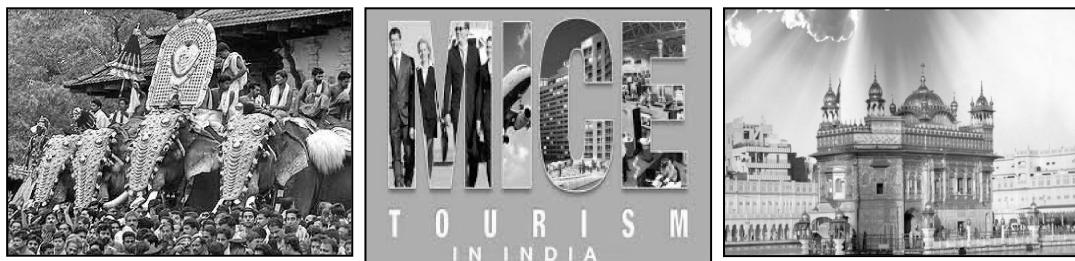


Fig. 3.1: Dussehra Festival, Mysore, MICE, Golden Temple, Amritsar

Business Tourism

1. With a growth in industrial and business sector, today business tourism has achieved an important place in the tourism scenario, the percentage of people undertaking business trip per year also increased abundantly.
2. Several businessmen visit to other places and countries to conduct business meetings or sign business deals with their prospective partners in foreign countries. When they finish their work, their business associates take them to popular tourist spots or resorts.
3. The traveller who travel with a main motive of work including business meetings, conferences, conventions, trade fairs, marketing, meeting clients, etc., are categorized under Business Tourism.
4. Many travel agents and tour operators specialize in business tourism.

5. About 80-85% of air travel is done by Business travellers and 60% of occupancy in majority of Hotels is by Business travel segment according to FHRAI.
6. Business Tourism can be termed as the lifeline of the Tourism industry.
7. A business tourist looks for the best and not for economical; he prioritizes more on comfort, class and services like Wi-Fi, personal secretary, etc.
8. A business traveller is a short duration trip and he does not have choice of destination like Holiday Tourism.
9. Example: Mr. Ratan Tata is the best example of Business Tourism.

MICE

Meetings, Incentives, Conventions and Exhibitions is a type of tourism in which large groups, usually planned well in advance, are brought together for a particular purpose like product launching, meeting, training, seminars or workshops.

Business tourism involves:

- Meetings, conferences and conventions where information is exchanged.
- Lavish events are organized to launch new products.
- Incentives travel is offered to motivate or reward staff.
- Exhibitions are organized to promote corporations, etc.
- This is popularly called meetings, incentives, conventions and exhibitions (MICE).
- MICE, a subset of business travel, have become the buzzword in travel industry.
- Incentive tourism is usually undertaken as a type of employee reward by a company or institution for targets met or exceeded, or a job well done. Unlike the other types of MICE tourism, incentive tourism is usually conducted purely for entertainment, rather than professional or education purposes.
- The Indian association of tour operators (IATO) has identified MICE tourism as the upcoming tourism product. Many hotels, resorts around the world have developed facilities specially for MICE, i.e., small meetings, training courses, seminars and workshops

- Example: Trade and convention centre at Vancouver, Canada, Conference centre at Manila, Philippines.
- India is estimated to generate 6.5 million outbound luxury and MICE tourists annually by 2020.
- India ranks 35th in the MICE chart and get just 0.92% of the total 10,000 conferences and meeting held globally every year.
- The decision for those conferences and meetings MICE internationally is not done on the basis of country's scenic beauty, culture or wildlife but on the meeting facilities, accommodation, world class airports, connectivity, transportation, and competitive prices. India has little infrastructure to cater MICE traffic.
- MICE travellers expect a high level of comfort, hassle-free movement and value for money experience.

Religious Tourism

1. Religious tourism is one of the earliest forms of tourism. The idea of the religious pilgrimage begins almost with the dawn of humanity.
2. Religious tourism is also known as pilgrimage or spiritual tourism.
3. Such tourism activities are undertaken by religious pilgrims. Devotees of Hindus, Muslims, Christians, Buddhists, Sikhs and Jews go to their respective religious place in search of peace of mind and salvation or for the purpose of worship or pay respect to the God.
4. People wish fulfillment, finding relief and solutions to their problems with supernatural powers have been the reasons which promote the class of people to visit religious places.
5. In India, since ancient times, tourism has been associated with places of religious importance. These places are spread all over the country.

Example: Varanasi, Haridwar, Chardham, Vaishno Devi Temple and Amarnath Caves, 12 Jyotilongas, 51 Shaktipeets, Saibaba Temple Shirdi, Ashtavinak Darshan, Balaji Temple, Golden Temple Amritsar, Haji Ali, etc.

6. International destinations: Haj at Mecca and Medina, Vatican city Rome, etc.



Fig. 3.2: Religious Tourism

Family Tourism

1. Family tourism involves the family unit and their participation in diverse forms of tourism activity. This includes visiting one's relatives and friends for interpersonal reasons.
2. Family tourism is one of the most important sectors of the tourism industry around the world and accounting for about 30% of the leisure travel market.
3. Family travel is predicted to grow at a faster rate than all other forms, partly because it represents a way to reunite the family and for family members to spend time with each other, away from the demands of work.
4. To nurture family tourism, many clubs have come up with various holiday packages and membership plans like Mahindra Club, Country Club, etc.

Sports Tourism

1. Sport tourism can be defined as a type in which people travel to participate or watch sporting events which has been coming from for centuries.
2. Today, sport tourism is considered as one of the most sought after holiday tourism as many sport events are scheduled like IPL matches, Pro-kabbadi, I-league football matches, FIH pro hockey league matches.

3. Sport tourism is a fast-growing sector of the global travel industry and equates to \$7.68 billion and will account 32% of total tourism market soon.
4. Sport tourism is a small segment in India, but it ensures high returns since a sport traveller is a heavy spender.
5. Some popular tour operator or travel agent dealing with sports packages are SOTC = cricket, golf, formula 1, tennis and soccer (FIFA World Cup).
6. India has noticed sports tourism during common wealth games 2010, common wealth youth games 2008, formula 1 race, Davis Cup Tennis, Water Sports Goa, IPL matches, etc.



Fig. 3.3: Sports Tourism

Political Tourism

1. Political tourism is emerging as an important area of international travel.
2. Such trips are very sensitive and often involve travel to areas of conflicts to study first-hand the circumstances, to meet local people and understand the real situation.
3. It means journey with political purpose, politically arranged journey to political destination.
4. Usually, the tour operators specializing in political tours are UN, NGOs, Human Rights Organizations, reporters and critics.
5. Responsible political tours usually covers:
 - Touring the situation on the ground
 - Provide briefings
 - Meeting ordinary people on both sides of conflict

- Meeting with activist and peace group
- Meeting with government officials

6. Example: Afghanistan, Somalia, Pakistan, Kashmiri, Iran, Iraq, etc.

7. This form of travel also implies the participation in great political events and important national celebrations. This type of travel is undertaken by the politicians for studying the actual working of important organ of the government, namely legislative, exudative, judicial system of other countries.



Fig. 3.4: Political Tourism

Health/Medical Tourism

1. People have been travelling for centuries to improve and rebuild their health and stamina.
2. The history of health tourism can be traced as early as 500 BC amongst Egyptians, Romans and Greek using Spa, i.e., good health through hot water springs.
3. India is known for traditional health care systems and therapies. Some of these include yoga, aromatherapy, body massage, ayurveda, unani and siddha.
4. Hotels and resorts offer health services because in spite of busy schedules people take time out to relax and destress.
5. India's low cost treatments by highly skilled and qualified professional doctors in world class hospital, has made India earn more than 3 billion US dollars.
6. Half a million annual tourists come to India with the chief purpose of either treating or enhancing their health.

7. Travel agents or tour operators have combined the tour packages with free full body health checkup or ayurkarma, mud therapy, etc.

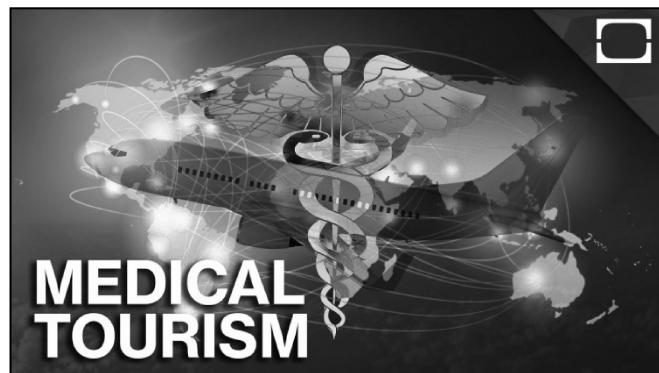


Fig. 3.5: Medical Tourism

Senior Citizen

1. All over the world, the number of senior citizen is on the rise because of a longer life span with the help of developments in medicine and technology.
2. They have major advantages as a tourist in terms of more time to spend on travel and leisure, they generally have more savings and assets and fewer financial commitments, they are more flexible with regards to travel times, often preferring to travel in off-peak seasons.
3. This type of tourism is common in the modern world, because of nuclear (independent) family concept. It is now gaining popularity in India.
4. Holiday planners have begun designing packages to cater to the special needs of the senior citizens by including customized meals, on-trip medical assistance and elder-friendly hotels.

5. These tours are provided with tour leader who keep the occupied with age appropriate activities and entertainment
6. Extreme care is being taken while planning these tours, i.e., relaxation, enjoyment and tourism.
7. Example: Kesari second inning tours.



Fig. 3.6: Senior Citizen Tourism

Sustainable Tourism

Sustainable tourism aims is taking full account of the current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, environment and host communities so that it withstands for generations to generations.

Government and societies have realized the need to plan and manage economic growth of tourism within the limits of the environment.

Sustainable tourism development includes following:

1. Conserving and enhancing resources for tourism, can be used by local and tourists.
2. Developing projects which are compatible with society and culture of destination.
3. Improvement in the standard of living of host population.
4. Respect for host community and measures to protect the environment.
5. Create environmental awareness amongst tourists and develop responsible tourists.
6. Developing suitable visitor facilities and services at the destination for the convenience of tourist and cleanliness of the destination.
7. In Sustainable Tourism, all the tourism related activities should be well planned, located, designed and managed in an environmentally friendly and culturally sensitive way so there will be no congestion, pollution or degraded and there are no social tensions.
8. It embraces local people involvement and participation.

Adventure Tourism

- Adventure Tourism is a popular form of modern tourism which is a package of recreation, enjoyment, education and the thrills of participating in an adventure.
- It is very challenging as the tourist has to go to the regions which are difficult to access with minimum facilities and comfort. It calls for risk along with excitement.
- All the recreation activities are outdoor with unpredictability of nature which adds thrill and spice to the tour.
- Adventure tourism are broadly classified as:
- **Adventure on land:**
 1. Safari travelling in jungles, deserts, hills, etc.
 2. All Terrain Vehicles tours
 3. Mountain climbing, rock/cliff climbing, trek and tent camping, etc.
 4. Skiing, heli-skiing, etc.
- **Water Adventures:** Scuba diving, Snorkelling, Para sailing, Water scooters, Water skiing, Water rafting, Banana boat ride, etc.
- **Aerial Adventure:** Hot air balloons, Para gliding, Sky diving, Parachuting bungee jumping, etc.



Fig. 3.7: Adventure Tourism

Wellness Tourism

- Wellness tourism is one of the fastest growing forms of international and domestic tourism.
- This form of tourism involves people who travel to a different place to pursue activities that maintain or enhance their personal health and wellness, and who are seeking unique, authentic or location-based experiences.
- Wellness tourism include massages, body treatments, facial treatments, exercise facilities and programs, weight loss programs, nutrition programs, pre- and post-operative spa treatments and mind/body programs.
- Example: Vipasanna, Manashakti, etc.



Fig. 3.8: Wellness Tourism

Dark Tourism

- It is also known as Black Spot, Thanatourism, Atrocity Tourism or Morbid Tourism.
- Dark tourism is defined as grief tourism that makes people to take keen interest in going to destinations that are historically connected to death, tragedy and locations that remind human miseries and massacre.
- Dark tourism is a multidimensional combination of history and heritage, tourism and tragedies.
- Example: Kuldhara Village, Rajasthan, The Jallianwala Bagh in Amritsar, Jamali-Kamali Masjid, Delhi, etc.



Fig. 3.9: Dark Tourism

Alternative Tourism

- Alternative tourism is when people tour to things and places other than the usual tourist spots.
- In this type of tourism, visitors often interact more with the locals rather than simply looking at big buildings or historical sites.
- It creates cordial bond between visitors and local hosts.
- The tourist does not use the services provided especially for them rather they use the same services used by the locals.

Special Interest Tourism

Special Interest Tourism can be defined as people travelling to a particular destination with the purpose of fulfilling a particular interest, which can be pursued only at that destination.

- Special interest tourist looks for the unusual and not for routine itinerary.
- Special interest tourism offers many alternative forms. It is developed keeping tourist preferences in the mind..
- It has various tourism products ranging from visiting cultural sites like Taj Mahal, temples, palaces, etc., to Mughal Architectural sites, Gardens of India, Gourmet Tours, Types of Railways, Wildlife Safaris, Camel Safaris, Elephant Safaris, etc.

A. Eco-tourism

- Eco-tourism can be described as tourism activities which are conducted in harmony with nature. Tourists are not allowed to pollute the tourist spots visited by them thus, saving the environment and preserving the natural beauty and forest life.
- Eco-tourism can be defined as purposeful travel to natural areas to understand the cultural and natural history of the environment, taking care not to alter the integrity of the ecosystem and creating economic opportunities that make development of natural resources financially beneficial to the local citizen.
- It involves creating nature camps or trekking trips at natural, unseen places without creating a mishap or disturbing the lifestyle of the nature.
- Example: Wildlife sanctuaries and national parks.

**Fig. 3.10: National Park****Rural Tourism:**

1. The objective of rural tourism is to showcase rural life, art, culture, and heritage at the rural locations and in villages.
2. The intention is to benefit the local community economically and socially and enable the interaction between tourists and local people making it a great experience for both of them.
3. It also nourishes the art and craft, handloom and textiles of local people.

4. It is also known as village tourism which helps in creating proper infrastructure in villages, creating employment, improves the standard of living and reduces migration to cities.
5. Rural tourism has gained importance in India. The Indian Government is marketing rural tourism through its Incredible India campaign.
6. Example: Khuda Lahora, Chandigarh, Village Hodka, Distt. Kachchh, Gujarat, Village Naggar, District Kullu, Himachal Pradesh, etc.

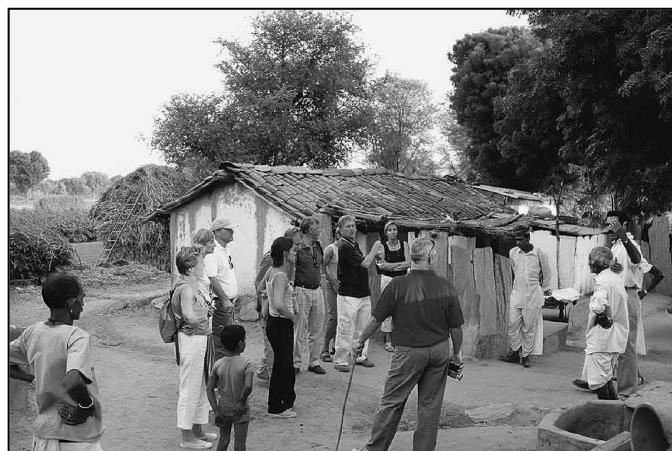


Fig. 3.11: Rural Tourism

B. Farm/Agro Tourism

- Agro tourism is the practice of attracting tourists or visitors to an area or areas used primarily for agricultural purpose.
- Agricultural tourism is the holidays concept of visiting a working farm or any agricultural, horticultural or agribusiness operations for the purpose of enjoyment, education or active involvement in the activities of farm or operation
- It showcases many village activities which are out of reach of urban people or foreigners like country side food, dress costumes, bullock cart ride, milking cows, fruits and vegetable cultivation, folk dance and music, honey bee cultivation, etc.
- Example: Baramati Agro Farms, Maharashtra, Agri Tourism Centre, Wai.



Fig. 3.12: Agro Tourism

Ethnic Tourism

- Ethnic Tourism can be defined as travel for the purpose of observing the cultural expressions of lifestyles and customs of the indigenous and exotic people.
- The tourist visits the local homes, observe and participate in their traditional rituals, ceremonies, dances, festivals, etc.
- The tourist is mainly interested in having direct contact with the local people with a primary aim to gain first-hand experience of the way of life and cultural artifacts of the local people.
- It is also referred as a combination of culture and nature tourism.
- Example: Pushkar Fair and Bikaner Fair of Rajasthan.



Fig. 3.13: Ethnic Tourism

Virtual Tourism

- A virtual tour is defined as a simulation of an existing location, usually composed of a sequence of videos or panoramic still images along with other multimedia elements such as sound effects, music, narration, and text.
- The origin of the term ‘virtual tour’ dates to 1994. The first example of a virtual tour was a museum visitor interpretive tour, consisting of ‘walk-through’ of a 3D reconstruction of Dudley Castle in England as it was in 1550, which was firstly used by Queen Elizabeth II.
- 3DVT (or 3D virtual tourism) refers to the realistic 3D navigation of virtual reality environments for purposes of exploring physical places in space and time without physically travelling there.
- As compared to actual tourism, 3DVT is accessed on a computer (typically over the Internet). It does not require travel, but ideally, 3DVT viewing evokes an experience of moving through the represented 3D space.
- Example: Taj Mahal Virtual Tour.

Advantages of Virtual Tours

- Save time and money.
- Can have a safe and comfort experience without any stress or hassle of actual visit.
- Quite economical and no need to take holidays for vacations.
- Suitable for elderly, physically incapable tourists.
- Escape from doing reservations, peak seasons, etc.

Disadvantages

- Tourist actually can see the minute details of the tourist spot as they can only see what has been shoted.
- They can have the enrichment of local culture, food, art and specialities.
- They have no physical experience hence just merely gives you a feel of a movie.



Fig. 3.14: Virtual Tourism

Food Tourism

1. Culinary tourism or food tourism is the exploration of food as the purpose of tourism. It is now considered as one of the vital component of the tourism experience. Dining out is common among tourists and “food is believed to rank alongside climate, accommodation, and scenery” is importance to tourists.
2. Culinary tourism is considered a subset of cultural tourism (cuisine is a manifestation of culture). It is not limited to gourmet food.
3. Food is a significant means to enter into another culture as it gives a sensory aspect along with intellectual one.
4. All tourist eat and dine outside and have at least 3 times in a day, food consumption is an integral aspect of the tourist experience in terms of taste of the place.
5. Local food is one of the fundamental components and an essential constituent of a destination’s attributes adding to the overall tourist experience.
6. Indian cuisine is extremely popular globally. With the evolution of the tourism sector in India, culinary tourism is one of the niches which are on the verge of becoming an entrée giving a unique experience of a cocktail of history, culture and cuisine.
7. Food tours are becoming increasingly popular with domestic tourists and international tourists who are now become more and more open to spicy food and also trying their hand at street food. The travel agents carefully curate the tours to include food joints which have a very high focus on quality and hygiene to be able to assure foreign tourists a safe experience.

8. Example: Pune Magic is a food tour organized by Incredible India!



Fig. 3.15: Food Tourism

Wine Tourism

1. It is also known as Enotourism, Oenotourism or Vinitourism.
2. Wine tourism can be defined as tourism with a purpose of tasting, consumption or purchase of wine at the wineries or nearby. Wine tourism can consist of visits to wineries, vineyards and restaurants known to offer unique vintage wines, as well as organized wine tours, wine festivals or other special events
3. According to grower's associations, it is financially beneficial to promote such tourism for the wine producing regions and is applicable to both Old World (France, Spain, Italy) and New World (USA, Australia, India) wine producing countries.
4. Wine tourism plays an important role in advertising their products. Nowadays, Guided tours are conducted with a professional guide taking you through the tour.
5. Wine tourism can consist of visits to wineries, tasting wines, vineyard walks or cycling through wine yards, or even taking an active part in the harvest.
6. Popular wine tourism destination in India are: Sula Vineyards, Nashik, Maharashtra, Chateau Indage Estate Vineyards, Narayangaon, Maharashtra Chateau d'Ori, Dindori, Madhya Pradesh, Grover Vineyards, Nandi Hills, Karnataka.



Fig. 3.16: Wine Tourism, Sula Winery, Nashik

Space Tourism

- Space tourism can be defined as the practice of travelling into space for leisure, adventure or recreational purposes.
- Throughout the early 2000s, the Russian Space Agency took seven paying members of the public into space. A number of startup companies have sprung up in recent years, such as Virgin Galactic and XCOR Aerospace, hoping to create a sub-orbital space tourism industry.
- Orbital space tourism opportunities have been limited and expensive.
- The publicized price for flights brokered by Space Adventures to the International Space Station aboard a Russian Soyuz spacecraft have been US \$20-40 million, during the period 2001-2009 when 7 space tourists made 8 space flights.

Advantages

- Space tourism will increase the commercial activity in the time of poor state of world economy.
- Open a new avenue for adventure tourists and people who love thrill.

Disadvantages

- Physical fitness is mandatory.
- Developing space programs and spacecrafts need a lot of money. That money can be utilized for alleviation of poverty.

- Several natural resources are wasted in flying the fuel guzzling rockets. It pollutes the atmosphere as well. Thus, space program is bad for our environment.
- Manned missions to space entail huge risk to the life of persons going in spacecrafts.

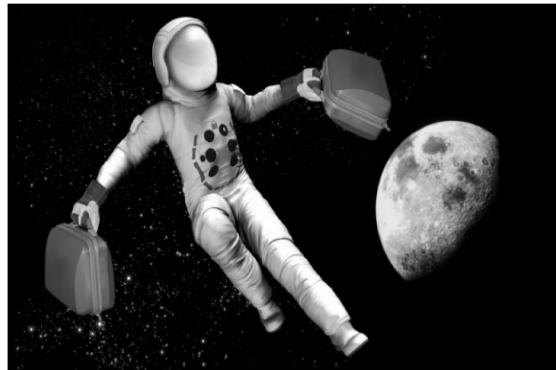


Fig. 3.17: Spacecrafts

3.4 Tourist

Tourist is an individual who performs the act of tour at various places of his interest within a country or outside the country with a personal purpose of enjoying, recreation, education, medical treatment, religious or pleasure during his leisure period.

3.5 Characteristics of a Tourist

1. Tourist takes a journey as per his choice and stays above 24 hours at the destination.
2. His prime intention is recreation, enjoyment, knowledge of art, culture, solace, medical treatment, etc.
3. He never earns remuneration at the tourist destination.
4. He is a temporarily residing and finally returns to his original starting point or place of residence.
5. He is always not a local and differs from them in terms of social and economic background.
6. He might be same national or foreigner.

7. He is a source of income to the locals.
8. He is a marketing tool for advertisement of the destination through mouth-to-mouth publicity.

3.6 Types of Tourist

Tourist can be categorized on the basis of different parameters:

1. On the Basis of Approach:

- **FIT:** Free Individual Tourist, they are the tourist as individual or group who plans the tour on themselves without help of tour operator or travel agent.
- **GIT:** Group Inclusive Tourist, these are the tourist who prefers travelling with travel agent or tour operator guided tours.

2. On the Basis of Age

- **Student Tourist:** Students travelling for educational tour for knowledge.
- **Millennial Tourist:** Millennial Generation is individuals born from 1980-2000, the youngest generation with disposable income, they are the leaders in travel and tourism. They are decision maker and are strongly influenced by digital media. They prefer adventurous, thrilling and exploring tours.
- **Baby Boomers:** Senior citizens or silent generation. The Baby Boomers generation are those individuals born between 1946 and 1964. They are financially sound and prefer relaxation, less adventurous and luxurious tours.
- On the basis of spending power:
- **Budget Tourist:** Low spending power tourist.
- **Standard Tourist:** Average or medium spending budget tourist.
- **Luxury Tourist:** High spending power tourist.

3. On the Basis of Citizenship:

- **Domestic tourist:** A national of same country who don't require to carry travel documentation.

- **International Tourist:** A national of foreign country who needs to carry travel documentation.

4. On the Basis of Purpose:

- **Leisure Tourist:** Tourist who travels for pleasure or leisure.
- **Recreational Tourist:** Travelling for recreation, relaxation and entertainment.
- **Holiday Tourist:** Travelling for enjoying vacations.
- **Study Tourist:** Travelling for educational study, tour or research.
- **Special Mission Tourist:** Travel for special mission like shopping, meetings, seminars, etc.
- **Religious Tourist:** Travelling for finding solace or paying gratitude to god at the pilgrimage places.
- **VFR Tourist:** Travelling to meet friends or relatives for attending family social functions or courtesy visits.
- **Sports Tourist:** Travel to play or watch sports events.
- **Business Tourist:** Tourist coming under MICE tourism.
- **Incentive Tourist:** Tourist benefited with reward or loyalty programs for achieving targets or milestones given by employers.
- **Adventure Tourist:** Tourists usually of youngsters who are keen in adventurous endeavour like rock climbing, river rafting, etc.

3.7 Summary

The growing influence of tourism on the country's economy as a potential tool of development and financial earning powerhouse are irrefutable. It also improves the quality of locals life. It also supports environmental protection, supports diverse cultural heritage and strengthens world peace. Ministry of tourism has identified the potential of the multi-treasured types of tourism of our country and have also identified niche field where we can show drastic

growth like cruise, wellness, MICE, medical, etc. It has also developed policies and plans to overcome the challenges in the path of growth.

Tourism is driven by the various motivators like physical, social, cultural, status or spirituality that create desire among the tourist. Hence, it is very important to understand them and plan strategies which will facilitate and motivate the tourists to avail the benefits of tourism and get a memorable lasting experience.

3.8 Key Words/Abbreviations

- **VFR:** Visiting Friends and Relatives.
- **MICE:** Meetings, Incentives, Conventions and Exhibitions.
- **4'S:** Sea, Sun, Sand and Sex.
- **IATO:** Indian Association of Tour Operators.
- **FHRAI:** Federation of Hotel and Restaurant Association of India.
- **U.N.:** United Nations.
- **NGO:** Non-Government Organization.
- **3DVT:** 3 Dimensional Virtual Tourism.
- **Sustainability:** Avoidance of the depletion of natural resources in order to maintain an ecological balance.
- **Tourist:** An individual who performs the act of tour at various places of his interest within a country or outside the country with a personal purpose of enjoying, recreation, education, medical treatment, religious or pleasure during his leisure period.
- **Millennial:** Millennial Generation is individuals born from 1980-2000.
- **FIT:** Free Individual Tourist.
- **GIT:** Group Inclusive Tourist.
- **SIT:** Special Interest Tour, e.g., Bird watching.

3.9 Learning Activity

1. Special project on one type of Tourism.

2. Research for niche and contemporary types of tourism in the world.

3. Prepare a PPT Presentation on Motives of Travel.

4. Suggest sustainable measure to conduct tourism activity in your area.

3.10 Unit End Exercise (MCQs and Descriptive)

A. Descriptive Type Questions

1. Discuss the various tourism motivators for the tourists.
2. Write short notes on:
 - (a) MICE
 - (b) Medical tourism
 - (c) Dark tourism
3. Write down the advantages of Space Tourism and Virtual Tourism.
4. Write down the characteristics of a tourist.
5. Discuss the different types of tourist.
6. Explain the concept of sustainable tourism.

B. Multiple Choice/Objective Type Questions

1. MICE come under _____ tourism.

(a) Wellness tourism	(b) Family tourism
(c) Business tourism	(d) Sustainable tourism
2. Tourist born between 1980-2000 are known as _____.

(a) Baby boomers	(b) Millennial
(c) Student tourist	(d) Domestic tourist
3. Tourist born between 1946 and 1964 are known as _____.

(a) Baby boomers	(b) Religious tourist
(c) Student tourist	(d) Millennial.
4. _____ also known as Black Spot, Thanatourism, Atrocity Tourism or Morbid Tourism.

(a) Dark tourism	(b) Political tourism
(c) Wellness tourism	(d) Space tourism
5. Study Tourist travels for the following purpose:

(a) Luxury	(b) Study and research
(c) Business	(d) Sports events

Answers:

1. (c), 2. (b), 3. (a), 4. (a), 5. (b).

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UNIT 4 TYPES OF TOURISM – II

Structure:

- 4.0 Learning Objectives
- 4.1 Introduction
- 4.2 Inbound Tourism
- 4.3 Outbound Tourism
- 4.4 Domestic Tourism
- 4.5 Mass Tourism
- 4.6 International Tourism
- 4.7 Summary
- 4.8 Key Words/Abbreviations
- 4.9 Learning Activity
- 4.10 Unit End Exercise (MCQs and Descriptive)
- 4.11 References

4.0 Learning Objective

After studying this unit, you will be able to:

- Study types of tourism related to National and International tourists.
- Study mass tourism.
- Discuss the concept of Inbound, Outbound, Domestic and International tourism.

4.1 Introduction

The travel and tourism sector holds strategic importance in the economy of the countries providing several socio-economic benefits. Provision of employment, income and foreign exchange, development or expansion of other industries such as agriculture, construction, handicrafts, etc. are some of the important economic benefits provided by the tourism sector. In addition, investments in infrastructural facilities such as transportation, accommodation and other tourism related services lead to an overall development of infrastructure in the economy.

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. During 2018, FEEs from tourism increased 4.70% year-on-year to US\$ 28.59 billion. FEEs during January 2019 were US\$ 2.55 billion.

India is the most digitally-advanced traveller nation in terms of digital tools being used for planning, booking and experiencing a journey, India's rising middle class and increasing disposable incomes has continued to support the growth of domestic and outbound tourism.

During 2018, foreign tourist arrivals (FTAs) in India stood at 10.56 million, achieving a growth rate of 5.20% year-on-year. FTAs in January 2019 stood at 1.10 million, up 5.30% compared to 1.05 million year-on-year. During May 2019, arrivals through e-tourist visa increased by 21.70% year-on-year to 1.23 million.

The travel and tourism sector in India accounted for 8% of the total employment opportunities generated in the country in 2017, providing employment to around 41.6 million people during the same year. The number is expected to rise by 2% annum to 52.3 million jobs by 2028.

International hotel chains are increasing their presence in the country, as it will account for around 47% share in the Tourism and Hospitality sector of India by 2020 and 50% by 2022.

Travel and tourism has become a significant industry in the country over the last few years, thanks to the government initiatives and policies along with increasing foreign tourist arrivals.

The World Trade and Tourism Council ranked India 18th in business travel and also predicted that it climb up soon to be amongst the top 5 ranks. Not just that, the travel and tourism industry provided employment to approximately 41.6 million people in the year 2017 and accounted for 8% of the total employment opportunities generated in India in that year.

Add to that, the increasing number of foreign tourist arrival (FTAs) as well as soaring domestic travellers. FTAs stood at 10.177 million in calendar year 2017 and the first two months of 2018 it stood at 2.12 million. It is expected to grow at a CAGR of 7.1% during 2005-2025. The domestic tourist visits (DTVs) on the other hand stood at 1.65 billion (provisional) in 2017, a growth of 15.5% over the last year.

Ministry of Tourism (MoT) promotes India as a holistic destination in the tourism generating markets to promote various Indian tourism products and tourism destinations of the country to increase India's share of the global tourism market.

4.2 Inbound Tourism

According to the World Tourism Organization, the inbound tourism is the activities of the visitor coming to a country outside his usual environment for not more than one consecutive year and not less than 24 hours. The travel is for leisure, business and not for permanent work and gaining money.

Inbound tourism covers all international tourist traffic entering a country. It is also termed as 'export tourism' (India is the export), because although tourists enjoy their travel experience within India, they are paying for it using foreign currency.

Example: German citizen travelling to India would be considered as inbound tourists to India. Tourist requires Entry Visa of our country. They are the biggest source of foreign exchange to our country.



Fig. 4.1: Lotus Temple, Delhi

The top 10 countries including Bangladesh, United States, United Kingdom, Canada and Australia accounted for 65.80% of the total inbound tourist flows in 2017. The introduction of E-Visa has led to a strong surge in the inbound tourism phenomenon since its launch in September, 2014. This scheme has been extended to citizens from 166 countries for visit to India through 28 international airports and 5 sea airports. In 2018, 2.37 million foreign tourists availed the E-Visa facility which represents 39.4% increase over 2017.

Benefits of Inbound Tourism

1. Travel patterns of inbound tourists are not focused only around weekends or strictly seasonality requisites.
2. Spreading risk across a range of international markets can minimize the impact of any changes in the domestic or a single international travel market (ensures you don't have all your eggs in one basket!)
3. Entering into inbound distribution networks opens up novel forms of distribution and opens door to millions of potential travellers worldwide an easy access to your product
4. Inbound travellers provide a higher yield in terms of revenue as they spend, at average, three times more than domestic travellers during their trip.
5. Bookings done by inbound tourist is well in advance as compared to any type of tourist, hence, it gives a scope for better business planning.
6. Inbound tourism creates an opportunity to meet people from a range of diverse cultures and backgrounds creating many lifelong friendships from around the globe.

7. Inbound tourism is an important step towards international integrity and brotherhood. It is a great instrument as a passport to peace.
8. Best international quality accommodation, high hygiene and sanitation standards, safe and secure environment, language interpreter, well planned itinerary are the important requisites of Inbound tourism.

The market of inbound tourism is super-competitive. Not only one has to compete with the travel companies worldwide for similar products, but also competing various against other international destinations.

4.3 Outbound Tourism

WTO defines outbound tourism as phenomenon of resident of one country travelling to another country.

It is exactly opposite to inbound tourism.

Outbound tourism comprises of the activities of residents of a given country travelling to and staying in places outside their country of residence and outside their usual environment for not more than 12 consecutive months for leisure, business and other purposes.

Globalization is a driving force for modern outbound tourism development and pushes the growth rate and creates healthy competition within the sector worldwide.

India is now one of the fastest growing outbound tourism markets in the world, second only to China. The United Nations World Tourism Organization (UNWTO) estimates that India will account for 50 million outbound tourists by 2020. Despite the slowdown due to rupee fluctuations, the Indian outbound numbers have been growing at an average annual growth rate of 10-12% over the last seven years.

Indian spendings outside the country while travelling abroad has doubled in the past 10 years, from \$7.5 billion in 2005 to nearly \$16 billion in 2015. Indian Outbound Tourism Market is expected to surpass US\$ 42 billion by the end of the year 2024.

In the case of long travel destinations, Indians prefer going to United States (US), Australia, Europe, New Zealand, etc.

Thailand, Singapore and Malaysia are the most preferred destinations in Asia.

Saudi Arabia, Dubai, Bahrain and Kuwait are the most preferred destination in Middle East.

Thailand, Singapore and United States are the most favourite tourist destination for Indians.

Recognizing this immense potential in outbound travel from India, more than 70 National Tourist Organizations (NTOs) from around the world have set up local offices in India to aggressively market their country's destinations.

Outbound tourism has a pre-requisite of procuring travel documents before the commencement of journey that includes:

1. Passport.
2. Visa of the country to be visited.
3. Vaccination Medical Certificates as per the country visiting.
4. Travel insurance.
5. Foreign exchange.

4.4 Domestic Tourism

Domestic tourism is the act of travelling for business or leisure within one's home country. According to the UNWTO, a person must be away from their usual place of residence for at least one night to qualify as a domestic tourist.

Domestic tourism is tourism involving residents of one country travelling only within that country. Tourist does not need a passport and visa or conversion of one currency into another. Domestic tourism has greater scope in countries of large dimensions such as India as compared to smaller countries. From a geographical viewpoint, domestic tourism may range from local excursion, regional trips to national level travels.

On the basis of purpose of tour or the motives of tourists, tourism is of three types, viz.,

- (a) Common interest tourism
- (b) Holiday tourism
- (c) Business tourism

In case of common interest tourism, the purpose of visiting of all the visitors is common. Visiting friends and relatives in this type puts very low pressure on the provision of tourist facilities at the destination.

Holiday tourism is the most popular type. A fine weather favourable for sightseeing, touring, recreation and going round different cultural sites are sought after by incoming tourists of this category.

Business tourists travel to boost their business, attend trade fairs and conferences pertaining to commerce or professions. They combine business with recreation using same facilities as provided for holiday tourists.

Example: MICE tourists.

The domestic tourism is at rise because of following factors:

1. Disposal income and availability of leisure time.
2. Desire to pursue pleasure to rejuvenate from a hectic lifestyle.
3. Advancement of technology, and marketing of the destinations by the local travel agents.
4. Availability of the cheap tour packages.
5. Improvement in infrastructural development and mode of travel.
6. Accessible accommodations from budget hotels to star category hotels.

The governments have fully realized the potential of this industry and are helping tourism grow at domestic level. Investment in domestic tourism is creating employment and generating income like other industries.

The origin of the domestic tourism has started with travel for the purpose of pilgrimage to perform rituals as per the customs of the religion. Pilgrimage tourism is the largest form of Domestic tourism.

The functions of domestic tourism is:

- To understand the era of rich history, traditions and cultures
- To creates sense of unity among travellers
- To appreciate regional diversity within the country

A traveller from Pune going for a holiday to Srinagar is a domestic tourist. Traveling within the same country is easier because it does not require travel documents and formalities like vaccinations, health checks and foreign exchange.

Domestic tourism has continued to be an important contributor to the tourism sector of country. As per the data furnished by State/UT Governments and other information available with the Ministry of Tourism, there were 1652.49 million domestic tourist visits all over the country during the year 2017. Domestic travel revenues are estimated at US\$ 215.38 billion in 2018 and are estimated to increase further to US\$ 405.8 billion by 2028.

Domestic tourism has shown a rapid growth over the last few years. A nine times growth of domestic tourism in two decades from 220 million domestic tourist visits in 2000 to a staggering number of 1.65 billion in 2018. The major trigger in this area was religious tourism that is trips made to pilgrimages or religious places which is now accompanied with various latest trends.

It is a fact that a foreign tourist spends more during their visit in comparison to the domestic tourists but the massive volume of domestic tourists contributes enormously making up the difference.



Fig. 4.2: Domestic Tourism

4.5 Mass Tourism

Mass tourism is defined as type of tourism which characterizes travel by groups on pre-scheduled tours, usually managed by the organization of tourism professionals.

This form of tourism was pioneered by Thomas Cook during the second half of the 19th century in the United Kingdom.

1. Industrial revolution started in 1750 AD and continued up to 1850 AD.
2. Industrial revolution made people more comfortable with disposable income at hand. Printing of the currencies made medium of exchange easier. People wanted to know different cultures to understand this they started spending money on travel and thus tourism flourished.
3. Technology had a favourable impact in transportation sector. Modern railways and ships made travelling easy and faster for the people. It expanded the geographies of travel and made travel very cheap and comfortable.
4. In Europe, wealth of middle class increased and they were also educated which helped in increase in travel demand.
5. In 1841, 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 Loughborough and back to attend the rally.
6. A group of 570 participants were booked at the rate of 1 shilling a person for 22-mile round trip. The trip included a band to play songs and music, a picnic lunch of ham as well as afternoon tea.
7. This was the first publicly advertised tour of mass tourism in the world which gave Thomas Cook an idea that selling travel could be a good business making him first travel agent.
8. Later in 1845, Thomas started the railway trips from Liverpool to Paris. The tourist travelled rail to Liverpool and brighten, then took a steamer to Le Haulerin the next trip he started providing accommodation and other facilities to the tourists

9. By 1856, Thomas Cook advertised the first Grand Circular Tour of the continent, including London, Antwerp, Brussels, Waterloo, Cologne, Rhine, Mainz, Paris and back to London which was attended by 1,65000 tourists.
10. There were 1,65,000 present in the GCT, it was so successful, he repeated for 6 weeks later.
11. Mass tourism packages started covering Continental Europe, India, Asia and the Western Hemisphere.
12. The end of World War II also created new infrastructure for the tourists to fulfill the requirement. The size of middle class grew very fast during this time and tourism became part and parcel of life for the rich. Thus, a huge number of tourists started moving outside for tourism in 1960s and grew continuously till 1980s. This exponential growth in tourism started being called as Mass Tourism.

Mass tourism is a historically specific phenomenon that is generally associated with three different elements.

- First and foremost, it is associated with the democratization of leisure and the extension of tourism to all sectors of society. It is in this respect a ‘quantitative notion’ that refers to the proportion of the population participating in tourism or on the volume of tourist activity.
- Secondly, mass tourism is also associated with a particular mode of tourism production that emphasizes economies of scale. Mass tourism involves the industrialization of leisure, the translation of Fordist principles, Cultures of Mass Tourism of accumulation to tourism, including the large replication of standardized products, the reduction of costs and the promotion of mass consumption and spatial and temporal concentration. Cheap package holidays are the most visible manifestation of this mode of production, which is currently being replaced by more sophisticated versions combining economies of scope with economies of scale.

- Finally, mass tourism is associated with a particular tourist sensibility that emphasizes warm climate, coastal pleasures, freedom from the regulated world, relaxation and a party atmosphere.

Advantages of Mass Tourism

- Huge number of jobs is generated by mass tourism in many areas – in the initial construction and operations of the accommodations, transportation, food and beverage services and in other service related industries.
- Local people benefit directly from employment.
- Roads, rail, facilities, electricity services, etc. need to improvize to accommodate the tourists – local people also benefit from these developments.
- Transport facilities are developed.
- The local tax base increases so the local government/council can invest in schools, healthcare and social services.
- Tourists introduce new values and cultures that help in creating cultural understanding.
- It provides huge revenues to the country with a multiplier effect.

Disadvantages of Mass Tourism

- TNCs (Trans National Corporations) from other countries are often involved – this can result in a lot of profits leaving the country.
- Jobs can be seasonal – especially in beach and skiing based resorts, creating unemployment during off season.
- Tourists consume huge amounts of resources including food and water – this type of tourism is particularly unsustainable in this manner.
- Tourists introduce new values and cultures – this causes cultural pollution.
- Land meant primarily for farming is utilized for tourism development.
- Proliferation of touts, pimps, drug dealers and other undesirable types.

7. Due to mass tourists coming in, things begin to get expensive for the locals with 'tourist prices' in force.
8. The peace is disturbed of the monuments; historic sites and wildlife due to busloads of tourists descend upon them.
9. Vandalism and desecration of priceless relics and monuments due to graffiti or etchings by some idiot tourists.
10. Mass tourism leads to the direct degradation, pollution, devastation of components like air, soils, geology, vegetation, water and wildlife.
11. It also becomes a threat for the mountains, inland, coastal and polar ecosystems.



Fig. 4.3: Taj Mahal, Agra

4.6 International Tourism

International tourism refers to tourism that crosses national borders. Globalization has made tourism a popular global leisure activity. International inbound tourists (overnight visitors) are the number of tourists who travel to a country other than that in which they have their usual residence, but outside their usual environment, for a period not exceeding 12 months and whose main purpose in visiting is other than an activity remunerated from within the country visited. An international tourist crosses the boundaries of many countries, uses different currencies, faces different languages and meets different types of people. Usually, international tourism involves longer distances although crossing small countries or travelling in the neighbourhood of international borders may involve short distances.

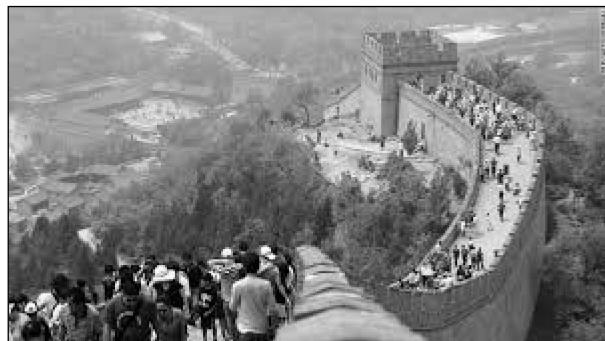


Fig. 4.4: Great Wall of China

International tourism generates globalization in economic, socio-cultural and socio-political processes. It is the impetus to the economic activity which generates Foreign exchange and employments for the residents of the host country. The international tourism has given insight to develop policy to uplift the development of tourism, infrastructural development as per the requirement of the global tourist, conservation of natural flora and fauna and resources, preservation of heritage, local cultures and art to attract tourist from all over the world. The swift development of international tourism helps in strengthening national integration, peace at the global level.

Tourism is a social necessity. The role of the tourist is not just as a visitor to a place of fame. He should consider himself a part and parcel of the place he visits, mingle with the people here and associate himself with their day-to-day life. He should be an Ambassador of goodwill therefore international tourism is not only important for economic proposition but also as a social necessity. There is need for a rational blend of the demand for tourist facilities of very high standard for visitors from wealthy countries and not so wealthy countries. International tourism will create sense of international integrity, respect for each other's cultures and customs; appreciation of the diversity and history of the host nation will create a sense of unity at an international level.

International tourism has varied travel motives like pilgrimage, business, leisure, education, social interactions, cultural exchange, fashion and movies, sports, visiting friends and relatives, medical treatments offering the global traveller an opportunity to explore the sacred and the secular attractions all over the world. Improve facilities for travel by all modes – air, rail, road and

sea, reasonably priced and clean accommodations and supply of good quality food are the pre requisites for tourism development whether it is international or domestic tourism. The culturally different tourist is the target of the international tourism industry. Currently Asia is the major international market generating tourism around the world. New emerging markets are Central and Eastern European as well as Latin American.

The Airports Authority of India aims to start operating 250 airports across the country by 2020. As of December 2018, there were 102 operational airports in India.

4.7 Summary

The travel and tourism sector holds strategic importance in the Indian economy providing several socio-economic benefits. The inbound tourism gets traveller from all over the world giving foreign income to the country visited by the tourist. The outbound tourism gives a traveller exposure to the historical places, culture, traditions, Art of the host country and creates a sense of belonging as global citizens of the 20th century. Domestic tourism is the act of travelling for business or leisure within one's home country. Domestic tourism has greater scope in countries of large dimensions such as India as compared to smaller countries. From a geographical viewpoint, domestic tourism may range from local excursion, regional trips to national level travels. Mass tourism refers to popular forms of leisure tourism pioneered in southern Europe, the Caribbean, and North America in the 1960s and 1970s. Mass tourism means gathering of large number of people with varied tourism motives in mind. A number of factors made possible the emergence of mass tourism including innovations in transport, the consolidation of a welfare system, the increase in real income, the reorganization and rationalization of time and the improvement of international relations. International tourism refers to tourism that crosses national borders. Globalization has made tourism a popular global leisure activity

4.8 Abbreviation/Keywords

- **MoT:** Ministry of Tourism.
- **UN-WTO:** United Nations World Tourism Organization.

- **DTVs:** Domestic Tourist Visits.
- **TNCs:** Trans National Corporations.
- **GCT:** Grand Circular Tour.
- **FTAs:** Foreign Tourist Arrivals.
- **FEE:** Foreign Exchange Earnings.
- **Inbound Tourism:** Inbound tourism covers all international tourist traffic entering a country. It is also termed as ‘export tourism’.
- **Domestic Tourism:** Domestic tourism is the act of travelling for business or leisure within one’s home country.
- **Mass Tourism:** Mass tourism is defined as type of tourism which characterizes travel by groups on pre-scheduled tours, usually managed by the organization of tourism professionals.

4.9 Learning Activity

1. On tourist map of India highlight famous sites for Domestic tourism.

2. Prepare the collage of Famous International tourist Destinations.

4.10 Unit End Exercise (MCQs and Descriptive)

A. Descriptive Type Questions

1. Write a short note on Mass Tourism.
2. Distinguish between Domestic Tourism and International Tourism.
3. Describe in brief any four famous pilgrimage places in India.

4. Suggest the suitable ways to improve Inbound Tourism in India.
5. Differentiate between Inbound Tourism and Outbound Tourism.

B Multiple Choice/Objective Type Questions

1. _____ tourism is the activities of the visitor travelling to a place outside his usual environment for not more than one consecutive year and not less than 24 hours.

(a) Outbound	(b) Inbound
(c) Domestic	(d) International
2. _____ refers to tourism that crosses national borders.

(a) Inbound Tourism	(b) Outbound Tourism
(c) Domestic Tourism	(d) International Tourism
3. _____ is the act of travelling for business or leisure within one's home country.

(a) Inbound Tourism	(b) Outbound Tourism
(c) Domestic Tourism	(d) International Tourism
4. Chinese citizen travelling to India would be considered as _____ for Italy.

(a) Inbound Tourist	(b) Domestic Tourist
(c) Outbound Tourist	(d) International Tourist
5. German citizen travelling to India would be considered as _____ to India.

(a) International Tourist	(b) Outbound Tourist
(c) Domestic Tourist	(d) Inbound Tourist

Answers:

1. (b), 2. (d), 3. (c), 4. (c), 5. (d).

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UNIT 5 TYPOLOGY OF TOURISTS

Structure:

- 5.0 Learning Objectives
- 5.1 Introduction
- 5.2 Importance of Typology
- 5.3 Basis for Categorizing Typology
- 5.4 Plog's Tourist Typology (1967)
- 5.5 Cohen's Tourist Typology (1972)
- 5.6 Perreault, Dorden and Dorden Tourist Typology (1979)
- 5.7 Westvlaams Ekonomisch Studies Bureau Tourist Typology (1986)
- 5.8 Gallup and American Express Tourist Typology (1989)
- 5.9 Smith's Tourist Typology (1989)
- 5.10 Summary
- 5.11 Key Words/Abbreviations
- 5.12 Learning Activity
- 5.13 Unit End Exercise (MCQs and Descriptive)
- 5.14 References

5.0 Learning Objectives

After studying this unit, you will be able to:

- Make students understand the basic concept of tourist typology.
- Make the student familiar with different types of tourists on the basis of their psychology.
- Develop understanding about Plog's typology and tourist typology proposed by other authors.

5.1 Introduction

Typology is defined as the study, classification and interpretation of types of people, religions and symbols in the field of archaeology, psychology or social sciences.

Tourist typology is defined as descriptor of distinctive forms of tourist consumer behaviour reflecting different motivations, interests and styles of travel of the tourists.

The end of World War II ignited the process of typology which created scientification of tourism that helped in speedy progress of it. There are many types of tourists who have different demands of a destination. Tourist typologies are descriptors of distinctive forms of tourist consumer behaviour. They reflect different motivations, interests and styles of travel on the part of tourists.

Tourist typology divides the tourists into the different groups and finds out the precise needs of tourist.

5.2 Importance of Typology

- Helps to increase understanding of consumer behaviour in tourism.
- Finds out what the specific tourist want.
- Helps in more effective and comprehensive formulation of tourism policy.
- Influences important decisions on pricing, product development, promotional media and distribution channels.

- Helps in defining the market segmentation techniques.
- Assists in predicting the future trends of tourist behaviour

5.3 Basis for Categorizing Typology

Most of the typologies attempt to categorize tourists together on the basis of:

1. Destinations: The categorization is done on the basis of following criteria:

Tourists' personalities, modes of travel, tourists behaviour, tourists lifestyles and value systems (psychographic research).

Example: Adventurers, worriers, dreamers, economists, etc.

2. Activities while on holiday:

Example: Adventurous, wine tasting, culinary exposure, etc.

3. Motives of travel:

Example: Business, leisure, health, spirituality, etc.

4. Travel characteristics and motivation:

Example: Organized mass tourist, individual mass tourist, drifter, explorer, etc.

5.4 Plog's Tourist Typology (1967)

Stanley Plog projected a model in the year 1967-1977 which was considered as one of the best-known models in the travel and tourism field. He proposed that destinations see rise and fall in popularity because of their appeal to specific types of tourists over the time, and follow a relatively predictable pattern of growth and decline in popularity. Plog defined and demarcated the types of tourists according to psychographic traits, personality-based along a variety in a bell-shaped, normally distributed curve. His tourist typology proposed in the model labels the characteristics of a destination and activities over there that are preferred by tourists while on vacation.

Plog's model has been referred and applied for planning and designing tourism infrastructure and marketing projects. Many researchers have tested the model's ability to predict the choice patterns of people for different kinds of destinations.

5.4.1 History of Plog's Model

1. A consulting project was consigned Plog's market research company Behaviour Science Corporation (BASICO) in the year 1967 which put forth the core concepts in the model.
2. In the year 1972, Plog presented the model in a conference at the Southern California Chapter of the Travel Research Association.
3. Plog's model was published and circulated as an article in 1974 titled, "Why Destination Areas Rise and Fall in Popularity," in a periodical Cornell Hotel and Restaurant Administration Quarterly.
4. With the introduction of commercial jet airplanes, the new capacity for the airlines developed drastically and forecasted a high volume of air travel growth.
5. 16 domestic and international airlines, airframe manufacturers, and various magazines sponsored Plog's research in order to understand the mind-set and behaviour of certain segments of travellers.
6. The main purpose of the research was to identify what companies could do to broaden the base of the travel market so as they can successfully turn more non-flyers into flyers.
7. A registered study was conducted consisting of a qualitative phase based on face-to-face personal interviews with flyers and non-flyers and a quantitative test using a national sample of 1,600 in-home surveys.
8. The output from the research was the outlining of a personality-based, psychographic typology of travellers.

5.4.2 Plog's Classification of Tourists

Plog classified tourists in three categories:

Allocentric (The Wanderers):

1. A tourist looking for new experiences and adventure in a wide range of activities.
2. He has outgoing personality and is self-confident in behaviour.
3. He prefers to fly and to explore new and unusual areas before others do so.
4. They are prepared to take risks in searching for new cultures and places.
5. They enjoy meeting people from foreign or different cultures.
6. They prefer good hotels and food, but not necessarily modern or chain-type hotels.
7. Allocentrists like to opt for tour package providing basics such as transportation and hotels but avoid a structured itinerary.
8. They like to have freedom to explore an area, choose their own activities, make own arrangements and decide places of tourist attractions to visit.

Psychocentric (The Repeater):

1. A tourist in this category is usually non-adventurous.
2. They prefer to return to familiar travel destinations where they can relax and know what types of food and activity to expect.
3. They are better-off in surroundings where there are many similar minded tourists.
4. These tourists prefer to privately drive to destinations, reside in typical accommodations and consume food at family-type restaurants.
5. They do not take risk and stick to the referred or experienced product.
6. They are inward-looking people and conservative in their choice.

Mid-centric (Combination):

1. This category of tourists covers the ones who swing between the above said two types.
2. Plog also suggested a number of intermediate categories such as:
 - (i) **Near-psychocentrics:** Tourists have major traits of Psychocentric and minor traits of Allocentric.

- (ii) **Mod-centric**: They have same weightage of the traits of Psychocentrics and Allocentrics.
- (iii) **Near-allocentrics**: Tourists have major traits of Allocentric and minor traits of Psychocentric.

According to Plog's model, destinations typically move through the range of allocentric-psychocentric, demarcating the various tourist types.

5.4.3 Ideology of Plog's Tourist Typology

The pioneer tourists who "discover" a new destination are the allocentrics. These allocentrics enjoy visiting unusual destinations, so they prefer isolated, no touristy, novel locations that are unknown to most people.

Allocentrics after experiencing start telling or sharing their experiences to other people about the vacations they had, i.e., word-of-mouth marketing or publicity. They recommend this exotic place they visited.

The resultant is a larger number of people travelling to this still underdeveloped tourism destination, known as near-allocentrics.

Eventually, the destination becomes more popular among travellers, better tourist infrastructure is developed and provided which channelize increase in marketing and promotion activities. Mid-centric begin visiting the destination. The continuing increase of tourist arrivals at the destination encourages further development of hotels, restaurants, shops, scheduled tours, and other tourist-oriented business that charge higher prices.

Resulting to this, allocentrics are waived off by the destination due to loss of sense of novelty and unique atmosphere of the destination, some near-allocentrics still continue visiting the area.

Then further the destination touches a point where it becomes broadly popular with a well-developed image becoming the preferred choice for mass tourism.

Plog's model states as the tourist destination becomes full of tourist and commercialized, the number of near-allocentrics visiting decreases and the destination becomes more appealing to near-psychocentrics.

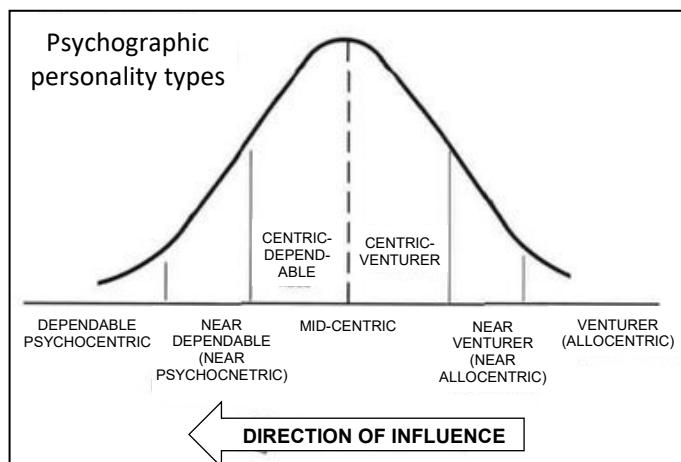
The area eventually loses the lux and becomes routine goes through attraction or choice fatigue and loses its positioning in the tourism market, gradually reducing the total tourist arrivals over the years, and the destination moves toward the psychocentric end of the continuum.

Psychocentrics then become the main type of visitors, since they prefer destinations that are well known with ample of the services, facilities, and activities.

However, because psychocentrics constitute a small proportion of the overall tourism market, the destination has few visitors than before, losing its popularity.

According to Plog, the final result of this process lead to price reduction to remain competitive against competitors, contributing to the decline and finally demise of the destination.

To conclude, destinations that become successful in the tourism market also carry with them the seeds of their own potential destruction, because such places tend to become more commercialized, overdeveloped, and ultimately lose the qualities that originally were attracting the tourists and finally get destructed.



Note: Percentage of Population on X-axis and Destination Span on Y-axis

Fig. 5.1: Psychographic Personality Types

5.4.4 Significance of Plog's Model

- Plog's model is considered inspirational and has been widely cited in the tourism literature.

- It has a spontaneous appeal and simplicity, the model is always published in most tourism and hospitality textbooks worldwide.
- Plog's model is still being used as conceptual framework and is still subject to academic scrutiny, as attested in recent journal publications.
- The fundamental implications of Plog's model seem to remain valid even after more than 40 years.
- Plog's notes guides destinations' managers not to let unfocused development trample the beautiful areas that appealed to tourists originally.

5.5 Cohen's Tourist Typology (1972)

Cohen described two types of tourist as –

1. Institutionalized tourists:

- Organized mass tourists
- Individual mass tourists

2. Non-institutionalized tourists:

- Explorer
- Drifter

Cohen divided tourists in four categories:

(i) Organized mass tourists: Organized mass tourists are the tourist who believes in buying holiday packages to popular destination and like to travel with a large group to tourists in charter buses or tourist coaches. The tour should characterise with a fixed predetermined itinerary. They usually take up Western style accommodations and love to stay besides their hotel or beach rather than isolated or adventurous places. They make few decisions about their holidays.

They remain in their environmental bubble disconnected from the host community.

- (ii) **Individual mass tourist:** Individual mass tourists are similar to organized mass tourist who prefer utilizing the facilities provided by the tour operator but wish to have some liberty in regulating their itinerary. They also stick to use of institutional services of the tourism system like centralized booking, scheduled flights etc. but wish to have a flexible package that will allow them freedom. For example, they may reside in the same hotel as a base along with the mass organized tourists but will hire a separate car for their own trips and visit the destinations enlisted for sightseeing instead of travelling in a tourist bus.
- (iii) **Explorer:** Explorers are the tourist with adventurous philosophy. They are the set of tourists who wish for newness along with comfort. They arrange their trips personally relying on modern amenities and endeavour to get off the beaten track. Explorers plan and make their own travel arrangement and consciously avoid contact with other tourists but still recourse with them at comfortable tourist accommodation. They are motivated to get associated with the local people, speak language of the host community but believe in retaining certain level of their personal routine lifestyle, comfort and security.
- (iv) **Drifter:** Drifters do not have any planned itinerary and choose their destinations and accommodation on a whim. They are the category of tourists who pursue innovations even at the cost of their discomfort and risk or danger. They usually avoid contact with other tourists or tourist establishment and get immersed totally in the local society. They stay for a longer term, adopt the practices of the community especially lower socio income groups, in order to become accepted by them.

Cohen also summarised five modes of touristic experience:

- (i) **Recreational tourist:** These are the individuals emphasizing on physical recreational activities.
- (ii) **Diversionary tourist:** These are the individuals who search for ways of coming out of their everyday life at home.
- (iii) **Experiential tourist:** These are individuals who search for authentic experiences.

- (iv) **Experimental tourist:** These are individuals who primly intent to be in contact with local people.
- (v) **Existential tourist:** They are the one who wish to become totally immerse in the culture and lifestyles of the holiday destination.

5.6 Perreault, Dorden and Dorden Tourist Typology (1979)

1. **Budget travellers:** Tourists will average income and who prefer vacations with low-cost budget.
2. **Adventurous tourists:** Tourists who are well-educated and financially sound. They are inclined towards adventurous holidays.
3. **Homebody tourists:** Tourists with a introvert psychology who are in a cautious mode in taking holidays but do not like to discuss their vacation with other people and plan it by themselves.
4. **Vacationers:** They are relatively small group that spent lots of time thinking about their next holiday and are active people with lower paid jobs.
5. **Moderates:** They have a high tendency to travel but are not interested in weekend breaks or sports.

5.7 Westvlaams Ekonomisch Studies Bureau Tourist Typology (1986)

1. **Active sea lovers:** They are the one who always wish to take a holiday to a coastal destination with a beach nearby.
2. **Contact-minded holiday-makers:** They are outgoing personalities who likes making new friends during holiday and appreciate the hospitality of the local people.
3. **Nature viewers:** They are the one who wish a good hospitality by the host population while relishing beautiful nature, views and landscapes.
4. **Rest-seekers:** They believe in a holiday which is solemnly to rest and relax.

5. **Discoverers:** They like meeting different people and go for a blend of culture and adventure destination.
6. **Family-orientated sun and sea lovers:** They are the largest chunk of tourists who have family values and enjoy vacations together indulge in children friendly activities especially beach sports, etc.
7. **Traditionalists:** They are also family oriented and stick to familiar or popular destination, gives more weightage to safety and security. They try to avoid adventures or surprises.

Dalen Tourist Typology (1989)

Dalen put forth his theory about categorization of tourist in 1989 according to which the tourists can be classified as follows:

1. **Modern materialists:** They are the hedonist fun loving people who like socialized partying, drinking and dinning. They love to impress people by showing off the after effects of their vacation like getting a tan when they go home.
2. **Modern idealists:** They are conservative tourists who also seek excitement and entertainment but are more intellectual than the modern materialists. They like privacy and avoid mass tourism or fixed itineraries.
3. **Traditional idealists:** They are the set of old fashioned tourists who demand quality, culture, heritage, famous places, peace and security.
4. **Traditional materialists:** They are the one who continuously look for special tour offers and discounted prices, and have a deep concern about personal security.

5.8 Gallup and American Express Tourist Typology (1989)

They categorized the tourists as follows:

1. **Adventurers:** They are self-governing, independent and confident tourists who like to exploring new thrilling or different activities.

2. **Worrier:** They are the ones who are more keen and bothered about safety, security and the stress during the travel and vacations.
3. **Dreamers:** They are the most expressive tourists who are fascinated by the idea of travel and visiting destination; they read and talk a lot about their travel experiences and different destinations.
4. **Economizers:** They are the category of tourist who believes travel is a routine opportunity for relaxation rather than as a special part of their life, and wish to enjoy holidays at an economical or lowest possible price.
5. **Indulgers:** They are the class of tourists who always like to be pampered when they are on holiday.

5.9 Smith's Tourist Typology (1989)

Smith divided tourist in seven categories:

1. **Explorer:** They are like anthropologists who love to explore new destinations. They like to adopt the lifestyle of their hosts and live as one of them.
2. **Elite tourists:** They are experienced frequent travellers who are rarely seen. They take up the expensive tailor-made tours with pre-arranged facilities.
3. **Offbeat tourists:** They are vagabond kind of tourist who always wants to be away from tourist crowds. They believe in doing something beyond norms.
4. **Unusual tourists:** These are less in number who prefer to travel in an prearranged tour. They buy an optional one day package of organized tours to experience local culture.
5. **Incipient mass tourist:** It is steady flow of people seeking western amenities and comfort at an established destination where tourism is in developing stage.
6. **Mass tourists:** These are the visitors of middle income who prefer to visit in groups and expect a homely kind of experience.

7. **Charter tourists:** They have no interest in the destination and exhibit minimal involvement with people and culture of the locals. They are more keen in entertainment, food and accommodation. They too demand the western amenities.

5.10 Summary

Tourist typology is defined as descriptor of distinctive forms of tourist consumer behaviour reflecting different motivations, interests and styles of travel of the tourists.

The typologies categorize tourists on the basis of: destinations, activities while on holiday, motives of travel, travel characteristics and motivation, independent travel versus package holidays.

Plog's tourist typology was developed during a consulting project consigned to Plog's market research company Behaviour Science Corporation (BASICO) in the year 1967 which put forth the core concepts in the model which was the outlining of a personality-based, psychographic typology of travellers. Plog classified tourists in three categories: Allocentric (The Wanderers), Psycho-centric (The Repeater), Mid-centric (Combination). It concluded that destinations that become successful in the tourism market also carry with them the seeds of their own potential destruction, because such places tend to become more commercialized, overdeveloped, and ultimately lose the qualities that originally were attracting the tourists and finally get destructed.

Cohen's Tourist Typology (1972) described two types of tourist as Institutionalized tourists: Organized mass tourists and Individual mass tourists and Non-institutionalized tourists: Explorer and Drifter.

Perreault, Dorden and Dorden Tourist Typology (1979) categorized tourists as Budget travellers, adventurous tourists, homebody tourists and moderates.

Westvlaams Ekonomisch Studies Bureau Tourist Typology (1986) categorized tourists as active sea lovers, contact-minded holiday-makers, nature viewers, rest-seekers, discoverers, family orientated sun and sea lovers and traditionalists.

Dalen put forth his theory about categorization of tourist in 1989 according to which the tourists can be classified as follows: Modern materialists, Modern idealists, Traditional idealists and Traditional materialists.

Gallup and American Express Tourist Typology (1989) categorized the tourists as follows: Adventurers, Worrier, Dreamers, Economizers and Indulgers.

Smith's Tourist Typology (1989) divided tourist in seven categories: Explorer, Elite tourists, Offbeat tourists, Unusual tourists, Incipient mass tourist, Mass tourists and Charter tourists.

All the different tourist typologies helps to increase understanding of consumer behaviour, intimate the specific tourist want, helps in more effective and comprehensive formulation of tourism policy. It also influences important decisions on pricing, product development, promotional media and distribution channels. It defines the market segmentation techniques and predicts the future trends of tourist behaviour.

5.11 Key Words/Abbreviations

- **Charter Tourists:** They have no interest in the destination and exhibit minimal involvement with people and culture of the locals. They are more keen in entertainment, food and accommodation. They too demand the western amenities.
- **Offbeat Tourists:** They are vagabond kind of tourist who always wants to be away from tourist crowds. They believe in doing something beyond norms.
- **Indulgers:** They are the class of tourists who always like to be pampered when they are on holiday.
- **Discoverers:** They like meeting different people and go for a blend of culture and adventure destination.
- **Vacationers:** They are relatively small group that spent lots of time thinking about their next holiday and are active people with lower paid jobs.
- **Existential Tourist:** They are the one who wish to become totally immerse in the culture and lifestyles of the holiday destination.

- **Mid-centrics:** They have same weightage of the traits of Psychocentrals and Allocentrals.
- **Allocentric:** They like to opt for tour package providing basics such as transportation and hotels but avoid a structured itinerary.
- **Typology:** Typology is defined as the study, classification and interpretation of types of people, religions and symbols in the field of archaeology, psychology or social sciences.
- **BASICO:** Behaviour Science Corporation.

5.12 Learning Activity

1. Draw a tabular presentation of all the tourist typologies.

2. Develop a tourist typology of any types for a tourism market near your location.

3. Draw a chart demonstrating the various tourist typology.

5.13 Unit End Exercise (MCQs and Descriptive)

A. Descriptive Type Questions

1. What is Typology? Write down the importance of typology.
2. Discuss the basis of categorizing tourists for tourism typology.
3. Explain Plog's tourist typology and its significance.
4. Write short notes on:
 - (a) Smith's Tourist Typology.
 - (b) Gallup and American Express Tourist Typology.

5. Explain tourist typology stated by Westvlaams Ekonomisch Studies Bureau.
6. Explain the ideology of Plog's tourist typology model.

B. Multiple Choice/Objective Type Questions

Answers:

1. (a), 2. (d), 3. (a), 4. (a), 5. (d).

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UNIT 6 TOURISM FROM PAST

Structure:

- 6.0 Learning Objectives
- 6.1 Introduction
- 6.2 History of Tourism through Ages
- 6.3 Silk Route
- 6.4 Grand Tours
- 6.5 Summary
- 6.6 Key Words/Abbreviations
- 6.7 Learning Activity
- 6.8 Unit End Exercise (MCQs and Descriptive)
- 6.9 References

6.0 Learning Objectives

After studying this unit, you will be able to:

- Connect tourism through history.
- Explain the growth of tourism.

6.1 Introduction

The word ‘tour’ is derived from the Latin word *tornus*, meaning ‘a tool for making a circle’. Tourism may be defined as the movement of people from their normal place of residence to

another place (with the intention to return) for a minimum period of twenty-four hours to a maximum of six months for the purpose of leisure and pleasure. Before the wheel was invented, people undertook journeys on animals such as horses, camels, and elephants. In those days, they used to travel in groups called caravans for safety. However, there was a limit to the distance they could cover in a day. At nightfall they avoided travel due to the fear of wild animals and bandits, and also because of animal fatigue. The traveller of the past was a Pilgrim, merchant, scholar, a wander searching for new things. The tourism industry evolved gradually through ages today the purpose of the travel is also changed for many reasons. The real boost to this industry was invention of wheel and industrial revolution from there on the surge in travel is still on for different needs and preferences of the traveller.

6.2 History of Tourism through Ages

Early Travel

Early peoples tended to stay in one place. Travel was essentially to seek food or to escape danger. The Bible, however, makes reference to travel for purposes of trade. In ancient times, we began to see the development of routes for the purpose of facilitating trade and the creation of specialized, if somewhat crude, vehicles specifically for travelling. The growth of cities along water ways, such as the Nile River and the Mediterranean Sea, encouraged the development of water travel.



Fig. 6.1: The Egyptians Pyramid

The Empire Era

Egyptians

To accommodate travellers on official business, hospitality centres were built along major routes and in the cities. Egyptians also travelled for pleasure, and public festivals were held several times a year. Travel also satisfied people's curiosity. The earlier Pharaohs used the good building stone of the Nile to construct great tombs and temples as early as 2700 BCE. Over a thousand years later, the Egyptians found themselves surrounded by this historical treasure chest.

Assyrians and Persians

Assyria comprised the area now known as Iraq. As the empire expanded, it brought development of the conditions necessary for travel. At the peak of the Egyptian era, travel for both business and pleasure began to flourish. Travel was necessary between the central government and the outlying territories. Persian Gulf in the east, the means of travel was improved, largely for military use. Roads were improved. Markers were established to indicate distances, and posts and wells were developed for safety and nourishment. Even today, we see the influence of military construction aiding pleasure travel. The recently completed United States interstate highway system was developed initially to facilitate transportation in the event of a national emergency. The Assyrian military travelled by chariot, others by horse, while the donkey was the principal mode of transportation of the common people. The Persians, who defeated the Assyrians, continued improvements in the travel infrastructure. New kinds of wagons were developed including a four-wheeled carriage for the wealthy.

Greeks

While previous civilizations had set the stage for the development of travel, it took the Greeks and, later, the Romans to bring it all together. The Greeks continued in the tradition of the great traders. Because water was the most important means of moving commercial goods, Greek cities grew up along the coast, thus ensuring that travel was primarily by sea. Travel for official business was less important as Greece was divided into city-states that were fiercely independent. Pleasure travel did exist in three areas: for religious festivals, for sporting events (most notably the Olympic Games), and to visit cities, especially Athens. Travel was advanced by two important developments. First, through currency exchange. Previously travellers would pay their way by

carrying various goods and selling them at their destination. The money of Greek city-states was now accepted as international currency, eliminating the need to travel with a retinue of goods. Second, the Greek language spread throughout the Mediterranean area, making it easier to communicate as one travelled.

Romans

Travel flourished in Roman times for several reasons. The control of the sprawling Roman Empire stimulated trade and led to the growth of a large middle class with the money to travel; Roman coins were all the traveller had to carry to finance the trip; the means of transportation, roads and waterways, were excellent; communication was relatively easy as Greek and Latin were the principal languages; and the legal system provided protection from foreign courts, thereby ensuring the safety of the traveller. The sporting games started by the Greeks were copied in the fights-to-the-death of the Roman gladiators. Sightseeing was also popular, particularly trips to Greece. Greece had recently become a part of greater Rome and was now the place to see. Pausanias, a Greek, wrote a 10 volume guide to Greece, aimed at Roman tourists; in 170 CE. In his 10 volumes, he describes in great detail the monuments, sculptures and the stories and myths behind them. Touring was also popular to Egypt, site of the Sphinx and the Pyramids, and to Asia Minor, scene of the Trojan. A final development was that of second homes and vacations associated with them. Villas spread from Rome south to Naples, near the sea, to the mountains, and to mineral spas.

Europeans

Pilgrims: As the Roman Empire collapsed in the 5th century, roads fell into disuse and barbarians made it unsafe to travel. Whereas a Roman courier could travel up to 160 kilometres a day, the average daily rate of journey during the middle Ages was 32 kilometres. It was not until the 12th century that the roads became secure again. This was due to the large numbers of travellers going on pilgrimages. Pilgrims traveled to pay homage to a particular site or as an atonement for sin. Those who heard confessions often required the sinner to travel barefoot. In other cases, pilgrims journeyed to fulfill a promise made when they were sick. Sir John Mandeville is credited with writing a fourteenth-century manual for pilgrims to the Holy Land. In

it, we see the early signs of the destructive nature of tourists. Beginning in 1388 King Richard II required pilgrims to carry permits, the forerunner of the modern passport.



Fig. 6.2: Europeans – Pilgrims

Renaissance: The next important factor in the history of travel was the Renaissance. As society moved from a rural to an urban base, wealth grew and more people had the money to travel. Pilgrimages were still important although journeys to Jerusalem declined because of the growth of Protestantism in Europe. The impetus to travel in order to learn was aided by the arrival of Renaissance works from Italy. Stable monarchies helped assure travellers' safety, although, as can be seen in the writings of this 16th-century traveller, certain precautions still had to be taken.

The Victorian Age

In the late 18th and early 19th centuries, two major factors affected the development of tourism. Increased industrialization accounted for both of them. First, the Industrial Revolution accelerated the movement from rural to urban areas. This produced a large number of people in a relatively small area. The desire to "escape", even for a brief period, was present. Associated with this was the development of steam engines in the form of trains and steamships. This allowed the means to escape.

Because of the proximity of the coast to the major urban areas, it was only natural that train lines were extended in these directions. However, the vast majority of visitors to the seaside were

day-trippers. It was well into the second half of the nineteenth century that the working classes were able to get regular holidays and sufficient income to use their leisure time to travel.

Development of spas: The development of spas was largely due to the medical profession, which, during the 17th century, began to recommend the medicinal properties of mineral waters. The idea originated, however, with the Greeks. The Roman Empire in Britain associated health with baths and springs. The word “spa” in fact comes from “espa”, meaning a fountain, and was taken from the Belgian town of Spa.

Spas on the continent of Europe were developed 200 to 300 years before their growth in England. Development occurred because of three factors: the approval of the medical profession; court patronage; and local entrepreneurship to take advantage of the first two.

Patronage by court figures helped establish spas as the “in” place to be. Today, we talk in tourism about “mass follows class”, the idea that the masses are influenced in their choice of vacation spot by where people influential to them visit. Today, film stars seem to have taken over the role of influencer once enjoyed by royalty.

The number of people who could afford to “take the waters” was rather small. By the end of the 17th century, the influence of the medical profession had declined and spas were more for entertainment than for health. Their popularity continued, however, into the 19th century. It is still possible today to drink from the mineral waters at Bath in England, while Hot Springs and Glenwood Springs in the American states of Arkansas and Colorado, respectively, still attract many visitors. Additionally, many Eastern European towns proclaim the beneficial effects of mud packs and hydrotherapy.

Growth of Seaside Resorts: The medical profession, the British court, and Napoleon all helped popularize the seaside resort. The original motive for sea bathing was for reasons of health. Dr. Richard Russell argued that sea water was effective against such maladies as cirrhosis, dropsy, gout, gonorrhea, and scurvy, and he insisted that people drink a pint of it daily. It is worth noting that the good Dr. Russell was a physician in Brighton, a resort close to London and on the water!

Brighton's fame was assured after the patronage of the Prince Regent, who later became George IV. Similarly, Southend and Cowes are associated with Princess Charlotte and Queen Victoria, respectively.

The growth of the seaside resort was stimulated by the French Revolution and the Napoleonic Wars. It will be recalled that both contributed to the demise of the Grand Tour. Those who would have taken the Grand Tour could not travel to the Continent. The now fashionable seaside resorts were the alternative.

Indian Civilization

Indian civilization, also one of the oldest civilizations in the history of mankind has been explored by various travellers and traders. Though ancient written records B.C could not be traced, few books and records lead us through the ancient discovery of India through travellers' perspective.

- 1. 40-70 AD:** Anonymous Author of *The Periplus of the Erythaen (Red) Sea: A Merchant Handbook*, written apparently by an Egyptian Greek, about trade routes through Red Sea and involving both East Africa and India. It includes extensive information on ports and products in India.
- 2. 629-645 AD:** Xuan Zang (Hsuan-Tsang), a Chinese Buddhist monk and translator travelling over the HinduKush to India. He returned to China via southern route. His travel and story became fantastic legends.
- 3. 518-521 AD:** Song Yun (Sung Yun)/Huisheng was sent on a mission by the Empress Dowager to obtain the Buddhist scriptures in India in 518. He travelled through Taklamakan Dessert, then further West into HinduKush, Kabul and Peshawar.
- 4. 713-741 AD:** Hui Chao was a Korean monk but grew up in China. He travelled to India via sea route. He visited various Buddhist kingdoms in India. His book '*The Record to Five Indian Kingdoms*' provided valuable information on the Islamic and Buddhist distribution among the central Asian Kingdoms during 8th century.
- 5. 1316-1330:** Odoric of Pordenone, a Franciscan monk who travelled via Constantinople and the Black Sea to Persia, and then via Indian Ocean to India 21 in the early 1320s. His

lengthy travel account which he dictated in 1930 became a “best seller” because of its authentic information.

6. **1466-1472:** Afanasli Nikitin, a merchant from Russian city of Tver who travelled through Persia to India. His travelogue describes India.
7. **1490-1530:** Babur, the great, great, great – grandson of Timur, Zahiruddin Muhammad Babur, wrote a stunning memoir of his early life and struggles in Central Asia before finally settling down in Northern India and founding Mughal Empire. He wrote extensive descriptive sections on the physical and human geography, the flora and fauna, nomads in their pastures and urban environments enriched by the architecture.
8. **1579-1584:** John Newbery, a London merchant, he undertook three trips. On the third trip, he reached Mughal Court in India. He never wrote much about his travel trips.
9. **1583-1591:** Ralph Fitch, an English merchant who travelled with John Newbery to India. The Indian section of Fitch’s writing is not organized and haphazard. Clearly, he must have known a lot more than what made its way into the writing.
10. **1602-1607:** Benedict Go, from Portuguese, in 1554, joined a mission to meet the Mughal Emperor Akbar. He wrote the travel notes and letters describing his journey. His account is an unique record by an European to travel on the overland trade routes in inner Asia at the beginning of 17th century. The account details human and natural treats to travel and other aspects of the inner Asian trade.
11. **1615-1616:** Richard Steele and John Crowther, agents for the British East India Company, travelled from Agra, the Mughal Capital to Kandahar. Their account highlights important overland trade routes, avoiding Portuguese controlled areas in India.

Even in the period of Mughal Empire, Emperor Akbar built Sarais from Northern to Central India where Mughal Kingdom was spread. This system continued and functioned well till Aurangzeb ruled the Mughal Kingdom. Later, with the decline of Mughal Empire due to lack of maintenance and shortage of funds, many Sarais were either abandoned or closed down.

With the end of Mughal Empire in India, the British East India Company spread her wings all over the India and slowly British started replacing old federal system of small kingdoms then

existed in India. India being a vast country, distances to travel from East to West and North to South were enormous. The one who wishes to rule such a huge country needs to have faster and easier communication from one end to the other. So, to facilitate their rule in India, British developed roads and faster means to travel.

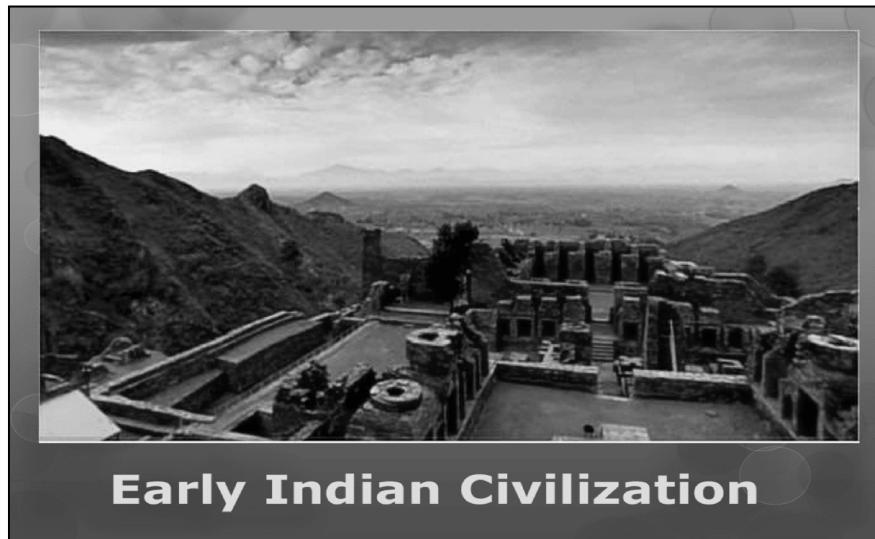


Fig. 6.3: Early Indian Civilization

6.3 Silk Route

One of the most ancient trade routes in the history of civilization, the Silk Route was full of promises for traders once. The land route connecting East to West in 2000 BC was called the silk Route. Now, it is the epitome of adventure for tourists wishing to walk the route, explore it and revel in its many treasures. Not a single route or road, the Silk Route was a collection of routes linking the many cities and towns that traded with each other for silk, precious stones, gold and silver as well as spices and ivory. The travel was risky yet rewarding. It was named Silk Route as traders from as far as Rome to venture across inhospitable deserts and mountains to China in search of the precious and marvellous Chinese silk.

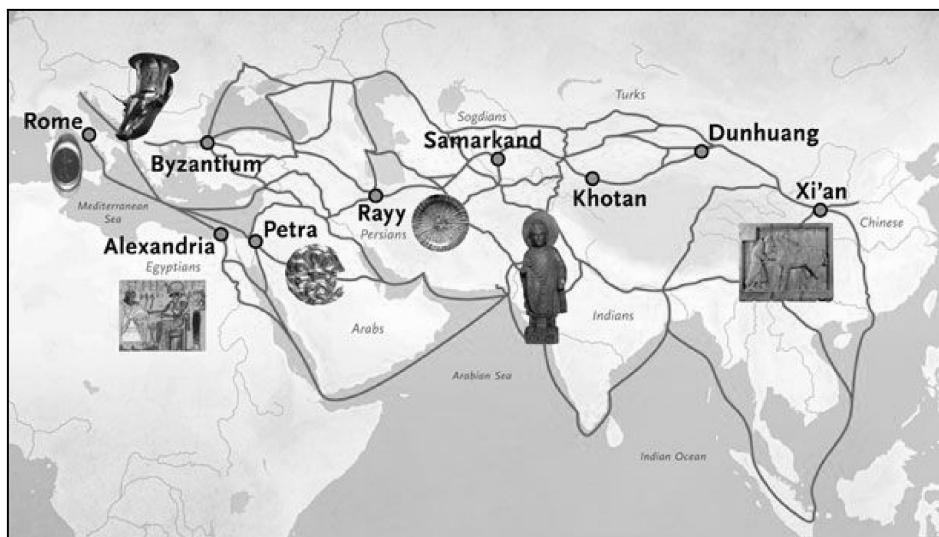


Fig. 6.3: Silk Route

6.4 Grand Tours

The beginning of the 16th century saw a new age of curiosity and exploration that culminated in the popularity of the Grand Tour. This was initially a 16th-century Elizabethan concept brought about by the need to develop a class of professional statesmen and ambassadors. Young men accompanied ambassadors throughout Europe in order to complete their education.

The practice developed into the 17th and 18th centuries until it became almost routine. No gentleman's education was complete until he spent from one to three years travelling around Europe with a tutor. This practice was undoubtedly influenced by the writings of John Locke, who believed that human knowledge came entirely from external sources. Once one environment was "exhausted", it became necessary to travel on to another. Thus, travel became a requirement for those seeking to develop the mind and accumulate knowledge.

The Grand Tour began in France, where French was studied together with dancing, fencing, riding, and drawing. Before Paris could corrupt one's morals or ruin one's finances, the student would head for Italy to study sculpture, music appreciation and art. The return was by way of Germany, Switzerland and the Low countries (Holland, Belgium and Luxembourg).

Travel was by coach and could be rather uncomfortable. It was also necessary to “prove” one’s culture and sophistication by returning home armed with paintings and sculptures.

While travel was primarily by the English, some 20,000 people a year, the aristocracy of Scandinavia and Russia soon followed the Grand Tour practice.

The Grand Tour Era (1613-1785), which marked the height of luxurious travel and tourism activities, originated with the wealthy English and soon spread and became fashionable among other individuals who had time and money. Travel, and the knowledge provided by these travels, became a status symbol in social and educational experiences. Grand Tour participants travelled throughout Europe, seeking to experience the cultures of the “civilized world” and acquire knowledge through the arts and sciences of the countries they visited. Their travels took them to a variety of locations in France, Switzerland, Italy and Germany for extended periods of time, often stretching over many years.

Although the desire to participate in the Grand Tour continued, the Industrial Revolution, which began in 1750, forever changed economic and social structures. Whole nations moved from an agricultural and commercial focus to modern industrialism. People became tied to the regimented structures and demands of factory life and the management of business enterprises. Economic growth and technological advances led to more efficient forms of transportation, the integration of markets across geographic and international boundaries, and higher personal incomes for larger numbers of people. Travel became a business necessity as well as a leisure activity, and tourism suppliers rapidly developed to serve the growing needs of travellers. The days of leisurely travel over extended periods of time to gain cultural experiences faded away as fewer and fewer people were able to take advantage of these time-consuming opportunities.



Fig. 6.3: Venice

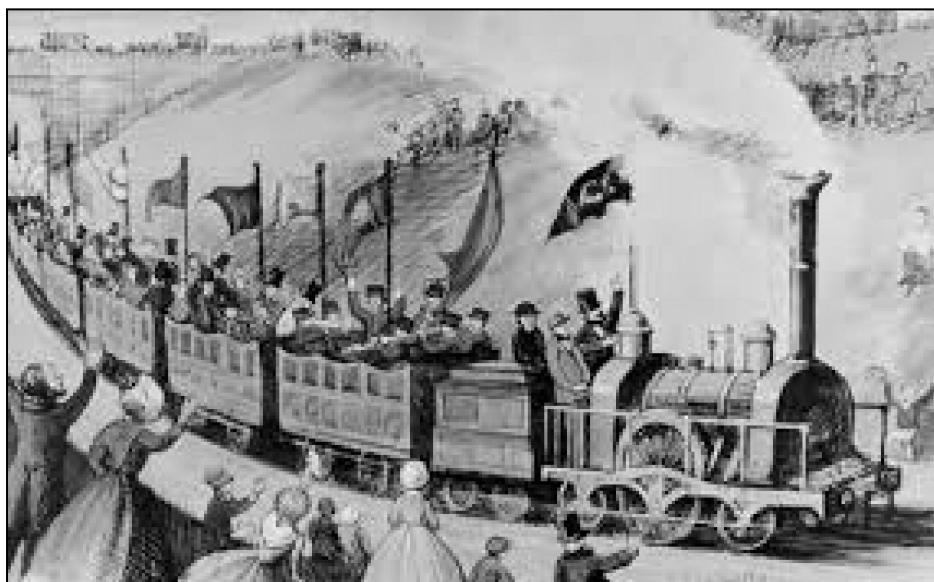


Fig. 6.4: Thomas Cook Tour

6.5 Summary

Early peoples tended to stay in one place. Travel was essentially to seek food or to escape danger. The growth of cities along water ways, such as the Nile River and the Mediterranean Sea, encouraged the development of water travel.

As empires grew, it brought development of the conditions necessary for travel. At the peak of the Egyptian era, travel for both business and pleasure began to flourish. Travel was necessary between the central government and the outlying territories.

Assyria comprised the area now known as Iraq. As the empire expanded, it brought development of the conditions necessary for travel. The Persians, who defeated the Assyrians, continued improvements in the travel infrastructure. New kinds of wagons were developed including a four-wheeled carriage for the wealthy.

The Greeks continued in the tradition of the great traders. Because water was the most important means of moving commercial goods, Greek cities grew up along the coast, thus ensuring that travel was primarily by sea. Travel for official business was less important as Greece was divided into city-states that were fiercely independent. Pleasure travel did exist in three areas: for religious festivals, for sporting events (most notably the Olympic Games), and to visit cities, especially Athens.

The control of the sprawling Roman Empire stimulated trade and led to the growth of a large middle class with the money to travel; Roman coins were all the traveller had to carry to finance the trip; the means of transportation, roads and waterways, were excellent; communication was relatively easy as Greek and Latin were the principal languages; and the legal system provided protection from foreign courts, thereby ensuring the safety of the traveller.

Europeans started travelling for pilgrimage; the next important factor in the history of travel was the Renaissance. As society moved from a rural to an urban base, wealth grew and more people had the money to travel. The impetus to travel in order to learn was aided by the arrival of Renaissance works from Italy. One of the most ancient trade routes in the history of civilization, the Silk Route was full of promises for traders once. The land route connecting east to west in 2000 BC was called the silk Route. Now, it is the epitome of adventure for tourists wishing to walk the route, explore it and revel in its many treasures.

The beginning of the 16th century saw a new age of curiosity and exploration that culminated in the popularity of the Grand Tour. This was initially a 16th-century Elizabethan concept brought about by the need to develop a class of professional statesmen and ambassadors.

6.6 Key Words/Abbreviations

- **AD:** Stands for the Latin phrase: Anno Domini.
- **BC/BCE:** Stands for the English phrase “before Christ”.
- **Caravan:** A group of people, vehicles or domesticated animals that are travelling together for security.
- **Spa:** A bath containing hot aerated water.
- **Pilgrim:** A traveller who is on a journey to a holy place.
- **Epitome:** A person or thing that is a perfect example of a particular quality or type.
- **Tutor:** A private teacher, typically one who teaches a single pupil or a very small group.
- **Mediterranean:** Countries surrounding the Mediterranean Sea.

6.7 Learning Activity

1. Prepare a PPT Presentation on growth of tourism through various ages.

2. Collect information on vital reasons of growth tourism industry.

6.8 Unit End Exercise (MCQs and Descriptive)

A. Descriptive Type Questions

1. Write in short about the history of Tourism.
2. Describe in brief the era of Grand Tour.
3. Define the reasons for taking the Silk Route.

B. Multiple Choice/Objective Type Questions

Answers:

1. (a), 2. (a), 3. (a), 4. (b), 5. (c).

6.9 References

Text Book:

1. Prof. Sandeep Naik, "Tourism Operations", Himalaya Publishing House.

Reference Books:

1. L.K. Singh, "Fundamentals of Tourism and Travel", Isha Books, Delhi.
2. N. Jayapalan, "Introduction to Tourism", Atlantic Publishers and Distributors.
3. Sudhir Andrews, "Introduction to Tourism and Hospitality industry", McGraw-Hill Companies.
4. Pran Nath Sethi and Sushma Seth Bhat, "An Introduction to Travel and Tourism", Sterling Publishers Private Limited.

Web Resources:

1. www.googleimages.com
2. <http://www.opentextbooks.org.hk/ditatopic/36928>



UNIT 7 ADVANCEMENT IN TOURISM OVER THE YEARS

Structure:

- 7.0 Learning Objectives
- 7.1 Introduction
- 7.2 Development of Tourism – National
- 7.3 Development of Tourism – International
- 7.4 Important Organizations
- 7.5 Summary
- 7.6 Key Words/Abbreviations
- 7.7 Learning Activity
- 7.8 Unit End Exercise (MCQs and Descriptive)
- 7.9 References

7.0 Learning Objectives

After studying this unit, you will be able to:

- Explain various developments took place over the year in National Tourism Industry.
- Discuss various developments took place over the year in International Tourism Industry.

7.1 Introduction

Etymologically, the word ‘tourism’ comes from the Latin ‘*tornus*’ literally means touring trip, from which the French term ‘tour’ originates which means journey, outdoor activity, walk or touring trip.

The most simple definition of tourism is, the action, the desire, and the art of travelling for one’s own pleasure, refers only to recreation as a motivation for travelling. It is a break from the routine monotonous schedule to refresh the mind. Tourism is rejuvenation from the stressful lifestyle to find solace, pleasure in the surrounding scenic environment to cherish the beauty around. Human mind has a desire towards travel. Since the earliest stages of human evolution, man has had the desire to travel by the need for survival. People lived by hunting, fishing, and gathering wild plants. People travelled on foot and carried their infants and belongings strapped to their heads and backs. Loads too heavy for one person were strapped on a pole and carried by two people. Soon people learnt that value of dragging things on poles and sledges made of poles and raw hide.

The history of Tourism can be traced out with the dawn of the civilization itself, though the motives and patterns of travel have undergone significant changes over the years. Early times people started travelling for food, pilgrimage, medical treatment, trade, education, recreation, enjoyment and adventure. Before the wheel was invented, people travelled on animals such as horses, camels and elephants. In those days, they used to travel in groups called Caravans for safety. Instances of travel for trade during the early Mesopotamia Civilization are evident. Sumerians invented the wheel and used animals to pull heavy wagons which helped them travel for trade to several places. Sumerians were also the first to build highways for smooth transportation of goods. ‘Silk Route’ is the well-known highway which extended from East Asia to the West up to the present-day Turkmenistan. Two gentlemen in the history of travel have noted their travelogue, Xuanzang (Huen Tsang), a Chinese traveller who travelled several places in Asia in the 7th century. He recorded all of his travel experiences in his book name ‘Journey to the West and India’ and ‘Great Tsang Records on the Western Region’. At present, these books are important sources to understand the history of the Central Asia and India. Marco Polo, a traveller from the city of Venice, Italy, started his journey at the age of 17 with his father and

uncle in 1271 AD. He travelled by following the Silk Route after crossing Armenia, Persia and Afghanistan up to China and came back by sea route. Likewise, he travelled second time and completed the circuit for second time. His book “Descriptions of the World” or “The Travels of Marco Polo” is undoubtedly the most influential travelogue about the Silk Route. In the West Asia, people of different countries gathered together to honour the Greek God ‘Zeus’ at athletic meet after every four year. Greeks were probably the first people who made inns for overnight stay.

The earliest inns were run by husband and wife team who provided large halls and food and drink to the traveller. The earlier modes of transport were animals, wagons, carriages, chariots, sailboats. The industrial revolution in the 18th century gave a giant leap to travel. Steam engines were developed by English inventors in 1700 AD but also helped in creating other modes of transportation such as locomotive, motor car and the aeroplane in later years. The first commercially viable railroad service began in England in 1825, steamboat in the US in 1807 and steam ships in 1800. Steam transportation made travelling easy for the common man. During the 1800s, people saw the first diesel engine by Rudolf Diesel and in 1903 the aeroplane by Orville and Wilber Wright. This changed the way people travelled by making automobile a household possession and commercial travel by air a common thing by 1919.

The nature, forms, characteristics, need and demand of tourist for travel have changed rapidly over the periods of time. Travel has now become more sophisticated, structured and hassle free. This swift change is certainly inevitable due to increasing disposable income, development in technology, easy travel formalities and greater global connectivity. Due to this it is growing at a much faster rate. The top five countries – USA, France, Spain, Germany and China – are leading the race and dominating the international tourism business in the world. The tourism business is in revolutionary mode and facing issues like cross-border terrorism, international border conflict, natural resources and energy conservation, pollution and waste management, globalization, urban development, information management technology and communications, market, and workforce and other issues. In the recent times, tourism will be considered as significant sector creating employment opportunities globally. Tourism is a worldwide concept and it involves significant contribution of intermediaries such as attractions, accommodation,

transportation, infrastructure, environment, human resource, education, trade and commerce, economy, etc. In the new millennium, a lot of tourism potentials is needed to be exploited despite of its complex nature. There is urgent need of efficiency and professionalism among tourism professional to manage the growth of tourism arrivals. Tourism is an emergent industry rising into new heights in the 21st century. Due to globalization and digitalization, it has become more accessible than ever before to a larger section of the global population and resulted in equal economic opportunities for emerging destinations and developed countries around the world. Keeping the benefits in mind, we cannot overlook the negative impacts of tourism activities which disturbs the ecological balance at the global level. Sustainable measures will outweigh the negative impacts of tourism activities. In 21st century, tourism will maintain more equitable distribution of revenue earned from tourism between the developed countries and backward region or areas. Tourism industry has the capacity to generate foreign exchange, employment opportunities in developed and developing countries. For example, India is a country of rural people, having a dynamic rural economy. A new potential of tourism is to be identify various new tourism products to bring a much needed transformation in life of rural people. Due to its dynamic nature of tourism, the countries across the world should identify and find ways and means to achieve constant growth and development throughout the globe through a wide knowledge of existing best practices across the globe. This thriving industry is catalyst for bringing far-reaching positive changes in the host destinations with economic development and employment creation. There are several unwanted changes which may occur but can be acceptable because the impact will be bearable to an extent in the short run. Owing to the rising disposable income, available leisure time, development of infrastructure, advancement of communication network and mostly destination knowledge and branding the growth of tourist arrivals is rising significantly not only in the Western countries but also in Asia-Pacific region. Development is the backbone of tourism industry, but due to unplanned and vertical development of built-in infrastructure, tourist destination are the sheer sufferers of over unstructured development and over consumption of physical and natural resources. Now, many of authentic and novelty tourist destinations have been frequently visited by mass tourists. Destination development agencies should target mass tourist at tourist destinations not merely for revenue generation but also for reverse negative effects of tourists. In the 21st century, the distance

between the countries has disappeared due to the revolution of in transportation and communication technology. Tourism is often recognized as a green promoter and in the 21st century. Tourists are more motivated for natural scenic attractions. Demand for eco and nature travel has increased significantly in recent years and created employment in unorganized sector in natural and rural areas.

7.2 Development of Tourism – National

7.2.1 Development of Tourism in India

Agricultural economy was an important trade link for India. During Vedic period, iron ores, tools, textiles were traded. Caravan sarais were made during this period. Pilgrimage and sports events were popular and attracted tourists. Safe passage of goods price regulations, weights and measures, use of coins made of gold, silver and copper as modes of exchange show a developed mode of travel and merchants came to the courts of raja and Maharaja for trading of their goods. Villages were developed into learning centers and scholars from other countries came to study here. Monasteries were also used to house the traveller. Travel on inland water ways were also under the protection of state. Kings and zamidaras travelled for pleasure and holiday on rivers and hills. People travelled for pilgrimage to find solace and perform rituals as per their religion. Pilgrimage travel is still famous in India.

Adi Shankar travelled across India by foot to propagate his philosophy in the 8th century. As a philosopher, intellectual genius, his remarkable journey of the entire country happened before his age of just 32. He established four Peethas or Dhamas or holy places to revitalize the declining Hinduism. Selection of Dhamas in four corners of the country such as; Rameswaram in South in the State of Tamilnadu, Badrinath in the north in the State of Uttarakhand, Dwaraka in the west in Gujarat and Puri in east in the State of Odisha; he advised all Hindus to visit all four Dhamas in a lifetime.

In India, sarais and dharamshalas were made for the travellers and pilgrims in the olden days for providing room and food services. Evidences support that the Emperor Ashok made several accommodation facilities for Buddhist monks. In early years, temple priests were also the providers of accommodation services to the pilgrims and ‘yatraris’.

Tourism was recognized as a potential instrument for post-independence development in India during the 1950s. Tourism development was taken up by the government with a series of five-year plans, and in 1966, the India Tourism Development Corporation was set up to promote India as a tourist destination. Tourism development gathered momentum during the 1980s, with the formulation of a National Policy on Tourism and the creation of the Tourism Finance Corporation to fund tourism projects. In 1988, the government produced a comprehensive plan for achieving sustainable growth in tourism, which was followed up by a National Action Plan for Tourism in 1992.

Indian Airlines Corporation established an air transport network within the country. Later in 90s also, some private airlines also got permission for its operation. Concessional rates for youth, senior citizens and students were also announced by railways and airlines to promote tourism. Facilities of budget accommodation such as Rail Yatri Niwas, Youth Hostels and Youth Centres were established on government and private levels.

In 1966, ITDC was formed to promote tourism related activities in India emphasizing promotion of culture and heritage, yoga, dance, music, art, food tourism, trekking and mountaineering. In 1980, Government of India stressed on international tourism development policy to attract foreign tourists in India.

Atithi Devo Bhava Program was introduced by Government of India and Ministry of Tourism. This is to teach the stakeholders the importance of tourists and tourism places. The increase in number will definitely lead to the economic growth. This program brings the awareness in the people towards the preservation of our culture, heritage and hospitality. The entire Campaign of *Atithi Devo Bhava* involves sensitization, screening, training, orientation, certification and feedback. The main aim of this program is to train the taxi drivers, guides, police and other people who directly interacting with the tourists of how the foreign tourist should be treated in India. India is rich in culture and heritage. The people are greeted and respected in India, from the past days we respect our parents and guests. Earlier days, Indian hospitality was given the more prominence and that can be bought back to the present days. This can be the major reason why the most foreign tourist is attracted towards India. To attempt to improve the number of tourists travelling to India, the Tourism Department of India started the Atithi Devo Bhava

campaign with the theme Incredible India. ‘Atithi Devo Bhava’ is a social awareness campaign that aims at providing the inbound tourist a greater sense of being welcomed to the country. Important organizations founded for the development and marketing for the tourism industry are as follows:

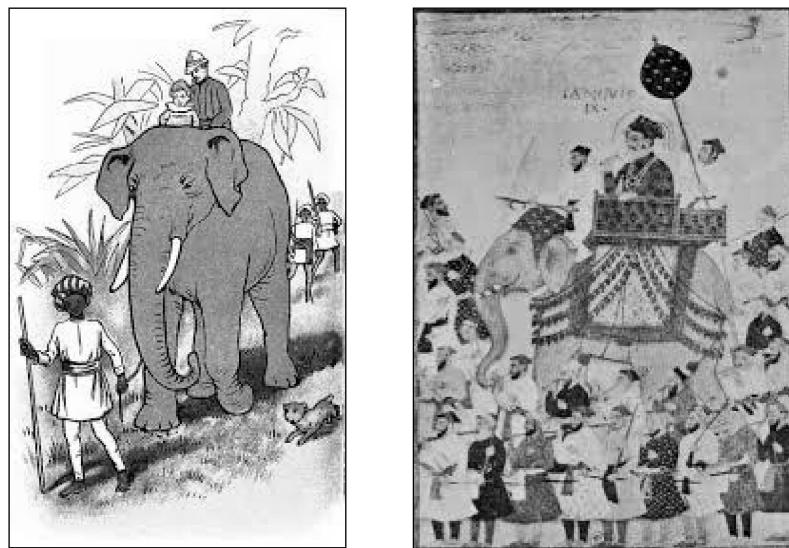


Fig. 7.1: Development and Marketing of Tourism

Tourism Development Agencies

The India Tourism Development Corporation continues to be a leading force in tourism development. It not only plays a marketing and consultancy role, but also provides training for tourism and hospitality workers and manages tour companies, hotels, transportation systems, duty-free shops and restaurants. The Ministry of Tourism also works in conjunction with agencies such as the Indian Institute of Tourism and Travel Management, the National Institute of Watersports and the Indian Institute of Skiing and Mountaineering.

Tourist Destinations – Northern India

India's capital, Delhi, on the River Ganges, has numerous cultural attractions, top class shopping and international cuisine. The so-called “Golden Triangle” is also located in this province, and includes the city of Jaipur and historic Agra, home of the Taj Mahal. Given these destinations' popularity, they offer a huge range of accommodations, tours and other amenities targeted at foreign visitors, which makes vacation planning in the region relatively easy. Cities in

Rajasthan include Jodhpur and Udaipur, while Amritsar and Chandigarh lie in the Punjab. Northern India is bordered by the Himalayan Mountains, which provides a centre for adventure tourism, with activities such as trekking, mountaineering, rafting and paddling. These activities are seasonal, with July and August the peak months.

Tourist Destinations – Southern India

Chennai is one of the largest and most historic cities in southern India, offering dozens of palaces, temples and forts. Bangalore is renowned for its mild climate and beautiful royal palaces, while Hyderabad is a city of domes and minarets, spread with colourful bazaars. The state of Kerala, along the southwestern seaboard, offers idyllic, unspoiled beaches, quaint ports and resort towns such as Kovalam. The coastal backwaters are a good area for cruising and wildlife watching, and the coral islands of Lakshadweep, near Kochi, are a top location for diving and snorkeling.

Tourist Destinations – Western India

Mumbai's cultural attractions include monuments and museums, colonial forts and hill stations, but downtown Mumbai also offers excellent shopping and dining. The Arabian Sea coastline is characterized by picturesque fishing villages surrounded by coconut groves, with a few developed beach resorts such as Goa, Manori and Madh Island. Western India is also renowned for its cave systems, the most prominent including the Ellora and Ajanta Caves, which contain ancient carvings and rock paintings.

Tourist Destinations – Eastern India

Eastern India lies along the Bay of Bengal, and Kolkata is its largest city. West Bengal's attractions include imperial palaces, forts, temples, bazaars, museums and a historic miniature train, and this area is also the country's leading golf destination. The district of Assam, best known for its tea plantations, has numerous wildlife preserves, housing endangered species such as the Asian elephant, Bengal tiger and Indian rhino. Kaziranga and Manas National Parks are UNESCO World Heritage Sites. Beach destinations include the Andaman Islands.

7.2.2 Ministry of Tourism

The Ministry of Tourism is the nodal agency for the formulation of national policies and programs and for the co-ordination of activities of various Central Government Agencies, State Governments/UTs and the Private Sector for the development and promotion of tourism in the country. This Ministry is headed by the Union Minister of State for Tourism (Independent Charge). The administrative head of the Ministry is the Secretary (Tourism). The office of the Director General of Tourism {now merged with the office of Secretary (Tourism)} provides executive directions for the implementation of various policies and programs. Directorate General of Tourism has a field formation of 20 offices within the country and has 8 offices abroad and one sub-ordinate office/project, i.e., Indian Institute of Skiing and Mountaineering (IISM)/Gulmarg Winter Sports Project. The overseas offices are primarily responsible for tourism promotion and marketing in their respective areas and the field offices in India are responsible for providing information service to tourists and to monitor the progress of field projects. The activities of IISM/GWSP have now been revived and various Ski and other courses are being conducted in the J&K valley.

The Ministry of Tourism has under its charge a public sector undertaking, the India Tourism Development Corporation and the following autonomous institutions:

- Indian Institute of Tourism and Travel Management (IITTM) and National Institute of Water Sports (NIWS).
- National Council for Hotel Management and Catering Technology (NCHMCT) and the Institutes of Hotel Management.

Role and Functions of the Ministry of Tourism

The Ministry of Tourism functions as the nodal agency for the development of tourism in the country. It plays a crucial role in coordinating and supplementing the efforts of the State/Union Territory Governments, catalyzing private investment, strengthening promotional and marketing efforts and in providing trained manpower resources.

7.2.3 India Tourism Development Corporation (ITDC)

ITDC came into existence in October 1966 and has been the prime mover in the progressive development, promotion and expansion of tourism in the country. Broadly, the main objectives of the Corporation are:

- To construct, take over and manage existing hotels and market hotels, beach resorts, travellers' lodges/restaurants;
- To provide transport, entertainment, shopping and conventional services;
- To produce, distribute, tourist publicity material;
- To render consultancy-cum-managerial services in India and abroad;
- To carry on the business as Full-Fledged Money Changers (FFMC), restricted money changers, etc.
- To provide innovating, dependable and value for money solutions to the needs of tourism development and engineering industry including providing consultancy and project implementation.

The Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities. In addition, the Corporation is engaged in production, distribution and sale of tourist publicity literature and providing entertainment and duty free shopping facilities to the tourists. The Corporation has diversified into new avenues/innovative services like Full-Fledged Money Changer (FFMC) services, engineering related consultancy services, etc. The Ashok Institute of Hospitality and Tourism Management of the Corporation imparts training and education in the field of tourism and hospitality. Presently, ITDC has a network of 8 Ashok Group of Hotels, 6 joint venture hotels, 2 restaurants (including one Airport Restaurant), 12 transport units, 1 tourist service station, 37 duty free shops at international as well as domestic customs airports, 1 tax free outlet, and 2 sound and light shows. Besides, ITDC is also managing a hotel at Bharatpur and a restaurant at Kosi on behalf of the Department of Tourism. In addition, it is also managing catering services at Western Court, Vigyan Bhawan, Hyderabad House and National Media Press Centre at Shastri Bhawan, New Delhi.

7.2.4 Indian Institute of Tourism and Travel Management

Indian Institute of Tourism and Travel Management (IITTM) is an institute based in Gwalior, Madhya Pradesh, with campuses in Bhubaneswar, Noida, Nellore and Goa, offering training, education and research in sustainable management of tourism, travel and other allied sectors. It is an autonomous organization under the Ministry of Tourism, Government of India. It was established in 1983. It is one of the premier institutes in the country offering education, training, research and consultancy in sustainable management of tourism, travel and allied sectors. The IITTM came into being on 18th January 1983 with its registration at New Delhi. The IITTM has its headquarters at Gwalior (set up in 1992) with centres at Bhubaneswar (set up in 1996) and Noida. The Noida centre is functioning from PUSA (January 2007) pending the setting up of its campus. In the year 2004, the National Institute of Water Sports (NIWS), Goa was also incorporated in the IITTM. It has been decided to set up another centre of the IITTM at Nellore in Andhra Pradesh. The management of the IITTM vests in its Board of Governors having the Union Minister for Tourism as Chairperson.

This multi-campus Institute offers various programmes in tourism and related fields, services and international business along with various extension programmes for capacity building. Faculty of institute is also engaged in research and consultancy addressing local needs.

The IITTM has in place the state-of-the-art infrastructure to cater to learning needs on its main campus at Gwalior. For campuses at other centres, the construction work is in progress. The IITTM is also engaged in tourism entrepreneurship through an AICTE sponsored ED Cell on its Gwalior campus. The IITTM is a member of the Asia Pacific Education Training Institutes in Tourism (APETIT), promoted by United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP).

7.3 Development of Tourism – International

Since the earliest stages of human evolution, man had the desire to travel urged by the need for survival. People travelled on foot, sledges to carry their belonging from one place to another. By 10,000 BC people had lived as tribes and Middle Eastern tribes developed agriculture. They learnt how to grow plants from seeds, domesticated animals. By 5000 BC, water transportation

began to develop. Merchants started travelling to different cultures so they were the earliest traveller. The Romans are supposed to be the international recreational traveller, popularizing Latin language and currency. Romans were Souvenir hunters and maintained villas at popular tourist sites. After the fall of Roman Empire, the international tourism started for the purpose of the Pilgrimages. By the mid-13th century, many Europeans traveled to Religious cities, Shrines and Cathedrals. The journeys were taken to heal ailments. In Europe, travellers were provided inn as eating and sleeping point. Rooms were also provided by the churches with food and other facilities.



Fig. 7.2: Inn

The term 'inn' was derived from 'malon' and it was also called 'kataluma' in Greek. Innkeeper realizing its importance made large inns with big dormitories where travellers could stay in large numbers. The emergence of travel for the purpose of trade started in 15th century. Travellers who travelled for the purpose of trade and commerce needed to stay during long distance travel. Demand for quality services and safety was the priority of the travellers. In 18th century, travellers started using private coaches for travel and concept of toll gates were raised for the maintenance of roads and bridges. Development of overnight stay changed the concepts of accommodation. Big accommodation operators joined together in providing better services with good dining and parking facility. Not only accommodation units were increased near such stations but also other services started being popular there too got increased. The demand for more facilities resulted in big accommodation units opening in the heart of cities to cater to the needs of the travellers. By 15th century, tourism motives were to pursue pleasure and exposure to other cultures. The word tourist was used for the first time in 1670 in conjunction with Grand Tour that

had emerged as an essential part of the education of English and other European aristocrats. Besides practicing foreign language, learning fashion, arts of France and Italy the aristocrats also absorbed fine objects during their study tour.

As years went by, Grand Tour became famous for entertainment than education. International tourism has grown with the increased affluence that followed industrialization in the west and has also continued to spread geographically, in terms of both country of origin and destination. Europeans have widely travelled the world, after them Canadians, Americans, and Japanese visiting countries with natural attractions. This was possible because of the curiosity of the traveller, the cheap packages of travel, development of travel modes; increase in in the income, shopping motive, collection of mementoes, technological advancement making travelling available to all sectors of the society.

In the 16 century, the growth in England's trade and commerce led to the rise of a new type of tourists those travelled for knowledge and to experience new things while travelling. Then the era of Grand Tour came in were the son and daughters of the British aristocracy travelled throughout Europe for 2 to 3 years to improve their knowledge. This became a necessary part of the training of future administrators, leaders. Travel for treatment at natural springs or a spa was gaining popularity in the mid seventeenth century. Later, this became a core statement for the elite class.

The industrial revolution from about AD 1750 to 1850 in Europe created the base for mass tourism. This period gave a glimpse of work availability in the urban area. As a result, there was a growth of the wealth and education level of the middle class as well as an increase of leisure time and demand for holiday tourism activities. At that time, travel for health became important when the rich and fashionable Europeans began to visit the spa Towns in England, Germany and seaside resorts in England.

In the 19th and 20th centuries, social and technological changes have had an immense impact on tourism. Great advances in technology and science made possible the invention of cheap forms of transport like the development of railways in the 19th century and advancement of passenger aircraft in the 20th century. World War II (1939-1945 AD) was also the stimulus for improvement

in communication and air transportation, which made travel much easier today than in earlier times.

Tourism is the fastest growing industries of the world generating foreign exchange and creating employment opportunities for many countries. It is regarded as one of the most remarkable economic and social PHENOMENA of the past century. According to the data available with the United Nations World Tourism Organization, the number of international arrival in the world grew from 25 million to a whopping 860 million in 2005 registering an annual average growth rate of 6.5%.

The earlier travel was a luxury available to the top class as transport costs were very high. Today, tourism is no longer the privilege of the rich and famous exclusively, but it is an activity to be enjoyed by people from all strata of society. It is ingrained into the daily lives of many people across the globe.

Evolution and Development of Transport

In the past, people were unable to travel long distances as they had to walk but the invention of the wheel made journeys easy. Use of cart with the help of domesticated animals to pull it, increased efficiency as animals could take more load and also reduced the travel time. Horses and oxen were common animals used in pulling carts which helped people to find new places of interest.

- **Road Transport:** As per the historical evidences, the first roads were constructed by the Mesopotamians. Stagecoaches were first made in Hungary in 15th century AD. and started regular services. Henry Ford introduced famous automobile name Model T in 1908 AD. The first good road network was constructed in 1920 in USA. In 20th century, railway and steamships were considered as very popular modes of transportation. Availability of car and coaches helped in reaching destinations in quick time. However, these were not preferred for long-haul transfers. Later, national and international highways were built in the North America and Europe which helped rapid growth in road traffic. Large highway construction also made long haul travel popular. In 1930, Germany became the leader in the development of motorways.



Fig.7.3: Motorways Travel

- **Railways:** Rail travel became comfortable and economic mode of transportation just after its introduction. It was introduced in England in 1825 and started regular services five years later. First train was run between Manchester and Liverpool. Railway track was built in US in between 1826 to 1840 which is known as first railway track in the world. The introduction of train made travel easy and safe for the tourists and affordable for middle class to travel both long and short route journey. The father of modern travel trade Thomas Cook organized a train tour from Leicester to Loughborough in England in 1841. France got its first railway in 1863 and very soon expanded up to Monte Carlo in Monaco. Thus, a gambling casino was built in 1868 that became very popular instantly in a short time.



Fig.7.4: Railways Travel

- **Air Transport:** Deutsche Lufthansa started first-ever flight in Germany in 1903 on Berlin-Leipzig Weimar route. Charles A. Levine was the first international and transatlantic passenger travelled between New York to Germany on 7th June, 1927. In 1926, the first US airline Launched with the name of Varney Airlines but operated after 11 days when Western airline started services on 17th April, 1926. The first mile carried

flight run between Florida to Havana, Cuba in on 28th October, 1927 and also took the same passenger on same route on 16th January, 1928. But air travel was popularized by airline DC-3 and Boeing 314, a Transoceanic Clipper. British-French joint venture product named Concord was the first high speed aircraft and was developed in 1967 and its first flight started in 1969. In India air services started with the efforts of JRD Tata before independence of India. Immediately after the independence, Indian Government took over Tata Airlines to provide domestic and International air services. Tata Airlines were founded in 1932 and the name was changed to Air India and Indian Airlines after the takeover by the government.



Fig. 7.5: Aircraft

- **Water Transport:** It is evident from the historical findings that first dockyard was found in Lothal Gujarat, India. The evidences revealed that ship building was known to Indians as early as 2400 BC. But the Phoenicians are considered to be pioneers in the ship making activities. They purchased spice and perfume from the east and lines and papyrus from Egypt. Greek became the next sea hitters after Phoenicians. Many sea hitters travelled round the world and found sea route to different places during the medieval period. America's sea route was discovered by Christopher Columbus and he is also credited with having named West Indies. Portuguese were also the great sailors. India's sea route was discovered by Vasco Da Gama in 1498 as he reached India at Calicut in Kerala in the West Coast. Water transport was first introduced in England in 1772, which was an organized transport system. In Clyde, Avon and Thames rivers services of steamboat were popularized in 1815.



Fig. 7.6: Kerala Coastal Tourism

7.4 Important Organizations

These are the lead organizations national and international operated for the promotion and development of tourism across the world. These organizations represent their component of the tourism.

Example: IATA is an organization representing the airlines of the world.

7.4.1 United Nations World Tourism Organization (UNWTO)

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide. The UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs), geared towards reducing poverty and fostering sustainable development worldwide.

7.4.2 The World Travel and Tourism Council (WTTC)

The World Travel and Tourism Council (WTTC) was formed in 1991 by a group of Travel and Tourism CEOs to study the sector's World Travel and Tourism Council contribution to economies and job creation. WTTC is the only global body that brings together all major players

in the Travel and Tourism sector (airlines, hotels, cruise, car rental, travel agencies, tour operators, GDS and technology), enabling them to speak with One Voice to governments and international bodies. The WTTC uses empirical evidence to promote awareness of Travel and Tourism's economic contribution; to expand markets in harmony with the environment; and to reduce barriers to growth. It is important that WTTC has the broadest geographical representation and includes all aspects of the sector, including organizations that provide vital services to Travel and Tourism. With Chief Executives of over 140 of the world's leading travel and tourism companies as its members, the WTTC has a unique mandate and overview on all matters related to Travel and Tourism. The body advocates partnership between the public and private sectors, delivering results that match the needs of economies, local and regional authorities, and local communities, with those of business, based on: Governments recognizing Travel and Tourism as a top priority business balancing economics with people, culture and environment a shared pursuit of long-term growth and prosperity.

7.4.3 International Air Transport Association (IATA)

The International Air Transport Association (IATA) is the trade association for the world's airlines, representing some 265 airlines or 83% of total air traffic. IATA was founded in Havana, Cuba, on 19 April 1945. It is the prime platform for inter-airline cooperation in promoting safe, reliable, secure and economical air services for the benefit of the world's consumers. The international scheduled air transport industry is more than 100 times larger than it was in 1945. IATA is led by Alexandre de Juniac, Director General and CEO since September 2016. At its founding, IATA had 57 members from 31 nations, mostly in Europe and North America. Today, it has some 265 members from 117 nations in every part of the globe. The IATA is the successor to the International Air Traffic Association, founded in The Hague in 1919 – the year of the world's first international scheduled services. In April 2017, IATA celebrated 72 years of flying.

- IATA maintains an international perspective and provides a unique global voice on behalf of its members.
- With over 60 offices worldwide, IATA maintains relationships with governments and other industry stakeholders around the world, advocating on behalf of its members on key industry issues.

7.4.4 United Federations of Travel Agents' Associations (UFTAA)

In the 1960s at the dawn of mass tourism, a few tourism professionals with great foresight saw the need of a global umbrella organization for the travel agency industry. By merger of Fédération internationale des agences de voyages (FIAV) and Universal Organization of Travel Agents' Associations (UOTAA), the Universal Federation of Travel Agents' Associations (UFTAA) was formed on 22nd November, 1966 in Rome. Its first President was an Italian, Giuliano Magnoni, later followed by 24 leading personalities from all parts of the world. The federation was later renamed United Federation of Travel Agents' Associations, still known under the same well-established acronym UFTAA. As a globally recognized body, UFTAA is the longest established negotiating partner with the leading travel and tourism organizations in the world. Of a special importance is the close co-operation with IATA, representing the interest of individual travel agents and as a partner in the IATA-UFTAA Training Program. Two other organizations with close relationship are the International Hotel and Restaurant Association (IH&RA) and the International Road Union (IRU). Also in areas which are more distanced from the daily worries of travel agents has UFTAA actively been and still is a spokesperson for the agent's interest. Particularly worth mentioning are the World Tourism Organization (UNWTO) through its Affiliate Member Programme and at various occasions the World Health Organization (WHO), UNESCO, International Chamber of Commerce (ICC), International Forum of Travel and Tourism Advocates (IFTTA) and many more. The high-level contacts have enable UFTAA to assist national associations in their contacts with authorities and also to help individual agencies. Through its history, UFTAA has been a faithful, active and neutral advocate for all associations and independent travel agencies, irrespective of size and location. In the competitive environment of today, a neutral umbrella organization like UFTAA is needed more than ever before to defend and promote the interests of travel agencies in their professional work on behalf and for the travelling consumers. UFTAA gets ready to celebrate its 50 years of successful contribution to the Travel and Tourism Industry. UFTAA offers to its membership the valuable opportunity to be involved with UFTAA's networking global platform in order to support good health of travel and tourism industry. UFTAA encourages associations, organizations, institutions and individual member agencies in Travel, Tourism and Hospitality industry to get connected via UFTAA.

7.4.5 International and Hotel and Restaurant Association (IH&RA)

January 1869, 45 Hotelmen met together in Koblenz at Hotel Trier, Germany and decide to create an Alliance between them under the name of All Hotelmen Alliance (AHA) to defend their interest, and they start to grow and get organized. Hotels were from different standards. April 1921 various Local European, African, Latin, American hotels association met together and decide to merge into a new international Association and it becomes International Hotels Alliance (IHA). November 1947, after the end of the second world war and the creation of the United Nations, Hoteliers from International Hotels Alliance met together with The European Aubergistes' Association and the Asian Innkeepers' Association and decide to merge into a large International Association to defend the private sector worldwide from governments, public sectors, military, etc., and create International Hotels' Association (IHA) in London. The IH&RA is the only international trade association exclusively devoted to promoting and defending the interests of the hotel and restaurant industry worldwide. It is a non-profit organization and is officially recognized by the United Nations. IH&RA monitors and lobbies all international agencies on behalf of the hospitality industry.

7.5 Summary

Etymologically, the word 'tourism' comes from the Latin '*tornus*' literally means touring trip, from which the French term 'tour' originates which means journey, outdoor activity, walk or touring trip.

Agricultural economy was an important trade link for India. During Vedic period, iron ores, tools, textiles were traded. Caravan sarais were made during this period. Pilgrimage and sports events were popular and attracted tourists. Safe passage of goods price regulations, weights and measures, use of coins made of gold, silver and copper as modes of exchange show a developed mode of travel and merchants came to the courts of raja and Maharaja for trading of their goods. Tourism development agencies established after Independence is helping the tourism related activities in India to have a more formal establishment of tourism as an Industry.

Since the earliest stages of human evolution, man had the desire to travel urged by the need for survival. People travelled on foot, sledges to carry their belonging from one place to another.

By 10,000 BC, people had lived as tribes and Middle Eastern tribes developed agriculture. They learnt how to grow plants from seeds, domesticated animals. By 5000 BC, water transportation began to develop. Merchants started travelling to different cultures so they were the earliest traveller. The Romans are supposed to be the international recreational traveller, popularizing Latin language And Currency.

In the past, people were unable to travel long distances as they had to walk but the invention of the wheel made journeys easy. Use of cart with the help of domesticated animals to pull it, increased efficiency as animals could take more load and also reduced the travel time. Horses and oxen were common animals used in pulling carts which helped people to find new places of interest. Evolution and Innovation of travel ways is getting countries all over the world together making it a Global Village in true sense. Formulation of international agencies for the development of tourism has given a strong foundation and boost over the years and will continue in the future endeavour making it a most promising Industry in the world.

Tourism is getting recognition as an international economic activity. The diverse tourism products and activities are to be managed with utmost efficiency and care to make this industry more dynamic. Due to globalization and digitalization, it has become more accessible than ever before to a larger section of the global population and resulted in equal economic opportunities for emerging destinations and developed countries around the world.

7.6 Key Words/Abbreviations

- **ITDC:** India Tourism Development Corporation.
- **MoT:** Ministry of Tourism.
- **AD:** Anno Domini; it is a medieval Latin term. It means “in the year of our lord”.
- **UN-WTO:** United Nations World Tourism Organization.
- **IATA:** International Air Transport Association.
- **IH&RA:** International and Hotel and Restaurant Association.
- **UFTAA:** United Federations of Travel Agents' Associations.

- **Strata:** A level or class to which people are assigned according to their social status, education or income.
- **IITM:** Indian Institute of Tourism and Travel Management.
- **WTTC:** World Travel and Tourism Council.
- **UFTAA:** United Federations of Travel Agents' Associations.
- **Sledge:** A vehicle on runners for conveying loads or passengers over snow or ice, often pulled by draught animals.
- **Global Village:** It is the phenomenon of the world becoming more interconnected as the result of the propagation of media technologies and advancement in transportation throughout the world.

7.7 Learning Activity

1. Prepare a PPT Presentation on famous tourist destination in your region.

2. Identify and prepare a colourful chat of Seven Wonders of the World.

7.8 Unit End Exercise (MCQs and Descriptive)

A. Descriptive Type Questions

1. Write a short note on development of national tourism in India.
2. Illustrate the progression of international tourism.
3. What are your observations on development of tourism in India?

B. Multiple Choice/Objective Type Questions

1. _____ created the base for Mass Tourism.
 - (a) Technological advancement
 - (b) Pilgrimage travel
 - (c) Industrial revolution
 - (d) Health travel
2. Advancement of Passenger Aircraft started in _____.
 - (a) 18th Century
 - (b) 19th Century
 - (c) 20th Century
 - (d) 17th Century
3. In _____, the India Tourism Development Corporation was set up to promote India as a tourist destination.
 - (a) 1950
 - (b) 1970
 - (c) 1966
 - (d) 1975
4. The _____ continues to be a leading force in tourism development.
 - (a) The Ministry of Tourism
 - (b) Tourism Finance Corporation
 - (c) Indian Institute of Tourism and Travel Management
 - (d) India Tourism Development Corporation
5. 19th century saw development of _____.
 - (a) Railways
 - (b) Passenger Aircraft
 - (c) Motor Vehicles
 - (d) Factories

Answers:

1. (c), 2. (b), 3. (c), 4. (d), 5. (a).

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UNIT 8 PRESENT SCENARIO OF THE TOURISM INDUSTRY

Structure:

- 8.0 Learning Objectives
- 8.1 Introduction
- 8.2 Present Scenario of the Tourism Industry – Global
- 8.3 Present Scenario of the Tourism Industry – Regional
- 8.4 Present Scenario of the Tourism Industry – National
- 8.5 Summary
- 8.6 Key Words/Abbreviations
- 8.7 Learning Activity
- 8.8 Unit End Exercise (MCQs and Descriptive)
- 8.9 References

8.0 Learning Objectives

After studying this unit, you will be able to:

- Explain the present scenario of tourism industry environment of Tourism Industry across the globe.
- Illustrate the present scenario of tourism industry at regional and national level.

8.1 Introduction

The growing influence of the tourism sector as an economic powerhouse and its potential as a tool for development is undeniable. Not only does the tourism sector spearhead growth, it also improves the quality of people's lives with its capacity to create large employment opportunities in diverse areas of the economy. It supports environmental protection, protects cultural heritage and strengthens peace in the world.

The tourism industry is one of the largest and fastest growing sectors in the world, with economic growth in 2017 (4.6%) outpacing that of the global economy (3%) for the 7th year in a row, as well as all other major industrial sectors. This means that travel and tourism industry GDP growth was 50% higher than that of the global economy. In the same year, it employed 313 million people across the world, equivalent to 1 in 10 jobs, and generated 10.4% of global gross domestic product (GDP). In 2017, there were 1.322 billion international tourist arrivals – an increase of 7% compared to the previous year, and the strongest growth rate for seven years. By 2030, it is estimated that there will be 1.8 international tourist arrivals – which means an average of 5 million people crossing international borders every single day. As powerful as the tourism sector is in terms of its reach and economic impact, it is unique in the diversity of its composition. Stakeholders in travel and tourism range from global hotel chains, cruise lines and seaports, and airports and airlines turning over billions of dollars every year, to individuals running a hotel, teaching a cooking class or leading a tour through their local community.

Thinking of the industry in such a way allows us to picture not only the vast economic impact that it has at the global level, but also to consider the life-transforming effects it can have on real people in destinations across the world. Looking to the next decade, 100 million new jobs could be created in the travel and tourism sector by 2028 – 64.5 million of these will be in the Asia-Pacific region, with 35 million in China and 10 million in India.

The travel and tourism sector accounted for 10.4% of global GDP and 313 million jobs, or 1 in 10 jobs globally in 2017. With 4.6% GDP growth in 2017 – the highest rate since 2011 – the travel and tourism sector outperformed all other major global economic sectors, with manufacturing coming in second place with 4.2%, and financial services lagging behind with

2.5% industry sector growth. With the right regulatory and policy environment, including support from governments, travel and tourism industry has the potential to create tens of millions of new jobs by 2028. The travel and tourism industry grew faster in 2017 than every other major economic sector, including financial services. The USA received the greatest direct and total contribution to GDP from travel and tourism industry with \$509.4 billion and \$1501.9 billion respectively in 2017. China is forecast to overtake in both categories by 2028. According to aviation, a new record was established – 4.1 billion passengers were carried by the aviation industry on scheduled services in 2017, indicating a 7.1% increase over 2016. This figure is expected to almost double by 2036, with 7.8 billion people predicted to be travelling by air each year, 55% of international tourists travel to their destination by aircraft. Cruise travel is on the rise, with 27.2 million passengers expected to set sail in 2018. In 2017, 25.8 million passengers cruised, representing 4.5% growth on 2016. Overall growth in the cruise industry (64%) has exceeded that of the general global tourism sector (45%) over the past 10 years. In 2017, the hotels and resorts industry generated \$878 billion in revenue and employed 4.3 million people. The travel and tourism industry directly contributed \$2.6 trillion – equivalent to size of the UK economy – to global GDP in 2017, or 3.2% of global GDP. In 2017, travel and tourism industry's total (including direct, indirect and induced impacts) contribution to global GDP was \$8.3 trillion, equivalent to 10.4%. International tourism receipts calculated as expenditure by international visitors on accommodation, food and drink, entertainment, shopping and other services and goods, amounted to \$1.22 trillion in 2017. Travel and tourism industry is a major contributor to international trade in services, with global visitor exports, the amount brought as a contribution by visitors to the country they visit generating a record \$1.5 trillion in 2017. This is equivalent to an average of \$4 billion a day, almost 7% of total exports and 30% of total world services exports. Global visitor exports should grow by 3.9% in 2018, and by 4.1% per year from 2018 to 2028, totalling \$2.3 trillion in 2028, and making up 6.9% of total exports. The travel and tourism industry yields significant economic and social benefits around the world, and possesses the power to change people's lives for the better by driving economic growth and development, reducing poverty through the provision of livelihoods, and fostering tolerance and peace through intercultural exchange and understanding. The sector has demonstrated strong and continued growth in the number of people travelling internationally each year, as well as its economic

impact over the last six decades. Future predictions suggest that the sector will continue to grow in size and significance, amplifying its opportunity and responsibility to act as a force for good in the world [ICAO, 2018].

Facilitation as well as strengthening of tourism in India is the main objective of Ministry of Tourism. Expanding tourism infrastructure, easing of visa regime, assurance of quality standards in services of tourism service providers, projection of the country as a 365 days' tourist destination, promotion of sustainable tourism etc. are some of the policy areas that need to be constantly worked upon to increase and facilitate tourism in India. 1.3 FTAs during 2018 were 10.56 million (Provisional) with a growth of 5.2% over the previous year. 1.4 Foreign Exchange Earnings (FEEs) during the period 2018 were ₹ 1,94,892 crores (Provisional Estimates) with a growth of 9.6% over the previous year. FEEs during the period 2018 were US\$28.592 billion (Provisional Estimates) with a growth of 4.7% over the previous year.

8.2 Present Scenario of the Tourism Industry – Global

When responsibly planned and managed, tourism has demonstrated its capacity to support job creation, promote inclusive social integration, protect natural and cultural heritage, conserve biodiversity, generate sustainable livelihoods and improve human well being. As the sector is experiencing tremendous growth, collective efforts to ensure its long-term sustainability are essential. As one of the biggest contributors to the global business, the Travel and Tourism (T&T) industry directly contributes about 3.6% of the world's Gross Domestic Product (GDP) and, indirectly contributes about 10.3% to it. As one of the biggest contributors to the global GDP, this industry directly employs nearly 77 million people worldwide, which comprises about 3% of the world's total employment. The Travel and Tourism industry also contributes to indirect employment generation to the tune of 234 million or 8.7% of the total employment implying that one in every twelve jobs in the world is in the tourism industry. The industry also represents about 12% of the total world exports. Global market trends indicate that long-haul travel, neighbouring country tourism, rural and ethnic tourism, wellness and health holidays, cultural tourism, spiritualism, ecotourism, sports and adventure holidays, and coastal tourism and cruises are a few emerging areas of tourist interest. From a geographic viewpoint, there has been a remarkable rise

in Asian tourists, particularly from China and East Asian countries. Further, the average age of the international tourist has also been reducing representing a growing segment of young tourists who would typically travel to take a break from increasingly stressful professional lives. Given the above factors, healthy growth in tourism is likely to continue in the coming years. The World Tourism Organization (WTO) forecasts over one billion arrivals in 2010 versus approximately 693 million today. Worldwide long-distance travel is likely to grow faster (5.4% each year) than travel within regions (3.8%). Continuing world prosperity, growing recognition of tourism's contribution to employment and economic growth, availability of better infrastructure, focused marketing and promotion efforts, liberalization of air transport, growing intra-regional cooperation, and a growing number of Public-Private-Partnerships (PPPs) are seen as the key drivers for tourism in the next decade.

Tourism is an international business activity with focus on International integration, peace, conservation of ecology along with trade and commerce. Contribution of all countries in tourism related activities will make it ever growing sector in the 21st century. Today, domestic and international tourism is going through lot of present-day issues. These issues may become more sensitive if not looked into now. These issues can be resolved through joint efforts by all the countries. Therefore, it is essential to learn sustainable tourism practices across the world. These practices include the issue of zero carbon emission, cultural and social responsibility, use of electronic tickets, recycling and waste management, carbon neutralization, pollution, and retention of skilled employees, membership of national and international organizations, marketing through brand image. Hence, tourism service providers are now willing to adopt these practices to perform better and sustain in a competitive market. The sustainable tourism is the agenda for government and all service providers to conserve the natural resources of the host country.

The World Tourism Organization (UNWTO), a United Nations expert agency, plays a vital role in the development of tourism industry worldwide. UNWTO has planned an agenda till the year 2030 for Sustainable Development and the Sustainable Development Goals (SDGs). UNWTO offers leadership and support to the tourism sector in advancing knowledge and tourism policies worldwide, advocating for responsible tourism and promoting tourism as a driving force towards economic growth, inclusive development and environmental sustainability. With a

current membership of 156 countries, UNWTO encourages the implementation of the Global Code of Ethics in Tourism, in order to maximize tourism's socio-economic contribution while minimizing its possible negative impacts. The year 2015 has been a milestone for global development as governments have adopted the 2030 Agenda for Sustainable Development, along with the Sustainable Development Goals (SDGs). Building on the historic Millennium Development Goals (MDGs), the ambitious set of 17 Sustainable Development Goals and 169 associated targets is people-centred, transformative, universal and integrated. The 2030 agenda is as follows:

1. To end extreme poverty
2. Zero hunger
3. Good health and well-being
4. Quality education
5. Gender equality
6. Clean water and sanitation
7. Affordable and clean energy
8. Decent work and economic growth
9. Industry, innovation and infrastructure
10. Reduced inequalities
11. Sustainable cities and communities
12. Responsible consumption and production
13. Climate action
14. Life below water
15. Life on land
16. Peace and justice
17. Partnership for the goals

Countries like US, France, Spain, Germany and China have been ranked among the top ten countries in the international tourism business. China is topping the tourism market in Asia-pacific region. New destination branding from India, New Zealand, Egypt, South Africa, Vietnam, Eastern Europe and the Philippines will then become major competitors to Australia, Singapore, Thailand and Malaysia. Despite a slowdown global economy, international tourism performed above expectations in 2013, achieving a record 1.1 billion arrivals worldwide – up 5% over 2012, or the equivalent of an additional 52 million tourists travelling across international borders. Asia and the Pacific attracted some 249 million international arrivals in 2013, 23% of the world total. This was more than double its 2000 count of 110 million (a world share of 16%), reflecting strong growth in international tourism demand for the region.

The continuous increase in tourism activity in the Asia-Pacific region since 2000, both inbound and outbound, can be attributed to rising income levels and the emergence of a new middle class in a period of sustained political stability. Asia and the Pacific recorded an average annual arrivals growth of 6.2% between 2005 and 2013, and the highest annual growth across world regions every year between 2010 and 2013. In 2013, it posted a 7% increase, ahead of Africa (+6%), Europe (+5%), the Americas (+3%) and the Middle East (-1%). The region's top destinations are: China (56 million international arrivals in 2013), Thailand (27 million), Malaysia (26 million), Hong Kong, China (26 million) and Macao, China (14 million). China and Thailand are also 4th and 10th respectively in the overall world ranking. The region's top earners are China and Macao, both recording US\$52 billion in 2013, followed by Thailand (US\$42 billion), Hong Kong (US\$39 billion) and Australia (US\$31 billion). Four of these destinations are also in the world top ten ranking by earnings: China (4th), Macao (5th), Thailand (7th) and Hong Kong (10th), while Australia is placed 11th. Thailand entered the top 10 arrivals ranking in 2013 at number 10, climbing an amazing five positions, while it moved up two places to 7th in the ranking by tourism receipts.

Asia and the Pacific is the second most visited region in the world after Europe and one of the fastest growing in recent years. It welcomed a total of 249 million international tourists in 2013, 23% of the world total and a 6% increase over 2012. Asia and the Pacific outperformed all

world regions in terms of relative growth between 2010 and 2013, and South-East Asia (+11%) recorded the highest growth across world sub-regions in 2013.

Based on available indicators, travel related to ‘leisure, recreation and holidays’ appears to generate the highest share of arrivals in Asia and the Pacific (52%) – well above other categories such as ‘visits to friends and relatives (VFR), trips for health, religious and other’ reasons (23%), or ‘business and professional’ (14%) travel. However, care must be taken in interpreting trends in purpose of trip. Business travel, in particular, is likely to be significantly understated.

Europe, the main inter-regional source of international travel to Asia and the Pacific’s sub-regions, continues to be an important source of travel flows into the region. Arrivals from Europe are most significant in South Asia in terms of overall share (37% of total arrivals) – even higher than those from within the Asia Pacific region (33%) – and in Oceania (16%). In both cases, this is primarily due to the historical relationship between the United Kingdom and its former colonies, such as India and Australia. Due to its geographic proximity and ethnic links, the Middle East generates 15% of all arrivals in South Asia while Africa is the source of about 2% of arrivals in that sub-region. About 1% of arrivals in South-East Asia are also from the Middle East.

8.3 Present Scenario of the Tourism Industry – National

Tourism is the largest service sector industry in India. The industry provides heritage, cultural, medical, business and sports tourism. It is expected that the tourism sector contribution to the country’s gross domestic product will grow at the rate of 7.85 yearly in the period 2013-2023. It accounts for one-third of the foreign exchange earnings of India and also gainfully employs the highest number of people compared to other sectors.

The Indian tourism sector has been flourishing in recent years due to improved connectivity to and from the country. Also, a better lodging facility at the tourist destinations has been a factor which contributes to increase Foreign Tourist Arrivals (FTA). The most alarming as well as surprising news is that India has not been among the top ten tourism destinations in the world. As a result, there has been slow growth in the tourist arrivals in India. In 2010 India attracted 5.8 million tourists and this figure went up to a level of 7.4 million in 2014. There has been an overall

increase of 29.3 between 2010 and 2014. This means a rise of 5.9% per year during the last five years. It shows that due to tourism sector India has gained brand image in the mind of foreign tourist and the data regarding tourism shows about the increasing trend of foreign tourist arrival which resulted the boosting in foreign exchange earnings.

Tourism has the potential to encourage other economic sectors through its backward and forward linkages and cooperation with sectors like agriculture, horticulture, poultry, handicrafts, transport, construction, etc. Tourism has also become an instrument for sustainable human development including:

- Poverty elimination.
- Environmental regeneration.
- Job creation.
- Advancement of women and other disadvantaged groups. The development of tourism and hotel business depends to a great extent on the environment, more than any other trade. Only tourism can signify climate, flora, fauna, caves, coasts, and other natural objects. Protected natural and cultural values, like National parks, Nature parks, and archeological locations represent attractive motives for tourists. Along with their promotion, awareness is raised about the necessity to protect them and to preserve the value of a tourist destination.

Tourism in India has grown substantially over the last three decades. India is well known for its overpopulated, littered streets; however, there is a pristine aspect of India that many tourists overlook. With 89 national parks and over 400 wildlife sanctuaries, there are many untouched areas to explore. Eco-tourism educates travellers on sustainable living and how to enjoy the natural beauty of the environment through recreational activities. Tourism can and does bring about socio-economic changes and is usually deliberately developed to generate economic benefits and through them social betterment.

Ministry of Tourism is committed to make policies and programmes for the development and promotion of tourism. This sector has the capacity to boost economy, foreign exchange earnings and provide large number of jobs at every level that's why Ministry of Tourism continuously

consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, the State Governments/Union Territory Administrations and the representatives of the private sector. In 2019, Ministry of taken several steps like reducing E-visa fees, reducing GST rates on hotel room booking, opening 120 new peaks for mountaineering, etc. Along with this several steps taken under Swadesh Darshan, PRASHAD Scheme and various other events of Ek Bharat, Shresth Bharat were some of the important highlights for the ministry this year (as per the Annual Report of Ministry of Tourism, January- March 2019):

1. India's rank in Travel and Tourism Competitiveness Index (TTCI) of World Economic Forum has moved from 65th rank in 2013 to 34th rank in 2019.
2. Foreign Tourist Arrivals (FTAs) during the period January- November 2019 were 96,69,633 as compared to 93,66,478 in January-November 2018 registering a growth of 3.2%.
3. During January-November 2019, a total of 25,51,211 tourist arrived on e-Tourist Visa as compared to 20,61,511 during January-November 2018, registering a growth of 23.8%.
4. Foreign Exchange Earnings (FEEs) during the period January-November 2019 were ₹ 1,88,364 crore as compared to ₹ 1,75,407 crore in January-November 2018 registering a growth of 7.4%.
5. Development of thematic circuits is being undertaken under the Swadesh Darshan Scheme. A total number of 77 projects for an amount of ₹ 6035.70 crore have been sanctioned till date under the Swadesh Darshan Scheme.
6. Integrated development of identified pilgrimage destinations is being undertaken under the 'National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive' (PRASHAD) Scheme. A total number of 28 projects have been sanctioned till date for an amount of ₹ 840.02 crore under this Scheme.
7. The "Adopt a Heritage: Apni Dharohar, Apni Pehchaan" project is a collaborative effort by the Ministry of Tourism, Ministry of Culture and Archaeological Survey of India, State/UTs Government for developing tourist amenities at heritage/tourist sites and making them tourist-friendly, in a planned and phased manner. Ministry of Tourism has

signed 27 Memorandum of Understanding (MoUs) till date under the Adopt a Heritage project.

e-Visa

1. e-Visa has 4 sub-categories, i.e., e-Tourist visa, e-Business Visa, e-Medical Visa and e-Medical Attendant Visa.
2. e-Visa is valid for entry through 28 designated airports and 5 designated seaports.
3. At present, the e-Visa Scheme is available to nationals of 169 countries.
4. E-visa has now been further liberalized to include the following:
 - (i) e-Tourist Visa of 5-year duration has been launched in addition to one-year e-Tourist Visa. This e-Tourist Visa for 5 years will be with a stay stipulation of maximum of 90 days' multiple entry and non-extendable.
 - (ii) A one-month e-Tourist Visa with double entry has been launched.
 - (iii) e-Conference Visa, in line with e-Conference Visa for Government/P.S.U. conferences, would be provided for private conferences organized by private persons/companies/organizations.
5. The Government has substantially reduced the visa fee on e-Visa to increase tourism competitiveness of the country. New visa rates will be as under:

(i) 30 days' e-TV (April-June)	US\$10/-
(ii) 30 days' e-TV (July -March)	US\$25/-
(iii) 1-year e-TV	US\$40/-
(iv) 5 years' e-TV	US\$80/-
6. The Government has opened more than 120 mountain peaks for mountaineering and trekking. The opening of the peaks would help in promoting adventure tourism in the country.
7. The Government has reduced GST on hotel rooms with tariffs of ₹ 1,001 to ₹ 7,500/night to 12%; those above ₹ 7,501 to 18% to increase India's competitiveness as a tourism destination *vis-à-vis* other competing markets in the region.

8. India's rank in Travel and Tourism Competitiveness Index (TTCI) of World Economic Forum has moved from 65th rank in 2013 to 34th rank in 2019.
9. Ministry of Tourism organized State Tourism Ministers' Conference on 20th August, 2019 at Ashok Hotel, New Delhi. The Conference was attended by more than 18 Tourism Ministers and senior officials from the State Governments. Various issues pertaining to implementation of projects and developing synergy for grievance redressal, and safety and security of the tourists were taken up in the Conference.
10. Ministry of Tourism has launched 'Incredible India Tourist Facilitators Certification' (IITFC) program. The certification program is an Online Learning Management System which aims at creating skilled manpower to work as tourist facilitators. The program helps local citizens in harnessing the local experience and traditional knowledge for assisting tourists and to be a potential bread earner for their households.
12. Ministry of Tourism has revamped the Incredible India website. It showcases India as a holistic destination, revolving around major experiences such as spirituality, heritage, adventure, culture, yoga, wellness and more. Going forward, the website will be available in Hindi and leading international languages. Hindi version of the Incredible India was launched in the Tourism Ministers Conference held on 20th August, 2019 at Ashok Hotel, New Delhi.

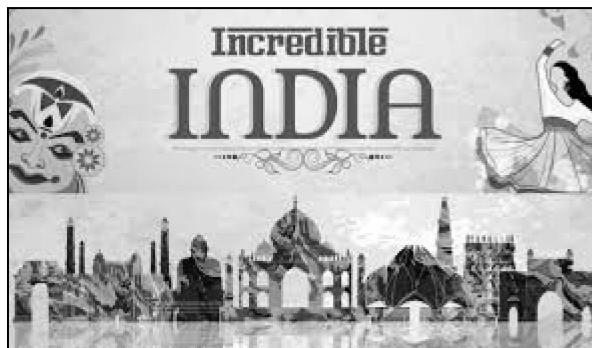


Fig. 8.1: Indian Tourism

13. The Ministry of Tourism supported India Tourism Mart (ITM) 2019 organized by Federation of Associations in Indian Tourism and Hospitality (FAITH) held at New

Delhi from 23rd to 25th September, 2019. About 240 international delegates from 51 countries participated in this event. The B2B meetings and networking sessions between the buyer and seller delegates were held on 24th and 25th September, 2019. ITM provides a national platform for Government as well as private stakeholders with an opportunity to interact with the foreign counterparts.

14. Ministry of Tourism has identified 17 iconic sites in the country for development under Iconic Tourist Sites Development Project and proposes to carry out the development of these sites in collaboration with various Central Ministries, State Governments, urban local bodies, local community and industry players/private sector. 1.12 Ministry of Tourism has taken up the initiative of identification, diversification, development and promotion of niche tourism products of the country like cruise, adventure, medical, wellness, golf, polo, meetings incentives conferences and exhibitions (MICE), Eco-tourism, Film Tourism, Sustainable Tourism, etc. to overcome 'seasonality' challenge in tourism and to promote India as a 365 days' destination.
15. The revised 'Indian Adventure Tourism Guidelines' which covers the Safety and Quality Norms on Adventure Tourism was launched on 31st May, 2018 which cover 31 verticals involving land, air and water in respect of adventure tourism activities.
16. To educate the tourism stakeholders on importance of Sustainable and Responsible Tourism practices and to ensure and promote Sustainable and Responsible practices in the tourism industry, a Memorandum of Understanding (MoU) with the Eco Tourism Society of India (ESOI) has been signed. ESOI would be organizing a series of workshops across the country with financial assistance from Ministry of Tourism to popularize the Sustainable Tourism Criteria of India (STCI) amongst stakeholders. A total of 5 workshops at Jaipur, Goa, Guwahati, Bhopal and Ahmedabad have been held so far.
17. It has been the endeavour of the Ministry of Tourism to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively. As of now, there are 46 Institutes of Hotel Management

(IHMs), (comprising 21 Central IHMs and 25 State IHMs) and 14 Food Craft Institutes (FCIs), which have come up with the support of the Ministry.

Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2018 (Revised)

Rank	State /UT	Foreign Tourist Visits in 2018	
		Number	Percentage
1	Tamil Nadu	6074345	21.0
2	Maharashtra *	5078514	17.6
3	Uttar Pradesh	3780752	13.1
4	Delhi *	2740502	9.5
5	Rajasthan	1754348	6.1
6	West Bengal	1617105	5.6
7	Punjab	1200969	4.2
8	Kerala	1096407	3.8
9	Bihar	1087971	3.8
10	Goa	933841	3.2
Total of Top 10		25364754	87.9
Others		3507630	12.1
Total		28872384	100.0

Source: State/ UT Tourism Departments.

* Figure for the year 2017 has been repeated in the year 2018.

8.4 Present Scenario of the Tourism Industry – Regional

Punjab is known as ‘The land of five rivers’ – Sutlej, Beas, Ravi, Jhelum and Chenab – and is situated in the north-western part of India with fun-loving hospitable people. Widely acknowledged as the foundation of civilization, it is a land of cultural and religious diversity, having borne and shaped a number of religious movements that include Sikhism, Buddhism and Sufism. The Punjabi language, too, finds its origin in the Indo-European linguistic family that includes Persian and Latin. Punjab is primarily an agricultural state brimmed with fertile soil and abundant water sources contributing towards the food security of India. The largest grown crop in Punjab is wheat and other cereals. Punjab’s many festivals like – Teej, Lohri, Basant and Baisakhi, to name some – are celebrations that mirror the farming ethos. Indeed, Bhangra, the traditional

dance of Punjab revolves around, and replicates a farmer's daily life. Historically, Punjab has played host to a number of ethnicities, including the Aryans, Persians, Greeks, Afghans and Mongols, thus bestowed with a rich tangible heritage. Reflecting this history are the countless sites that dot the state: impressive forts and palaces, ancient monuments, architectural marvels and many a battlefield.

The state of Punjab is situated in the north-west of India and lies between latitude 29.30° to 32.32° north and longitudes 73.55° to 76.50° east. It is bounded by Pakistan on the west, Jammu & Kashmir on the north, Himachal Pradesh on the northeast and Haryana and Rajasthan on the south. Due to its rich historical legacies, forts, religious shrines, wetlands, arts and handicrafts, the state of Punjab offers variety of savours for different types of visitors. Punjab is gateway to states like Jammu & Kashmir and Himachal Pradesh for tourist destinations. Though the state is considered as a transit point for visitors to the above states, it has its own places of tourist importance, spread over in different districts. With a variety of offerings to visitors, Punjab was expected to draw large number of visitors from all over the country. Unfortunately, the state has not been successful in attracting visitors from other parts of the country. There are notable service deficiencies which adversely affect the flow of visitors to the state and some of them are lack of tourist information and guidance, inadequate tour operators, absence of travel circuits, limited availability of public conveniences, etc. According to the Union Ministry of Tourism, the tourist arrivals in the state have more than doubled with the number of domestic tourists going up from 1.05 crore in 2010 to 2.57 crore in 2015, and the number of foreign tourists shooting up from 1.37 lakh to 2.42 lakh in the corresponding period.

Punjab provides a variety of tourist attractions as Punjab is known as the land of great gurus, has a great heritage of famous religious shrines, palaces, monuments, and historical embodiments, wetlands and much more to attract all categories of tourists. Punjab is famous for its music and melody, joy and colors, history and legend. It is also well known for its handicrafts, woodcrafts and intricately designed in rich traditional patterns and motifs and needlework products which are much more sought after by the domestic as well as foreign tourist. Punjab is primarily an agricultural state and 70% people are engaged in agriculture. Agriculture is the mainstay of Punjab economy and Punjab is known as the "Granary of India".

Punjab is rich in its tourist destinations. There are different categories of tourist places for different categories of tourists. As Punjab is known as land of Gurus, there are innumerable important places of interest for tourists of all religions in the country.

- The Punjab state has number of Gurudwaras like Golden Temple, Akal Takhat (Amritsar), Gurudwara Dera Baba Nanak (Gurdaspur), Gurudwara founded by Guru Arjun Dev ji (Tarntarn), Talwandi Sabo (Bathinda) which is related to Guru Gobind Singh ji, Manji Sahib (Ludhiana), Nanaksar Sahib (Jagraon), Anandpur Sahib (Rupnagar-Anandpur Sahib), Keshgarh Sahib, Dam Dama Sahib (Kiratpur Sahib), Gurudwara Fatehgarh Sahib (Fatehgarh Sahib) and Gurudwara Dukhniwaran Sahib (Patiala).
- Temples are Ram Tirath (Amritsar) and Sri Durgiana Tirath (Amritsar), Jain Temple, (Ferozpur), Bhagwati (Bathinda), Kali Devi Temple (Patiala), Panch Mandir (Kapurthala), Devi Talab Mandir, Shiv Mandir and Sodal Mandir (Jalandhar), Durgiana Mandir (Amritsar) and Cave Temples (Gurdaspur).
- Mosques and Mausoleums are Rauza Sharif (Sarhind), Jamma Masjid (Jalandhar), King Jaman of Afganistan Cenotaph (Shirhind), Chilla Baba Sheikh Farid (Faridkot City), Quadian (Gurdaspur), Idgah Malerkotla), Moorish Mosque (Kapurthala), Marbal Baradari (Sangrur), Akbari Masjid (Gurdaspur), Mughal Sarai (Ludhiana) and Imam Nasir Mausoleum (Jaladhar).
- And other places of pilgrimage are Radhaswami Dera (Beas), Hussainwala and Swetamber Jain Temple, Zira (Ferozpur).
- Churches are Saint Paul Church (Amritsar).
- There are also large number of historical buildings, heritage and archeological sites. The museums are Maharaja Ranjit Singh Museum (Amritsar), Sanghol Museum (Ludhiana), Anglo-Sikh War Memorial (Ferozeshah), Government Museum (Hoshiarpur), Rural Museum, Punjab Agricultural University, Art Gallery at Sheeshmahal (Patiala), Sports Museum, National Institute of Sports (Patiala), Guru Teg Bahadur Museum (Ropar) and Central Sikh Museum (Amritsar).

- Archeological sites are Ghuram (Patiala) and Sanghol (Fatehgarh Sahib).
- Punjab state has lots of freedom trails, i.e., Jallianwala Bagh (Amritsar), Chotta Ghallughara (Gurdaspur), Ropar Treaty Place (Rupnagar), Wadda Ghallughara (Sangrur), Kuka Memorial (Sangrur) and Martyr's Memorial Hussainwala (Jalandhar).
- Forts are Bahadur Garh Fort (Patiala), Shahpur Kandi Fort (Pathankot), Phillaur Fort (Jalandhar), Gobindgarh Fort (Amritsar), Anandgarh Fort (Sri Anandpur Sahib), Faridkot Fort (Faridkot), Banasar Bagh (Sangrur) and Qila Mubarak (Nabha).
- Sarais are Sarai Amanat Khan (Amritsar), Nur Mahal Sarai (Jalandhar), Dakhni Sarai (Jalandhar), Mughal Sarai (Shambhu). Heritage sites are Sanghol (Sri Fatehgarh Sahib), Rupnagar Archeological site. Palaces are Qila Mubarak (Patiala), Sheesh Mahal (Patiala), Jagatjit Palace (Kapurthala).

Punjab is also gifted with many wetlands. Among 26 National Ramsar Sites in India, 3 are located in Punjab state. These are Hari-Ke-Pattan, which is located between Ferozpur and Amritsar. Kanjli Wetland, which is located in Kapurthala. Ropar Wetland, which is located in Ropar district and other two sites has been declared as National Wetlands, these are Nangal Wetland, which is situated across the river Satluj and Keshopur Wetland in the district of Gurdaspur. Punjab is also rich in Leisure sites for eco-tourism, which included Greenlands and Gardens. These gardens are Bansar garden (Sangrur), Aam Khas Bagh (Sirhind), Ram Bagh Gardens Amritsar), Shalimar Gardens (Kapurthala), Bara Dari Garden (Patiala). In wildlife, Punjab has lots of sites like Tiger safari (Ludhiana), Chattbir Zoo (SAS nagar, Mohali), Deer safari (Bathinda), Wildlife sanctuary (Abohar). There is also another type of tourism which is Known as Border Tourism. It includes those sites which are located at the border of country. These sites are Attari Wagha Border (Amritsar) and Hussainiwala Border (Ferozpur).



Fig. 8.2: Golden Temple, Amritsar



Fig. 8.3: Wagah Boarder, Amritsar

Transportation Facilities

Punjab has three airports including two domestic airports at Chandigarh and Ludhiana and one international airport at Amritsar. The Raja Sansi International airport at Amritsar has recently been upgraded and possesses all the facilities. The airport provides much needed air transportation facility as the state has the maximum number of NRIs (Non-resident Indians) who frequently need to travel abroad. The airport is a great asset as the state is now well connected with the world. All major cities and towns of Punjab are well connected with other parts of the country by railway network. The state has an excellent network of roads connecting all cities, towns and major villages.

Tourist Information Centres

Punjab Heritage and Tourism Promotional Board Office (PHTPB) has brought out a number of tourism related brochures and other publicity material and maps indicating tourist attractions. To promote farm tourism the board is especially making various efforts. In addition to highlighting various tourist attractions of the state, the efforts are being made at war footing to promote tourism in the state.

8.5 Summary

Tourism has demonstrated its capacity to support job creation, promote inclusive social integration, protect natural and cultural heritage, conserve biodiversity, generate sustainable livelihoods and improve human well-being. As the sector is experiencing tremendous growth,

collective efforts to ensure its long-term sustainability are essential. As one of the biggest contributors to the global business the Travel and Tourism (T&T) industry directly contributes about 3.6% of the world's Gross Domestic Product (GDP). Tourism is the largest service sector industry in India. The industry provides heritage, cultural, medical, business and sports tourism. It is expected that the tourism sector contribution to the country's gross domestic product will grow at the rate of 7.85 yearly in the period 2013-2023. It accounts for one-third of the foreign exchange earnings of India and also gainfully employs the highest number of people compared to other sectors. UNWTO offers leadership and support to the tourism sector in advancing knowledge and tourism policies worldwide, advocating for responsible tourism and promoting tourism as a driving force towards economic growth, inclusive development and environmental sustainability.

The year 2015 has been a milestone for global development as governments have adopted the 2030 Agenda for Sustainable Development, along with the Sustainable Development Goals (SDGs). Building on the historic Millennium Development Goals (MDGs), the ambitious set of 17 Sustainable Development Goals and 169 associated targets is people-centred, transformative, universal and integrated.

The state of Punjab is situated in the north-west of India and lies between latitude 29.30° to 32.32° north and longitudes 73.55° to 76.50° east. It is bounded by Pakistan on the west, Jammu & Kashmir on the north, Himachal Pradesh on the northeast and Haryana and Rajasthan on the south. Due to its rich historical legacies, forts, religious shrines, wetlands, arts and handicrafts, the state of Punjab offers variety of savours for different types of visitors. According to the Union ministry of tourism, the tourist arrivals in the state have more than doubled with the number of domestic tourists going up from 1.05 crore in 2010 to 2.57 crore in 2015, and the number of foreign tourists shooting up from 1.37 lakh to 2.42 lakh in the corresponding period.

8.6 Key Words/Abbreviations

- **PHTPB:** Punjab Heritage and Tourism Promotion Board Office.
- **MoT:** Ministry of Tourism.

- **UN-WTO:** United Nations World Tourism Organization.
- **GDP:** Gross Domestic Product.
- **FEE:** Foreign Exchange Earnings.
- **SDG:** Sustainable Development Goals.
- **Zero Hunger:** Pledges to end hunger, achieve food security, improve nutrition and promote sustainable agriculture, and is the priority of the World Food Program.
- **e-Visa:** It is an electronic authorization to travel to India for business, tourism, or medical visits.

8.7 Learning Activity

1. Prepare the PPT Presentation on famous place of interest in the State of Punjab.

2. Prepare the booklet of famous tourist destinations across the world.

8.8 Unit End Exercise (MCQs and Descriptive)

A. Descriptive Type Questions

1. Write a short note on present scenario of national tourism in India.
2. Illustrate the information of famous tourist parts in Punjab.
3. Describe the current scenario of International Tourism.

B. Multiple Choice/Objective Type Questions

1. The Golden Temple, also known as Harmandir Sahib is a Gurudwara located in the city of _____, Punjab.

(a) Amritsar	(b) Pathankot
(c) Jalandhar	(d) Ludhiana

2. Full form of FEE:
 - (a) Federation of European Ergonomics (b) Federal Business Exchange
 - (c) Foreign Exchange Ergonomics (d) Foreign Exchange Earnings
3. The year _____ has been a milestone for global development as governments have adopted the 2030 Agenda for Sustainable Development, along with the Sustainable Development Goals (SDGs).
 - (a) 2015 (b) 2009
 - (c) 2020 (d) 2014
4. India's rank in Travel and Tourism Competitiveness Index (TTCI) of World Economic Forum is _____ in the year 2019.
 - (a) 65 (b) 15
 - (c) 34 (d) 08
5. _____ is topping the tourism market in Asia-Pacific region.
 - (a) China (b) Japan
 - (c) South Korea (d) India

Answers:

1. (a), 2. (d), 3. (a), 4. (c), 5. (a).

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UNIT 9 INTERDISCIPLINARY APPROACH TO TOURISM

Structure:

- 9.0 Learning Objectives
- 9.1 Introduction
- 9.2 Distinguishing Features of Interdisciplinary Research on Tourism
- 9.3 Institutional Approach
- 9.4 Historical Approach
- 9.5 Sociological Approach
- 9.6 Geographical Approach
- 9.7 Management Approach
- 9.8 Economic Approach
- 9.9 Product Approach
- 9.10 Costs-Benefit Approach
- 9.11 Environmental Approach
- 9.12 Interdisciplinary Approaches
- 9.13 Summary
- 9.14 Key Words/Abbreviations
- 9.15 Learning Activity

9.16 Unit End Exercise (MCQs and Descriptive)

9.17 References

9.0 Learning Objectives

After studying this unit, you will be able to:

- Explain the distinguishing features of interdisciplinary research on tourism.
- Discuss the relationship between Tourism and other subjects.

9.1 Introduction

Interdisciplinary is a process of connecting to more than one branch of knowledge.

Interdisciplinarity or interdisciplinary studies comprises of combination of two or more academic disciplines into one activity.

Interdisciplinary approach in tourism can be defined as a process initialized with an intention to understand, analyse and describe complexity of tourism phenomenon by activating diverse institutionalized disciplines through vigorous interaction.

- It studies prospective of many disciplines.
- It does co-production of knowledge.
- It not only compares but also implements collaboration and integration between disciplinary perspectives with a common purpose.
- It creates dialogue between disciplines and mobilizes their expertise and tools without abolishing openness with other disciplines.
- It co-constructs complex and evolving knowledge.
- It makes possible the cooperation and skills integration at different levels of interaction.
- It inspires the mechanisms of hybridization between disciplines to help in creating new research fields.

Interdisciplinary research on tourism is the organization of an interface between different disciplines and bodies of knowledge that analyzes the exhibitions and the present complexities of society's touristic dimensions. Thus, the different disciplinary approaches are considered as complementary. In short, an organized coordination within a research process is known as Interdisciplinary research.

9.2 Distinguishing Features of Interdisciplinary Research on Tourism

1. Interdisciplinary work corresponds to a 'mediation space' co-constituted through interaction between different knowledge domains.
2. The interdisciplinary mode of research consists of capitalizing on the different disciplinary bodies of knowledge in order to more adequately understand tourism.
3. Interdisciplinary is a process of hybridization through the circulation of concepts and practices known as nomadism which proves that tourism studies can neither be a paradigm nor an autonomous 'field of study'.

Tourism characterizes a scientific object that authorizes a privileged outlook on human societies and constitutes a certain perspective point.

It focuses on a precise dimension of society that is arranged specifically.

The disciplines representing such knowledge are all mobilized on approaching society's touristic dimensions. The interdisciplinary approach fits with this cognitive project and complex object which articulates the double movement of disciplinary specialization and the awareness of an autonomous logic of the touristic that has been emerging within 'tourism studies'.

In simple words, Tourism is a phenomenon that is made of various components who work in coordination. Tourism at any destination would constitute of transportation, accommodation, food and beverage, cultural and recreational aspects and biodiversity. A synchronized garland of all these complete the tourism requisite at a destination. With the support of all the components every tourist visiting the destination will get a satisfying and memorable experience. Thus, tourism is indisputably an interdisciplinary subject.

In order to study and get proper knowledge about tourism, it is very important to study all the different area related to tourism. Tourism can be approached through variety of methods. Apparently, there is no best or agreement for an approach as each one studies and interprets through its view and dimension. The basic approaches that will help in studying tourism are:

1. Institutional Approach
2. Historical Approach
3. Sociological Approach
4. Geographical Approach
5. Management Approach
6. Economics Approach
7. Product Approach
8. Cost-Benefit Approach
9. Environmental Approach
10. Interdisciplinary Approach

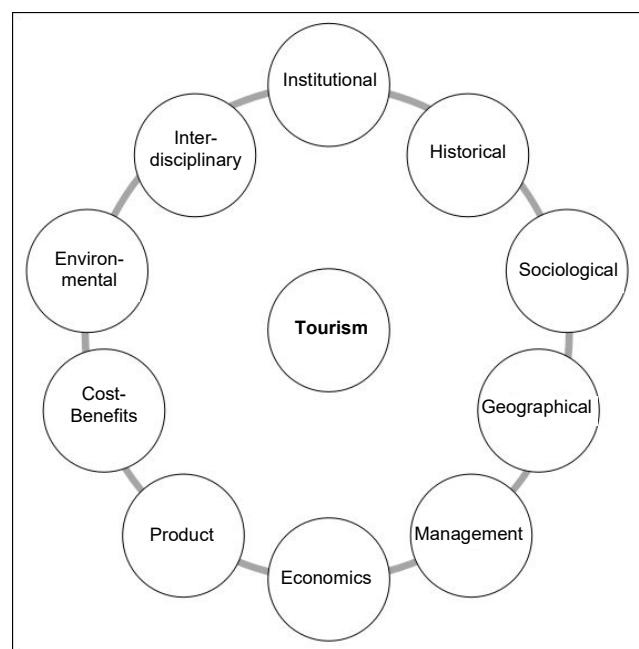


Fig. 9.1: Basic Approaches to Tourism

9.3 Institutional Approach

Tourism phenomenon bears various intermediaries and institutions like tour operator; travel agencies, etc., that perform tourism activities. Institutional approach is one of the foremost approach studies and emphasizes on these institutions such as travel agencies which provides services to the tourists. It involves tour operators who develop and sell tourism packages at wholesale rates and the travel agents who are the mediators between the tour operators and the potential customers. Along with them, transportation is a very important institutional link between the tour operator or travel agencies and the potential customers. The various transportation services airlines, railways, tourist buses, car rentals, etc. sell their tickets in wholesale bulk to travel agents or tour operators and also in retail directly to the customers. The accommodation industry as an institution also contributes dominantly by providing facilities with amenities to the customers. Example: Hotels, motels, lodges, homestays, etc.

This approach does a survey and study of the various organization, their operating methods, problems, costs, and economics of all the institution stakeholders. An advantage of this approach is that they generate data which is recorded and preserved. This database acts as a source for further research and inference for the researchers, academicians and enthusiastic travellers.

9.4 Historical Approach

Tourism is a practice which is very my historic which has seen lot of vital reforms in the physical and natural environment of the world. Hence, it is important to keep a record of these transformations. This approach is not widely used. It involves an analysis of tourism activities and institutions from an evolutionary angle. The various events and incidences occurred in the history that have resulted in changing the surroundings and has formed a key link between the older habits of the tourists and community with the current form of tourism being practiced in different regions. It explores for the cause of innovations, their growth or decline, and shifts in interest.

Pearce (1980) had put forth his theory that recognized certain factors which links historical context with tourism development of a particular destination:

1. Factors responsible for commencement of tourism in a destination.
2. The sequential order of occurrences happening towards development of tourism in destination.
3. The motives behind happening of these occurrences.
4. Benefits of the tourism happenings taking place.
5. The identification and indication of negative impacts at an early stage.
6. The groups being affected and conveying the message of negative impacts of tourism at that destination.

Therefore, historical approach of tourism helps an individual comprehend the past of tourism and also to predict the future trends in tourism industry.

9.5 Sociological Approach

Tourism is truly a social activity. It not only has a strong impact on the economy but also has a significant impact on the society. Tourism involves two important components who are psychologically affected that is, tourists and the local community. The destination that exercises tourism activities would see the impact on the society because the local community itself are the people who host and run the activities and provide services to various types of tourists on regular basis every day. The locals participating in tourism activities are not only benefitted financially but also experience a societal change like up gradation of their lifestyle, change in culture and behavior finally in totality impacting their socioeconomic status. Tourists travel to know and experience the unique culture of the destination which includes traditional food, art, culture, attire, costumes, folklores, handicraft and dances. This exchange of societal activities showcases the attachment of tourism to societal norms and its contribution to changing culture and traditions of a society.

Subsequently, it has involved the attention of sociologists, who study the tourism behavior of individuals and groups of people and the impact of tourism on society. This approach examines social classes, habits, and customs of both hosts and guests. It is a very popular matter to of study with a social point of view.

9.6 Geographical Approach

Geography is an integral aspect of tourism and a wide-ranging discipline; this makes geographers very much interested in tourism and its spatial aspects. Many geographical features relate to tourism like hills, landscapes, deserts, biodiversity, flora and fauna, etc. Geography has a rich treasure of variety of things which forms as the component of the destination and contribute to the tourism. The varied geographical locations, climate, seasonality has given rise to different communities, lifestyles, tourism products, services and activities. Changes in format of land create a different unique sustained community with different art, cultures, languages, attire traditional practices. This makes tourism distinctive and diverse at every little distance.

The geographical approach has a wide approach as it indulge in to land utilization, demographic aspects of the destination along with socio-economic impact and cultural differences. Geography relates to different characteristics of the destination along with its people and creates differences in the destination features and community practices.

The geographers approach focuses on the location of tourist areas, movements of locals and tourists, physical planning involved in development of landscape due to tourism facilities and its dispersion. Since tourism inhabits many aspects of geography, geographers have to examine the areas more deeply than other disciplines.

9.7 Management Approach

Management approach is firm oriented or enterprise approach that concentrates mainly on management related activities which are required for performing tourism practices. It is a micro economic in nature focusing on management functions like planning, organizing, pricing, advertising, controlling, research and development, costing, marketing and promotions. Management functions and approach is very much mandatory if the process should perform in a planned, organized and effective manner. It is very much important for tourism because an adverse or destructive output will be resultant if it proceeds in an unplanned or unmanaged way. It will not only impact the environment of the destination adversely but also the community serving the customers.

Eventually, products, institutions and society changes which clearly states that managerial objectives and procedures must also need to change to meet transformation in the tourism environment.

Hence, management approaches become a vital force to perform the tourism related activities and to keep a check on the positive and negative analysis of the activities taking place in the destination. It is a popular approach, using insights assembled from other approaches and disciplines.

9.8 Economic Approach

Tourism is a unique economic phenomenon and a major contributor to the world economy because of this tourism has always been examined closely by economists. Their main area of concern is supply, demand, balance of payments, foreign exchange, employment, expenditures, development, multipliers, and other economic factors. This approach is very beneficial in providing an outline for evaluating tourism and analyzing its contributions to a country's economy and economic development.

The disadvantage of the economic approach is that does not usually pay adequate attention to the environmental, cultural, psychological, sociological and anthropological approaches.

The economic approach emphasizes upon the economic benefits caused by:

1. Practicing tourism like empowerment of the community
2. Revenue generated from the tourism activities
3. Employment opportunities created and provided to the locals
4. Foreign exchange gained by the tourism products and foreign travellers

The economic approach also helps in understanding the demand and supply mechanisms of the products and services so as to focus on the right amount of supply from the suppliers' side and aim towards getting the right products in the market. But where tourism provides a long list of positive economic impacts it also poses a lot of negative economic impact on the destination and its communities like economic leakage when most of the investors in tourism business in the

destination are outsiders and not the local people or when the cost of building up and creating tourism related infrastructure and services is more than the price with which it is sold. There are certain cases in tourism industry where the tourism activities have provided less economic benefit to the destination. Thus, the economic approach in tourism helps the students to understand the economic implications of the tourism on the economy. This is related to the effects which implies by tourism on countries economy and tourism development on the basis of economic aspects.

9.9 Product Approach

A tourist destination requires variety of tourism products apart from the natural attractions in order to attract the tourist and be preferred for a longer time. Products play an important role in adding value for money and customer satisfaction. The tourism products are very important as they can add to the enrichment of the destination and provide best services to create happy customers. The product approach involves the study of various tourism products that are available at the destination and in the process to reach the destination. It further studies about how they are produced, marketed, and consumed.

For example, a study a luxury train seat — how it is created, the agents who are engaged in buying and selling it, financial support, modes of advertising, and so on. This procedure can also opt for rental cars, hotel rooms, restaurants, and other tourist services to provide a full picture of the field. Unfortunately, the product approach is too time-consuming; it lacks in grasping the fundamentals of tourism quickly.

9.10 Cost-Benefit Approach

Cost-benefit approach proposes that when planning for the development of tourism at a destination is done it is very important that the costs and the benefits occurring out of the various tasks undertaken for the tourism development should be taken into consideration and discussed. The advantages and disadvantages should be listed down. The various bodies like public authorities at local, regional and national levels, and also the private sector involved in the process of increasing advantages (benefits) and reducing the disadvantages (cost). This process

will lead to a strong and effective result-oriented decision-making and will rationalize decisions and tourist policy measures such as investments, legislative enactments and publicity campaigns.

Two Fundamental Rules of Cost-Benefit Approach

- (a) **Clearly defined and feasible goals:** It is very essential to clearly state the goals without any ambiguity that are desired to be achieved through tourism development for the calculation costs and benefits. The goals provide the criteria for evaluating the costs and benefits of a particular action. It is equally important that the goals have to contain clear instructions on the actions required to achieve them.
- (b) **Alternative courses of action:** This suggests that the decision maker should not just adopt and rely on the first measure that appeals to him without considering other possibilities that may offer greater chances of success. In order to reach to a rational decision, one has to choose between alternative courses of action on the basis of comparison between the costs and benefits of various alternatives and then selection of the best.

9.11 Environmental Approach

Environment is the major concern for the world due issues like global warming, pollution, environmental degradation by urbanization, etc. Environmentalist and the government are becoming more active than ever before for the sustainability of the earth. Tourism over the period of time had approached environment as an asset for it, but eventually in the name of development of tourism infrastructure and misbehaving of the tourists it has shown an adverse effect on the environment. It has become the necessity of an hour to an Environmental approach has to be taken seriously and possible solution and policies has to be developed and implemented. Lot of researchers are very active in the approach.

This approach proposes to study the role of environment and its aspects in the development of tourism. This study will help while developing tourism of any country or destination. Scenic beauty, landscapes, hills, beach, etc. are the major draws for tourists and act as major tourist motivators. But the destination loses its tourist value due to overuse of resources by tourists or

locals. Hence, the beauty of the nature can only be preserved by planned tourism. The basic reason for environmental approach is it will preserve the fundamental attraction of the destination which once lost can never be reclaimed easily.

So, while planning for the development, it becomes very significant to understand the impact of tourism growth on the environment and to ensure that it does not get adversely affected.

9.12 Interdisciplinary Approaches

Tourism accepts and supports ideally all aspects of our society. Research is being conducted and theory is being put forth in many aspects.



Anthropological approach is done since our heritage and cultural tourism has been coming since primitive ages and is very closely associated to the mankind. It calls for studies about the journey of transformation in human beings over the period of time in terms of their and others culture.

A Psychological approach is required to study different behavioral patterns of the people in terms of their selection of destination, modes of transport, eating preferences. Hence, psychological approach will help to suggest the best way to promote and market tourism products.

International tourism an important source of foreign exchange is more governed by the political situations, country's policies about the visas and taxation and most countries have government operated tourism departments. To a major extent, the political institutions have an influential role in it. Hence, a Political Science approach is very important that will guide many countries to develop tourism in their country.

Tourism has evolved itself into a huge economic giant and a substantial contributor to the world GDP. It is always into the scanners of various legislative bodies along with the economists, sociologists, geographers and anthropologists. Hence, it is important to remain sustainable tourism industry must perform within the parameters of the laws, regulations, and legal environment. A legal approach will be beneficial to handle this aspect in a proper way.

Transportation takes care of the most important prerequisites of tourism that is accessibility to the destination. A research to this approach is must to understand the practical problems at the ground level. It can help to find out solution for both travellers and transporters by which both will be beneficial. This will ensure professionalism and efficiency of the phenomenon.

It is a fact that tourism concept is very vast, complex and multifaceted. Hence, it is very necessary to have several of approaches from various dimensions to study the field, each geared with a different task or objective.

9.13 Summary

Interdisciplinary approach is a process initialized with an intention to understand, analyze and describe complexity of tourism phenomenon by activating diverse institutionalized disciplines through vigorous interaction.

Interdisciplinary work relates to a ‘mediation space’ co-constituted through interaction between different knowledge domains, consists of capitalizing on the different disciplinary bodies of knowledge to get better understanding of tourism and is a process of hybridization through the circulation of concepts and practices known as nomadism.

In order to study and get proper knowledge about tourism, it is very important to study all the different area related to tourism. Tourism can be approached through variety of methods like Institutional Approach, Historical Approach, Sociological Approach, Geographical Approach, Management Approach, Economics Approach, Product Approach, Cost-Benefit Approach, Environmental Approach and Interdisciplinary Approach.

It is a fact that tourism concept is very vast, complex and multifaceted. Hence, it is very necessary to have several of approaches from various dimensions to study the field, each geared with a different task or objective.

9.14 Key Words/Abbreviations

1. **Interdisciplinary:** It is a process of connecting to more than one branch of knowledge.
2. **Interdisciplinary Studies:** It comprises of combination of two or more academic disciplines into one activity.
3. **Anthropology:** It is the scientific study of humans, human behavior and civilizations of the past and present.
4. **GDP:** Gross Domestic Product.

9.15 Learning Activity

1. Make a case study of a destination with historical approach.

2. Make a case study of a destination with economical approach.

3. Make a case study of a destination with environmental approach.

9.16 Unit End Exercise (MCQs and Descriptive)

A. Descriptive Type Questions

1. Describe the distinguishing features of interdisciplinary research on tourism.
2. Explain the historical approach of tourism.
3. Explain the economical approach of tourism.
4. Explain the sociological approach of tourism.
5. Explain the environmental approach of tourism.
6. State the two fundamental rules of Cost-Benefit approach.

B. Multiple Choice/Objective Type Questions

1. Tourism cannot be approached by _____ method.

(a) Historical	(b) Economical
(c) Sociological	(d) Chemical
2. _____ approach is done since our heritage and cultural tourism has been coming since Primitive ages and is very closely associated to the mankind.

(a) Anthropological	(b) Topological
(c) Historical	(d) Biological
3. Planning, organizing, pricing, advertising, controlling, research and development, costing and marketing come under which approach.

(a) Anthropological	(b) Product
(c) Management	(d) Economic
4. _____ approach indulges into land utilization, demographic aspects of the destination along with socio-economic impact.

(a) Historical	(b) Product
(c) Management	(d) Geographical

Answers:

1. (d), 2. (a), 3. (c), 4. (d).

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UNIT 10 DEMAND AND SUPPLY IN TOURISM – I

Structure:

- 10.0 Learning Objectives
- 10.1 Introduction
- 10.2 Demand
- 10.3 Supply
- 10.4 Tourism Demand
- 10.5 Tourism Supply
- 10.6 Economics of Demand and Supply
- 10.7 Summary
- 10.8 Key Words/Abbreviations
- 10.9 Learning Activity
- 10.10 Unit End Exercise (MCQs and Descriptive)
- 10.11 References

10.0 Learning Objectives

After studying this unit, you will be able to:

- Explain the concept of Demand and Supply.
- Discuss the relevancy of demand and supply in Tourism Industry with its significance.

10.1 Introduction

Supply and demand in context to microeconomics represent an economic model for the determination of price in a market. It suggests that, holding all else equal, in a competitive market, the unit price for a particular tourism product, or other traded item such as labor or liquid financial assets, will vary until it settles at a point where the quantity demanded (at the current price) will equal the quantity supplied (at the current price), resulting in an economic equilibrium for price and quantity transacted.

Tourism demand broadly covers the factors controlling the level of demand, the spatial characteristics of demand, different types of demand and the motives for making such demands.

Tourism supply deals with the provision of the vital elements of the tourism industry by the host governments or destinations that are required to meet the demands of tourism and provide it to the tourists to achieve their satisfaction and provide value for money.

It is very important to understand the microeconomic foundations of tourism, i.e., demand and supply, and its relationship as it affects the success of the whole economy of tourism sector.

10.2 Demand

Demand can be defined as an economic term that states the amount of products or services that consumers wish to possess and have a purchasing power to acquire that product or service at any given price level and at a given period. The mere desire of a consumer for a product is not demand. In simple words, demand can be called as the amount of product or services that consumers are willing and able to purchase at a given time.

The demand for a particular product or service is influenced by consumer purchasing behaviour, i.e., their preferences, intentions and decisions.

Demand factors for a product or service is related to:

- Price of good or service
- The income level of consumers

- Discount offers with the products
- The prices of competitive products
- Consumer preferences
- Consumption patterns

The quantity demanded is the amount of a product people are willing to buy at a certain price. The relationship between price and quantity demanded is known as the demand relationship.

10.3 Supply

Supply can be defined as a fundamental economic concept that states the total amount of a particular good or service that is available to consumers at a specific purchase price and given period.

Supply factors for a product or service is related to:

- Product or service price
- Related goods or services price
- Prices of production factors and inputs
- Production units, technology and expectations of provider
- Government policies

The quantity supplied refers to the amount of certain goods producers are willing to supply when receiving a certain price.

The correlation between price and how much of goods or service is supplied to the market is known as the supply relationship. Price, therefore, is a reflection of supply and demand.

Supply and demand are the economic forces of the free market that control what suppliers are willing to produce and what consumers are willing and able to purchase.

The four basic laws of supply and demand:

1. If demand increases and supply remains unchanged, a shortage will result, leading to a higher equilibrium price.
2. If demand decreases and supply remains unchanged, a surplus will result, thus leads to a lower equilibrium price.
3. If demand remains unchanged and supply increases, a surplus will result, leading to a lower equilibrium price.
4. If demand remains unchanged and supply decreases, a shortage will result, leading to a higher equilibrium price.

Equilibrium Price: The market price at which the supply of an item equals the quantity demanded.

10.4 Tourism Demand

Cooper defined tourism demand as the total number of people who travel or wish to travel and use tourist facilities and services at destination away from their places of work or residence for a specific period at a specific price. Without tourism, demand tourism can never exist, grow and be a successful destination.

Tourists are the people who generate tourism demand. The demand is generated at a particular place designated as tourism destination. The scale and degree of demand for a destination is different from place to place, time to time and even season to season. Tourism demand is also dependent on the expectation of tourists.

Types of Tourism Demand

Actual demand: It is a type of demand which is recognized at a particular destination by the statistics recorded in a particular period. It is an aggregate number of tourists visited at the destination in a particular period.

Suppressed demand: It is the type of tourist who wish to travel to the destination but for some reason are not able to make it. They can be further categorized as:

- **Potential demand:** They are most prospective to travel in recent future and get converted into actual demand when the circumstances get favourable.
- **Deferred demand:** They are the one who are affected by the situation on the supply side like scarcity of accommodation, bad weather and outbreak of disease.
- **No demand:** They are the people who never want to travel for tourism purpose due to insufficient disposable time or lack in disposable income.

10.4.1 Determinants of Tourism Demand

The factors that determine the demand for tourism products are:

1. **Discretionary income:** Disposable income of the visitor.
2. **Holiday entitlement:** Disposable time for leisure and related activities.
3. **Government taxes and restrictions:** Government taxes, service charges and permissions required to be taken.
4. **Availability of tourism facilities:** Safe, secured and value for money tourism infrastructure.
5. **Personal factors/demography:** Personal desire, wishes, expectations of the tourists. Good weather conditions.
6. **Price:** Reasonable pricing as per the facilities and services provided, exorbitant prices will affect demand adversely.
7. **Health and safety issues:** Disease outbreak prone or unhygienic and unsafe destination are least preferred.
8. **Seasonality:** Destination demands are affected by lows in off-seasons and peaks in season.
9. **Advertisement and marketing:** It plays an important role in educating, awareness and propaganda of the tourist destination.

10.4.2 Tourism Motivators

Tourism motivators play a vital role of germination the phenomenon of tourism. Without it, the fundamental component of tourism that is tourist will not come into existence. Motivation of the tourists stems from the domain of human psychology that affects individual choices. It is the satisfaction-forming factor. Hence, to explore the concept of demand, it is essential to comprehend the motivators of tourism.

Following are the factors of motivation:

- Physical motivators:** Physical rest and relaxation – to get away from routine for rest and relaxation and rejuvenate, sport activities and health treatments.
- Cultural motivators:** Know and learn about others cultures, lifestyles, folk art, musical and dance.
- Interpersonal/social motivators:** Enhancing social circle by meeting new people, VFR, new experiences, adventures, etc.
- Status and prestige motivators:** Personal esteem, ego, status symbol and boost prestige.
- Spiritual purpose:** Visiting holy places and shrines to seek solace or express their gratitude to the god.

Factors affecting tourism demand:

- Price factors:** The cost of tourism product plays the most influential role in determining tourism demand. The price includes the cost of transportation to and from the destination and the cost of destination content (accommodation, food and beverages, shopping, entertainment, etc.)

An international tourist paying in foreign currency is influenced by prevailing exchange rates, and prices in the destination in comparison to prices in their home country.

- Non-price factors:** These include socio-economic and demographic factors like income in origin country, population, education, occupation, availability of leisure time and immigration stock.

Qualitative factors including tourist tastes, tourist appeal, destination image, quality of tourist services, tourist preferences, special events, cultural ties, destination marketing, promotion, weather conditions, etc.

Following notable changes has been seen in tourist demands of millennial:

1. Increase in frequency of travel, shorter vacations and more numbers of vacations are preferred instead of traditional single longer vacation in a year.
2. Tourists prefer for more occasional vacations throughout the year ruling out the summer and winter vacations only.
3. Tourist are showing more interest in more imaginative and eventful tourist products like adventures, thrilling, health or rehabilitation tourism , study voyages, etc.
4. Tourists are preferring last minute decision of tourism endeavours and substantial increase in weekend tourism.
5. Tourists prefer fastest mode of transport available in their budget and are ready to spend more on it.
6. Tourists are not keen for luxury accommodation rather they prefer basic traditional accommodation and food staying near locals.
7. More importance is being given for safety and well-being.

10.4.3 Measuring Tourism Demand

The measure of Tourism demand is a difficult task as people coming for tourism or vacations usually do not keep track of their spending and may not always stay at a destination as they may tend to visit and move to other destination. Following are the guideline measures for actual tourism demand:

- (i) Tourist arrivals
- (ii) Tourist days/Tourist nights
- (iii) Amounts spent

(i) Tourist Arrivals

The Ministry of Tourism keeps a track of international tourists accurately by arrivals at airport, sea port or at borders by road. Domestic tourists and foreigners visiting a particular location can be done by check kept at popular strategic tourist attractions like Taj Mahal, Biwi-ka-Makbara, Golden Temple, Shirdi Saibaba Temple, etc. These act as a measure of tourist demand. Data of domestic tourists can also be obtained particularly if tourists arrive through public transport, train, plane or ship. The data variation in figures of visiting tourists month to month is an important indicator of rise and fall in demand during the year and for statistical analysis.

(ii) Tourist Days/Tourist Nights

The tourist demand of a location can also be measured in terms of the days/nights the tourists spend at the location. In fact, tourist days/nights are a far more accurate estimation of tourism demand than the number of tourist arrivals.

$$\text{Demand (D)} = \frac{\text{Number of Visitors} \times \text{Average Number of Days}}{\text{Nights at Tourist Destination}}$$

Example: Calculate the tourist demand for a destination with 3000 visitors, visited for average 3 days and stayed for 2 nights.

Solution: Demand(D) = $\frac{3000 \times 3}{2}$

$$= 4500$$

(iii) Amounts Spent

This can be the most efficient and effective measure of tourist demand. It refers to the total expenditures done by tourists during their day/night stay for a particular period of time. Apparently, it seems to be the most difficult measure to obtain because tourists usually do not keep track of every spending made in the tourist destination. Hence, the estimates of amounts spent cannot be used to accurately forecast demand.

$$\text{Demand}(D) = \frac{\text{No.of tourist days}}{\text{Nights}} \times \frac{\text{Average expenditure per day}}{\text{Night}}$$

Example: Calculate the tourist demand in terms of amount spent at a destination with an average expenditure per day of ₹ 10,000 for 30 tourist days and 20 nights.

Solution: Demand = $\frac{30}{20} \times \frac{10000}{20}$
 $= ₹ 750$

10.5 Tourism Supply

The tourism supply of an industry is derived by summing the value of tourism products sold by the tourism industry to the tourists it takes into account accommodation services, food and beverage, transport, and other retail sales. Tourism supply shapes the demand for tourism in a destination.

The tourism supply of an industry is derived by summing the value of tourism products sold by the tourism industry to the tourists it takes into account accommodation services, food and beverage, transport and other retail sales. Tourism supply shapes the demand for tourism in a destination.

10.5.1 Properties of Tourism Supply

1. Ideally, it is a perishable product and cannot be stored.
2. It cannot be examined prior to purchase hence, making it intangible.
3. It is necessary to move from one place to other for its consumption.
4. It is geographically fixed at different places.
5. High dependency is there between natural and human-made resources and other components, which can be separately or jointly purchased and has to be consumed in sequence.
6. It is an amalgamated product involving transportation, accommodation, food and beverages, natural resources, entertainment, and other facilities like shops and banks and services like travel agents and tour operators.

10.5.2 Components of Tourism Supply

Attractions

Attractions are the destinations that supply to the needs of leisure oriented tourists. They are classified as:

- **Natural Attractions:** Ajanta-Ellora caves, Grand Canyon, Beaches, rocks, mountain, hill ranges, landscapes, etc.
- **Man-made Attractions:** Great China Wall, Theme Parks, Eiffel Towers, London Bridge, architecture, temples, mosques, churches and monuments.
- **Cultural Attractions:** Historical sites, monuments, local arts and crafts, local folk core, music and dance.

Transportation

Transportation the modes which supply the need of travel to reach to the tourism destination and travel within.

- **Road:** Car rentals, luxury coaches, tourist buses, etc.
- **Rail:** Luxury train, heritage trains, toy trains, express train, subways, commuter or intercity trains.
- **Water:** Boats, ferries, yacht, cruises, etc.
- **Air:** Airbus, charter planes, helicopters, etc.

Intermediaries

- **Travel Agents:** Mediator agents between tour operator and tourist selling tourism products.
- **Tour Operators:** Connect the supply of tourism product at destination to the best of services for the tourist at most reasonable rates.

Destination

Tourism suppliers at the destination of the following:

- **Accommodation:** Hotel, resort, motel, lodge, tent, etc.

- **Restaurant:** Specialty restaurants, coffee shop, QSR, snack centres, etc.
- **Tourist Facilities:** Amusement parks, exhibitions, shopping centres and casinos.

Activities

Activities suppliers for tourists to engage in are:

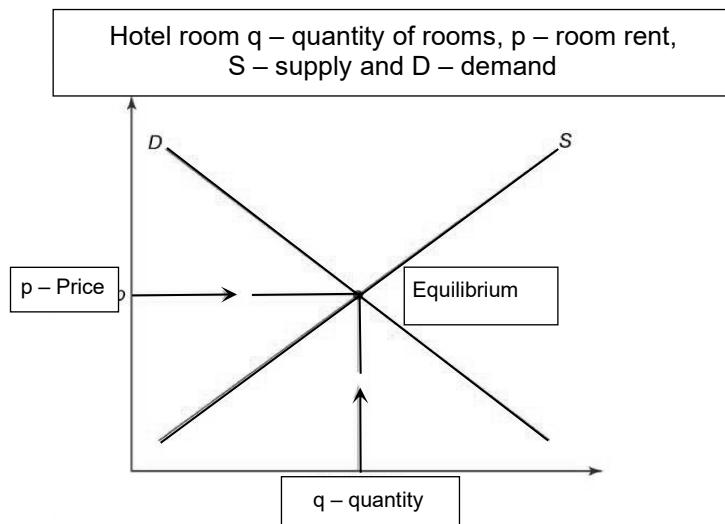
- **Adventure Sports:** River rafting, trekking, mountain biking, skiing, etc.
- **Leisure:** Pool tables, swimming, pubs, etc.
- **Business Activities:** Seminars, exhibition, business meetings, promotions, etc.
- **Health Activities:** Yoga session, naturopathy, Kerala ayurvedic treatment, massage and spa.

The tourism supply inspires, influence and affects the entire tour. The entire above component necessarily should perform well if any one of the above given components malfunctions, it spoils the experience of the tourists and results in dissatisfaction of the tourist.

The nature of the product and the process of delivery of tourism supply have made it a complex phenomenon.

10.6 Economics of Demand and Supply

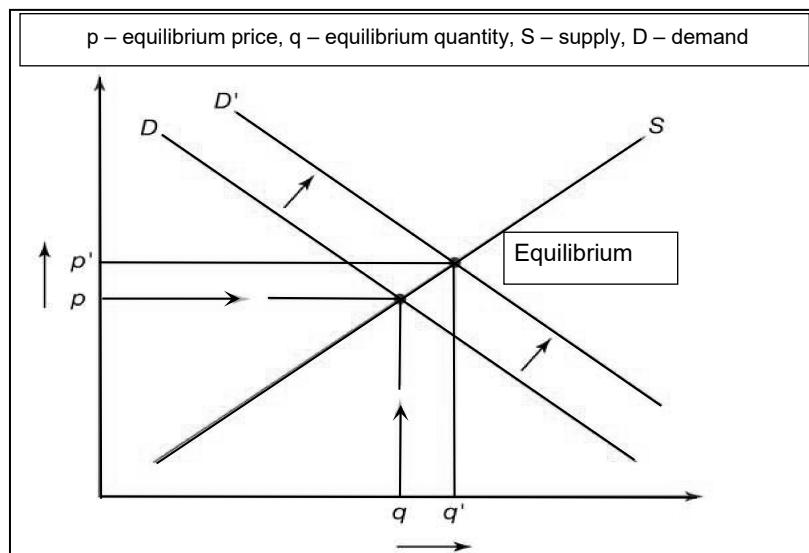
In economics, the price determination is dependent on the relationship between the quantity of products that tourism producers wish to sell at various prices and the quantity that tourists wish to buy. The interaction of supply and demand in a market are the most important aspects in determining the price of a commodity. With an agreement between producer of tourism product and tourists the resulting price is achieved that is called as equilibrium price. Equilibrium states that the quantity of a good supplied by producers equals the quantity demanded by consumers.



10.6.1 Demand Curve

The quantity of a tourism product demanded depends on the price of that tourism product and hypothetically on various other factors, such as the prices of other competitive product, the spending power and preferences of tourists, and seasonal effects. In basic economic analysis, all factors except the price of the tourism product are usually kept constant; the analysis then includes evaluating the relationship between various price levels and the maximum quantity that would potentially be purchased by tourists at each of those prices. The price-quantity combinations is then plotted on the graph forms a curve, known as a demand curve, with price represented on the y-axis and quantity represented on the x-axis.

A demand curve is usually downward-sloping, stating the preferences of tourists to purchase more of the commodity at lower price levels. The incidental changes in non-price factors can cause a shift in the demand curve, whereas changes in the price of the tourism product can be traced along a fixed demand curve.

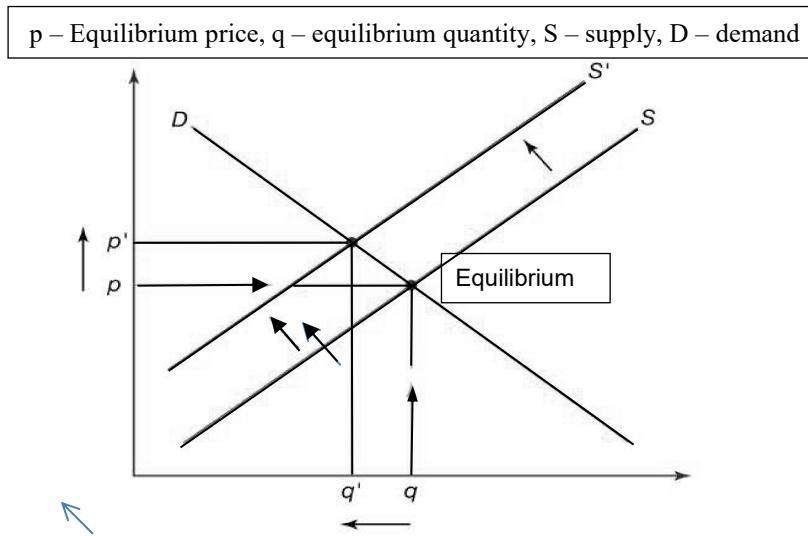


The graph with quantity on x-axis and price on y-axis indicates the shift in demand affecting into increase in equilibrium price and equilibrium quantity

10.6.2 Supply Curve

The quantity of a tourism product that is supplied in the market depends not only on the production cost of the product but also on many other potential factors, like the prices of substitute products and labor cost and other overhead costs.

In basic economic analysis, analyzing supply comprises of evaluating the relationship between various prices and the quantity potentially offered by producers at each price, by keeping all other factors that affect or influence the price. These price-quantity combinations may be plotted on a curve, known as a supply curve, with price represented on the y-axis and quantity represented on the x-axis. A supply curve is generally upward-sloping, reflecting the inclination of tourism suppliers to sell more of the tourism product they produce in a market with higher prices. Any change in non-price factors would cause a shift in the supply curve, whereas changes in the price of the tourism product can be traced along a fixed supply curve.



The graph with quantity on x-axis and price on y-axis indicates the shift in supply affecting in to increase in equilibrium price and decrease in equilibrium quantity.

10.6.3 Market Equilibrium

It is very important responsibility of the market to apply price mechanism and equate demand and supply.

In case tourists wish to purchase more of a tourism product than available supply at the prevailing price; they will seek to bid the price up. On the other hand, if tourists wish to purchase less than is available supply at the prevailing price, suppliers will bid prices down, thus developing a tendency to move toward the equilibrium price. This tendency is known as the market mechanism, and the resulting balance between supply and demand is called market equilibrium.

As a market phenomenon, the rise in prices of tourism product, results in increase in the quantity offered, and decline in the willingness of consumers to buy a tourism product, but these changes are not essentially proportional.

The measure of the responsiveness in supply of tourism product and tourists demand to changes in price is called the price elasticity in supply or demand. It is calculated as the ratio of the percentage change in quantity supplied or demanded to the percentage change in price.

10.6.4 Law of Tourism Supply and Tourism Demand

The theory of law of tourism supply and tourism demand explains the communication between the sellers of a tourism product and the buyers for that tourism product. The theory focuses on the effect of the relationship between the demand for that particular tourism product and the availability of that tourism product and has on the tourism product's price. Generally, low supply and high demand increase price and *vice versa*.

- The law of demand says that at higher prices, tourists will demand less of an economic good.
- The law of supply says that at higher prices, tourism suppliers will supply more of an economic good.
- These two laws interact to determine the actual market prices and volume of tourism product that are traded on a market.
- Several independent factors can affect the shape of market tourism supply and tourism demand, influencing both the prices and quantities that we observe in markets.

Practically, tourism demand and tourism supply pull against each other until the market finds an equilibrium price. Though, multiple factors also affect both supply and demand which may cause the price to increase or decrease in various ways.

10.7 Summary

Supply and demand in context to microeconomics represent an economic model for the determination of price in a market. Tourism demand is the total number of people who travel or wish to travel and use tourist facilities and services at destination away from their places of work or residence for a specific period at a specific price. Types of tourism demand are actual demand, suppressed demand, potential demand, deferred demand and no demand.

Tourism supply involves the supply of all assets, services and goods to be enjoyed or bought by visitors and occasioned by the journeys of visitors. It is an amalgamation or mix of attractions. Components of tourism supply are attraction, transportation, intermediaries, destination and activities. The tourism economics states that, the interaction of supply and demand in a market the

most important aspects in determining the price of a commodity. With an agreement between producer and tourists of tourism product, the resulting price is achieved that is called as equilibrium price.

The challenge in tourism is always to provide ample supply to meet anticipated demand with the supply function being constrained by demand.

10.8 Key Words/Abbreviations

- **VFR:** Visiting Friends and Relatives.
- **Demand:** Demand can be defined as an economic term that states the amount of products or services that consumers wish to possess and have a purchasing power to acquire that product or service at any given price level and at a given period.
- **Supply:** Supply can be defined as a fundamental economic concept that states the total amount of a particular good or service that is available to consumers at a specific purchase price and given period.
- **Equilibrium Price:** The market price at which the supply of an item equals the quantity demanded.

10.9 Learning Activity

1. Develop a model describing market equilibrium.

2. Make a chart presentation of economics of demand and supply.

10.10 Unit End Exercise (MCQs and Descriptive)

A. Descriptive Type Questions

1. Define demand and supply. State the basic law of demand and supply.
2. What is tourism demand? Discuss the types of tourism demand.
3. What is tourism supply? Explain the properties of tourism supply.
4. Explain the law of tourism supply and tourism demand.
5. Write short notes on:

(a) Demand curve	(b) Supply curve
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B. Multiple Choice/Objective Type Questions

1. Following is an intermediary component of tourism supply.

(a) Hotels	(b) ATM
(c) Travel agent	(d) Airlines
2. VFR is classified under following tourism motivator:

(a) Physical motivator	(b) Cultural motivator
(c) Interpersonal/social motivator	(d) Religious motivator
3. They are the people who never want to travel for tourism purpose due to insufficient disposable time or lack in disposable income.

(a) No demand	(b) Deferred demand
(c) Potential demand	(d) Suppressed demand
4. Demand factors for a product or service is related to _____.

(a) Price of good or service	(b) The income level of consumers
(c) Consumer preferences	(d) All above
5. Which of the following is not the method of measuring tourist demand?

(a) Tourist Arrivals	(b) Tourist Days/Tourist Nights
(c) Amounts Spent	(d) Head Count

Answers:

1. (c), 2. (c), 3. (a), 4. (d), 5. (d).

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UNIT 11 DEMAND AND SUPPLY IN TOURISM – II

Structure:

- 11.0 Learning Objectives
- 11.1 Introduction
- 11.2 Prospects of Tourism Demand
- 11.3 Problems in Tourism Demand
- 11.4 Summary
- 11.5 Key Words/Abbreviations
- 11.6 Learning Activity
- 11.7 Unit End Exercise (MCQs and Descriptive)
- 11.8 References

11.0 Learning Objectives

After studying this unit, you will be able to:

- Study the prospectus of tourism demand.
- Figure out the nuisance/problems while dealing with Tourism Demand.

11.1 Introduction

Indian tourism has evolved as one of the vital component of growth among the services sector in India. India has the rich cultural and historical heritage, diverse ecology, topographies and destination of natural beauty spread across the country exhibiting its significant potential for

Tourism. Tourism has consistently proved its potential worldwide being a large employment generator along with a significant source of foreign exchange for the country.

Tourism has shown a fast growth in encompassing manner with visible socioeconomic expositions. The transformation process has experienced new consumer groups of distinct travel motivations, lifestyle patterns and travel requirements emerging in every feature. This compromises of both opportunities and challenges. The government has understood and accepted the potential of tourism as a key to developing the country's economy and international standing. It has shown lot of positive decisions in policies regarding tourism like e-Visas and provision of funds for the development of tourism infrastructure and niche tourism avenues. They have ushered to grab all the opportunities listed and strived to overcome all the challenges in the way to convert it into successful tourism venture.

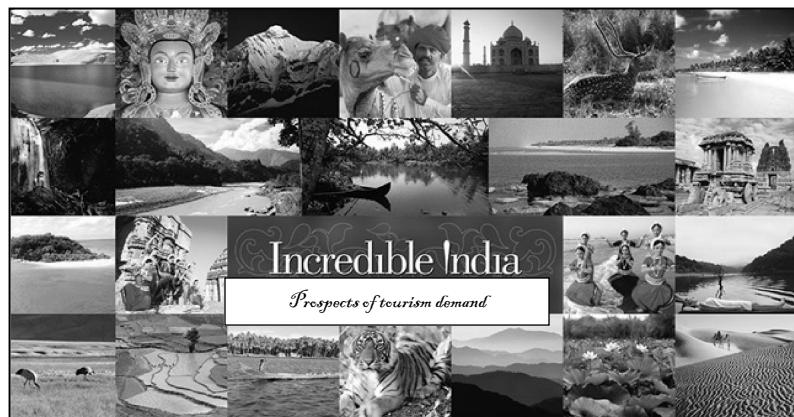


Fig. 11.1: India Tourism

11.2 Prospects of Tourism Demand

Cooper defines tourism demand as the total number of people who travel or wish to travel and use tourist facilities and services at destination away from their places of work or residence for a specific period at a specific price.

Tourists are the people who generate tourism demand. The demand is generated at a particular place designated as tourism destination. The scale and degree of demand for a

destination is different from place to place, time to time and even season to season. Tourism demand is also dependent on the expectation of tourists.

Tourism demand is the most essential aspect of the whole tourism phenomenon. It deals with tourists who are the most fundamental component for the existence of tourism, because tourism cannot happen if the tourism demand is not there.

Tourism demand has a growing influence on the tourism sector and has developed it into economic powerhouse. It has been an indisputable potential tool for development of the economy.

It not only lead the growth of tourism sector but also upgrades the quality of local's lives with creation of large scale employment of various kinds.

It acts as a passport to peace by supporting diverse cultural heritage and strongly promotes peace in the world with international brotherhood and integrity.

India is one of the largest market for travel and tourism demand that offers a diverse portfolio of niche tourism products – religious, spiritual, medical, wellness, sports, adventure, MICE, cruises, eco-tourism, film, rural for domestic and international tourists.

The Ministry of Tourism with a main objective to facilitate and strengthen tourism demand in India is concentrating on enhancing tourism infrastructure, easing of visa system, assurance of quality standards in services of tourism service providers, projection of the country as a 365 days' tourist destination, promotion of sustainable tourism, etc.

The tourist demand has inspired and directed the Government of India to launch two major schemes in the year 2014-15, viz., Swadesh Darshan and PRASHAD (Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive).

Swadesh Darshan: Integrated Development of Theme-based Tourist Circuits.

PRASHAD: Drive for development of tourism infrastructure in the country including historical places and heritage cities.

The WTTC Economic Report 2018 stated India is expected to establish itself as the third largest travel and tourism economy by 2028. Total contribution by travel and tourism sector to

India's GDP is expected to increase from ₹ 15,24,000 crore (US\$ 234.03 billion) in 2017 to ₹ 32,05,000 crore (US\$492.21 billion) in 2028. International tourists' arrival is expected to reach 30.5 billion by 2028.

In the year 2017-18, 81.1 million people were employed in the tourism sector in India which was 12.38% of total employment in the country. The Government of India has set a target of 20 million foreign tourist arrivals (FTAs) by 2020 and double the foreign exchange earnings as well.

The tourism demand of foreign tourist arrivals for medical purpose has increased from 427,014 in 2016 to 495,056 in 2017.

The Government of India has launched several branding and marketing initiatives like 'Incredible India!', Incredible India 2.0 campaign, 'Incredible India Mobile App' and 'Athiti Devo Bhava' which has provided a focused stimulus to growth. The Government of India is working to achieve 1% share in world's international tourist arrivals by 2020 and 2% share by 2025.

e-Tourist Visa: The Indian government with an intention to boost tourism implemented a new visa policy in November 2014, which allowed tourists and business visitors to obtain a "visa on arrival" at 16 designated international airports of India, by acquiring an Electronic Travel Authorization (ETA) online before arrival. They were not required to visit an Indian consulate or visa centre. The "visa on arrival" scheme was renamed "e-Tourist Visa" (or "e-TV") in April 2015. As a result of the new visa policy, 1987.9% increase was seen in foreign tourist arrivals, i.e., 56,477 tourists arrived on an e-Tourist Visa during October 2015, compared with 2,705 tourist arrivals during October 2014.

The facility is now available for nationals of 163 countries for entry into India through 25 international airports and five sea ports. Union Home Ministry officials has stated that the popular e-Visa scheme was availed by 19 lakh tourists in 2017 and it is expected that more than 25 lakh tourists will avail the facility in 2018.

This is the best example of the government efforts to increase the tourism growth in inbound India tourism demand. This assures very bright prospects for our country.

Airbnb – vacation rentals stated that India is one of the fastest growing economies in the world at 7% with a growing middle class that wants to travel. India has 400-million-plus millennial who prioritize travel at the top. This reflects the potential of tourism demand. In order to cater this massive tourism demand in the recent future, Airbnb has projected to have a billion people on their platform by 2028.

Forbes has called Medical tourism as the next crown jewel of India. The medical tourism market is valued at nearly INR 267 billion. Big brands have already started invested in developing tourism-based serviced modern high tech hospitals. Example: Tata, Fortis, Wockhardt and Apollo Hospitals.

The cruise industry in India is a ‘golden goose’ which has a huge potential but still to be explored to its limits. India is the fastest emerging tourist destination. The tourism demand for local cruising has already gained momentum and international cruising has just started away, this will take Indian cruise industry profile to new heights.

Zutshi, Bermello in their initial report mentioned that India is sitting on a gold mine of cruise tourism which can mint a direct cruise revenue of ₹ 35,500 crore (US\$5.5 billion) as against current ₹ 712 crore (US\$110 million), this clearly states a massive untapped potential for Indian cruise industry to grow to a staggering 50 times the current revenue. The tourism demand has encouraged the government to take initiative, make investment, develop policies and support so that the target can be accomplishment in recent future.

The travel and tourism marketing has currently shifted online, destinations have increasingly found themselves competing in a global marketplace. The world has transformed itself in to a global village; today travellers are able to access their chosen destinations more easily sitting at their home on their palm. This has indeed stamped on the truth the globe has become a potential market of tourism demand.

11.3 Problems in Tourism Demand

Tourism industry of India is exquisitely prospering and transforming into a promising field. It is facing many problems and nuisances while dealing with tourism demand. Thus, recognizing

and researching of the problems is very important. Best possible solutions need to be identified by the experts and then implemented with sufficient measures to confront the problems. This will further enhance the prospects of tourism and can guarantee unlimited chances of development of the nation.

An embedded framework of infrastructure is obligatory for stable tourism which includes proper transportation facilities, health facilities, stable, and uninterrupted connectivity and other human resources.



Fig. 11.2: Tourism Problems

11.3.1 Lack of Proper Transport Infrastructure

Transport infrastructure is one of the important modes of accessibility. Inefficiency or lack of it will adversely affect tourism demand. The tourist will never opt for a badly accessible destination.

The report published by PATA mentioned that international tourist arrivals in India growing year-to-year, the country's tourism is getting hindered by inadequate airport, road infrastructure and lack of adequate rooms. Congested and cracking airports, ageing air traffic control and chronic shortage of hotels, combined with a slow-moving bureaucracy, are cramping India's emergence as a tourism powerhouse. Inferior quality roads, inefficient maintenance of the roads especially during rainy season creates a very bad impression about the country. Still lot of scope for improvement exists in terms of roadways, other alternative transportation resources. The

current modes of transport are heavily loaded and situation goes beyond control during vacations and peak season. Government is striving hard to create a better situation.

Some of the major transport infrastructural transforms are:

- (a) Development/upgradation of passenger terminals.
- (b) Improvement of road connectivity leading to tourist sites/destinations.
- (c) Roadside amenities with emergency vehicle breakdown, repair, first-aid centres and refuel facilities.
- (d) Helipads, heliports, airstrips and ropeways.
- (e) Communication system, mobile services, internet connectivity, Wi-Fi at public terminus and transport.

Even though rapid development is witnessed to happen, India has still a long way to go for having a world-class tourist infrastructure.

Transport Infrastructural Bottlenecks

Mediocre infrastructural facilities has always being a problem in India causing traffic jams, toll plaza congestions, lack of coordination between modes of transport and communication is wasting people's time and money, unproductively. Success of tourism depends to a large extent on better access to infrastructure, with a consumer-centric approach.

11.3.2 Human Resources

Tourism demand pleads for a good quality service and value for money. This can be achieved by providing services by highly skilled manpower which becomes an inevitable part of the tourism sector. To have consistent growth in Indian travel and tourism industry, a huge amount of skilled man force is required at different levels especially hospitality industry, airlines, etc. The inclination of young generation towards traditional sectors like banking, engineering, and medicine has gradually prompted abatement in the human resources available for the tourism sector. Thus, presently, there is a huge scarcity of skilled and qualified manpower in both the hospitality and tourism sectors affecting the quality of service. The hospitality sector in India had

expected 52,000 new hotel rooms to be added in five years (2013-17) and 100% FDI has accelerated the process. But scarcity of appropriate workforce is diluting this growth.

11.3.3 Insufficient Promotion and Marketing

Lack of aggressive online and other marketing strategies to promote India as a must-visit location. Lack of overseas marketing and engagement: India has only 14 tourism promotion offices abroad, while 180 embassies and high commission acts as the permanent promoter of external interests but have a very diplomatic approach. They fail to give a professional and commercial touch to the promotion and marketing. They can do more to market India as a tourism destination.

For the development of travel industry and meet tourism demand, a great promotion and marketing push is excessively necessary. At present, India needs an immense conventional marketing technique with a modern approach.

Travel and hospitality marketing at local level is many of time inadequate, false or exaggerated. This can show adversarial impact on tourist demand. Hence, genuineness should be there in the content or else it will turn into general perception of all tourists that can be very difficult to change.

11.3.4 Taxation

High taxes led down by the government on the entire industry including the airline facilities, hotels and tour operators makes tourism packages highly expensive. This is the one main reason why India loses to other less expensive countries when it comes to tourism demand.

11.3.5 Safety and Security

Safety and security of tourists, especially of the foreign tourists, is a major roadblock to the tourism demand and development. Ideally, it should be given a paramount importance for the well-being of tourism demand. 245 tourists died under mysterious circumstances in four local districts of Goa in the past 12 years. Attacks on foreign nationals, increasing rate of sexual abuse of women, theft, credit card fraud, identity theft, food poisoning, terrorism and public violence raise questions about India's ability to welcome tourists from far away countries. The World Economic Forum (WEF) surveyed the 130 countries in which India was placed at the 114th

position in terms of safety and security aspect in the WEF's Travel and Tourism Competitiveness Index, 2017. This really makes us ashamed since being one of the most cultured countries in the world.

11.3.6 Attacks on Women

The high-profile slaying of a 23-year-old woman who was gang raped riding a bus in Delhi on December 2012. Lot of cases of other victims of sex crimes came in to the light, India tour operators reported a 25 % drop in business and 35% drop in female tourism over the first quarter of 2013. The US State Department reported a "modest increase" in violent crime against foreigners and cautioned women against travelling alone in India, using public transportation after the sunset and going to isolated areas. Molestations and rapes of foreign women tourists are indeed a big stigma that India has to strive hard to get rid of as it is one of a biggest setback for the latest trend of tourism, that is, Female-Solo tourism.

11.3.7 Terrorism

Terrorism is a biggest nuisance causing element in tourism demand. India is constantly in a state of tension because of its nuclear equipped neighbor Pakistan, the threat of small-scale bombing, suicide attacks at public spaces by the Islamic extremists has always kept it under the threat of terrorism. Example: tourists hit terrorists in the 2008 Mumbai attacks, when gunmen fired on a train station platform, cafes and luxury hotels; the victims included 28 foreigners from 10 countries.

Political situations like scrapping of Article 370 of the Constitution and declaration of J&K as union territory is creating anxiety in tourism sector. US government has long warned travellers to avoid the restive border areas, especially in Kashmir.

11.3.8 Poor Hygiene and Sanitation

It has in fact being threatening the tourism sector. Hygiene in India always annoys tourists who come from hygienic places. Indians are not much concerned about cleaning their surroundings, unhygienic food, water or surroundings make them sick and can hinder their enjoyment.

Except in 5 star hotels and branded QSRs, proper hygiene and sanitation is always been ignored causing food infection and food poisoning cases to the tourists. This factor also affects the tourism demand in an adverse way. The food handlers and eatery owners are unaware of hygienic practices and threats of not following the same. The inefficiency of Government bodies and lack of strict implementation of food laws has made local food vendor fearless. Many of them are not registered nor have valid licence to exercise the food business.

11.3.9 Language Problem

India is a multilingual country and has a varied accent of English with many locals who cannot speak English lead to problems in communication and many a times miscommunication. Tourists feel it difficult and uneasy to communicate when they are in the society and have to rely on sign language and gestures. Their main problems come when there is a sort of urgency or emergency. Tourist from non-English speaking country has to totally rely on an interpreter, they can never freely move around. Tourist demand is affected due to language barrier as tourists are hesitant to explore all types of tourism like ethnic, rural, etc.

11.3.10 Environmental Damage

The unrestricted and unplanned growth of tourism has an unfavorable effect on environment. The non-sustainable practices in the tourism have borne to a big environmental damage affecting the destination very badly even to the extent of being a threat to the existence of it. The environmental degradation for built-up of tourism infrastructure like hotels, roads, etc. Cases like forest fire due to human negligence, plastic, cans, bottles and other garbage thrown by tourists, traffic congestions, honking and smoke pollution have been creating adverse effect on the natural environment.

Example: The secluded areas in the Himalayan region especially remote places are facing problems of maintaining ecological balance due to the irresponsible Mass tourism. Tons of waste from tourists can be found in the mountains spoiling the pristine beauty of the Himalayas.

Thus, if this is not anticipated the tourism demand will continue to fall due to the fading of main attraction of the destination

11.3.11 Medical Tourism

India has a great opportunity in attracting medical tourism demand but it needs to carve out a distant niche for itself by gaining advantage of its strengths against the competitor countries of the world.

Tourism demand is facing lot of problems because of the following:

1. Inefficient medical infrastructural facilities like connectivity, coordinating system, poor power and water supply.
2. Lack of trust of foreign patients due to poor hygiene awareness in medical attendants, unhygienic and improper hospitality services and heterogeneous pricing of services.
3. Government's role is very important for up gradation of medical sector as it lacks with no regulations, taxation irregularities and bureaucratic roadblocks.
4. Key bottlenecks in insurance and allied services are: inadequate insurance cover, underdeveloped insurance market in India, insurance frauds and overseas companies refusing reimbursement.
5. Lack of good language translators.
6. Poor airport medical supporting facilities.
7. Quality accreditations to the Indian hospitals and service providers.
8. Training and development to the doctors, nurses and paramedical staffs.

11.3.12 Limitations of e-Visa

Many visitors planning for India visit finds the application process of e-Visa facility cumbersome one. Ideally, low awareness of the e-Visa facility makes the entry process quite difficult for tourists. The limitation on number of repeat visits under medical e-Visa and number of accompanying persons is affecting the entry process of tourists to the country and hampering the tourism sector in India.

11.3.13 Human Rights

Travel and Tourism demand indirectly and unknowingly contributes to illegal human rights issues such as human trafficking, child labor and exploitation through providing the infrastructure

that facilitates the potential illegal movement of people across borders. The inability of the industry to address these issues in anticipation will put them at risk of human rights abusing, loss of reputation and eventually result in fall of tourism demand or strictly government regulation making it difficult for all tourists.

11.3.14 Crisis Management

72 % members of WTTC have identified crisis preparation as a key issue to be confronted by travel and tourism industry. They stated that the increasing and widespread occurrence of range of crisis can be a serious inhibitor of tourism demand and is not only limited to few high risk destination but can apply to any destination worldwide. Crisis can be in form of natural occurrence like tsunami, severe earthquake, etc. or man-made like riots and rumors, etc.

11.3.15 Social Media

Social media is a gift of digital technology which is beneficial for tourism demand for promotion and marketing of tourism products, but its characteristics to act very rapidly and sensitively in terms of communicating can also be a threat. The social media has given the power to the tourists to post their grievances and feedback in the market. Through social media tools like Twitter, WhatsApp, Instagram, etc., tourists can share their bad experiences and create a threat for the reputation of that tourism product. Social media also has given the power to tourists to write their feedback on the website or blogs. The genuineness of the message does not matter others blindly tend to believe. It can remotely provoke a highly emotional reaction in the market and jeopardize the tourism demand of a product.

The success of tourism phenomenon revolves around the fundamental component that is tourist and his demands. Hence, for the sustainable success for generation to generations to come, it is very essential to foster the prospects and identify the problems that might arise or already exist in the system. The problems need to be researched; best possible solutions to overcome should be selected and implemented to solve the root cause of the problem. It should be a combined efforts all the stakeholders including government, regulatory bodies, tourism organizations, travel agents, tour operators, NGOs, tourists and locals.

11.3.16 Changing Trends

Millennials are the future of tourism demands. They are demanding for different trends of tourism and are continuously and always looking for niche avenues which have given rise to various types like wine tourism, food tourism, space tourism, adventure tourism, etc. This attracts lot of investment and marketing cost to create awareness and professionalism in these trends to meet the expectation of tourism demand.

11.4 Summary

Tourism has shown a fast growth in encompassing manner with visible socio-economic expositions. It has been a vital component of growth among the services sector in India.

Cooper defines tourism demand as the total number of people who travel or wish to travel and use tourist facilities and services at destination away from their places of work or residence for a specific period at a specific price. Tourism demand deals with tourists who are the most fundamental component for the existence of tourism, because tourism cannot happen if the tourism demand is not there.

It not only leads the growth of tourism sector but also upgrades the quality of local's lives. It acts as a passport to peace by supporting diverse cultural heritage and strongly promotes peace in the world with international brotherhood and integrity.

India is one of the largest markets for travel and tourism demand that offers a diverse portfolio of niche tourism products – religious, spiritual, medical, wellness, sports, adventure, MICE, cruises, eco-tourism, film, rural for domestic and international tourists.

The Ministry of Tourism, India is concentrating on enhancing tourism infrastructure, easing of visa system, assurance of quality standards in services of tourism service providers, projection of the country as a 365 days' tourist destination, promotion of sustainable tourism, etc. It has launched schemes like Swadesh Darshan and PRASHAD.

Tourism demand in India has great prospects with new entrants like cruise liners, AirBnB, etc.

The travel and tourism marketing has currently shifted online that has transformed the world has transformed itself in to a global village. Today, travellers are able to access their chosen destinations more easily sitting at their home on their palm.

Tourism demand is facing many problems which need to be dealt with at the earliest before they become destructive. Problems like lack of proper transport infrastructure, human resources, Insufficient promotion and marketing, taxation, safety and security, attacks on women, terrorism, poor hygiene and sanitation, language problem, environmental damage, medical tourism, limitations of e-Visa, human rights, crisis management, social media and changing trends.

The recognizing and researching of the problems is very important. Best possible solutions need to be identified by the experts and then implemented with sufficient measures to confront the problems. This will further enhance the prospects of tourism and can guarantee unlimited chances of development of the nation.

11.5 Key Words/Abbreviations

- **MICE:** Meetings Incentives, Conferences and Exhibitions.
- **PRASHAD:** Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive.
- **FDI:** Foreign Direct Investment.
- **PATA:** Pacific Asia Travel Association.
- **WEF:** World Economic Forum.
- **ETA:** Electronic Travel Authorization.
- **QSR:** Quick Service Restaurant.
- **WTTC:** World Travel and Tourism Council.
- **NGO:** Non Government Organization.
- **Swadesh Darshan:** Integrated Development of Theme-based Tourist Circuits.
- **PRASHAD:** Drive for development of tourism infrastructure in the country including historical places and heritage cities.

11.6 Learning Activity

1. Identify possible feasible solutions for the problem faced by tourism demand.

2. Do a project on Government role in facilitating sustainable tourism demand?

11.7 Unit End Exercise (MCQs and Descriptive)

A. Descriptive Type Questions

1. Write short note on lack of transport infrastructure.
2. Explain the prospects of tourism demand.
3. Discuss the nuisances faced during tourism demand.
4. Discuss the relationship between medical tourism and problems faced in tourism demand.
5. Explain the significance of safety and security in tourism demand.

B. Multiple Choice/Objective Type Questions

1. The scheme launched by Government of India named Integrated Development of Theme-based Tourist Circuits is named as _____.

(a) Swadesh Darshan	(b) Atithi Devo Bhava
(c) PRASAD	(d) e-Visa
2. India has only _____ tourism promotion offices abroad.

(a) 12	(b) 21
(c) 14	(d) 18

Answers:

1. (a), 2. (c), 3. (b), 4. (d), 5. (a).

11.8 References

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