

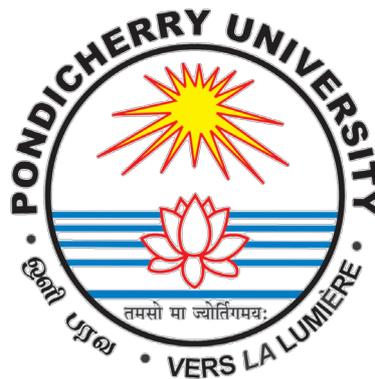
# PONDICHERRY UNIVERSITY

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**DIRECTORATE OF DISTANCE EDUCATION**

## **Tourism Principles, Policies & Practices**

Paper Code : MBTM 3001



**MBA - TOURISM**

**III Semester**

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**PAPER-XI**

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**Tourism Principles, Policies & Practices**

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**Objectives**

- To realize the potential of tourism industry in India;
- To understand the various elements of Tourism Management; and
- To familiarize with the Tourism policies in the national and international context.

**Unit - I**

Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism - Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.

**Unit - II**

Tourism Industry; Structure and Components: Attractions - Accommodation - Activities - Transportation - F&B - Shopping - Entertainment - Infrastructure and Hospitality - Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., - Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism.

**Unit - III**

Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect - Push and Pull Theory - Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of

Destination Preferences - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.

#### **Unit - IV**

Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA), World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of Puducherry, FHRAI, IHA, IATA, TAAI, IATO.

#### **Unit - V**

Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Action Plan, National Tourism Policy - Code of conduct for safe and Sustainable Tourism for India.

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## UNIT - I

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### Tourism - An Overview

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#### Abstract

This Unit named as Tourism - An Overview, Consists of the evolution of the concept of tourism, its typology and the inter-disciplinary nature of tourism. The readers can grasp the phenomenon of tourism both as an activity and as an industry through this unit.

#### Learning Objectives

*The readers are expected to gain the following learning objectives by the successful completion of this unit:*

- To learn the basic elements of tourism
- To visualize the evolution of tourism
- To understand the typology of tourism industry.

#### Unit Structure

Lesson 1.1 - Elements, Characteristics and History

Lesson 1.2 - Typology of Tourism

Lesson 1.3 - Interdisciplinary Approach to Tourism

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## Lesson 1.1 - Elements, Characteristics and History

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### Introduction

Travelling has a nomadic urge in man ever since the dawn of human civilization. But the growth of tourism has been phenomenal particularly after the Second World War. Tourism is an ever expanding service industry with latent vast growth potential and has, therefore, become one of the crucial concerns of not only the nations but also of international community as a whole. In fact, it has come up as a device link in gearing up the pace of socio-economic development world over.

Thereby it has come to weigh significantly in the growth strategies of the developed countries as also of the developing ones. Tourism as an industry is a multi-sectoral and multi-faceted. It has been recognized as “an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and on their international relations.” Tourism today is one of the world’s fastest growing industries. It has emerged as dominant economic forces in the world horizon. Tourism industry not only works as prime foreign exchange earner for countries, but it promotes international understanding and sense of brotherhood also. Most of the countries have sought the answer to development through the tourist recreation industry by exploiting their historic, societal, cultural and environmental resources.

Emergence of tourism as a leading growth industry is a part of a gradual process involving the displacement of manufacture from its dominant position and the transition to a service oriented economy. The term ‘smokeless’ industry has become a cliché, but it is doing all that a manufacturing industry does namely, generating income, employment, wealth, etc., that is, generating the ripple/multiplier effects, encouraging innovations in addition to satisfying human needs. Therefore, to learn about tourism, the first step is to learn the elements and characteristics of tourism.

## Elements and Characteristics of Tourism

Tourism originated on the usage of mankind to learn the neighborhood. The usage could have been motivated by the need for survival or by the need to satisfy curiosity. This motivation could well be referred as the first element for tourism. In either case, the next element was movement of the mankind. This movement evolved into a travel based on the time needed to move or shift one's self. The third element was the mandatory needs. When the movement is on the basic regularity of life namely food, clothing and shelter should not be disturbed or lost, it may get altered. Thus, when someone ventures into tourism, the elements of motivation, movement and mandatory needs formulate their course of action. If this attempt provides a recreation, refreshment, revitalization and pleasure to their life then the attempt will be taken up repeatedly. Therefore, it is the pleasure factor that keeps the phenomenon of tourism afloat over all other activities of the mankind. The pleasure factor is undoubtedly the nature of tourism.

It is important to see that the pleasure factor must be within the acceptable limits of the law of the land and/or universally accepted level. This also makes sure that anything and everything is tourism. There are many unethical attempts to malaise the pleasure factor of tourism. Some of them are sex tourism that makes flesh trade which is not accepted anywhere in the world. Anthropological tourism is one that makes tourist to peep into the personal-life of the people as an activity of tourism. This leads us to learn the characteristics of tourism.

### Characteristics

The characteristics are the 3A's namely:

- 1) Attractions
- 2) Accessibilities
- 3) Amenities.

Thus to refer any activity as an act of tourism, there should be a tourism attraction that attracts tourists to it. This attraction should have the route and transport for the tourist to reach that place. Above all the destination that has the tourist attraction must have the basic amenities too.

Over the years, there has been a growing awareness of tourism as a human activity, an industry, and a catalyst for economic growth and development. Like any other industry the tourism industry draws resources from the economy, adds value and produces marketable products. The only difference here is that no tangible product is produced like in the case of a manufacturing industry. The product in this case, is intangible and joint or composite in nature. The tourism industry impacts various auxiliary (specific) and ancillary (general) industries as well. Tourism today is undergoing a rapid transformation towards a new industry having far-reaching implications for organizations in the travel and tourism industry in particular, and consequences of import for developing and developed countries in general, growing increasingly dependent on the tourist dollar. The forces driving the change in this industry are many. In the earlier days of the world travel was motivated primarily for seeking truth, tradition and territory. In other words, the motivations were knowledge, religion and trade. Later trade becomes war. Today people travel for a variety of motivations, including business, leisure, religion, culture, visiting friends and relatives, education and health.

The means of transportation have become varied and faster and as the transport becomes faster, new travellers emerge and people travel greater distances. Another important force driving the growth within the industry is the growth and expansion of the middle class and an increase in their disposable income. The travel industry is complex in nature and challenging to manage. Tourists are now a sophisticated lot. They are demanding and constantly looking for new variations in the products and newer destinations.

### **Historical Development of Tourism**

Theobald (1994) suggested that “etymologically, the word *tour* is derived from the Latin, ‘tornare’ and the Greek, ‘tornos’, meaning ‘a lathe or circle; the movement around a central point or axis’. This meaning changed in modern English to represent ‘one’s turn’. The suffix *-ism* is defined as ‘an action or process; typical behaviour or quality’, while the suffix, *-ist* denotes ‘one that performs a given action’. When the word *tour* and the suffixes *-ism* and *-ist* are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore,

like a circle, a tour represents a journey in that it is a round-trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist.”

### **Travel through the Ages**

In the beginning travel was largely unconscious and a simple affair. People travelled by foot over paths, open fields as also forests. Movement across the landscape was tough adventure requiring great skills and endurance. There were no travel procedures and formalities as there were no frontiers. All human activity focused upon day to day survival. The early hunters were keeping themselves busy in search of basic necessities like food, water and shelter. This often meant difficult and dangerous travel for entire communities. Although travel in the prehistoric times was rigorous and unsafe, it did not stop early people from migrating all over the globe.

It was however, in the Neolithic age that several innovations were made which changed the nature of travel. Around 4000 B.C. sailing vessels were built in Egypt. It was also during this period that animals were domesticated and trained to carry and transport community members, tools and agriculture supplies. Invention of the wheel during this period was also an important landmark which made movement of people to distant lands possible. The Sumerians invented the wheel around 3500 B.C. Invention of the wheel had considerably reduced the burdens of travel as also distance. It was now possible to travel hundreds of miles to new lands in search of fortune.

Most early travel however was not undertaken for the purposes of pleasure since the motive was not to seek any holiday from the work situation. The primary motive for which the travel was undertaken was related to trade, exchange of goods, commerce and the activities associated with it. The traveller in the ancient past was thus a trader and a merchant looking for merchandise and engaging in trade and commerce. There was, however, another type of traveller, whose motive was other than engaging in trade and commerce. This traveller was pilgrim, a scholar in search of ancient texts and a curious wayfarer looking forward to new and exciting experiences. Seeking knowledge was his primary purpose for undertaking travel.

### **Early Travel Motivations and Knowledge**

The early travel motivation was associated with trade, commerce and knowledge. Throughout history, traders and merchants have travelled to far-off lands in order to trade with other regions and communities. Travellers from distant lands started moving about in large numbers and visited many places for the purpose of commerce. With the gradual opening of the trade routes, travel became easier as well as regulated. At the market-places, travellers made contacts with each other, resulting in increased flow of trade and commerce. Trade relations gradually matured into cultural relations and better understanding of each other's way of life. This was a favourable development towards increase in travel activity during this period. Some of the earliest travellers probably were the Phoenicians. They were probably the first real travellers in the modern sense. These were also the people who were credited with the invention of money. The medium of money was being used in various business and commercial dealings. Many traders could now pay for their travel to different centers of trade and commerce as also for the accommodation they required. The invention of money and the development of trade and commerce beginning about 3000 B.C. perhaps can be said to be the most significant development of the time which paved the way for the development and organisation of travel.

Early travel in the orient, particularly in India and in China, was also largely based on trade and commerce. Travel to India in particular was undertaken by travellers from all over the ancient world. Both India and China enjoyed the reputation of being countries of fabulous wealth where trade and commerce flourished. It is on record that long before the Christian era, travellers visited India in search of fortune. This trend continued and became more marked in course of time with Europeans heading towards Indian shores for the sole purpose of trade and commerce.

The urge for exploring new lands and to seek new knowledge in ancient and distant lands was yet another motive of travellers in subsequent periods. Although trade and commerce continued to be the strong force for many travellers to undertake journeys to distant lands, seeking new knowledge and exploring the unexplored lands was becoming a strong urge in ancient times. Homer's great work 'Odyssey' records the wanderlust of the ancient Greeks and Romans. There are innumerable references to

great explorers who spent many formidable years of their lives in search of knowledge. These great explorers can, perhaps, be credited with the distinction of being the pioneers who subsequently paved the way for modern day travel.

### **Travel for Religious Purposes**

Travel for religious purposes assumed a significant importance during the middle ages and became a well established custom in many parts of the world. By the end of the Middle Ages, a large number of pilgrims were travelling to the main shrines in Europe and elsewhere. The adoption and spread of Christianity subsequently led to numerous pilgrims making their way to the holy land. So deep and strong was the hold of faith that the ritual of pilgrimage flourished over the centuries. It became a great unifying force and the pilgrims strengthened religious bonds. The pilgrimages also provided the necessary impetus for a 'stay-at-home' agrarian society to break out of its narrow geographical confines and visit places associated with religion. It also served as a powerful means of forging unity and understanding between people from widely different regions.

Pilgrim travel assumed a great importance in India. Emperor Ashoka travelled a great deal in his eagerness to spread doctrines of Buddha. Ashoka and his followers first travelled to Nepal starting from Patliputra and then ventured to Lumbini Gardens, the land of Buddha's birth, on to Kapilavastu, the place where Buddha spent his childhood. From there, he went to Sarnath, where Buddha got enlightenment. Through his travels, Emperor Ashoka had special memorials set up at each spot and also rest houses where travellers could rest. Harsha was another emperor who was greatly influenced by the Buddhist scriptures. He built institutions and Dharamshalas for the travellers. Rest houses were built in towns and villages, numerous monasteries and temples were also built for the pilgrims. The powerful influences of a crusading religion that slowly penetrated a foreign land, such as Christianity in Europe and later in America and Buddhism, Islam and Hinduism in Asia allowed an assimilation and perpetuation of very distinctive languages, literature, art, architecture, philosophy and forms of government. Religion thus played and continues to play a crucial part in travel.

### **Early Pleasure Travel**

The purpose for travel shifted to pleasure from that of trade, knowledge and religion on the turn of the world from Before Christ (B.C) to Anno Domini<sup>1</sup> (A.D). The all powerful Roman Empire (3BC to 3AD) was of great help for this. Romans probably were the first pleasure travellers. Travel received a great stimulus from the good communication system and security of the Roman Empire. There existed a fine network of roads and new roads were built increasingly wherever the Romans went. Travel literature was published extensively giving routes, the names of the roads, distances between places and time required in travelling to them. The Romans were able to travel over a hundred miles in a day using relays of horses.

They journeyed primarily to see famous temples in the Mediterranean areas, particularly the monuments and the famous Egyptian pyramids. The Romans travelled during the holiday occasions, particularly the famous Olympic Games. Spas and seaside resorts which developed during this period may be associated with pleasure travel. Medicinal baths and seaside resorts which were later named as spas were popular with the Romans. The inland spa had its origin in a belief in the efficacy of its mineral waters for medicinal purposes, either by drinking the water or by immersing in it. The patients using the spas would require certain diversions, and gradually, the spa resorts added facilities for pleasure and entertainment to medicinal facilities. The visitors now not only enjoyed medicinal baths but also various forms of entertainments. Theatrical productions, athletic competitions, festivals and other forms of entertainments and amusements were often provided at the sites where spas were located. The spas had become extremely popular with travellers.

Subsequent development of spas, after their original use for recreational purposes by the Romans, played a big role in the development of pleasure travel in many counties in Europe. Development of various seaside resorts is also linked with the latter half of the eighteenth century, when people started realising the possible curative effects of sea water. Sea bathing also became very popular and many believed that bathing in sea water was more beneficial than inland spas. The sea side resorts began to appear as an alternative to the original inland spas. This development was a result of a demand for vacation travel. However, the use of these

resorts was still confined to those with considerable means. Nevertheless, both the spas and side resorts paved the way for the modern pleasure travel all over the world where millions of people visited various seaside resorts each year. The fall of the Roman Empire in the fifth century was a great setback for pleasure travel in Europe. During the Dark Ages only the very adventurous and brave persons would travel. A trip in this period in history was considered dangerous. No one would associate travel with pleasure. Also with the decline of the Roman Empire came a sharp decline in trade and commerce. In the absence of a prosperous community with the incentive to travel for pleasure, travelling ceased to exist for its own sake.

### **The Grand Tour**

The Renaissance marked the next important stage in the history of travel. The reappearance of tourism in Europe follows the Italian Renaissance and the development on a full scale urban system and network of roads. By the end of the fifteenth century Italy itself became the object of attention. At this time Italy was Europe's economic and cultural leader. It was, however, totally disunited politically. Wars were fought on Italian soil. These wars played an important part in the dissemination of the Renaissance and the subsequent development of the 'grand tour'. The aristocracy and intelligentsia of north-west Europe represented both the classical heritage and all the latest ideas and inventions. A growing number of young noblemen were being sent abroad to complete their education in France and Italy.

The development of the Grand tourism followed a shift in the focus of culture and of economic and political power. The wealthy and educated, of states whose position of dominance in the world was comparatively new, visited counties that had passed their peak of prestige but were still venerated for historical and cultural reasons. Thus Romans visited Greece and the eastern Mediterranean; the English, from sixteenth century onwards, visited Italy. The Grand tourist respected the learning, antiquities and social refinements of the world. The eighteenth century is conventionally considered, the golden age of the Grand Tour, especially the thirty years between 1763 and 1793. With the new wealth of the English bourgeoisie the number of tourists had multiplied. The Grand Tour was no longer an aristocratic preserve. It had been invaded by the bourgeoisie.

During this period a great many poets, authors and intellectuals visited Italy and other countries nearby with a view to broaden their knowledge and learn new arts and crafts. The Grand tourists paved the way for the popular tourism of the nineteenth and twentieth century's.

### **Great Travellers**

A list of some of the great travelers of the world is listed below. Perhaps the earliest travellers from distant lands to the Indian soil were the trading Persians. Evidence of caravans of Persians visiting India lies engraved in the inscriptions dating to the Persian king Darius. During the rule of the Guptas, there was free access to the ports along the Western Coast, seaborne commerce with Europe through Egypt was yet another reason for travel in and around the country. There are also references of many known Persians, who visited the Indian soil for commerce and trade. There is also a mention of cultural exchanges between Persia and India. Reference has also been made to the influence of Persian customs in the court of Chandragupta Maurya. Great travellers from various faraway lands visited India. Probably the greatest traveller remembered from distant past is Hieun-tsang. A devout Chinese Buddhist, he made the perilous journey to India around A.D. 633. His main mission was to collect and translate ancient Buddhist scriptures. Some other travellers whose names need special mention are Alexander the Great, Marco Polo, Benjamin of Tudela, Ibn Batutah, Francisco Frair, Alfonso D'Albuquerque and Mark Twain.

One of the important developments during this period was the emergence of some sort of communication system and accommodation. Development of trade and commerce necessitated this development. Shulgi, the ruler of ancient Babylonia, claimed to have built roads and rest houses at various places for wayfarers. With trade and commerce forming a link in development, it was inevitable that some sort of communication system connecting the centres of trade, commerce and learning were found to be in good shape. When Alexander the Great, during his journeys, reached India, he found well maintained roads covered with shady trees. Along one royal high way, 1920 kilometres long and about 19 metres wide, people travelled in chariots, palanquins, bullock carts, on horses, camels and elephants.

The great travellers who ventured to explore distant lands had fascinating accounts of their travels. Even if we go back just a few hundred years to the third century A.D., since the first exploration of Alexander the Great, or only about seven hundred years since Marco Polo, and their amazing explorations crossing many lands we get fascinating accounts of the travels of these great persons. The first medieval traveller to reach the orient was probably Benjamin of Tudela, a Jewish scholar, who left Saragossa in the year A.D. 1160. He wrote a detailed account of his thirteen-year long journey through Europe, Persia and India, giving information on the Jewish communities, and the geography of various places he had visited. Yet another famous traveller who recorded interesting accounts of his travel experiences was Ibn Batutah. Ibn Batutah wrote a detailed diary of his travel experiences. He was born at Tangier in A.D. 1304. In the year A.D. 1325, he left his home and passing through various countries in Africa and West Asia, crossed the Sindhu in A.D. 1333. His travel took him to places as far as Indonesia and China. Out of a total of more than 17,000 miles, he covered more than 14,000 miles in the course of his travels through India, the Maldives and Ceylon.

Marco Polo, the fearless traveller, spent almost twenty-five years in Asia during the latter part of the 13<sup>th</sup> century. His wanderlust could well have been inherited from his father. Young Marco Polo left Venice in the year 1271 with his father and uncle. The three together travelled through Persia and Afghanistan to the “roof of the world”, the then unknown Pamir Plateau. After crossing the wind-swept Gobi desert they reached Kublai Khan’s palace and remained in China for over twenty years. On his way back home, he stopped in Sumatra, Java, India and Ceylon.

Marco Polo’s description of a place Zipangu (the present day Japan) in his memoirs set the course for Columbus’s contemporaries on his historic journey in 1492. Two of Columbus’s contemporaries who also became famous and wrote excellent accounts were Vasco da Gama who opened the sea route to India in 1498 from Western Europe to India in 1498 -and Ferdinand Magellan whose ship sailed around the world. Francisco Friar, John of Monte Corvino also visited India on their way to and back from China during the decade of the thirteenth century. Mention may also be made of the famous Portuguese chronicle, the Commentaries of the Great Alfonso D’Albuquerque.

In the sixteenth and seventeenth centuries more European monks, travellers and adventurers visited India and many other places in search of knowledge. The first great sailor to do a westward circumnavigation of the world was Francis Drake who was knighted by Queen Elizabeth I in the year 1581. From 1768 to 1779 Captain James Cook made three long voyages to the Pacific in search of a non-existent southern continent mentioned by Ptolemy who, earlier in the 2<sup>nd</sup> century A.D., had travelled widely and who wrote an eight-volume work on geography.

### **The Concept of Annual Holiday**

The introduction of Annual Holiday in Europe was yet another important landmark which enabled many people to undertake travel in large numbers during the eighteenth century. The annual holiday was the forerunner to the 'paid holiday' which later on was responsible for an extraordinary growth of tourism during the twentieth century. The term holiday derives from holy days associated with religious observances. In the present day parlance it is used generally in a secular sense meaning a respite from the routine of daily workday life and a time for leisure, recreation and amusement.

A feature of ancient Rome, Holy days were among the most enjoyable events of the period. The most important and enjoyable Holiday was known as "Saturnalia"- the feast of Saturn- celebrated in the month of December, where everybody high or low in status indulged in feasting and frolic in the worship of God of Saturn. Also in Europe certain days commemorating religious festivals and saints' days became holy days. There was no work on those days. In the year 1552 in England an act was passed during the reign of Edward VI "for the keeping of holydays and fasting days."

This act still continues to be on the Statute Book. Subsequently, public and semi official offices in England are closed on certain saints' days. These holy days where no regular work was made turned to be called as holidays. There were, however, no general public holidays until the time of the Industrial Revolution. The concept of modern annual paid holiday is very largely an outcome of the post industrial Revolution.

### *Paid Holidays and Tourism*

The concept of modern tourism emerged along with the introduction of holiday with pay. It was in the last quarter of the nineteenth century that increasing attention was paid to the desirability of holidays with pay and at least of cheap holidays for working class people. During this period a few factories gave paid holidays to their workers in some countries in the West. The introduction of annual paid holidays was very largely of English origin and this had important repercussions on the development of mass tourism. The annual paid holiday was established during the inter-war period as a reality of a considerable part of the working population. By the year 1939, in UK some eleven million people were covered by the Holidays with Pay Act (1938). Introduction of paid holiday had led to the great mobility of the population, created new industries, resulted in the creation and growth of many towns of distinctive function and broadened the horizons of millions of people. In fact, the introduction of paid holidays can truly be associated with the development of modern mass tourism.

Modern tourism really got underway in the year 1936 when, at the instigation of its trade union representatives, the International Labour Organisation (ILO) adopted the first convention that was to support serious movements to promote paid holidays and in turn, tourism. The convention on paid holidays was an innovation well ahead of time, when only fourteen countries, mostly European, had enacted general legislation on paid holidays. Soon afterwards tourism experienced an extra ordinary growth. Paid holidays are now established all over the world, and in most countries minimum duration of one to three weeks is specified either by law or by collective agreement between the employer and the workers.

Right to paid holidays has universal recognition now. The trend is to grant longer holiday periods. The employers have realised that the paid holidays have not adversely affected industrial production. Legal minimum in many countries at present is three weeks. Some countries have even gone beyond this and grant four weeks of paid holidays. Today it is recognised that in Western Europe the fifth week, even from the stand point of the output may also be regarded as a productive investment. Sweden has recently enacted legislation introducing this additional week of paid holidays. Worldwide more than five hundred million wage earners are entitled to paid holidays. Out of this number roughly half are in Europe,

little less than thirty percent in the Americas, and the rest in Asia and the Pacific. Presently main potential for tourism market is made up of wage earners and their families. As a result of economic and social changes due to further industrialisation the world over and the rationalisation of the tertiary sector; the number of wage earners in the world is bound to grow at a much faster rate than before. This concept of paid holidays which originated with the advent of industrialisation in the West has given modern tourism a tremendous boost.

### **Transport Developments**

Tourism development was greatly improved through the development of transportation through Industrial Revolution. This section details on the transport development that gave a fillip to tourism development.

#### **Rail Transport**

Nineteenth century witnessed a great technological development, first in England, and later in Europe and America. This development had a profound effect on transport which resulted in the growth of travel in general. This great technological development led to the advent of the railway. The introduction of railways in the nineteenth century was a crucial landmark in history.

The first rail link between Liverpool and Manchester was started in the year 1825. The newly completed railway track in England featured special provisions for carrying passengers in addition to freight. Later on, an extensive programme construct On of railroads to provide trunk lines between major centres of population and commerce and industry was taken up in England. Although the railway network in the beginning was responsible for carrying goods from industrial centres to the centres of trade and commerce, it had, however, initiated the process of carrying the passengers which later on was to become a mass movement. Railways provided the necessary vehicle for the movement of the people from the place of their residence to newly formed and expanding pleasure spots like seaside resorts. These resorts for the first time, were within the reach of many people who but for the introduction of railways, would otherwise not have been able to reach them.

The newly formed railway companies in England, however, were slow to take advantage of the various opportunities available to them for the expansion of the pleasure travel and thereby the passenger travel. These companies were concentrating in meeting the demands of trade and commerce as a result of their expansion. Gradually, the railway companies started to concentrate on carrying more passengers which resulted in the development of short day trips. This trend was later to be followed by railways by way of organising excursion for the public. These excursions were offered to the public at special fares.

### ***Organised Rail Travel***

The birth of the organised rail travel, however, came in the year 1841. A Baptist preacher of Derbyshire on his way to a temperance meeting in Leicester was inspired with the idea of engaging a special train to carry the 'friends of temperance society' from Leicester to Loughborough and back to attend a quarterly delegate meeting. The man behind this idea was none other than Thomas Cook who later on came to be known as one of the greatest travel organisers of the times and, in fact, a pioneer. Thomas Cook broached the idea to a friend and a few weeks later the idea culminated into collecting as many as 570 passengers who made a journey by the Midland Counties Railway at a specially reduced return fare of one shilling per passenger. Encouraged by the success of this venture, Thomas Cook arranged similar such ventures by chartering trains to places which were now becoming popular with the excursionists. In the year 1843, nearly 3,000 school children were taken on a trip from Leicester to Derby. Many more excursion trips were arranged by Thomas Cook on a fully commercial basis. From the year 1848 to 1863, Cook conducted circular tours of Scotland with almost 5,000 travellers a season. By the year 1855, Thomas Cook had extended his field of operations to other countries in the continent, organising the first all inclusive tours to the Paris Exhibition in that year.

Another important development which can also be associated with Thomas Cook is the spurt in pleasure travel. The large scale movement of people to various pleasure spots like resorts and spas was a result of organised conducted excursion trips by Thomas Cook. It was however, the introduction of the railways which made all this possible for Thomas Cook to achieve and become a pioneer in organised travel.

The news about the introduction of the Liverpool and Manchester railway reached the neighbouring countries in Europe. Encouraged by this development many other countries in Europe opened the railway lines. Railway tracks were laid in France, Austria and Switzerland. Across the Atlantic the tracks were laid in America which ushered in the spurt of travel to and from places where tracks were laid. This great revolution in rail transport technology produced an immediate expansion in European travel. It was estimated that in the year 1881, the railways carried over 600 million passengers over the lines operated by over one hundred odd phenomenal success, the railways were now keen to stimulate travel further and also to improve the system. There was also now an element of competition and the various railway companies tried to make travel as comfortable as possible.

In America, the first class railway travel was introduced in the early 1870s, by an American named G. M. Pullman, who developed the Pullman coaches with their luxury furnishings and dining facilities. The longer distances in America necessitated the ensuring of greater passenger comfort. Long-distance travel could now be undertaken in comfort and with pleasure. The Pullman coaches manufactured in America were being imported by some railway companies in England and other counties in Europe. By the year 1872 the Pullman Company had over 700 coaches working over 30,000 miles of railway track under contract with over 150 different railway companies.

East was not far behind in catching up with the leaders in the area of rail-road construction. India took up the construction of railways in the same century. Soon after its introduction in England, the business community there was pressing the East India Company to introduce railways in the subcontinent of India. After prolonged negotiations with British rail-road companies, the GIP Railway Company could be incorporated in an Act of Parliament in 1849 and a contract signed between East India Company and the GIP Railway Company requesting them to raise the requisite capital required for the construction work. The contract for the actual construction was awarded to an English company, Messrs Faviel and Fowler. It was on April 16, 1853 that the first train in the east took off from Boribunder in Bombay to Thana, covering a distance of 33 kilometres. Four hundred guests selected from various segments were invited to travel by the first train in India. From a small beginning on

April 16, 1853, when the first train steamed off from Victoria Terminus for Thane, 33 kilometres away, the Railway System in India has grown into the world's second largest system under one management, second only to Russia.

### **Sea Transport**

Like the railways, shipping made a significant contribution to travel during the nineteenth century. While railways were responsible for inland travel, especially in Europe, the steamship crossed the boundaries and made strides in intercontinental travel. The shipping technology made a number of innovations in the nineteenth century. In America a number of sailing ships were built which were considered to be superior to those built in England or elsewhere. The English felt a great need for improved communications across the Atlantic with America for the purpose of trade and commerce and passenger transportation. As a result of this there were great strides in the development of deep-sea shipping.

The history of the Cunard Steamship Company in England demonstrates important features in the growth of North Atlantic Shipping. A subsidy in the form of the award of mail contract represented a recurring theme in the development of passenger transportation. With the passage of time toward the last quarter of the nineteenth century, emigrant traffic became an important factor in North Atlantic travel. America was considered at that time the 'new world', full of opportunities and fortunes for people in Europe. A great number of people from the continent started going to America in search of fortunes. First, Great Britain and later Germany, along with other countries, became the principal generators of emigrants to the 'new world'. Many also travelled to see the new world.

Use of the ships in the cruising fashion for the charter and operation of cruises on a limited scale dates from the mid-nineteenth century. One of the earliest cruises perhaps was described by Mark Twain in his first book, *The Innocents Abroad*, published in the year 1869. The year 1869 also brought about the possibility of a much shortened route between the West and the East as a result of opening of the Suez Canal. This in turn stimulated the introduction of better steamship carriage to the Far East. The worldwide growth of shipping companies towards the end of the nineteenth century led to the formation of shipping conferences

which developed cartel-like agreements. These agreements were on fare-structure applicable to the carriage of passenger traffic and cargo to various territories to which the vessels of these companies operated.

### ***Emergence of Industrial Societies***

The second half of the nineteenth century, in fact, witnessed the growth of travel as a result of development of industrial societies. These societies which developed in Western Europe and North America greatly felt the urge to travel purely for the purpose of rest and relaxation. This trend certainly gave way to what came to be known as the tourism phenomenon in the latter part of the century and in the twentieth century. It will not be out of place to mention that the concept of modern-day tourism had its seeds in the development of industrialised societies of Western Europe and North America. Though an accurate analysis of the measurement of tourism can be traced back to only about half a century ago, the scattered figures published from 1855 onwards point to the direct relationship between the development of industrial societies and the expansion of tourist movements. This has also been supplemented by various official statements, observations by travel writers, and the various travel guides and other literature on sale from time to time. The emergence of the industrialised societies was a direct result of the industrial revolution in the West, initially beginning in England. In its wake the industrial revolution brought about tremendous changes in the society and the tempo of change was quite fast and took a big jump.

The Industrial Revolution was responsible for changes both in the economic as well as social systems prevailing at that time. A large number of factory towns, both big and small, sprang up which in turn necessitated large-scale migrations from the countryside to town and cities. The Industrial Revolution was responsible for the emergence of the working class was burdened with long working hours and poor working and living conditions and lower wages. The sudden concentration of population in towns and cities made matters worse.

### ***Development of Seaside Resorts***

As the industrial momentum gathered and the cities and their populations increased at an enormous rate, the need for some relief was

acute. Escape from the routine of work began to be felt in greater intensity. The prosperous and well-to-do who could afford the escape, proceeded to various resorts for rest and recreation. By this time a large number of such resorts had been developed around the English coast and in nearby countries. A number of large scale pleasure zones were developed at some considerable distance from the large cities and towns of Central Europe. The French Riviera with Nice, Cannes and Monte Carlo were some of these pleasure zones. The problems were, however, for the not so-well-to-do who could not afford such a luxury and they were in large numbers.

Gradually the industrialisation brought in better working conditions and increase in material wealth for a large number of workers. The simultaneous improvements in transport and communication systems during the second half of the nineteenth century enabled a large number of industrial workers not only in England but elsewhere as well to avail holidays for rest, relaxation and pleasure. Thus the need to develop more holiday resorts was felt. The substantial increase in workers' purchasing power and disposable income for travel were two important factors which helped the growth of pleasure zones. By the end of the century the Riviera was unmistakably the most popular pleasure zone. Its development became possible when escape to the South had become a major feature of pleasure travel in Europe. Many resorts were developed to cater to the increasing needs of people who could afford a holiday. In the late nineteenth century the Italian Riviera also began to be popular with the English and the French.

### **Travel in the Twentieth Century**

By the turn of the twentieth century all the main characteristics of modern tourism were evident in embryo. Changes in mental attitudes towards pleasure seeking, the recognised value of travel for education, increase in material wealth coupled with social prestige, a growing need to find relief from working routine, improvements in passenger transport systems- all these factors produced a fertile ground for the development of excursion traffic on a large scale.

Pleasure travel continued to expand in the beginning of the century. However up to the first quarter of the twentieth century, travel including pleasure travel as essentially a luxury commodity within the reach of the

privileged sections of the society having both free time and considerable purchasing power. The pleasure tourism had by now assumed a class and a charm of its own associated as it was elegant luxurious quarters, Pullman coaches, prestigious nostalgic long distance trains such as the 'Orient Express' and 'Blue Riband' and Trans Atlantic Liners like the 'Queen Mary'. However, as stated earlier only the few privileged could manage to indulge and afford such luxury. During this time also there appeared a number of associations, which enrolled members from among the embryonic middle and working classes and organised excursions, holiday camps, family rest and holiday homes for them. This class of people had emerged as a result of increasing prosperity due to industrialisation and urbanisation. Not many people, however, benefited from such activities at that time.

World War I was responsible for a temporary halt to tourist movements. Tourism was always flourished in peace as it is a peace time activity. As such the war saw a considerable decline in tourist travel not only within Europe but also all over the world. However, soon after the war, travel zone reached pre-war peak level, and within the next three to five years, greatly exceeded them. Early post-war period also brought in its wake prosperity coupled with large scale migration, and this period increased demand for international travel.

Gradual development of the mass communication system like the radio and the press played an important role in increasing travel by way of widening knowledge and interest of a large number of people about other countries. The post-war period also brought about attitudinal changes which were destined to influence the volume and nature of tourism. For example, the war was responsible for breaking down international barriers, resulting in the fostering of an ideal optimistic, peaceful internationalism – just the climate in which tourism is likely to flourish the most.

Post-war era also saw a rise in the standard of living of working and middle classes in America and certain other countries in Europe. Soon after the war tourist began to appear in countries where, tourism had been practically unknown a few years earlier. The major tourist countries enjoyed an unprecedented boom in the twenties. In the year 1929 there were nearly one and half million visitors to Switzerland, over one million to Italy and about two million to Austria. France, Spain and Great Britain also received a considerable number of visitors.

## Motor Car

The unprecedented boom in tourist movements in the twenties, especially in Europe and America can be directly linked to the introduction of the private motor car. The motorised private and public road transport and the improved road conditions led to a tremendous growth of travel. The invention of the private motor car and coach received its first great impetus in the ten years which preceded World War I. The motor car revolutionised holiday habits of the Europeans and Americans. It became increasingly important in the pursuit of leisure and tourism. The provision of good motor roads and the road services were the important factors in the development of both domestic and international tourism.

## Definitions of Tourism

In 1941, Hunziker and Krapf defined tourism as **“the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity.”**

In 1976, the Tourism Society of England’s definition was **“Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes.”**

In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home. The World Tourism Organization defines tourism as **“traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”**

## Post Second World War Period

The encouraging trend in tourism witnessed during the post-First World War period however, the great set back as the Second World War intervened. As stated earlier, tourism and holiday making on global as well as national scale is a manifestation of prosperity and peace. It can occur on a large scale where a great majority of people enjoy prosperity and

security. It is quite sensitive to world economic and political conditions. The Second World War like World War First brought in economic destruction and political instability-the two major deterrents to the growth of travel and tourism.

The post-Second World War period brought in a rapid development of tourism. As the world began to settle down after the years of readjustments immediately after the war ended in the year 1945, there was a remarkably rapid increase in both domestic and international tourism. The widespread introduction of the holiday with pay to a large majority of people was yet another important factor responsible for the growth of tourist traffic. In the year 1976, there were nearly 220 million international tourist arrivals in the world. This was an increase of more than 90 percent over the year 1965. This was a period of intensive economic and technological development in most industrialized countries which had earlier suffered a great deal as a result of war. Most of the developing countries during this period were also able to benefit from the following trend in the developed countries to engage in tourism.

### **Air Transport**

The key role of air transport has been a major factor in the growth of international tourism, especially in respect of long distance and intercontinental travel. Although, commercial travel was introduced even before the Second World War, air transport for the masses as essentially had been a post Second World War phenomenon. The principal period of growth, however, has been post 1950.

The tremendous increase in speed, safety and comfort provided by the new civil aircrafts like Douglas DC-6 and DC-7 and Super-constellations, there was a noticeable increase in the long distance international as well as intra-regional tourism. In the year 1952 the two-class travel introduced as made possible by the larger capacity of new aircrafts. Increase in the aircraft capacity was also responsible for lower air fares. The steady fall in the cost of flying also resulted in the increased traffic across the Atlantic. This period also show the first attempt to introduce the 'package holiday' around air transport which subsequently became the model for most of the present day's global tourism.

### *Jet Travel*

The most dramatic event which introduced an entirely new dimension of speed, comfort and efficiency to air transport and broad mass travel to its present level was the advent of jet travel in the year 1958. As a result of the entry of advanced jet aircraft in the civil aviation industry, air travel from the year 1960 onwards grew tremendously. Great advances have been made in the aircraft jet technology the introduction of newer and sophisticated planes with emphasis on comfort, luxury, speed and safety. New wide body jets such as Boeing 747, McDonnal-Douglas DC-10, the Airbus A300 and the latest all computerised fly by wire Airbus A320 are all part of the response to the requirements of the ever growing travel market. Added to all this, the technical brilliance of the supersonic aircraft like the Concorde and the Tupolev 144 have added glamour to the passenger aircraft industry. It will not be out of place to mention here that the international tourism has been know it today, has been largely shaped by air travel. Introduction of 'inclusive tours' is yet another decisive development during this period responsible for mass tourism. In all inclusive tours travellers are carried on charter flights at rates substantially below of normal scheduled services.

Tourism and its development are closely interrelated to consumer's purchasing power on the one hand and peace and prosperity on the other. Any domestic or international economic fluctuations or political disturbances result in a temporary setback. Tourism received a setback in the year 1974, when the world economy was seriously affected by the great energy crisis occurred at the end of 1973. As a result of the energy crisis there occurred fluctuation which was responsible for lower purchasing power which in its wake had brought in a steep fall in tourist movements. Tourism like all other sectors of production and consumption, suffered the economic consequences of that crisis.

As a result of efforts made by governments of industrialised and developing countries to keep inflation within acceptable limit, the tourism activity received a boost once again in the principal generating countries. As a consequence there was a resumption of international travel. Total international tourist arrivals in the year 1975 amounted to about 230 million. The international tourist arrivals in 1976 were estimated at between 218 and 222 million.

The late twentieth century period can be termed as a period which is responsible for introducing a phenomenon called 'mass tourism'.

Although the enormous expansion of tourism has taken place primarily in the advanced industrialised countries, where tourism has become a part of the life style and consumption pattern, it has also shown its might in the developing countries as well.

### **Time Line**

A detailed list of evolution of events pertaining to the development of tourism are presented in this section.

### **History of Travel**

#### ***B.C Era (Before Christ)***

- |           |   |
|-----------|---|
| 4000      | Sumerians (Mesopotamia-Babylonia) invented money, cuneiform writing and the wheel; also the concept of a tour guide.  |
| 2000-332  | Phoenicians begin maritime trading and navigating over the entire Mediterranean Sea area. They may possibly have sailed as far as the British Isles and probably along the coast of western Africa and to the Azores. |
| 1501-1481 | Queen Hatshepsut makes the journey from Egypt to the land of Punt-believed to an area along the eastern coast of Africa.  |
| 336-323   | Alexander the Great leads his Army from Greece into Asia, crossing the Hindu Kush mountains (Afghanistan-Kashmir area), and to the Indus River.   |

#### ***C.E Era (Christian Era)***

- |          |   |
|----------|---|
| 500      | Polynesians from the Society Island sail to Hawaii, a distance of over 2000 miles.        |
| 800-1100 | Vikings established trade and explore Icelands, Greenland and the Coast of North America. |

- 1271-1295 Marco Polo, a Venetian merchant, travels to Persia, Tibet, Gobi Desert, Burma, Siam, Java, Sumatra, India, Ceylon, the Siberian arctic, and other places.
- 1325-1354 Ibn Battutah, the “Marco Polo of Islam”, a Moroccan, makes six pilgrimages to Mecca; also visited India, China, Spain and Timbukku in Africa.
- 1492-1502 Christopher Columbus explored the New World, including the Bahamas, Cuba, Jamaica, Central America, and the Northern coast of South America.
- 1497 John Cabot, an Italian navigator, sailing from Bristol, England discovered North America at a point now known as Nova Scotia.
- 1513 Vasco Nunez de Balboa, a Spanish Explorer, discovered the Pacific Ocean.
- 1519 Ferdinand Magellan sailed west from Spain to circumnavigate the globe. He is killed in the Philippines, but some of his crew complete the circumnavigation.
- 1540-1541 Fransisco Vasquez de Coronado, a Spanish explorer, seeks gold, silver & precious jewels (without success) in what is now Arizona, New Mexico, Texas, Oklahoma, and the other areas of the American Southwest.
- 1602 Bartholomew Gosnold, English explorer and Colonizer navigates the eastern coast of the (now) United States from Maine to Narragansett Bay, discovers and names Cape Cod. In 1606 his ship carries some of the first settlers to Virginia.
- 1768-1780 James Cook, an English naval officer, explores the north eastern coast of North America, and in the pacific discovers new Caledonia, New Zealand, Australia and Hawaii. He is killed in Hawaii.
- 1784-1808 Alexander Mackenzie, a Scot, makes the first overland exploration across North America north of Mexico; discovers the river now named for him, which flows into the Arctic Ocean, and the Fraser River, which discharges into the Pacific.

- 1804-1806 Meriwether Lewis and William Clark, Americans, lead an expedition that opens the American West, discovering the Colombia River and travelling to the Pacific coast.
- 1860-1863 John H. Speke, an Englishman, discovers the source of the Nile River to be the Victoria Nile flowing out of Ripon Falls, issuing from the north shore of Lake Victoria.
- 1925-1934 William Beebe, American underwater explorer and inventor, develops the bathysphere and dives to 3034 feet offshore Bermuda.
- 1951-1955 Elizabeth Marshall Thomas, an American, explores the Kalahari Desert in Central Africa.
- 1969 Neil Armstrong, Edwin Aldrin, Jr., and Michael Collins, American astronauts, make pioneer journey to the moon in the *Saturn V* space vehicle. First Armstrong and then Aldrin step out of the lunar module onto the moon's surface. Collins continues to pilot the command and service module, which later joins with the lunar module for their return to Earth.

### **History of Travel Organisers**

#### ***B.C.E***

- 2000 Caravansaries (inns) are established in the Near East and the orient in ancient times. Located on caravan routes, they provide overnight rest needs for travelers and traders and for their donkeys and camels. These people travel in groups for mutual assistance and defense.
- 776 Greeks begin travels to the Olympic Games, Subsequently, the games are held every four years.

#### ***C.E.***

- 500-1450 During Europe's Middle Ages, a royal party in unfamiliar territory sends out a harbinger to scout the best route, find accommodations and food, and then return to the group as a guide.
- 1605 The hackney coach is introduced in London.

- 1801 Richard Trevithick, in England, perfects a steam locomotive capable of pulling heavy railcars.
- 1815 John L. McAdam and Thomas Telford, Britishers, invent all-weather roads, subsequently with a bituminous top.
- 1822 Robert Smart of Bristol, England, starts booking passengers on steamships sailing to Ireland.
- 1826-1840 Railroads begin service in the United States, first hauling minerals such as coal and, later, passengers.
- 1829 The Tremont House opens in Boston, the first “modern” hotel.
- 1830 First passengers are carried by rail in England.
- 1838 Stendhal, the pseudonym of Marie-Henri Beyle of France, authors *Memories d’un touriste*, believed to be the first disseminated printed use of the French word *tourist*
- 1841 Thomas Cook organizes a special excursion train carrying 570 passengers from Leicester to Loughborough, England, a trip of 12 miles.
- 1850 Thomas Bennet, secretary to the British council general in Oslo, Norway sets up a “trip organizer” business as a sideline. He provides individual pleasure travel itineraries and other service.
- 1873 American Express Company is created by joining the original American Express Company formed in 1850 with the Wells Fargo Company, founded in 1852.
- 1902 The American Automobile Association (AAA) is found in Chicago.
- 1903 Wilbur and Orville Wright make the first successful gasoline powered airplane flight at Kitty Hawk, North Carolina.
- 1908 Henry Ford introduces the famous Model T automobile.
- 1918 Deutsche Lufthansa provides the first scheduled air passenger service from Berlin to Leipzig and Weimar.
- 1920 U.S. road system begins great improvement.
- 1926 Varney Airlines and Western Airlines become the first airlines in the United States.

## Notes

- 1927 Charles A. Lindbergh flies solo from New York to Paris nonstop.
- 1927 Charles A. Levine becomes the first transatlantic passenger, flying from New York to within 118 miles of Berlin, his destination, because of a forced landing.
- 1927 Pan American Airways flies first international commercial mail flight from Key West, Florida, to Havana, Cuba.
- 1928 Pan Am flies first passenger flight on the same route.
- 1931 American Society of Steamship Agents is founded in New York.
- 1936 Air Transport Association (ATA) is formed in Chicago.
- 1939 Frank Whittle, an Englishman, develops the first jet engine capable of powering a full-size airplane.
- 1944 The American Society of Travel Agents (ASTA) is founded from the American Society of Steamship Agents.
- 1951 Founding of Pacific Asia Travel Association (PATA) in Honolulu, Hawaii.
- 1952 The U.S. Congress creates the national system of Interstate Highways.
- 1954 Great Britain produces the Comet, the first passenger jet plane.
- 1958 Boeing Commercial Airplane Company produces the B-707, first commercial jet plane built in the United States.
- 1959 American Airlines flies the first transcontinental B-707 flight from Los Angeles to New York.
- 1961 The U.S. Congress creates the U.S. travel service.
- 1964 American Airlines inaugurates the SABRE computerized reservation system (CRS).
- 1970 Pan American World Airways (AA) flies the first Boeing 747 "jumbo jet" plane with 352 passengers from New York to London.
- 1978 British Airways and Air France begin passenger service on the supersonic Concorde airplane.
- The U.S. Airline Deregulation Act is passed.

- 1990 The fall of the Berlin Wall.
- 1994 The “age of travel”, wherein the most complex trip can be planned and arranged by a single phone call from the traveler; might involve numerous airlines, a cruise ship, sight- seeing tours, a local rental car, other ground services and entertainment – all reserved by amazing computerized reservation systems worldwide – the entire trip, except for incidentals, paid for by a single credit card.
- 1994 The “Chunnel” undersea railway opens, providing rail travel under the English Channel between England and France.
- 1995 Delta Airlines introduces commission caps putting a ceiling on payments to travel agents for domestic tickets.
- Denver International Airport (DIA) opens as the first new U.S airport in 20 years.
- The first White House Conference on Travel & Tourism is held.
- 1996 Alaska Airlines becomes the first carrier to accept on – line bookings and take payment through a website on the internet.
- 1998 Hong Kong opens new \$20 billion airport.
- 2001 Dennis Tito takes the world’s first paid space vacation.

## Conclusion

The principal causes of the rapid growth of demand for tourism in the highly developed industrialised countries in the course of recent decades can be summoned up as economic, social and technological in nature. Rise in per capita incomes, coupled with increasing prosperity, had given higher purchasing power and an increase in discretionary incomes to a large majority of people. As a result this has made tourism and travel accessible to many. A larger proportion of people can now afford an annual holiday. In fact, many can even afford to take a second holiday for a shorter or longer duration. The economic prosperity has also resulted in many more people owning a private motor car. Increased mobility as a result of use of motor car for travel therefore is yet another important economic factor which is responsible for growth in tourism in Europe and North America.

The social causes of the rapid growth of tourism on the other hand can be linked with new attitudes towards travel and tourism. Traditionally considered a luxury, travel now is considered to be a normal activity and an indispensable part of lifestyles and consumption patterns of a large majority of people enjoying a higher standard of living. The present day tourist having a different kind of background than a traveller of the past is much more informed. His idea about travel is quite different and he comes from a wider social background. His tastes and desires are much more varied. A large number of people are now going abroad to participate in more exiting, challenging and exotic activities like mountaineering, water skiing, trekking, winter sports, under water swimming and the like.

Technological causes of the rapid growth of tourism can be associated with the advancements made in modernising transport and communication systems. The impact of modern transport technology, especially in the aviation field has brought about a completely new meaning to travel and tourism. Travel to even remote destinations has now become a reality. The technological developments have now made it possible for an increasing number of people the travel to faraway places which only a few decades ago were regarded as being almost inaccessible. The gradual evolution of the originally homogeneous air travel market into two separate and distinct segments-chartered and scheduled air travels- has greatly increased demand. Added to this, the newer marketing methods like the package tour is a major contributing factor in the growth of tourism. Opening up of new travel destinations, particularly in the developing countries creation of new facilities to receive a larger flow of tourist and increasing tourism promotion and marketing efforts by the tourist service enterprises have greatly increased the tourist flows.

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## Lesson 1.2 - Typology of Tourism

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### Introduction

Spatial and characteristic diversity among destinations alongside motivational drives have given rise to as many forms of tourism as it can be convenient. These many forms of tourism have emerged on the basis of the types of travel experiences provided at the destinations.

### The Common Typologies

This section provides the basic formats, namely the typologies, that are in practice as the form of tourism. The common typologies have been presented below.

- a) **Domestic Tourism:** It is also known as internal as well as national tourism. Generally, Domestic tourism means the movement of people outside their normal domicile to other areas within the boundaries of the nation. In fact, they find it easy to do so because there was neither currency nor language or document problems. Domestic tourism does not involve any balance of payment implications, however, it may be substitute for international tourism and therefore results in saving foreign currency.
- b) **International Tourism:** International tourism involves the movement of people among different countries in the world. In other words, when people travel to nation other than their own country in which they normally live and which has its separate identity in terms of political, economic and social set up. International movement of people involves various types of legal and financial formalities to be met before departing from his/her country. International tourism comprised of two forms of tourism. 1) Inbound Tourism and 2) Outbound Tourism.
- c) **Leisure Tourism:** Leisure, “the free or unoccupied time during which the person may indulge in rest, recreation, etc”<sup>2</sup>, is the apt

situation when tourism is sought in its full earnest. The travel purposes in leisure include activities of holiday, sports (non-professional), cultural events and visits to friends and relatives (VFR). Tourism activities on these aspects get termed on their focus of travel as Beach Tourism, Mountain Tourism, Sports Tourism, Cultural Tourism, Ethnic Tourism, Religious Tourism and Health Tourism and So on.

- d) **Business Tourism:** Business, which is one's work, occupation or profession, is the other situation, which necessitates travel. This travel helps people to attend to meetings, exhibitions and trade fairs, conference and conventions, thereby the partakers experience all the sectors of tourism which formulate this classification namely Business Tourism. Though all the activities under this classification gets termed as Business Tourism itself, in the recent past of 1990's it is being referred to as MICE an acronym for Meetings, Incentives, Conference and Exhibitions.
- e) **Historical Tourism:** Any Tourism activity that is taken-up with Historical Locations as the Tourist Attraction. This form of tourism was the first form of tourism that many tourists loved to participate. Only recently, the tourism forms are taking a business dimensions.
- f) **Cultural Tourism:** It is the form of tourism that takes culture of the destination as the attraction. Culture it should be remembered is the form of expression of the people of the destination through their life-style. Culture is express through their food, shelter, clothing, art, architecture, music, dance, drama and any uniqueness of the location. This form of tourism has a great opportunity of interaction and participation for the visitors.
- g) **Social Tourism:** A type of tourism that provides help to a section of the society for the experience of tourism. This concept came into existence in the fifties, especially in Europe. In reference to M. Andre' poplimont, "Social tourism is the type of tourism practiced by those who would not be able to meet the cost without social intervention, i.e., without the assistance of an association to which individuals belong."<sup>3</sup>

- h) **Mass Tourism:** The concept of mass tourism is the contribution of paid holidays, development of transportation, communication and information technology. Mass tourism is primarily a quantitative notion and refers to participation of very large number of people in tourism activities.
- i) **Special Interest Tourism:** Tourism activities emerging on the aspect of special interest are specifically known as special interest tourism or commonly known as Adventure tourism. To cite a few of this type are Trekking, Rafting, Bungee Jumping, Scuba diving, Snow skiing, Hand gliding, Rock climbing and winter tourism.
- j) **Eco Tourism:** Eco-tourism means travelling to relatively undisturbed or uncontaminated natural areas with the specific objectives of studying, admiring and enjoying the scenery, wild plants and animals along with existing cultural manifestation of the locality. Eco-tourism being the answer or the alternative to mass tourism gets termed as Nature tourism, Green tourism, Responsible tourism, Appropriate tourism and Alternative tourism depending upon the degree of focus on the aspect of conservation of nature.

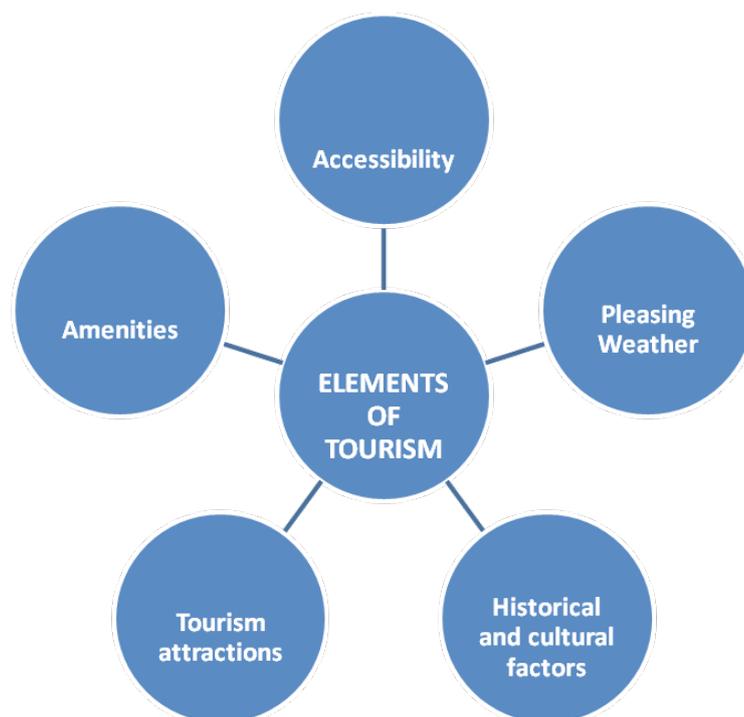
### Classification of Tourist

1. Classification according to the region covered
  - a) **Domestic tourist:** A domestic tourist is a person who travels for a purpose other than exercising a gainful activity or settling at the place visited by him. He travels within his own country and does not leave her borders at any point of time during his tour. A person from Pune going for a holiday to Kerala is a domestic tourist.
  - b) **Foreign tourist:** Those people travelling from one country to another country, crossing national borders or through immigration check points. International tourist may be inbound or outbound
  - c) **Inbound tourist:** - this refers to incoming tourists or tourists entering a country. For example, Malaysian citizens travelling to India would be considered as inbound tourists for India

and outbound tourists for Malaysia

- d) Outbound tourist:- this refers to outgoing tourists or tourists leaving their country of origin to travel to another country
2. Classification according to purpose of their visit – This is a broad classification where we can mention any number of categories such as cultural tourist, adventure tourists, medical tourists, religious tourists, ethnic tourists etc. Out of these, the major types are given below.
- a) Leisure tourists: (usually described as leisure travellers in statistics) are travelling for the purpose of leisure so they are likely to be on holiday or taking a short break.
  - b) Business tourists: Who are travelling to go to a meeting, conference or event associated with their business. This is an important and growing market in the UK as more resorts and hotels provide conference facilities.
  - c) Visiting friends and relatives: (VFR) tourists are visiting family or relatives and therefore they are unlikely to spend as much on tourism as they are not using accommodation facilities.

### Tourism Network



Tourism Network

## **Pleasing Weather**

One of the most important and crucial attractions of any tourist place is fine weather with warm sunshine. For holidaying, good weather is a particularly important ingredient, since it plays an important role in making a holiday a pleasant or an unpleasant experience. Millions of tourists from countries with extreme climates visit beaches in search of fine weather and sunshine. Sunshine and clear sea breeze at the beaches have attracted many since a very long time. Destinations with attractive winter climates, winter warmth and sunshine are also important centers of tourist attraction. Many areas have become important winter holiday resorts attracting a large number of tourists. Climate then, is of particular significance to tourism and there are many areas which, because of their beautiful, bracing climates, can be potential tourist areas.

## **Tourism Attractions**

Tourism attractions, like good weather, are very important factors in tourism. Scenery or the landscape consisting of mountains, lakes, waterfalls, glaciers, forests, deserts, etc., are strong forces attracting people to visit them. Breathtaking mountain scenery and the coastal stretches exert a strong fascination for the tourist. Many countries which are developing tourists industries are using the legacy of their historical past as their major tourist attractions in India, the world- famous caves of Ajanta and Ellora are an example.

## **Accessibility**

Accessibility is a very crucial factor as it is a means by which a tourist can reach the area where attractions are located. Tourist attractions of whatever type would be of little importance if their locations are inaccessible by the normal means of transport. If the tourist attractions are located at places where no transport can reach or where there are inadequate transport facilities, these become of little value. The tourist attractions which are located near to the tourist generating markets and are linked by a network of efficient roads and can be easily reached by air receive the maximum number of tourists. The distance factor also plays an important role in determining a tourist's choice of a destination.

### **Amenities**

Facilities are a necessary aid to the tourist centre. For a seaside resort, facilities like swimming, boating, yachting, surf riding and other facilities like dancing, recreation and amusements are important for every tourist centre. Amenities can be of two types: natural, e.g., beaches, sea-bathing, possibilities of fishing, opportunities for climbing, trekking, viewing, etc. and manmade, e.g., various types of entertainments facilities which cater to the special needs of the tourists. Excellent sandy beaches, sheltered in sunshine with palm and coconut trees and offering good bathing conditions form very good tourist attractions. Certain other natural amenities such as spacious waters for the purpose of sailing, or the opportunities for fishing and shooting are also very important.

### **Conclusion**

This section provided the various forms of tourism that are practiced in the present day world. This also helps the reader to understand the types of tourists possible. The tourism network detailed in this section emphasises the coordination needed between various sectors of tourism for a fruitful tourism experience.

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## Lesson 1.3 - Interdisciplinary Approach to Tourism

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### Introduction

Tourism could be discussed and explained in many perspectives as tourism industry maintains a relationship with many sectors. The application of the principles of lot many disciplines are seen when we go deep into the theory and practice of tourism industry.

### Tourism Perspectives

Some of the perspectives of tourism industry are discussed below.

1. **Geographical Perspective** - From a geographer's perspective the main concern of tourism is to look into aspects like the geographical location of a place, the climate, the landscape, the environment, the physical planning and the changes in these emerging from provisioning of tourism facilities and amenities. A geographer feels that it is the climate, landscape or physical attributes which draw the tourist to a destination, for example; if a person from Delhi goes to Shimla in the summer he does so because of the cooler climate which he cannot get in Delhi
2. **Sociological Perspective** - From a sociologist's perspective Tourism is a social activity; it is about interaction between different communities—hosts and guests—and encounter between different cultures. This approach studies social classes, habits and customs of both hosts and guests in terms of tourism behaviour of individuals or groups of people and the impact of tourism on society.
3. **Historical Perspective** - from a historian's perspective tourism is a study of the factors instrumental in the initiation of tourism to a particular destination, the order of happenings leading to tourism development, the reasons for happening of the occurrences in that order, beneficiaries of the tourist activity and an untimely and premature identification of negative effects. For example we all

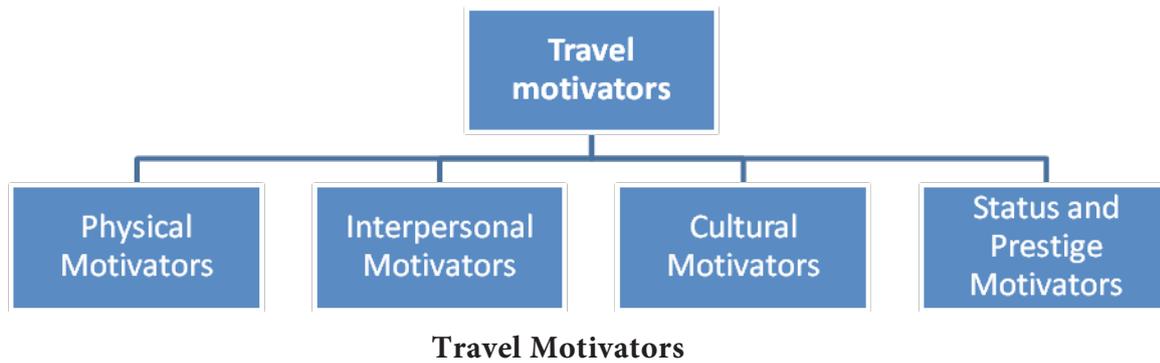
know that a lot of tourists visit Taj Mahal in Agra but a historian would be interested in studying the factors that bring the tourist there, e.g. the architecture, the story behind the monument, or something else that draws them there.

4. **Managerial Perspective** - from the management perspective tourism is an industry, and therefore needs managerial skills in order to be properly managed. As the industry grows we see continuous changes in various organisations and services linked with the industry, the tourism products and so on so this approach concentrates on management activities such as planning, research, pricing, marketing, control etc. as vital to the operation of a tourist establishment.
5. **Economic Perspective** – From an economist’s perspective tourism is a major source of foreign exchange earnings, a generator of personal and corporate incomes, a creator of employment and a contributor to government earnings. It is a dominant global activity surpassing even trade in oil and manufactured goods. Economists study the effects of tourism industry on the economy. This is a two way process.

### **Travel Motivators**

Without people’s motivation to travel, there would be no tourist industry. The prospective traveler’s selection of a destination is sometimes likened to a trip to a travel supermarket, where the shopper walks in and selects the destination from any one of the thousands of choices. Although there are hundreds of thousands of possible destinations, the perspective of the traveler is usually circumscribed by a number of factors. These include time, attitude, family responsibilities, finance, education, physical health and well-being.

Travel motivators can be defined as those factors that create a person’s desire to travel. Motivators are the internal psychological influence affecting individual’s choices. Motivations operate on individuals travel purchases choices within the framework already set by the determinants of demand. Several attempts have been made to study as to why people wish to travel or become tourists. McIntosh has stated that basic travel motivators may be grouped into the following three broad categories:



### **Physical Motivators**

These are related to physical relaxation and rest, sporting activities and specific medical treatment. The entire above are concerned with the individual bodily health and well being.

### **Interpersonal Motivators**

These are related to a desire to visit and meet relatives, friends or forge new friendships, simply to escape from the routine of everyday life.

### **Cultural Motivators**

These are related to visiting places to know about other people, places, their ethnic background, tradition, life style etc.

### **Status and Prestige Motivators**

These are identified with the needs of personal esteem and personal development. These motivators also relate to travel for business or professional interests, for the purpose of education or pursuit of hobbies.

Motivation for travel covers a broad range of human behavior and experiences. Breaking down and elaborating these will give reasons as to why more and more people engage in tourism. The breakdown of broad categories would result in the following factors:

## **Factors of Motivation**

### **Pleasure**

Getting away from the routine of everyday life is perhaps the most important motive of all in recent times. The individual's desire and need for pure pleasure is very strong. An individual likes to have fun excitement and a good time whenever possible. The significance of the pleasure factor is widely utilized by travel agents and tour operators who are astute psychologist when it comes to selling tours.

### **Relaxation, Rest and Recreation**

Industrialization and urbanization has created great pressures on modern living. The stress and strain of modern city life has made it more necessary than ever before for people to get away from all this and relax in an atmosphere which is more peaceful and healthy. Relaxation is very essential to keep the body and mind healthy. There are may be various forms of relaxation and rest. To some it is secured by a change in the environment. Others seek relaxation in seeing new places, meeting strangers and seeking new experiences.

### **Health**

Along with the modernization of this world, the environment and the living beings are also getting polluted. This cause for may health related issues and people spend money and travel to distant places in search of good treatment. As India is one of the best destinations where health and medical tourism is popular, many travel from west to Indian cities in search of cheap and the best medical treatments.

### **Participation in Sports**

There has been an increasing participation in a wide variety of sporting activities such as mountaineering, walking skiing, sailing, fishing, sunbathing, trekking and surf -riding etc. more and more people these days are taking holidays involving physical activities. In recent years there has been a big increase in sporting holidays. The visitors go to places primarily to indulge in a sporting activity to which all there are directed.

## **Curiosity and Culture**

An increasing number of people are visiting different lands especially those places having important historical or cultural associations with the ancient past or those places holding special art festivals, music festivals, theaters and other cultural events of importance. Curiosity has been one of the major reasons for tourism. There has always been curiosity in man about foreign lands, people and places. This curiosity has been stimulated by more education. International events like Olympic Games, Asian games, national celebrations, exhibitions, special festivals, etc. attract thousands of tourists.

## **Ethnic and Family**

This includes visiting one's relatives and friends, meeting new people and seeking new friendships. A large number of people make travel for interpersonal reasons. There is considerable travel by people wanting to visit friends and relatives. A large number of Americans visit European countries in order to see their families or because they feel they are visiting their homeland.

## **Spiritual and Religious**

Travel for spiritual reasons has been taking place since a long time. Visiting religious places has been one of the earliest motivators of travel. A large number of people have been making pilgrimages to religious or holy places. This practice is widespread in many parts of the world.

## **Professional or Business**

Attending conventions and conferences related to the professions, industry or commerce or to some organizations to which the industry or commerce or to some organization to which the individual belongs has become very popular. Many countries, in order to attract more tourists, have established grand convention complexes where all kinds of modern facilities are provided for business meetings, seminars and conventions.

## **Conclusion**

Tourism as a phenomenon needs certain motivations for everyone to participate. The Tourism Perspective provides the beginning for motivations of the people towards tourism. This lesson has detailed on the varieties of motivations available.

## **Self Assessment Questions**

1. Discuss how trade and commerce led for exploring new places at the ancient period?
2. Explain how religions remained as a motivator for the early travelers?
3. What is pleasure travel? Explain.
4. What is grand tour and describe its importance in the early period of travel?
5. Explain how various modes of transportation helped the travel industry to grow?
6. 'Invention of Air Transport has revolutionized the entire travel industry'. Comment
7. Write about the Great Travellers of the World.
8. Write down the time-line of twentieth century on the tourism development.
9. What is a paid holiday?
10. Write the various definitions of Tourism.
11. Explain the types of tourism practiced in general.
12. How tourists are classified according to the regions covered?
13. What is the classification of tourists as per the purpose of visit?
14. Explain Tourism network.
15. Discuss different motivators of travel.
16. Explain the inter-disciplinary relation of tourism.
17. Write about pleasure tourism from your experience.

## CASE STUDY

### Flow of Tourism

India the land to travel a heaven of tourism delights a civilization to tour through bounded by the majestic Himalayan range in the north and edged by an endless stretch of golden beaches. India is a vivid kaleidoscope of landscapes, magnificent historical sites and royal cities, misty mountains, retreats, colourful people, rich culture and festivals. Modern India is the home alike to the tribal with his anachronistic lifestyle and to the sophisticated exist amicable with the microchip. Its ancient monuments are the backdrops for the world's largest democracy. Teaming with over a billion people who voice over a million concerns in fifteen hundred different language, India is where people live with variety thrive on diversity and are too familiar with largeness to let it boggle them. Mud huts and mansions faces off across the city street. Lurid luxury and limp living are inhabitants of the same lane. India's widespread diversity has always attracted both foreigners as well as its own citizen a like to explore its mirth and gaiety that it has to offer the world. Every nook and cranny of the country offers exquisite as well as exclusive tourism resource which echoes heritage as well as tradition of that particular area. There is hardly any country in the world which offers such wide variety of tourism.

Tourism in India is the largest service industry; with a contribution of 5.9% to the national GDP in 2011 and this creates 8.78% of the total employment in India. In 1997, India received 2.37 million foreign tourists but as we reached to 2011, there is a phenomenal growth in foreign tourist arrivals to India i.e. 6.29 million. Our foreign exchange earnings from tourism in 1997 was only USD 2889 million and by 2011 we have a foreign exchange earning of USD 16564 million tourism business and that is expected to increase to US\$375.5 billion by 2018 at a 9.4% annual growth rate. Tourism is one economic sector in India that has the potential to grow at a high rate and ensure consequential development of the infrastructure at the destinations. As per the statistics of UNWTO, in 2011, there were over 983 million international tourist arrivals worldwide, representing a growth of 4.6% when compared to 940 million in 2010. International tourism receipts (the travel item of the balance of payments) grew to US\$1.03 trillion (€740 billion) in 2011, corresponding to an increase in real terms of 3.8% from 2010.

### Questions for Case Study

1. Write about the flow of Tourism in India.
2. Write about the richness of Tourism in India.
3. Write about the types of Tourism possible in India through the case study

## CASE STUDY

### Accommodations

The Homestead Villa Motel features 4 star plus luxury Invercargill accommodation decorated with stylish furnishings and outfitted with modern amenities for your comfort. They took part in the 'Quick Steps' programme run by Environment Southland, and funded by WasteNet Southland, and subsequently have made the following changes to the way they do business:

- The location of the clothes drying line (which was seldom used by guests) has been included on room maps to increase awareness and reduce use of dryers
- Food waste is minimised by offering mini-size breakfasts and a menu with various options to tick, so people only get what they want
- The motel has become almost 100% chemical-free by using micro-fibre cloths for cleaning.
- Micro-fibre cloths are all line dried
- The front garden plots have been redesigned with native plants
- The size of in-room rubbish bins has been reduced to encourage recycling
- The storm water drain at the street has had a fish stencil painted on it
- Hot water temperature has been checked
- The air extraction systems are regularly cleaned and maintained
- Staff discuss environmental improvements that can be made
- A food waste collection system is in the process of being set up

## Case Study Questions

1. What do you think as the motivation for the Home Stead Villa Motel Management to make the modifications in their facilities?
2. In your opinion, how far the changes were required for Home Stead Villa Motel?

## CASE STUDY

### Pleasure Tourism

Goa is India's smallest state by area and the fourth smallest by population. Located in West India in the region known as the Konkan, it is bounded by the state of Maharashtra to the north, and by Karnataka to the east and south, while the Arabian Sea forms its western coast. Goa is India's richest state with a GDP per capita two and a half times that of the country as a whole. Panaji is the state's capital, while Vasco da Gama is the largest city. The historic city of Margao still exhibits the cultural influence of the Portuguese, who first landed in the early 16th century as merchants and conquered it soon thereafter. Goa is a former Portuguese province; the Portuguese overseas territory of Portuguese India existed for about 450 years until it was annexed by India in 1961. Goa features a tropical monsoon climate. Goa, being in the tropical zone and near the Arabian Sea, has a hot and humid climate for most of the year. The month of May is the hottest, seeing day temperatures of over 35 °C (95 °F) coupled with high humidity.

Tourism is generally focused on the coastal areas of Goa, with decreased tourist activity inland. In 2010, there were more than two million tourists reported to have visited Goa, about 1.2 million of whom were from abroad. Goa has two main tourist seasons: winter and summer. In the winter time, tourists from abroad (mainly Europe) come to Goa to enjoy the climate. In the summertime (which, in Goa, is the rainy season), tourists from across India come to spend the holidays. The famous beaches of Goa are Anjuna, Benaullim, Bogmalo Beach, Calangute, Dona Paula, Miramar, Palolem Beach, Vagator and Varca.<sup>4</sup> Goa's beaches are overcrowded and countryside have seen garbage piling up, with the state failing to put in place an effective garbage disposal mechanism.

Beer bottles and potato wafer packets are ubiquitous. Assorted dry waste litters the beach, left behind by irresponsible tourists and locals. Neither the coastal village panchayats nor the tourism department is equipped to safely dispose of the garbage collected by sweepers. A Goa beach village now wants tourists to carry back the garbage they generate while having a ball on the beach. Garbage is one of the most contentious issues facing the tourism department along with overcrowding of its beaches.<sup>5</sup>

### **Case Study Questions**

1. What is the type of tourism that is practiced in Goa?
2. In your opinion, has the beach tourism of Goa can be cured from creating pollution?

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## UNIT - II

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### Tourism Industry

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#### Abstract

The next stage of learning in the Tourism Principles is to learn about the tourism industry. This unit is designed to bring in the understanding for the readers on the aspect of what constitutes the tourism industry, what are the basic components and the emerging trends in tourism in the present day world in the form of three lessons.

#### Learning Objectives

*After reading this Unit you will be able to:*

- Know about the various constituents of the Tourism Industry,
- Learn about the interdependence of its various constituents,
- Understand about the recent forms of tourism.

#### Unit Structure

Lesson 2.1 - Constituents of Tourism Industry

Lesson 2.2 - Basic Components

Lesson 2.3 - Emerging Trends in Tourism

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## Lesson 2.1 - Constituents of Tourism Industry

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### Introduction

The tourism industry is a vast industry made up of business and organizations that provide goods and services to meet the distinctive needs of tourists. These businesses and organizations are related to virtually all areas of the economy making tourism a very huge industry. Because of the economic impacts involved, profits, employment generation, earning of foreign exchange etc., more and more countries are declaring tourism as an industry; adopting policies and making plans for it; forming regulations and giving incentives. It is also worth mentioning here that in many developed countries tourism is now being referred to as a service industry. This is so because these countries have reached a stage of perfection in terms of infrastructural development and the emphasis is on the: consumption of services. On the contrary the developing countries are still struggling to create infrastructural facilities.

The tourism industry comprises many sectors or sub-industries such as the hospitality industry, transport industry, attractions, and entertainment. All these sectors are interconnected and integrated. They work with one another to some extent in providing goods and services as their survival depends on each other. Tourism is a chain of linkages and modern tourism is a result of the intermixing and combined Organizations' efforts of the various constituents.

### Constituents of Tourism Industry

The tourism industry is the outcome of the combined efforts of various sub-industries or sectors which provide tourism related services. Large multinational companies (MNCs), small business houses, and individuals working as guides at tourist spots, all constitute the tourism industry. Some of the constituents are located at the destination itself, such as hotels, attractions, guides, shops, local transport, etc; some are encountered en route like customs, transport, foreign exchange money

changers; while others are available at the place of origin of the journey, such as consulate for visa and travel agents. The tourism industry can be classified into two broad categories or sectors namely the main constituents and the secondary constituents as shown in table

<b>Main constituents</b>	<b>Secondary constituents</b>
Transport industry	Shops and state emporiums
Hospitality industry	Arts and crafts
Entertainment industry	Local transport
Travel agents and tour operators	Banks
Guides and escorts	Insurance companies
Tourism organizations	Communication services-
Media	Performing artists
	Publishers
	Advertisers
	Supporting staffs
	Agents and brokers
	Police service

#### **Constituents of the tourism industry**

The tourism industry, as we can see, covers a very wide range of industries and services also referred to as sectors of the tourism industry. The Government of India has realized the tremendous scope of this industry in expanding the economy, and is offering incentives and conducting formal training programmes for service providers to give a boost to tourism in our country. Tourism industry is the one that deals with the tourists as consumers, the money spent by them, and the resources rendering various goods and services which facilitate the composition of the tourism product. This industry has been named as a 'smokeless industry' because unlike other industries it is invisible and non-polluting. The tourism industry is an extraordinarily complex integration of many industries spread over many sectors. Tourism is an umbrella industry containing a set of inter-related business participants. For example, industries like Transport (Air, water and surface), Accommodation (Hotels, Motels, and Supplementary Accommodations), and Travel Companies, (Tour Operators/ Travel Agents), Recreation and Entertainment Institutions, Handicrafts business, etc and the provision of the many goods and services demanded by tourists.

## **Main Constituents**

### ***Transport Industry***

Transport is a fundamental component of the tourism industry. Transport is a precondition for travel: it facilitates mobility and the movement of tourists from their place of origin to their destination and back. Transport is frequently neglected in the analysis of tourism, often being relegated to a passive element of the tourist experience. Yet transport remains as an essential service element of tourism, and in some cases it can form the focus of the tourism experience such as cruising and scenic train journeys. Various forms of transport have been associated with the development of tourism and technological developments in transport combined with the rise in personal disposable income have led to the expansion of both domestic and international tourism. Various types and forms of transports have been explained later in this chapter.

### ***Hospitality Industry***

The **hospitality industry** is a broad category of fields within the service industry that includes lodging, restaurants, and additional fields within the tourism industry. The hospitality industry is a several billion dollar industry that mostly depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or even an amusement park consists of multiple groups such as facility maintenance, direct operations (servers, housekeepers, porters, kitchen workers, bartenders, etc.), management, marketing, and human resources.

The Indian hospitality industry has emerged as one of the key industries driving growth of the services sector in India. It has evolved into an industry that is sensitive to the needs and desires of people. The fortunes of the hospitality industry have always been linked to the prospects of the tourism industry and tourism is the foremost demand driver of the industry. The Indian hospitality industry has recorded healthy growth fuelled by robust inflow of foreign tourists as well as increased tourist movement within the country and it has become one of the leading players in the global industry. The other details and classifications have been discussed later in this chapter.

## *Entertainment Industry*

Historically the word 'entertainment' has served a number of definitions going back over 500 years, many of which are now obsolete or rarely used. Current and relevant definitions of entertainment include: 'that which affords interest or amusement' (OED, 2008); 'an activity that is diverting and that holds the attention' (Wordnet, 2008); and 'amusement or diversion provided of guises, from that which is intentionally provided for an audience such as a stage show, to one of nature's spectacles such as flocks of migrating birds. The commonality between these two examples of entertainment is that they are both capable of diverting the attention of an audience, i.e. captivating, quite possibly in an amusing or agreeable way. The key difference is that a stage show is put on with the specific intention of captivating or holding the attention of an audience, whereas flocks of birds do not migrate with the intention of captivating an audience they are just doing what comes naturally to them, but because we do not see this phenomenon regularly, it is novel and it has the ability to be captivating.

Generally, the Recreation and Entertainment industry is one of the chief motivators in influencing travelers to a destination – whether they happen to be interested in cultural museums, heritage sites or experiencing the rugged outdoors, and virtually anything in between. Since these activities require travelers to have transportation, accommodation and food and beverage services as part of their overall visit, these formulate as a main constituent of tourism industry. The Recreation and Entertainment industry includes a myriad of activities that range from bird watching to salmon fishing, horseback riding to white water rafting, golfing to wilderness trekking, and educational visits to entertaining stops. And regardless of size, these venues need people to work in gift shops and restaurants, as well as help maintain the facilities, manage the operations and promote the attractions. For a tourist entertainment provides an alternative to the monotony that the tourist faces in the life. This industry offers a wide variety of employment opportunities, ranging from seasonal part-time to permanent full-time positions. More than 80 different occupations are available within Recreation and Entertainment services. In the area of adventure tourism and recreation, anticipated labour demand by 2015 is 13,100 workers. In the area of attractions, projected labour demand by 2015 is 8,000 new workers.

### ***Travel Agents and Tour Operators***

Retailing tourism products to consumers is a key element in the production, selling and distribution of tourism services where different organizations link the supply to the source of demand. To connect supply and demand, tourism industry has to communicate, trade and interact with the tourist and it does this through the distribution channel using intermediaries who seek to cooperate to sell a product.

Tour operators are the organisers and providers of package holidays. They make contracts with hoteliers, airlines and ground transport companies then print brochures advertising the holidays that they have assembled. Travel agents are those who sell travel in the form of booking tickets for the travel over different forms of transports. It is estimated that there are some 7,000 travel agency shops ranging size from the multiples, with several hundred outlets each, to the individual shop. Some travel agents also undertake tour operating - be it on a small scale, eg a local agent packaging a group holiday for a local club, or on a larger scale - most famously by the legendary Thomas Cook, who was the first tour operator, and Sir Henry Lunn (Lunn Poly) who is widely credited with “inventing” skiing as a leisure activity. Agents can also sell the ‘components’ (flights, ferry bookings, car hire etc) for those who travel independently.

Travel agents are being classified on the basis of the type of services they cater to the customers as:

- *Inplant Travel Agents* where a branch of a travel agency is set up in the premises of corporate offices to cater to the travel requirements of their employees.
- *Full Service Agents* which is functioned in the market area fulfilling all sort of travel requirements all types of customers.
- *Commercial Group Agents* which is offering the services to the corporate sectors by establishing their business somewhere in the market suitable to them.
- *Incentive Travel Agents* who mainly looking after the travel requirements of the incentive travellers. They mainly concentrate their business with the employees whose travel expenses are met by their company. For instance, central government employees are

concerned; they have LTC (Leave Travel Concession) which can be availed once in three years. These type of agents are specialised in the various formalities and procedures of travel of this kind.

- *Online Agents*- This is a recent addition to the travel agency business and they cater to a global market by offering their services through online. This makes a large segment in the travel and tourism business as more and more customers are depending on internet to get their needs fulfilled.

As we have many categories of travel agents as described above, tour operators are also classified into many depending on the scope of their service.

- *Inbound Tour Operators* are the one who make packages for the foreigners to visit our country. They offer different types of packages based on the interest of their clients including the destinations of tourist's interest.
- *Outbound Tour Operators* are making packages for out going tourist, the one who interest in visiting foreign countries. This is little more difficult than handling foreigners in our state because they should be aware of all travel formalities and places of interest in a foreign country.
- *Domestic Tour Operators* are those who make travel arrangement and packages for the domestic tourists to visit different places of interest in their country.
- *Ground Operators* are the one who deal with the arrangement of ground services as the tourist reach to a particular destination such as arranging transfers, arranging meals, guide services etc.
- *Specialist Tour Operators* are the one who specialized in special types of packages. Its a niche market where they try to satisfy a group of special interest tourists such as people who visit places for bird watching, expedition, adventure sports etc.

### ***Guides and Escorts***

Guides are those who stay at the tourist destination and explain the importance of the destination to the tourist. Escorts travel with the

tour group and serve as a guide where ever they go. It is another inevitable element of tourism industry where there is a high demand for qualified tourist's guides. Most of the guides we see today at different tourist places are not able enough to impart the authentic and real knowledge to the visitors. Able and experienced guides are paid high by major companies. There is a regional level training programme being conducted by Dept. of Tourism, Govt. of India to supply adequate number of qualified guides. After the training, based on their performance in the evaluation, they are being licensed by the government and the license is issued for 3 years. After every three years, they need to renew the license. A person can serve as a licensed guide till the age of 65 in India.

### ***Tourism Organizations***

Various national and international travel organizations play an integral role in the growth and development of tourism industry. Organizations such as IATA, ICAO, WTO, PATA, IATO, TAAI, DOT etc. have been established and performing excellently in their own spheres to make sure that the industry is growing towards a meaningful end.

### **Secondary Constituents**

Secondary constituents as listed in table are those form the second part of the constituents of tourism industry. The secondary constituents are secondary only on the list of priorities for the formations of tourism industry. However, they are highly essential from the individual (or) tourist point of view. The readers are advised to take a second – look at the table and put them in the shoes of the tourists so as to feel the importance of the items listed as the secondary constituents. Among the lists there, local transport is of paramount importance. It is very easy to reach Agra from anywhere in the world but it is more important to have a pleasant transfer from the entry point ( say airport / railway station / bus stand) to the Taj Mahal to have a memorable experience of tourism. In the same way, a tourist may have enough of money in his bank account and also hold a valid A.T.M card but if there is no A.T.M at the tourist destination he may not be able to pay his bills immediately. Thus, the secondary constituents play a major role in the tourism industry.

**Conclusion**

The Constituents of Tourism Industry are detailed in this lesson. The Main and Secondary constituents work in tandem for the complete tourism experience for tourists. It is important for the readers to learn what is the primary need for the tourist at the destination and provide the same for the pleasure of tourists.

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## Lesson 2.2 - Basic Components of Tourism

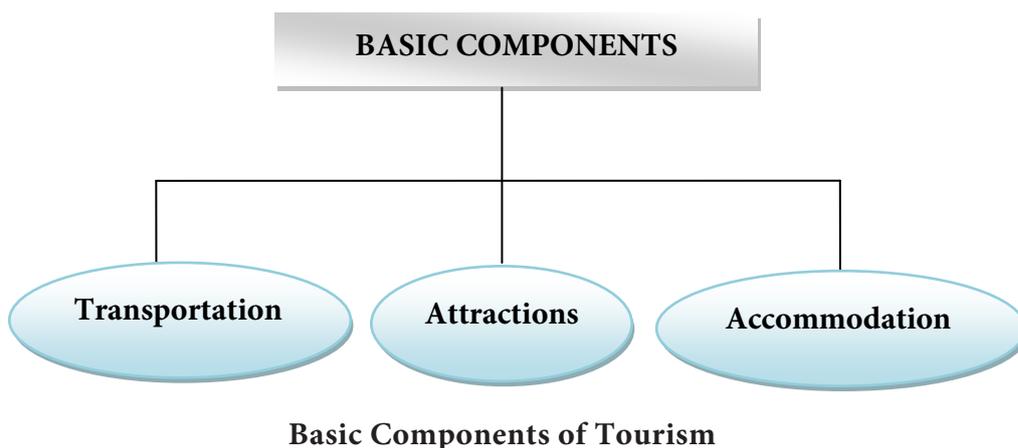
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### Introduction

Tourism is a phenomenon and it has to be experienced in total. To learn that we have to learn about each segments of the components.

### Basic Components

The basic components of tourism are listed here as Transportation, Attraction and Accommodation with respect to the flow of tourism.



### Transportation

A significant and one of the most relevant elements in the tourism equation is in terms of transportation. In fact this essential factor has also passed through long process comprising a full range of stages i.e., from man's feet to horses, stage coach, water transport, railroad, automobile and motor coach transport and finally air transport. The development of travel and the growth of transport are not only mutually dependent but also go hand-in-hand; travelers call for transport that is safe, fast, comfortable and convenient besides being affordable. A brief account of the transport development can be described as follows

### ***Stagecoach Travel***

Drawing on the documented history, it is revealed that such coaches were devised in Hungary as early as in the fifteenth century and used to provide regular service on laid down routes. However stage coach travel had turned out to be quite in favour in other regions of the globe, especially in Great Britain by the 1800s. This further resulted in the development of the well-known English tavern meant to provide overnight accommodation needed by stage coach passengers.

### ***Water Travel***

The Duke of Bridgewater is believed to be the initiator of water transport service between Manchester and London Bridge in 1772. These boats were in the form of market boats and used to pick up passengers as well as goods on ship canals in England. By 1815, steamship emerged and gradually steamship excursions on the Thames became so popular. Now, the popular modes of water transportation include, 1) Cruises (Ocean and River), Safari boats, House boats etc.

### ***Rail Travel***

An English man, George Stephenson, is regarded as the originator of the modern railway system. Stephenson built the first railroad between Stockton and Darlington, and on September 27, 1825, his steam engine, locomotion, hauled 34 wagons packed with 450 excited passengers.

Many of the early railway networks in South America, Asia, and India were built by British engineers. One of the most famous British colonial trains was the Bombay-Culcutta Express. The early trains were powered by steam engines. However, the development of electric, diesel and turbine engines in the twentieth century brought an end to the stereotype of the smoke spewing locomotive. Because of its large passenger capacity and cost effectiveness only, railways gained maximum popularity over the years.

Indian Railways is the third largest rail network in the world, and the rail system is efficient, if not always on schedule. Tracks running well over 60,000 kilometers help connect about 7500 stations, ferrying nearly 20

million people every day. Although distances in India are long and Indian trains aren't the world's best, traveling in them can add a fascinating new dimension to a visitor's experience. There is virtually no better way to make friends with the local people and see the spectacular and diverse Indian countryside. On many routes the railways are the fastest and cheapest way to get around. Indian Railways operate a number of luxury trains for the purpose of tourists who are interested to explore Indian destinations. These are operated by different state tourism development corporations in collaboration with the Indian railways. The major tourist trains include: Palace on Wheels, Deccan Odyssey, Golden Chariot, Maharaja's Express, Royal Rajasthan on Wheels etc.

### ***Automobile and Motor coach Travel***

Automobile entered into the travel arena in the United States when Henry Ford launched his much publicized model T in 1908. The somewhat low-priced and economical model completely changed travel in the U.S. warranting better roads. An extensive network of roads became ready for use by 1920 that led to the automobile present day dominance of the travel industry. Now, the most popular way of transport is being used widely by the public for travel and holidaying due to its special significance to the mankind.

### ***Air Transport***

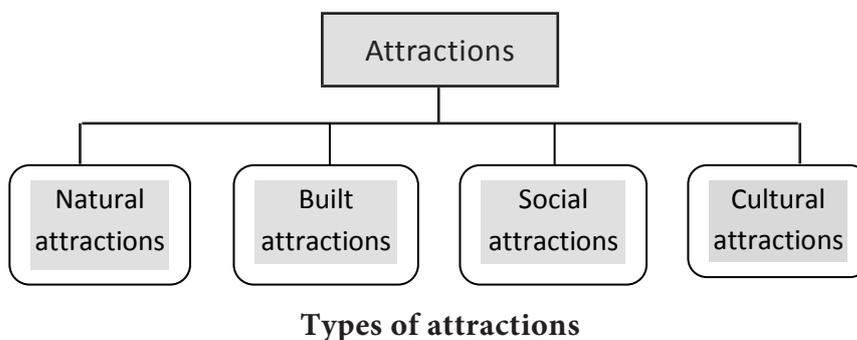
Air transportation was slow to take off after the Wright Brothers breakthrough at Kitty Hawk in 1903. More than ten years passed before first faltering efforts to launch scheduled passenger services. On January 1, 1914, the world's first scheduled flight with a paying passenger hopped across the bay separating Tampa and St. Petersburg, Florida for a fare that eventually stabilized at \$10 per person, round-trip (about \$200 in 2006 dollars). By comparison, Low-Cost Carrier (LCC) Southwest Airlines could carry a passenger from Tampa to Seattle and back, more than a hundred times farther for only slightly more than \$200 in 2007.

The introduction of Boeing and Jet series of aircrafts democratized and popularized the air travel among the general public as well. The speed and efficiency of aircrafts facilitated the travelers to cover distant lands in short period. Air travel in the world is growing at speed of 5%

yearly. Liberalization and privatization policies in air transport given an abundant opportunity for so many private carriers to enter to the market.

## Attractions

Attractions form the core of the tourism experience and the reason people travel to a particular destination. The other constituents of the tourism industry such as accommodation, transport, food and beverage, etc. depend on the existence of attractions at the destination for their survival. The main attraction may be a stand-alone unit or a cluster of many smaller attractions and there is likely to be some overlap. Almost anything can be an attraction, and appeal to a person according to his/her age, interests, etc.



This is the principal reason for undertaking travel to a particular destination. Attractions are classified basically into four categories which are follows:

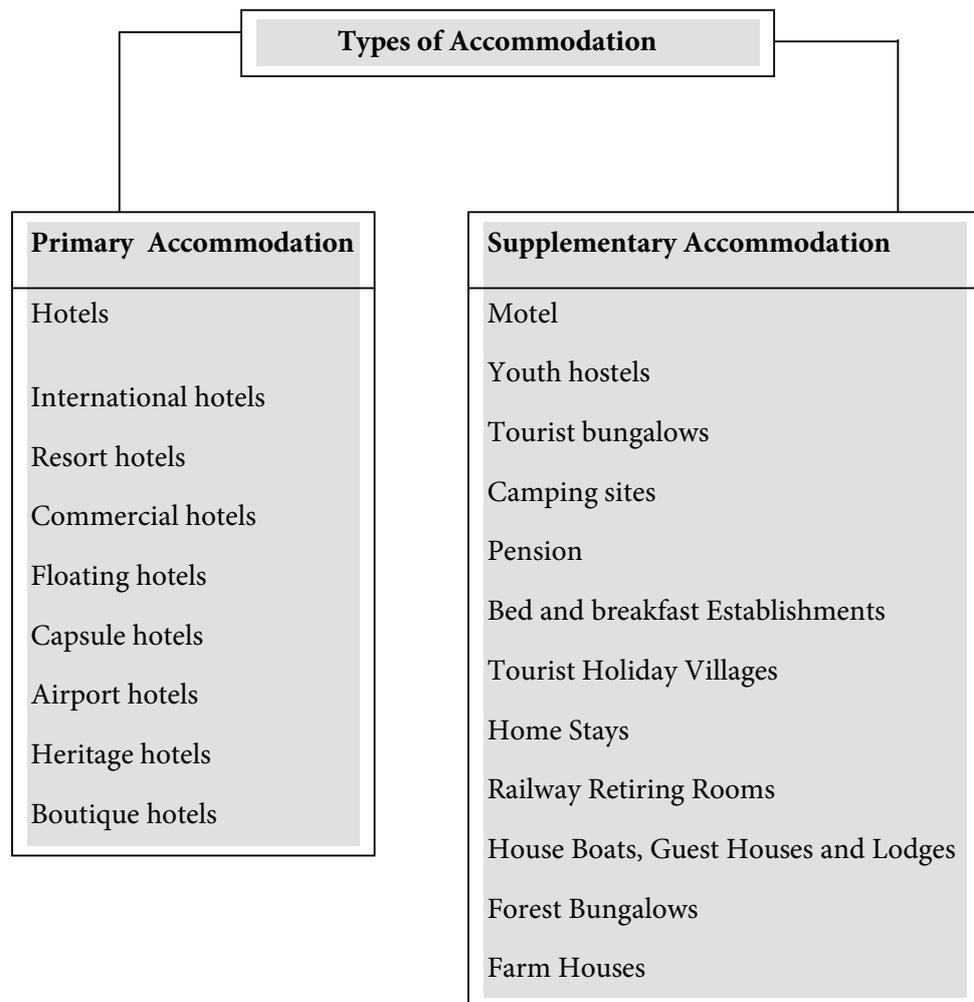
1. **Natural attractions** such as pristine beaches, waterfalls, scenic views, climate, heavy rainfall, snow clad mountains etc.
2. **Man made / built attractions** such as theme parks, Ocean Park at Hong Kong, Disney World at Orlando, USA, Snow City at Singapore, etc.
3. **Social attractions** where one can meet and interact with the locals at a destination as well as meet friends and relatives
4. **Cultural attractions** in the form fairs, festivals, celebrations, theatre and museums, which depict the history and culture of a country.

**Accommodations**

It plays a central role in tourism. Every tourist needs a place to stay and relax. Tourists look for clean, hygienic, and well maintained accommodation with a comfortable bed, clean linen, and sanitary facilities with adequate hot and cold water supply. A wide range of accommodation options exist at most destinations ranging from tourist lodges to five star deluxe hotels. Without suitable accommodation there would be no tourism as accommodation is the temporary home of the tourist at the destination and the base from which they pursue their activities.

**Categories of Accommodation**

Accommodation can be categorized in different ways. These could be categorized by location, price, by type of visitors and by type of facilities they offer.



**Types of Tourist Accommodation**

## ***Primary Accommodation***

### *Hotels*

Hotels are a vital and essential part of the tourism and hospitality industry. Due to the increasing volume of tourists travelling, government should provide proper infrastructure to boost tourism. More hotels must be built to keep up with demand. The dictionary defines hotel as 'a place supplying boarding and lodging. Today, the hotels provide not only accommodation and meals but also various other services as per the needs of the guests such as massage parlours and cultural programmes etc.

### *International Hotels*

International hotels are the modern western - style hotels located in almost all metropolitan and other large cities as well principal tourist centers. The hotels are placed in various star categories. There are five such categories ranging from five star to one star, depending upon the facilities and services provided. These facilities include well-appointed reception and information counter, banquet halls, conference facilities, etc. There are also a number of shops, travel agency, money changing and safe deposits facilities. Restaurant facilities, bars and banqueting are an integral part of the business of a hotel.

### *Resort Hotels*

Resort hotels are located near the sea, mountain and other areas abounding in natural beauty. Rest, relaxation and entertainment are the key factors around which resorts are built. The primary motive of a person visiting them is rest and relaxation which he is looking for, away from his routine, busy work life. The type of services and amenities located in resort property include recreation facilities such as swimming pool, golf course, tennis courts, skiing, boating, surf- riding and various indoor sports. Other amenities include coffee shops, restaurants, conference rooms, lounge, shopping arcade and entertainment.

### *Commercial Hotels*

These hotels cater to the individual tourists for business purpose, the middle budget tourists, and their repeat guests. The location of

these hotels is mainly near the business or commercial centers. Besides accommodation these hotels provide parking space, restaurants and sometimes, business facilities for their guests such as conference and meeting halls, secretarial services etc.

### *Floating Hotels*

As the name suggests, these hotels are located on the surface of the water. It may be on the sea or on a lake. All the facilities and services of a hotel are provided here and these are very popular in many countries. In some countries old luxury ships have been converted into floating hotels and are very popular among tourists. The atmosphere they provide is exclusive and exotic. In India, floating hotels in the form of houseboats are very popular with tourists.

### *Capsule Hotels*

Capsule hotels are the newest innovation in the budget hotel market. The first of its kind was opened in Osaka in Japan in the year 1979, as a spin-off of the 1970's fashion in Japanese architecture for capsules. These have now sprung up in increasing numbers in big cities of Japan. The capsule is a box made of glass-reinforced plastic or cement, open either at one side or one end, in which are concentrated some of the functions of a traditional hotel room – bed, a clock, radio, TV, flexible lighting, a box for valuables and a miniature table for writing, rooms in capsule hotels generally are lined up in double-decker fashion along a central aisle as in a sleeping compartment of a train. Toilets and washrooms, vending machine room, and lounge are close by on each floor, of the hotel.

### *Airport Hotel*

Airport hotels, as the name suggests, are located near the airports primarily to cater to the needs of transit passengers, airport crew as also passengers of delayed or cancelled flights. The various facilities provided in these hotels are designed to offer comfort and convenience to the air travelers. The various services may include parking and shuttle service to and from the airport terminal. The hotels may also provide services for business travelers for organizing meetings, conferences and conventions etc.

### *Heritage Hotels*

Many of the old properties of the royal and aristocratic families' like castles, palaces, forts, and havelis have been converted into hotels. These properties are renovated and the majestic grandeur and splendor is recreated for the tourists' experience. In the Indian states of Rajasthan and Gujarat these heritage hotels are an attraction, for example, Lake Palace, Udaipur, and Umaid Bhavan Palace, Jodhpur. Other examples of heritage hotels are castles such as Paradors in Spain, Posadas in Portugal, Chateaux in France, and Schlosse in Australia. The guests are treated as nobels or members of a royal family at these heritage properties.

### *Boutique Hotel*

Boutique hotel is a term popularized in North America and the United Kingdom to describe hotels which often contain luxury facilities of varying size in unique or intimate settings with full service accommodations. Boutique hotels began appearing in the 1980s in major cities like London, New York, and San Francisco. Typically boutique hotels are furnished in a themed, stylish and/or aspiration manner. Boutique hotels are often individual and focused on offering their services in a comfortable, intimate, and welcoming setting, so they are therefore extremely unlikely to be found amongst the homogeneity of large hotel. Guest rooms and suites may be fitted with telephone and Internet, air-conditioning, honesty bars and often cable/pay TV, but equally may have none of these, focusing on quiet and comfort rather than gadgetry. Guest services are often attended to by 24-hour hotel staff. Many boutique hotels have on-site dining facilities, and the majority offer bars and lounges that may also be open to the general public.

### ***Supplementary Accommodation***

#### *Motel*

The concept of motel or motel-hotel originated in the United States of America. Motel was meant for local motorists and foreign tourists travelling by road. Primarily designed to serve the needs of motorists, almost exclusively meet the demand for transit accommodation. They serve the function of a transit hotel except that they are geared to accommodate

motor travelling guests for overnight stay. The important service provided by motels include parking, garage facilities, accommodation, restaurants, etc. there also equipment and tools available which the guest can use himself if he wished to repair his vehicle. The price charged for accommodation and meals/refreshments is much cheaper as compared to that in hotels.

Motels are mostly located outside the city limits in the countryside along the main highway and preferably at an important road junction. Since these establishments cater mainly for persons of new motorways along which these are necessarily located. Motels are of different types. Some provide just the minimum services while others are well-furnished, with comfortable accommodation and excellent facilities. The accommodation provided is of a chalet type, which is furnished, having a dining hall and a fixed menu. Shopping facilities for travelling public are also provided.

### *Youth Hostels*

Youth hostels made their first appearance in Germany in the form of a movement in about the year 1900. A youth hostel can be defined as a building which offers clean, moderate and inexpensive shelter to young people exploring their own country or other countries and travelling independently or in groups on holiday or for educational purposes. It is a place where young people of different social backgrounds and nationalities meet and come to know each other. The objective of youth hostels, therefore, is not merely to provide accommodation and board, but also to serve as centers which offer an opportunity to young people coming from different parts of the country, as also young travelers from abroad, to know and understand each other. It is a place of friendship, recreation and out -of- school and college education.

The youth hostels are equipped to accommodate young men and women who travel on foot, by bicycle or other means of locomotion and who, at very little cost, are provided with a place to sleep, eat or to make their own meal. The services provided include accommodation, meals and also recreation. The charges for these services are very modest. The hostels are also equipped to enable the users to prepare their own meals if they so desire. The accommodation provided in the hostels is for a limited number of days.

### *Caravan and Camping Sites*

Caravan and camping sites constitute a significant accommodation category in many holiday areas. These are very popular in some European Countries as in the United States of America. These are also known as open-air hostels, tourist's camps or camping grounds. Camping originally practiced by hikers on foot, is increasingly giving way to car camping. The sites are usually located within the large cities in open spaces. Equipped to receive mobile accommodation in the form of caravans, the camping sites provide facilities for parking, tent pitching, water, electricity, toilet, etc. though the services provided generally include restaurants, recreational rooms, toilets and at certain places a grocer's shop, the type of services often vary from the place to place. Some countries have enacted legislation establishing the minimum facilities that must be provided and these include health and sanitation standards, prices to be charged for parking and use of various services and facilities.

### *Pension*

This type of accommodation is very popular in certain European countries. Particularly in Italy, Austria, Germany and Switzerland these establishments are used extensively by the tourists. Pension is also described as a private hotel, a guest house or a boarding house. Catering facilities are optional and are usually restricted to the residents. Many of them stay for longer and definite periods such as a week or a fortnight. The reservation of accommodation is made in advance. Mostly managed by a family, a pension is much cheaper than a hotel.

### *Bed and Breakfast Establishments*

Also known in some countries as apartment hotels and hotel garnish, they represent a growing form of accommodation units catering for holiday as well as business travelers. These establishments provide only accommodation and breakfast but not the principal meals. These are usually located in large towns and cities, along commercial and holiday routes and also resort areas and are used by en route travelers. Some of these are very popular with holiday makers.

### *Tourist Holiday Villages*

Tourist holiday villages were established in some European countries after World War II. These are situated at warm sea sides and in the regions which offer certain facilities for tourists. The village complex is a centre of accommodation providing extensive sports and recreation facilities, riding, swimming, tennis, volleyball, football, sauna, mini- golf, badminton, table tennis and yoga. These provide both boarding and lodging. The atmosphere in these villages is kept as informal as possible. Telephones, radios, newspapers and T.V are banned unless there is an emergency. Wallets and other valuables are locked away at the beginning of one's stay. The holiday villages are usually based on family units, each providing a convertible living room, bath/shower and sometimes a kitchen. The villages are self-sufficient, providing almost all necessities required by the residents. There is also a small shopping complex where one can buy articles of daily need. The services of a doctor are available. The accommodation is sold for a week or a fortnight at an all inclusive price.

### *Home Stays*

Home Stays are type of accommodation where tourists are provided with a feeling of staying in a homely environment. It is where the local residents as the stakeholders of tourism industry are enabled to generate some revenue by accommodating tourists in their house and fulfilling their reasonable requirements during their stay. This is being monitored and controlled by local bodies and concerned authorities as part of standardizing the service. In many states of India, this part of accommodations is getting popular.

In addition to this, there are some other types of accommodation as well prevail in the preview of supplementary accommodation such as:

- Railway Retiring rooms
- House boats
- Guest houses and lodges
- Forest bungalows
- Farm houses

**Conclusion**

This lesson has provided some important details about the basic components of tourism which are essential in the organising of tourism. The basic components are the three A's of Tourism namely the Attraction, Accessibilities and Amenities.

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## Lesson 2.3 - Emerging Areas of Tourism

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### Introduction

Tourism is highly dynamic. It is able to form into many dimensions as the needs of tourists are getting manifold.

### Emerging Trends

Trends refer to the movement or development or fashion that has taken place in a particular field of operations. In tourism, there are many trends, some of them become famous and stay as a regular form of tourism and other die down after certain euphoria. A list of emerging areas of tourism is given here.

### Ecotourism

Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial (mass) tourism. Its purpose may be to educate the traveller, to provide funds for ecological conservation, to directly benefit the economic development and political empowerment of local communities, or to foster respect for different cultures and for human rights. Since the 1980s ecotourism has been considered a critical endeavour by environmentalists, so that future generations may experience destinations relatively untouched by human intervention. Several university programs use this description as the working definition of ecotourism.

Generally, ecotourism focuses on socially responsible travel, personal growth, and environmental sustainability. Ecotourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions. Ecotourism is intended to offer tourists insight into the impact of human beings on the environment, and to foster a greater appreciation of our natural habitats.

## **Film Tourism**

Film tourism is a growing phenomenon worldwide, fueled by both the growth of the entertainment industry and the increase in international travel. It has been identified as one of the effective means of promoting a destination. It is proved that those destinations which are included in films gain popularity rapidly. The Government says it has identified 'Film Tourism' as a Niche Tourism product but no specific spots have been identified in the country by the Ministry of Tourism to attract foreign film makers to shoot their films on such locations. the present (2012) union minister for tourism in India Dr.K.Chiranjeevi has told the parliament that the Tourism Ministry has requested State Governments/Union Territory Administrations to recognise the potential of Film Tourism and constitute special bodies/cells to facilitate filming in the States/Union Territories.

Meanwhile, in the recently concluded 43rd International Film Festival of India, filmmakers from India and overseas urged the government to urgently devise a system of "Single Window Clearance" for granting shooting permissions to foreign and Indian filmmakers at different locales in the country. Oscar award winner movies 'Life of pi' has brought out the aspect of film tourism for Pondicherry on the world wide.

## **Golf Tourism**

Golf has been enjoyed by many for a long time. Earlier it was enjoyed as a sport but in recent times it has developed into a hot tourism product. Many tourist organizations plan promotional packages to woo the golf tourist especially from Japan where the green fees are very high. These tourists take exclusive golfing holidays wherein their accommodation is also arranged near the course and they return after serious golf playing.

## **Indigenous Tourism**

Indigenous Tourism is connected to the visit and stay of people at places where aboriginals of a region is settled to know about their life style and culture. It is part of tribal tourism or rural tourism where people get connected with the life of tribes. Indigenous peoples are ethnic minorities who have been marginalized as their historical territories became part of a state. In international or national legislation they are generally defined as

having a set of specific rights based on their historical ties to a particular territory and on their cultural or historical distinctiveness from politically dominant populations. The concept of indigenous peoples defines these groups as particularly vulnerable to exploitation, marginalization and oppression by nation states that may still be formed from the colonising populations, or by politically dominant ethnic groups.

### **Literary Tourism**

**Literary tourism** is a type of cultural tourism that deals with places and events from fictional texts as well as the lives of their authors. This could include following the route taken by a fictional character, visiting particular place associated with a novel or a novelist, or visiting a poet's grave. Some scholars regard literary tourism as a contemporary type of secular pilgrimage. There are also long-distance walking routes associated with writers, such as the Thomas Hardy Way. Literary tourists are specifically interested in how places have influenced writing and at the same time how writing has created place. In order to become a literary tourist you need only be a book-lover and an inquisitive mindset; however, there are literary guides, literary maps, and literary tours to help you on your way. There are also many museums associated with writers, and these are usually housed in buildings associated with a writer's birth or literary career.

While most literary tourism is focused on famous works, more modern works that are written to specifically promote tourism are called tourism fiction. Modern tourism fiction can include travel guides within the story showing readers how to visit the real places in the fictional tales. With recent technological advances in publishing, digital tourism fiction books can even allow literary tourists to follow direct links to tourism websites related to the story. This can be done on new e-reading devices like the Kindle, iPad, iPhone, smart phones, tablets, and regular desktop and laptop computers. These links within the story allow readers to instantly learn about the real places without doing their own web searches. The first classic novel to take advantage of tourism fiction technology was F. Scott Fitzgerald's *This Side of Paradise: Interactive Tourism Edition*, published by the Southeastern Literary Tourism Initiative in 2012. The tourism edition offered web links to tours of Princeton University, where Fitzgerald attended in real life and where the fictional protagonist in the novel Amory Blaine attended. The tourism edition also offered links to

Montgomery, Alabama, where Fitzgerald fell in love with his future wife Zelda Sayre, much like the fictional character Amory fell in love with Rosalind.

In addition to visiting author and book sites, literary tourists often engage in bookstore tourism, browsing local bookshops for titles specifically related to the sites as well as other regional books and authors.

### **Medical Tourism**

Medical tourism is defined as the movement of public for cost – worthy medical services from highly developed nations to other areas of the world for medical care. Medical tourism is different from the traditional model of international medical travel where patients generally journey from less developed nations to major medical centers in highly developed countries for medical treatment that is unavailable in their own communities. While the general definition of the Medical tourism above covers most of the aspects of the phenomenon, there is no international consensus yet on the name of the phenomenon. Medical tourism is often related to globalisation and neo-liberal healthcare policies which in this case considered to undermine the quality and quantity of the services available to middle class in home countries.

Services typically sought by travelers include elective procedures as well as complex specialized surgeries such as joint replacement (knee/hip), cardiac surgery, dental surgery, and cosmetic surgeries. Individuals with rare genetic disorders may travel to another country where treatment of these conditions is better understood. However, virtually every type of health care, including psychiatry, alternative treatments, convalescent care and even burial services are available. Over 50 countries have identified medical tourism as a national industry. However, accreditation and other measures of quality vary widely across the globe, and some destinations may become hazardous or even dangerous for medical tourists.

### **MICE Tourism**

**Meetings, incentives, conferences, and exhibitions.** MICE is used to refer to a particular type of tourism in which large groups, usually planned well in advance, are brought together for some particular purpose.

Recently, there has been an industry trend towards using the term *meetings industry* to avoid confusion from the acronym. Other industry educators are recommending the use of “Events Industry” to be an umbrella term for the vast scope of the meeting and events profession. Most components of MICE are well understood, perhaps with the exception of incentives. Incentive tourism is usually undertaken as a type of employee reward by a company or institution for targets met or exceeded, or a job well done. Unlike the other types of MICE tourism, incentive tourism is usually conducted purely for entertainment, rather than professional or educational purposes.

MICE in tourism industry generally includes a well-organized program centered on a particular theme. These themes may include a profession, a hobby, or an educational matter. With its own trade shows and practices, such tourism has a specialized area. MICE events follow a process of marketing and bidding. Usually bid on by expertise convention department set in particular nations, this procedure is often performed several months or even years ahead of the actual event.

Famous MICE Destination – Using off-site workdays to motivate staff and improve their productivity is gaining popularity in the corporate world. Companies are also realizing the benefits to their business when regional dealer conferences, incentive trips and focused business meetings are organized in exotic locations which include sightseeing, recreation and shopping. MICE is used to refer to a particular type of tourism in which large groups, usually planned well in advance, are brought together for some particular purpose.

### **Responsible Tourism**

Responsible Tourism is tourism ‘*that creates better places for people to live in, and better places to visit*’. The 2002 Cape Town Declaration on Responsible Tourism in Destinations defines Responsible Tourism as follows:

“Responsible Tourism is tourism which:

- Minimises (same as minimizes (the only accepted spelling in North America)) negative economic, environmental and social impacts

- Generates greater economic benefits for local people and enhances the well being of host communities Improves working conditions and access to the industry
- Involves local people in decisions that affect their lives and life chances
- Makes positive contributions to the conservation of natural and cultural heritage embracing diversity Provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues
- Provides access for physically challenged people
- Is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confidence Is integrate in the local ecosystem”

Responsible tourism is fast becoming a global trend. Operators, destinations and industry organisations in South Africa, the United Kingdom, United States, the Gambia, India, Sri Lanka, are already practicing Responsible Tourism, and this list is growing. Recognising the global significance of Responsible Tourism World Travel Market, one of the world's largest travel exhibitions, has created World Responsible Tourism Day, to be celebrated annually during November. World Responsible Tourism Day is endorsed by the World Tourism Organisation and World Travel and Tourism Council.

### **Rural Tourism**

Rural tourism focuses on participating in a rural lifestyle. It can be a variant of ecotourism. Any village can be a tourist attraction, and many villagers are very hospitable. Agriculture is becoming highly mechanized and therefore requires less manual labor. This is causing economic pressure on some villages, leading to an exodus of young people to urban areas. There is however, a segment of urban population that is interested to visit the rural areas and understand their perspective. This segment has been rapidly growing in the past decade and has led to Rural tourism becoming a good business prospect.

Rural tourism in Latvia is a form of tourism taking place in rural areas or settlements, providing employment and income to local population, and offering individualised holiday products to consumers.

Rural tourism is based on accommodation service which is complemented by additional services/facilities relying on the local social, cultural and natural resources, which are exploited according to the principles of sustainable development.

### **Spiritual Tourism**

Many people when living under conditions of stress turn to spirituality. The Eastern world is considered to be very spiritual with many of the new age Gurus and their hermitages. This takes the form of another tourism product, that is, spiritual tourism. Tourists visit places to attend spiritual discourses and meditation workshops. For example, The Osho Foundation, Art of Living Foundation which have centres all over the world, Buddhist Monasteries and Ashrams.

The Spiritual tourism has two parts namely religious tourism and pilgrimage tourism. Religious tourism is just a visit where as pilgrimage tourism is a penance

### **Wellness Tourism or Health Tourism**

The core of wellness tourism in India is the ancient medical system of Ayurveda combined with the system of Yoga. Indeed, many states in the country have already taken great strides to promote wellness as a tourist product. Wellness tourism may be described as travelling for the purpose of revitalizing one's health and spiritual well-being especially through alternative healing practices.

### **Alternative Tourism**

In general, alternative tourism is an alternative to the mass standard tourism as philosophy and attitude. The main accent in these travels is the preserved natural environment, authentic atmosphere and cuisine, and local traditions

The alternative forms of tourism combine tourist products or separate tourist services, different from the mass tourism by means of supply, organization and the human resource involved. These are **rural, ecotourism, adventure** (biking, horseback riding, snowshoeing, ski mountaineering, rafting, diving, caving, climbing), **thematic tourism** – connected with the cultural and historical heritage, the esoteric, religion, wine, traditional cuisine, ethnography and traditional music and handicrafts. (As per *Bulgarian Association for Alternative Tourism*)

## **Types of Alternative Tourism**

### **Dark Tourism**

The name is self-explanatory but to expand further, dark tourism is travel to some of the most somber and grim historical points of interest on the planet. Think sites of unspeakable horror, like the Auschwitz-Birkenau concentration camps in Poland, Khmer Rouge “Killing Fields” of Cambodia and Robben Island off the Cape Town coast. Other noteworthy dark tourism destinations include Ground Zero in New York City, the American Cemetery and Memorial in Normandy and Hiroshima Peace Memorial Park. Yad Vashem in Jerusalem, Rwanda’s Murambi Genocide Museum, Goree Island off the coast of Dakar, Senegal, Ghana’s Cape Coast Castle and the International Slavery Museum in Liverpool also embody this austere, yet vital and significant, type of travel. In this type of tourism the basic element of tourism namely pleasure is altered hence it is called ‘Dark Tourism’

### **Ghost Tourism**

A fascination with the supernatural drives some people to travel in search of the paranormal. Behind many a famous landmark is a great ghost story and indeed, popular tours in places like Dublin, St. Augustine, Florida, Quebec City and Brisbane explore historic, “haunted” city quarters. Offshoots of “ghost tourism” include proverbial ghost towns, from barren mine, mill and railroad towns across America, Canada and Australia to notorious places like Jonestown, Guyana and Chernobyl, Ukraine. Salem, Massachusetts, of infamous witch trial fame, and parts of Transylvania also fit the bill.

## **Conclusion**

This lesson brought out the enormous dimensions of tourism that are emerging as a trend in the world. It may please be noted that the trends have only a section of patronage which is an advantage to cull the mass movement in tourism so that the negative impacts of tourism are kept in abeyance.

## **Self Assessment Questions**

1. What Constitutes the tourism Industry?
2. What is the role of Main Constituents of the tourism industry?
3. Write about the importance of secondary constituents?
4. Discuss the role of transportation in tourism industry.
5. What are the types of transportation modes tourists normally depend on?
6. How can you classify the attractions? Give examples.
7. Discuss on the varied types of secondary accommodation we have in India.
8. Write about the importance of accommodation in tourism?
9. What is meant by alternative tourism? Explain its types.
10. Discuss the principles of responsible tourism.
11. Why promoting rural tourism is important?
12. How does a destination get promoted through film tourism?
13. What do you understand by senior citizens tourism?
14. Discuss the importance of medical tourism in India.
15. What is MICE stand for? Explain the scope of MICE tourism in India.

## **CASES STUDY**

### **Tour Operation**

Peter & Iris Tait are husband and wife tourism operators whose business “Sails Ashore” has provided hosted accommodation, guided walks and tours for the last 9 years on Stewart Island. They have around

50% domestic and 50% international customers. They believe that as well as having a great destination for their guests, their commitment to having a quality product and their personal service are all factors which affect the success of their business. To Sails Ashore sustainability means minimizing their “footprint” on the community and on their environment. Their focus is on being more energy efficient, minimizing waste and maximizing food from their garden in their journey to become a more sustainable business. The initial motivation was the very high cost of energy on Stewart Island.

They have spent little money, but a lot of time, mainly in research, since becoming involved in the Sustainable Tourism South Charter project. The project encouraged them to open other avenues of investigation, particularly in energy conservation and alternative technology. Their building was initially designed with double glazed windows and heavy duty insulation throughout as well as a large sunroom to harvest solar radiation. Sails Ashore subsequently has implemented several further changes since becoming involved in the project. These include trialling and then installing low energy light sources, in particular sourcing GU-10 fluorescence bulbs to replace the older halogen 50 watts initially installed. This resulted in around 80% savings in lighting costs. A side benefit has been a 10 times increase in bulb life, with bulbs still aesthetically pleasing. They replaced a standard domestic freezer with an imported Danish model, saving around \$40 per month in power charges; these savings mean a payback period for the added initial cost is 12 months. Installing a worm farm and mulcher (compost), and rebuilding composting bins so they are more efficient has meant that all green waste from their garden is recycled, saving that cost, and also minimizing fertilizer costs.

### Case Study Questions

1. Identify the various services provided by Sails Ashore.
2. What are the initiatives taken by Sails Ashore to minimize the impacts?
3. In your opinion, what all could be the basic reasons for Sails Ashore to make some modifications in their business.

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## UNIT - III

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### Tourism Impacts

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#### Abstract

The most important of all tourism development is its impact on the individual, society and the state. It has as with any other developments both positive and negative sides. This lesson details on these so that the readers in the near future as tourism professionals are advised to maximize the positives and minimize and if possible nullify the negatives of tourism impact.

#### Learning Objectives

*By completing this unit, the following objectives should be fulfilled by the reader:*

- To understand different types of impacts created by the tourism development;
- To study tourism industry as a system and to learn about the demand and supply factors of tourism and
- To create an idea about the different theories and models in tourism system.

#### Unit Structure

Lesson 3.1 - Impacts of Tourism

Lesson 3.2 - Tourism Principles and Theories

Lesson 3.3 - Tourism System

Lesson 3.4 - Tourism Regulations

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## Lesson 3.1 - Impacts of Tourism

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### Introduction

By Tourism System we mean that conceptual approach which helps to identify the dynamic elements of tourism. The boundaries of tourism are extremely flexible and can be confused with leisure and recreation activities. Tourism is being systematically viewed as a framework in which the theory and link up with each other to address the satisfaction of all those concerned with the functioning of the system.

The dynamic element of the Tourism System is its historical potential for development and resulting benefits. However, the system operates within a global economic environment along with national priorities. These are often not understood in a common perspective. The different perceptions can act as constraints on the developmental potential of a destination. As tourism system is functioned in a vulnerable environment, it makes some positive and negative changes to this world.

In most modern tourism projects the benefits accrued are also bringing in a conflict of land use and environmental damage through hotel construction, tourist pressure and waste disposal. However, these can be attributed to mismanagement of tourism rather than tourism itself. Secondly, most Third World countries do not estimate leakages on the tourism account correctly. The outbound and inbound expenditures are co-related, without counting the infrastructure and support costs or the import content of tourism services. Today, with management contracts and franchises on the increase, the leakages are likely to be greater. Let us discuss this phenomenon of impact creation in detail now

### Tourism Impacts

The impacts created by tourism industry can be broadly classified under three major headings.

1. Economic Impacts
2. Socio-cultural Impacts
3. Physical Impacts

### **Economic Impacts**

The economic aspect of development is paramount in tourism; the readers are invited to learn the importance of both sides of the impact through this lesson.

#### ***Positive Economic Impacts***

Businesses and public organizations are increasingly interested in the economic impacts of tourism at national, state, and local levels. One regularly hears claims that tourism supports a certain number of jobs in an area, or that a festival or special event generated a specific amount of sales or income in a community. Multiplier effects are often cited to capture the secondary effects of tourism spending, and to show the wide range of sectors in a community which may benefit from tourism.

Tourism's economic benefits are touted by the industry for a variety of reasons. For one, claims of tourism's economic significance lend the industry an air of increased respectability in the eyes of the business community, public officials, and the general public: this often translates into decisions or public policies favorable to tourism. Also, community support is important for tourism; the industry affects and is affected by the entire community.

The major economic benefits are:

#### ***1. Generating Income***

Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. Tourism in India is the largest service industry; with a contribution of 5.9% to the national GDP in 2011 and this creates 8.78% of the total employment in India. In 1997, India received 2.37 million foreign tourists but as we reached to 2011, there is a phenomenal growth in foreign tourist arrivals to India i.e. 6.29 million. Tourism activities are

also an important source of taxation revenue. Tourists generate taxation revenue through the purchase of tourism offerings which are subject to sales tax, service charge, VAT etc.

## *2. Creating Employment*

The tourism industry has tremendous capacity to generate both direct, indirect and induced employment. It is a highly labour intensive industry and many jobs involve low-skilled work, it is beneficial to the vulnerable and unemployed sectors of the local community as formal education and prior work experience are not mandatory. Jobs created through tourism are spread across many sectors of the economy such as hospitality sector, transport sector, retail sector, manufacturing sector, travel and tour operations etc.

## *3. Source of Foreign Exchange Earnings*

Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country. In 2011, there were over 983 million international tourist arrivals worldwide, representing a growth of 4.6% when compared to 940 million in 2010. International tourism receipts (the travel item of the balance of payments) grew to US\$1.03 trillion (€740 billion) in 2011, corresponding to an increase in real terms of 3.8% from 2010. Our foreign exchange earnings from tourism in 1997 was only USD 2889 million and by 2011 we have a foreign exchange earning of USD 16564 million tourism business and that is expected to increase to US\$375.5 billion by 2018 at a 9.4% annual growth rate.

## *4. Developing Infrastructure*

Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

### *5. Multiplier Effect*

The effect of the flow of money to various sections of society from one section is termed as Multiplier Effect. Money earned from tourism activity is a major contributor to the national income of a country. Without considering the receipts from domestic tourism, international tourism receipts alone contribute vast amounts. The revenue generated in the tourism industry keeps on multiplying as it passes through different sectors of the economy.

### *6. Contributions to Government Revenues*

The Indian government through the tourism department also collects money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas. User fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as rafting and fishing can provide Governments with the funds needed to manage natural resources. Such funds can be used for overall conservation programs and activities, such as park ranger salaries and park maintenance.

New money entering the economy in any form, be it investments, government grants, remittance from workers abroad or tourist expenditures, stimulates the economy not one but several times as it is respent. The size of the tourism multiplier will be determined by the number and the strength of the linkages within the economy as well as various sources of linkages.

### ***Negative Economic Impacts***

#### *1. Economic Leakages*

It refers to the process through which tourism receipts are withdrawn or leave the destination's economy.

This happens due to reasons such as:

- a) Foreign capital investment in tourism and the profit is taken to their country.

- b) Employing foreigners in tourism job and their income in the form salary is leaked out of the country.
- c) Importing good from other countries to cater to the requirements of the tourists.

### *2. Inflation*

It is a phenomena happening out of tourism development at a particular region where the prices of land and other commodities is increased either by creating artificial demand or taking the advantage of the high spending capacity of the tourists. The major concern is that the local people will be affected by this and they find it difficult to manage their life with limited income. This would increase the cost of living of the local people.

### *3. Seasonal Employment*

Most of the jobs created by the tourism industry are seasonal in nature. Because of this particular character, employees will be very busy and they will have hand full of money during peak season but as the industry moves to the off season much loss their job and it would be difficult for them to manage in rest of the period.

## **Socio-Cultural Impacts**

Society is the umbrella of individuals, families and institutions that are part of a region. The region as an attraction of tourism invites many visitor who get an impression of the society and are guided by it. It can also be vice-versa, that is tourism can also create many impact on the society. These are discussed in this section.

### ***Positive Socio-Cultural Impacts***

#### *1. Increase the Standard of Living*

Tourism development enables the people to get employment and to increase their purchasing power. When a destination gets equipped with infrastructural facilities, the local people are also accessing the benefits and their standard of living improves.

## *2. Cultivate Brotherhood among People and Nation*

Tourism is the movement of people across the nation where they get in touch with the people of different countries. This would enable the tourists interact with many types of people residing and visiting a destination. In the process of interaction, they build up friendship and unity amongst them. Many international disputes are also settled by negotiation between the leaders where they travel the borders and spend some time with the host nation.

## *3. Heritage Conservation*

The conservational initiatives by the national and international organizations, plays an important role in the preservation of our heritages. Many of our heritage treasures are funded, maintained and promoted by the tourism department. Most of our heritage resources are known to the rest of the world as it is promoted by the tourism industry and it brings lot of foreign exchange as well.

## *4. Promoting Peace and Stability*

Honey and Gilpin (2009) suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed if peace-enhancing benefits from this industry are to be realized.

## *5. International Understanding*

Through tourism, people can understand and appreciate the culture, history, geography, social, educational, political, and economic systems of other countries. This will lead to greater understanding, between various countries. A few decades ago our former Prime Minister Jawaharlal Nehru observed that, “we must welcome the friendly visitors from abroad not only for economic reasons but even more because, this leads to greater understanding and mutual appreciation”. There is nothing that the world Needs today, than this mutual understanding. It may be

noted here that only on this aspect the world tourism began to flourish after the International Tourism Conference in Rome in 1963 under the guidance of United Nations Organisations.

### ***Negative Socio-Cultural Impacts***

#### *1. Undesirable Social and Cultural Change*

Tourism sometimes led to the destruction of the social fabric of a community. The more the tourists arrive into a place, the more the perceived risk of that place losing its identity. A good example is Goa. From the late 60's to the early 80's when the Hippy culture was at its height, Goa was a haven for such hippies. Here they came in thousands and changed the whole culture of the state leading to a rise in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country.

#### *2. Increase of Tension and Hostility*

Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.

#### *3. Creating a Sense of Antipathy*

In most *all-inclusive package tours* more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.

#### *4. Demonstration Effect*

It is the tendency of the local people to imitate the life style and culture of the tourists. Their eating habits, dressing style, behavior etc.

would be copied by the host community which would gradually lead for disappearing the actual culture of the host nation. The following details the concept of Demonstration effects

Demonstration effects are effects on the behavior of individuals caused by observation of the actions of others and their consequences. The term is particularly used in political science and sociology to describe the fact that developments in one place will often act as a catalyst in another place. The arrival of tourists in growing numbers at a destination will have many social, cultural and economic effects on host communities. Within those communities, some may wish to imitate the behaviour of tourists. Such imitation is known as a demonstration effect. It implies that the new behaviours are seen as desirable by at least some sectors of the host community.

The term demonstration effect is closely linked to acculturation, which can be defined as cultural change initiated by the interaction of two or more cultural systems. However, imitation is but one aspect of acculturation. The attendance of local youths at discos in a developing world holiday resort may be an example of a demonstration effect where Western pop music and dance is enjoyed, but the change in behaviour where local people withdraw some features of their cultural life from public view is part of a wider process of acculturation.

An understanding of demonstration effects requires consideration of why some behaviour is imitated and not others, who imitates them, how they are learned and to what extent tourism is a cause of imitation. Research has indicated that there are a number of determining factors, including the strength of the host culture and its flexibility and responsiveness to new influences, the homogeneity of that culture and its acceptance by all members of the host community, the gap between the cultures of the host and those of the tourists, the contact situation, the type of social interactions that result from contact situations, the respective economic power relationships between host and guest, the motivation of both tourist and host, the level of exposure of the former to other sources of influence besides tourism, and the role of tourism entrepreneurs and their staff.

Much of the literature about demonstration effects is concerned with tourist-host relationships where the tourist is from a developed

country while the latter comes from a developing country. Cultural gaps are thus assumed to be large. It can be noted that economically marginal areas exist within developed countries, and that often within those countries tourism becomes important because these are often rural sites possessing scenic touristic values.

#### *5. Commodification of Culture*

Every culture is unique and has a reverence attached to it. The various forms of culture are great attraction to the destinations. However, the unethical alterations to the actual form of performances of cultural arts for short-term money disturb its originality.

#### *6. Urbanization of Rural Area*

As more and more developments take place in rural areas in the name of tourism, the virginity of the villages is getting lost. Accordingly, people also get modernized. Since most of our new generation tourism resources are city centered, people are leaving their native villages and heading towards the urban areas.

### **Physical Impact**

Physical Impact is the outright change that can be seen through any impact. The tourism impact on the physical aspect is detailed here below.

#### ***Positive Physical Impact***

##### *1. Regional Development*

When tourism destinations are equipped with different sorts of infrastructures and superstructures like roads, bridges, airports etc., it ultimately benefits the local people and the region. One of the best examples from the Indian scenario is the transformation of a remote village in Madhya Pradesh i.e. Kajuraho into an urban city only because of the group of temples which found a place in the tourist map of the globe.

## *2. Direct Financial Contributions*

Tourism can contribute directly to the conservation of sensitive areas and habitat. Revenue from park-entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators.

## *3. Preservation of National Heritage and Environment*

Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc, would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.

## *4. Improved Environmental Management and Planning*

Sound environmental management of tourism facilities and especially hotels can increase the benefits to natural environment. By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism. The development of tourism has moved the Indian government towards this direction leading to improved environmental management.

## *5. Raising Environmental Awareness*

Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. This confrontation heightens awareness of the value of nature among the community and lead to environmentally conscious behavior and activities to preserve the environment.

## *6. Protection and Preservation of Environment*

Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use

of natural resources. Because of their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to creation of national parks and wildlife parks.

In India, new laws and regulations have been enacted to preserve the forest and to protect native species. The coral reefs around the coastal areas and the marine life that depend on them for survival are also protected.

### ***Negative Physical Impacts***

#### *1. Depletion of Natural Resources*

Tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce.

##### (1) Water Resources

Water, especially fresh water, is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water supplies, as well as generating a greater volume of waste water<sup>6</sup>. In dryer regions like Rajasthan, the issue of water scarcity is of particular concern.

##### (2) Local Resources

Tourism can create great pressure on local resources like energy, food, and other raw materials that may already be in short supply. Greater extraction and transport of these resources exacerbates the physical impacts associated with their exploitation. Because of the seasonal character of the industry, many destinations have ten times more inhabitants in the high season as in the low season. A high demand is placed upon these resources to meet the high expectations tourists often have (proper heating, hot water, etc.).

##### (3) Land Degradation

Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism and

recreational facilities has increased the pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and nonrenewable, in the provision of tourist facilities is caused by the use of land for accommodation and other infrastructure provision, and the use of building materials<sup>7</sup> Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing e.g. the trekking in the Himalayan region, Sikkim and Assam.

## *2. Pollution*

Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals, even architectural/visual pollution<sup>8</sup>.

### (1) Air Pollution

Transport by air, road, and rail is continuously increasing in response to the rising number of tourist activities in India. Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide (CO<sub>2</sub>) emissions related to transportation energy use. And it can contribute to severe local air pollution.

Some of these impacts are quite specific to tourist activities where the sites are in remote areas like Ajanta and Ellora temples. For example, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus.

### (2) Noise pollution

Noise is wrong sound in the wrong place in the wrong time. Noise pollution is the unwanted sound present in the atmosphere leading to adverse health effects on individual or population. Noise pollution can result from either natural or anthropogenic processes. The natural possesses are volcanic activity ie the earth quake. thunder, wind / storm, sea waves, the anthropogenic processes are the industrial domestic sector, traffic, and community activities

Noise can be classified in the following types,

- Ambient or steady state noise( back ground noise, )
- Fluctuating noise
- Intermediating noise ( noise with breaks – noise / silent noise / silent.....
- Impulsive noise

The following are the effect of noise pollution on human health

1. Auditory effects such as conductivity deafness perceptive hearing loss
2. Non auditory effects include interference with speech decreasing in work efficiency, physiological disorders such as head ache and heart attach.

### **Effect of Noise Pollution to Wild Life**

The noise created by the tourist have a degrading effect on animals life study which results in dislocation and changes of habitats and breeding patterns of animals.

#### **(3) Solid waste and littering**

In areas with high concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler of the natural environment - rivers, scenic areas, and roadsides. In mountain areas of the Himalayas and Darjeeling, trekking tourists generate a great deal of waste. Tourists on expedition leave behind their garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment particularly in remote areas because they have few garbage collection or disposal facilities<sup>9</sup>.

#### **(4) Sewage**

Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Wastewater has polluted seas and lakes

surrounding tourist attractions, damaging the flora and fauna. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which cover the filter-feeding corals, hindering their ability to survive. Changes in salinity and siltation can have wide-ranging impacts on coastal environments. And sewage pollution can threaten the health of humans and animals. Examples of such pollution can be seen in the coastal states of Goa, Kerela, Maharashtra, Tamil Nadu, etc.

### *3. Destruction and Alteration of Ecosystem*

An ecosystem is a geographic area including all the living organisms (people, plants, animals, and micro-organisms), their physical surroundings (such as soil, water, and air), and the natural cycles that sustain them. Attractive landscape sites, such as sandy beaches in Goa, Maharashtra, Kerela, Tamil Nadu; lakes, riversides, and mountain tops and slopes, are often transitional zones, characterized by species-rich ecosystems. The threats to and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers. Examples may be cited from Krushedei Island near Rameswaram. What was once called paradise for marine biologists has been abandoned due to massive destruction of coral and other marine life. Another area of concern which emerged at Jaisalmer is regarding the deterioration of the desert ecology due to increased tourist activities in the desert.

Moreover, habitat can be degraded by tourism leisure activities. For example, wildlife viewing can bring about stress for the animals and alter their natural behavior when tourists come too close. Safaris and wildlife watching activities have a degrading effect on habitat as they often are accompanied by the noise and commotion created by tourists.

### *4. Adverse Effects on Environment and Ecology*

One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilisation of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources. Flow of tourists to ecologically sensitive areas resulted in destruction of rare and endangered species due

to trampling, killing, disturbance of breeding habitats. Noise pollution from vehicles and public address systems, water pollution, vehicular emissions, untreated sewage, etc. also have direct effects on bio-diversity, ambient environment and general profile of tourist spots.

### **Conclusion**

Tourism influences individuals, institutions and invariably every nation in innumerable ways. This influence has reached a situation that there is a change among those who get the influence. This is termed as impact. Any impact will naturally have two sides of it., namely positive impact and negative impact. In tourism the impact is classified into three major dimensions namely economic, socio-cultural and physical impact. This lesson has detailed the positive and negative sides of each of these impacts. It is brought to the notice of the readers that the success of tourism development lies on the hands of all those who get the influence of tourism. The rules for success is minimize the negative impact and maximize the positive impact. Every partaker must realize this for the sustainable development of tourism.

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## Lesson 3.2 - Tourism Principles and Theories

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### Introduction

Tourism works on certain important principle. This lesson details on it

### Push and Pull Factor Theory of Tourism

Push and pull factor is defined as the set of all factors that gives a push for the tourist to take up tourism activities and the set of all factors that east a pull on the tourist to make a visit to the destinations of the world.

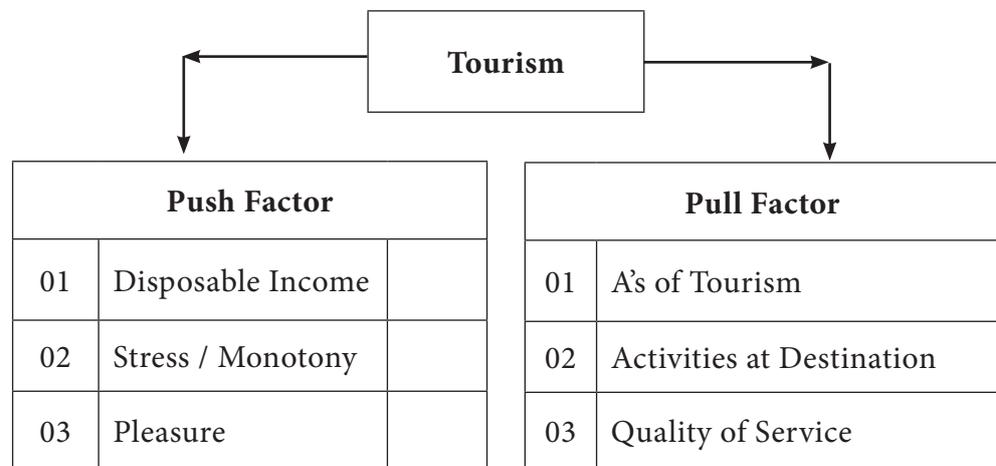
### Push Factor

Tourism by its framework has the structure of participation in attraction, accessibilities and amenities for over 24 hours out of one's own domicile. This needs considerable amount of financial strength. Hence the first and foremost push factor is disposable income. Disposable income is the amounts that can be spend by the individuals/tourists for the purpose of tourism without any expectations of returns (profit) from the expenditure made. The second push factor is the stress or monotony of work that the individual/tourists are experiencing in their regular life. This stress or monotony usually makes people to move out of their domicile so as to regroup or recreate themselves. In this situation people willingly participate in tourism. The third major factor is the sense of pleasure among the people. In every stage of life people wish spend some period of their stage exclusively for themselves in absolute pleasure. Some of them are honeymoon, family-reunion, family vacation, participation of festivals and so on. In all these situations, tourism is the best form of entertainment incidentally; the underlying current of all tourism activity is pleasure.

### Pull Factors

Pull factor is the very structure of tourism. The 3A's namely Attraction, Accessibilities and Amenities are the primary pull factor.

These 3A's are acting on the minds of the people and pulling them to the respective destination. Agra will be not visited if Taj Mahal is not located there. The next pull factor is the Activity. This can be confidently referred as the fourth A of tourism. The activities possible at a tourism destination pulls the individuals to the spot. For example the snow skiing activity of snow park Manali is a great pull factor though there are other summer resorts such as Shimla and Darjeeling are also receiving snow. The third pull factor is the quality. Quality is defined as the attainment of satisfaction on the service received by the customer within the projected price levels. This factor of quality in addition of being a pull factor for tourism also makes the service provider to attain stardom.



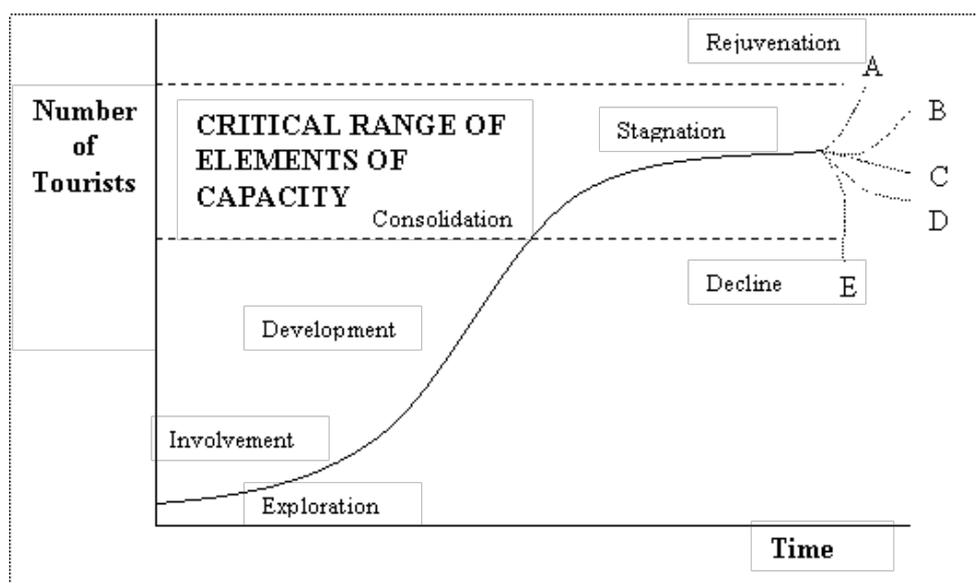
**Push – Pull Factor of tourism**

**Tourism Area Lifecycle (TALC)**

In discussing tourism, the term destination becomes ubiquitous; however, it is not always clear what a destination is? Is it a hotel, a city, a region, or a country? Bierman (2003, P.2) defines a destination as “a country, state, region, city or town which is marketed or markets itself as a place for tourists to visit.” Regardless of what geographic scope one assigns to the term destination, a destination is a product that must be marketed to its consumers. Like most products, destinations have a lifecycle. In his 1980 article, Butler proposed a widely-accepted model of the lifecycle of a tourist destination. The basic idea of Butler’s 1980 *Tourism Area Life Cycle (TALC) model* is that a destination begins as a relatively unknown and visitors initially come in small numbers restricted by lack of access, facilities, and local knowledge, which is labeled as *Exploration* in Figure (Miller and Gallucci, 2004).

As more people discover the destination, the word spreads about its attractions and the amenities are increased and improved (*Development*). Tourist arrivals then begin to grow rapidly toward some theoretical carrying capacity (*Stagnation*), which involves social and environmental limits. The rise from *Exploration* to *Stagnation* often happens very rapidly, as implied by the exponential nature of the growth curve. The possible trajectories indicated by dotted lines A-E in Figure are examples of a subset of possible outcomes beyond *Stagnation*. Examples of things that could cause a destination to follow trajectories A and B toward *Rejuvenation* are technological developments or infrastructure improvements leading to increased carrying capacity.

Examples of things that could cause a destination to follow trajectories C and D are increased congestion and unsustainable development, causing the resources that originally drew visitors to the destination to become corrupted, or no longer exist. The trajectory in Figure of most interest to this research is trajectory E, which is the likely path of a destination following a disaster or crisis. It is also important to point out that the Law of Diminishing Returns could cause a destination to follow trajectories similar to those of C or D, and that the concepts and practices of destination recovery, as applied to destinations recovering from a disaster, could easily be applied to a destination in *Decline* as a result of the Law of Diminishing Returns.



**Hypothetical Evolution of a Tourist Area (Adapted from Miller and Gallucci, 2004)**

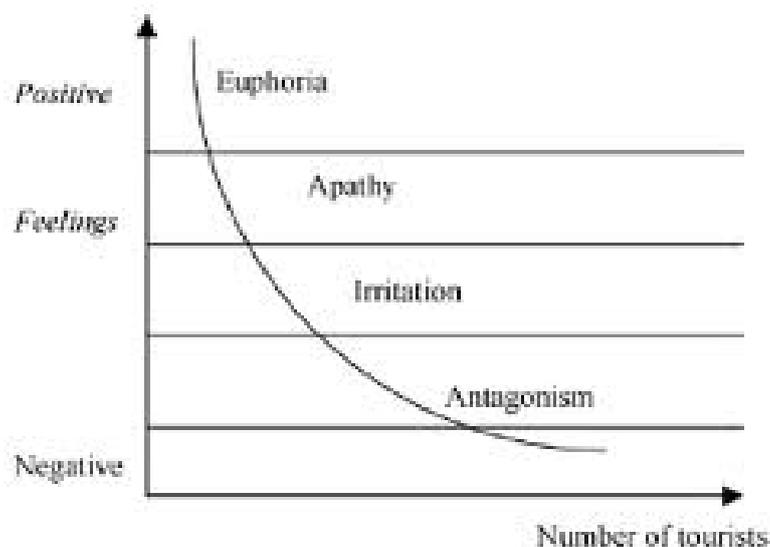
It states that most tourist resorts start on a very small scale and get bigger and bigger until stagnation occurs. Within the 6 stages the following happens;

- 1) **Exploration** - a few hardy and adventurous people looking for something different in a holiday find a place that is special in terms of its culture, natural beauty, history or landscape. There may be no tourist services available and local people will not be involved in tourist money making activities.
- 2) **Involvement** - local people start to notice that there are increasing numbers of people coming to their local area. They start up businesses as accommodation, food, guides, and transport.
- 3) **Development** - Big companies start to see the emerging potential of the area as a tourist resort and therefore start to invest money in the region. They build large hotel complexes and sell package holidays (a package might include travel, accommodation, food and excursions). This makes the numbers of tourists swell dramatically and massively expands the number of job opportunities for people in the local region, in both tourist related jobs and in construction and services.
- 4) **Consolidation** - The local economy is probably dominated by tourism at this stage, and many local people will make their money from this type of industry. However, this can remove people from other industries such as farming and fishing and these industries can suffer as a result. There will be continued building and expansion of the resort BUT some of the older buildings will start to become unattractive and a lower quality client base might result.
- 5) **Stagnation** - competition from other resorts, rowdiness and a loss of the original features (e.g. if it had a great beach but that is now crowded and full of rubbish) can cause the resort to stop growing. The number of people going levels off then starts to decline, threatening local businesses and services.
- 6) **Decline or Rejuvenation?** From the stagnation point onwards there are 2 basic possibilities: Decline in various forms or rejuvenation (regrowth of the resort) Decline can be slow or rapid, and regular visitors are replaced by people seeking a cheap break or day trippers.

Rejuvenation involves a cash injection from either a private company or the government, to create a new attraction within the original resort to boost its popularity - such as the Pleasure Beach at Blackpoll.

### **Doxey's Irritation Index**

The most well known theory of culture shock is “**Doxey's Irritation Index**”. According to Doxey's theory, when there is no touristic activity in the region, hosts are curious and interested in tourists; they are welcome, delighted and excited about tourists' presence. Furthermore, it is a general phenomenon that more people move in and out of tourism sectors. Moreover, when the number of tourists increases, they are taken for granted and contact between tourists and hosts becomes more formal and locals. The theory become indifferent towards tourists; they do not know whether to welcome tourists or not. When the number of tourists reaches to a maximum level, tourism development reaches the saturation stage and the rate of tourism growth is expected to be even higher, hosts become concerned over price rises, crime, and tourist rudeness, and cultural rules being broken and eventually irritated by tourists' presence; tourists are perceived as an annoyance. When tourists are blamed for all wrongdoings in the host society, and are seen as lacking human values, hosts become hostile towards them. Hosts start to believe tourists can be exploited. Eventually, hosts call for actions which would offset the negative impacts of tourism development.



**Graph showing different stages of Doxey's Irritation Index:**

Serial Number	Index of irritation	Activities
01	Euphoria (exploration & involvement)	Visitors are welcome and there is little planning
02	Apathy (Development)	Visitors are taken for granted and contact becomes more formal
03	Annoyance/ Irritation (Consolidation)	Saturation is approached and the local people have misgivings. Planners who attempt to control through increasing infrastructure rather than limiting growth
04	Antagonism (stagnation etc.)	Open expression of irritation and planning is remedial yet promotion is increased to offset the deteriorating reputation of the resort

**Doxey’s Irritation Index**

**Limitations of Doxey’s Irritation Index**

The limitations of Doxey’s model are its measurement based on only a macro view and the residents’ attitudes towards tourism development point out and steadily developed to negative prospects only. However, Doxey’s theory is considered that destinations may not be able to grow without justification. The model proposes that local residents become negative towards tourists when the visitor numbers rise over time, however; tourist arrival numbers will not continually grow at the same rate over time and they may decline as well. Although Doxey’s categories are very useful and have proven valuable in understanding the range of perceptions exhibited within a community. There are differences among attitudes based on different resident typologies depending on many factors such as socio-economic factors.

**Conclusion**

The Theories of this section are providing a guidelines of operation in the administration of tourism.

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## Lesson 3.3 - Tourism System

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### Introduction

Tourism unlike other economic activities is still researching for an industrial definition. One of the problems in trying to define a phenomenon like tourism is the structural foundation on which it seats. On any visit, a tourist may utilize the reserves of a hotel, restaurant, transportation Company, retail shopping outlets, private or public altercations, and a host of other related service vendors. Each separate business, agency, or bureau providing tourists services is allied with respective organisation. Tourism development planning, to be effective, requires co-operation between all service providers. The fact that they may have different missions of operational objectives makes the task more difficult. Effective planning requires recognition of the complicity involved in touristic activity. It establishes a process where the need of each service provider is recoiled with the needs of all others and the host community.

Every segment of tourism is related to every other segment in one way or the other. Hence, tourism cannot be planned without understanding the inter-relationships among the several components of the supply side, especially when they relate to market demand.

Keeping this information in view this section discusses the demand-supply match considerations in planning for tourism systems.

### Tourism Demand

Economists define demand as a schedule of the amount of any product or service that people are willing and able to buy at each specific price in a set of possible prices during some specified period of time. Thus there exists at any one time a definite relationship between the market price and the quantity demanded.

### Why Demand is Important

The amount of demand for travel to a particular destination is of great concern to anyone involved in tourism. Vital demand data include:

- (1) How many visitors arrived
- (2) Mode of transportation used
- (3) Duration and type of their stay
- (4) How much they have spent.

There are various measures of demand; some are much easier to obtain and are usually of more general interest than are others. Such estimates are of great interest to anyone planning future tourism developments. The availability of financing will depend largely on reliable forecasts of the future gross sales or revenues from the project to determine if the proposal will be financially feasible.

Marketing and sales promotion programmes are, of course, aimed at increasing demand. Sometimes this effort focuses on increasing demand at certain times of the year or to a particular market. But the basic purpose is the same-to increase the demand.

### **Demand to a Destination**

In somewhat more specific terms, the demand for travel to a particular destination will be function of the person's propensity to travel and the reciprocal of the resistance of the link between origin and destination area.

$D = F(\text{Propensity, Resistance})$ , Where D is demand.

Propensity can be brought of as a person's predisposition to travel- in other words, how willing the person is to travel, what type of travel experiences he or she prefers, what type of destinations are considered. A person's travel propensity to travel will, quite obviously, be determined largely by his or her psychographic profile and travel motivation. In addition, a person's socio-economic status will have an important bearing on propensity. It follows that to estimate a person's propensity to travel,

we must understand both psychographic and demographic variables concerning the person. Propensity is directly related to demand.

Resistance, on the other hand, relates to the relative attractiveness of various destinations. This factor is, in turn, a function of several other variables, such as economic distance, cultural distance, the cost of tourist services at destinations, the quality of services, effectiveness of advertising and promotion, and seasonality. Resistance is inversely related to demand.

### **Measuring Demand**

Demand is strongly affected and limited by the supply. If the supply aspects are not taken into consideration when using demand figures, planners might be led into the false assumption that in a particular area, the supply should be increased to meet the demand when, in actuality, the increased supply may be needed much more elsewhere. There are several measures of actual demand

1. Visitor Arrivals
2. Visitor-days visitor nights
3. Amount spent

#### **1. *Visitor Arrivals***

Simply counting the number of people who arrive at a destination is a measure of demand, although not a particularly adequate one. However, when visitors arrive by ship or aircraft, for example, to an island, quite accurate data are obtainable. Those who are en route to some other place should not be included in the arrival data. Visitor Arrivals are the easiest type of data to obtain, especially if public transportation is the principal mode used. Regular reporting of visitor arrivals is of value in measuring broad changes in demand. Variation in the number of arrivals month by month is quite significant because it indicates the rise and fall of demand during the course of a year.

#### **2. *Visitor-Days or Visitor -Nights***

Data on visitor-days and visitor-nights are much more valuable to tourism planners than are data on the number of arrivals. To calculate

the former, the number of visitors is multiplied by their average length of stay. Public park planners and beach managers are interested in visitor-day figures. Hotel and other accommodations people want data on visitor nights. When such data are obtained, it is not difficult to make an estimate of the likely expenditures made by per visitor per night or day. Data on visitor days and visitor nights are of great benefit to planners who work on public facilities for tourists, such as utility systems, parking, and recreation areas. Similarly, private developers planning new hotels or other accommodations or services want and need visitor-night information. Thus visitor-days and visitor-nights are the most practical data to obtain and are useful to tourism people.

$$D = \text{No. of visitors} \times \text{average no. of days or nights at destination}$$

### **3. Amount Spent**

Amount spent is the most meaningful measure of demand if determined accurately. However, it is the most difficult measure to obtain. Statistics of this type tend to be hidden or partially forgotten by the visitor. Thus, they are not accurate as desired. However, to members of legislatures and the public, total tourist expenditures are the most easily understood and the most impressive.

The most common method of estimating tourist expenditures is to multiply visitor-days or visitor-nights by the average per-day or per-night expenditure.

### **Tourism Supply**

#### **Market – Supply Match**

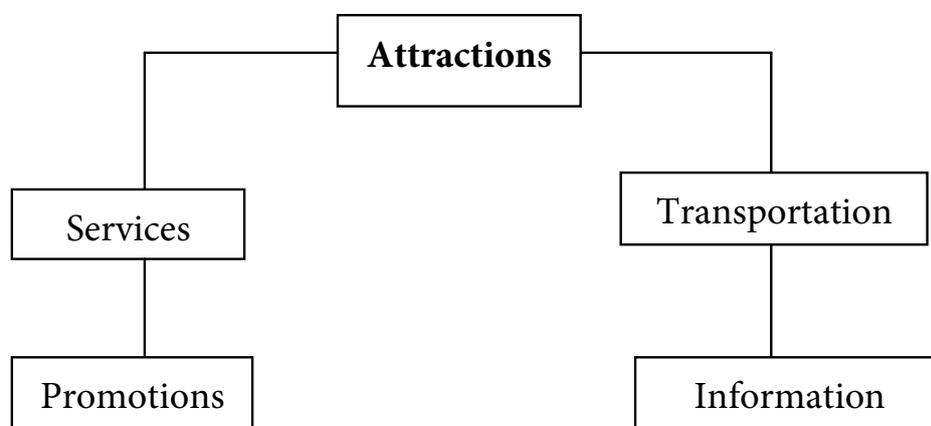
In the case of manufacturing industry, the best product to manufacture is the one preferred by market. This holds true for a service industry like tourism also. No doubt there can be exceptions in this regard when a unique tourism product is made and a demand is created. But this also happens as the service provider knows that the tourist is looking for something different. Let us look at the factors that are important for the demand-supply match.

### ***Matching Supply with the Market / Demand***

In order to satisfy the market demand, a nation, region, or community must be able to provide a variety of attractions and services on the supply side. The planning function for tourism should strive for a balance between demand (market) and supply (development). This requires an understanding of market characteristics and trends as well as the process of planning development to meet market needs. Over supply can create huge losses whereas under supply leads to under utilisation of resources. Hence, the need for matching supply with demand.

One can take the demand supply balance one step further by identifying the supply side components and establishing their relationship to demand. No matter how it is labeled or described, tourism is not only made up of hotels, airlines or the so-called tourist industry but rather a system of major components linked together in an intimate and interdependent relationship. The supply side includes all those services and land uses that are designed and managed to provide for meeting the visitors demands. Planning should strive to inter-relate the development of all components of the supply side of tourism.

Developers and managers within each component include all three sectors – commercial enterprises, non-profit organisations and governments. Let us now look at a model that emphasizes the dynamic relationship requiring regular monitoring with any change in any component influencing others.



**Components of Tourism Supply**

All sectors involved in the development of the supply side of tourism should strive towards meeting the desires and needs of the travel market. Whenever demand and supply are out of balance, planning and development should be directed towards improving the supply demand match. Only through analysis of both demand and supply can a region, destination or a site know how to plan. All supply side components — attractions, transportations, services, information and promotion — must be planned and developed to meet the need of the markets.

Supply side development is not exclusively under the control of business sector. All five major components of supply, i.e., attractions, transportation, services, information and promotion are created and managed by governments and non-profit organisations as well as business. This means that for tourism to function properly, planning should integrate policies and actions by all the three sectors. Successful development within any component is dependent on action within all other components. This is because changes in demand and supply continue to take place as the system is dynamic, not static. Therefore, constant monitoring of demand and all five components of supply is essential to planning successful tourism. Every tourism developer must be aware of this dynamic relationship.

Even though private and independent decision-making are cherished by most enterprises in all tourism sectors, each will gain by better understanding the trends and plans of others. The public sector can plan for better highways, water supply, waste disposal, parks and other amenities while the private sector plans for attractions and services. Consequently, the private sector can plan and develop more effectively when public sector plans are known.

### ***External Factors***

The functioning of the core components from the supply side is greatly influenced by many external factors. These factors may include organisation, leadership, finance, labour, entrepreneurship, community, competition, governmental policies, natural and cultural resources, etc. Planning should not be concerned solely with the core components only, because they may be subject to outside influences than those inside their own control. The external factors listed above influence the nature of tourism development.

A brief examination of these may help in understanding some complicated issues of tourism which are critical to plan the proper functioning of the tourism system:

### *1. Natural Resources*

Natural resources can be the single greatest cause of travel to a destination. Topography (mountains, glaciers, deserts, etc.), vegetation, wild life (nature centres, jungles, etc.) and climate and weather features of a place greatly influence the planning and development of tourism. It need not be explained to tourism students as to why there is a vigorous need to champion for natural resource protection. Tourism sponsors and developers in order for tourism system to function the best, must incorporate the protection of natural resources in the plans.

### *2. Cultural Resources*

In recent years, several travel market segments have increasingly sought destinations with abundant cultural resources. This category of resource base, as you have learnt in earlier units, includes prehistoric sites, historic sites, places of ethnicity, folklore and education, places for performing arts, museums, and galleries, and sites important for religion and entertainment.

### *3. Entrepreneurship*

Because tourism is dynamic, entrepreneurs are needed who visualise opportunities for new developments and also creative ways of managing existing supply components. The ability to see an opportunity, to obtain the needed finances, to obtain the proper location and sites, to engage designers to create physical settings, and to gather the human resources needed to manage the infrastructure and services is important for tourism development.

For industrialised nations, entrepreneurship is an intrinsic phenomenon. But in developing and undeveloped countries it is a major handicap that increases the difficulty of creating and expanding tourism.

#### 4. *Finance*

Capital is the single most important requirement for any development including tourism. But the ease of obtaining capital for tourism varies greatly. Public and private lenders are often sceptical and have an image of tourism that is not always positive. Also, the fact is that tourism takes more capital than is popularly believed. Investors are more likely to support projects that demonstrate sound feasibility. Planners need to take this into account.

#### 5. *Human Resources*

The availability of adequately trained workers in an area can have considerable influence on tourism development. The labour capacity of an area has much to do with tourism development. The view that untrained can perform all tasks needed in tourism is a misconception. HRD is vital to tourism planning.

#### 6. *Community*

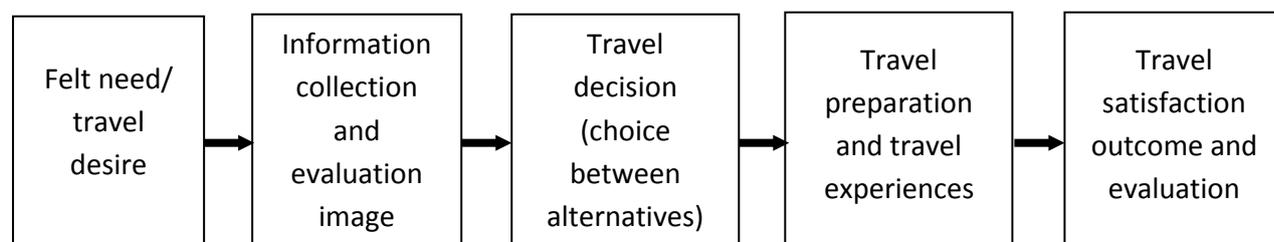
A much more important factor influencing tourism development is how the community / residents perceive tourism in their area. While the business sector may favour growth locals may oppose it on grounds of increased social or environmental problems and other negative impacts. Political, environmental, religious, cultural, ethnic and other groups in an area can make or break the proper functioning of the tourism system. Without doubt, as tourism development research and experience broadens, more influential factors will be discovered. Any planning for tourism must take into account the core of the tourism functional system and the many factors influencing it.

### **Mathieson and Wall Model of Travel-Buying Behavior**

Mathieson and Wall (1982) suggested a linear five-stage model of travel buying behaviour, which is shown in Figure below.

Although all the stages of tourist decision making process are equally important, it is final stage that is critical to securing repeat visits to a destination. Tourist satisfaction is evaluated against

tourist expectations or benefits sought from visiting a particular destination. In this regard, cultural tourism products are more often than not capable of securing consistency between tourist expectations and the actual clarity of subliminal messages associated with the consumption of specific cultural products, for example, the experience sought from visiting a museum cannot be confused with that of a zoo. Consistency also arises from the essence of cultural products, that is, the experience derived from learning. Learning is the consumption of culture takes place through the interpretation of cultural heritage, two disciplines well established and understood in management theory which leave little room for a mismatch between tourist expectations and actual experience. The same cannot be said for many other tourism products such as leisure, which depend on overall tourist satisfaction with the total or universal tourism product incorporating experiences derived from weather, hospitality, crime and many other factors outside the realm of the core product. It should also be remembered that the tourism product is experienced in its totality. And, although, in the decision making process, tourist expectations and the benefits sought relate to a core tourism product, the evaluation of post-trip satisfaction against consumed experience taken into consideration a total tourism product that encompasses the attraction, transport, accommodation, food, hosts, weather and many other elements which form the total tourism experience.



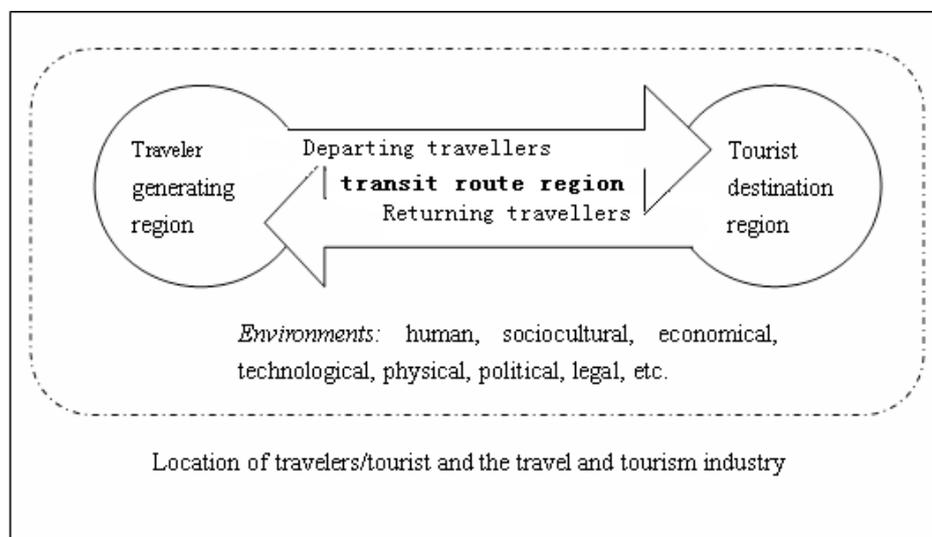
**Model of Travel-Buying Behavior**

### **Leiper's Model Of Tourism System**

Tourism happens only when people travel from their residence to the destinations to enjoy the beautiful landscapes or the historical interests. Otherwise, tourism cannot be considered as tourism and a tourist not as the tourist. For example, a person who visits the Forbidden City in Beijing cannot be regarded as a tourist if he lives and works in Beijing. Therefore, a tourist has to leave his residence for a certain destination by means of transport. The spatial movement from his residence to the destination

plays an important role in realizing his travel desire. What is more, while traveling, a tourist will consume the tourism product. On the other hand, he also helps to produce it in that he can choose his destination, route and service freely according to his own likes and dislikes. This can help improve the design and quality of the tourism product.

As mentioned above, spatial movement is very important and worth our attention. Moreover, it is necessary to provide an organizing framework in order to study the tourism. To do so, we have adopted Leiper’s model, which was suggested in 1979 and adapted in 1990 (Figure). In the model, he points out three aspects of the tourism- tourists, the tourism sectors and the geographical element.



source: Leiper (1995)

### Leiper’s Tourism Model

#### Leiper’s Geographical Elements

Leiper outlines three geographical elements in his model:

- (a) Traveller-generating region;
- (b) Tourist destination region; and
- (c) Transit route region.

The traveller-generating region (or home region), refers to the place where the tourists come from. It is the generating market, which stimulates and motivates travel.

The transit route region includes both the short period of travel from their home region to the destination and other places on the way that the tourists may stop to visit.

The tourist destination is one of the most important elements in the whole tourism system. It emphasizes what the suppliers can do for the tourists. Of course, this includes not only the physical equipments which are crucial to attract tourists, but also the management and service which are helpful to enhance its images and motivate the visit. In other words, the tourist destination functions as a 'pull' factor in the market and provide an area for most of the tourism activity. It attracts different kinds of tourists with such tourism products as attractions and the quality of management and service.

The tourist destination region is where the tourists can realize their temporary goal of travel and go through a memorable tourism experience. It provides them with attractions of various types and creates a stage on which planning and management strategies can be carried out. So, it is the core of the tourism.

### **Tourists**

After studying the geographical elements of the tourism system, students may understand that the spatial movement from the traveler-generating region through the transit route to the destination region is an essential and indispensable part of the tourism experience.

The following are to be considered tourists:

- Persons traveling for pleasure, for health, etc;
- Persons traveling in a representative capacity of any kind;
- Persons traveling for business reasons;
- Persons arriving in the course of a sea cruise, even when they stay for less than 24 hours;

The following are not to be regarded as tourists:

- Persons arriving to take up an accommodation or engage in any business activity in the country;

- Persons coming to establish a residence in the country;
- Students and young persons in schools;
- Any person domiciled in one country and working adjoining country;
- Travelers passing through a country without stopping, even if the journey takes more than 24 hours.

There are different types of tourism such as holiday tourism, business tourism and common interest tourism. Business tourism can further be classified into incentive travel, conference tourism and business travel. According to the time the tourism takes, we also have day trips or excursions which do not involve an overnight stay and tourism which often refers to journeys or stays at destinations for at least 24 hours.

Now we are clear about what the distinct characteristics of tourism are and what a tourist is expected to experience in order to travel. As a matter of fact, tourism is a complete and comprehensive system in which the tourists play an important role. On the one hand, tourism can enrich tourists' experience, widen their horizon and increase their knowledge. On the other hand, tourists can help to improve the tourism environment, to enhance the images of the destinations to push the tourism industry forward and to energize the whole tourism system. In one word, without tourists there would be no tourism. Therefore, it is worthwhile to attach great importance to the study of the tourists. Besides, there are other factors which have an influence on the tourism demand. They are economic, social and cultural factors.

### **Tourism Industry**

The tourism industry refers to the businesses and organizations that help to promote the tourism product. According to Leiper, various industrial sectors can be located in different places. In the traveler-generating region, we can find travel agents and tour operators. In the destination region, we can find attractions and hospitality industry and in the transit route region, we have the transport sector.

The tourism system is made up of three elements: the tourist, the destination and the tourism intermediaries. Among them, the tourist

is the most crucial one. It is the starting point of the tourism and gives impetus to the development of it. The destination functions as the tourism object. It is the area in which various kinds of tourism product are delivered, such as the accommodations, restaurants, leisure facilities and other ancillary services. The tourism intermediaries help to connect the traveler-generating region and the tourist destination. It mainly includes the transport and the travel agents, tour operators, etc who help the tourists to realize their travel desire and obtain a tourism experience worth memorizing.

The primary tourism industry is composed of travel trade, transport, accommodation and catering, as well as catering facilities and tourist attractions, etc. Different sectors or companies to suit all budgets and tastes provide these products and services. The hospitality industry provides accommodation and entertainments for travelers. The tour wholesaler and travel agency sell and promote the products and services of the other sectors to travelers.

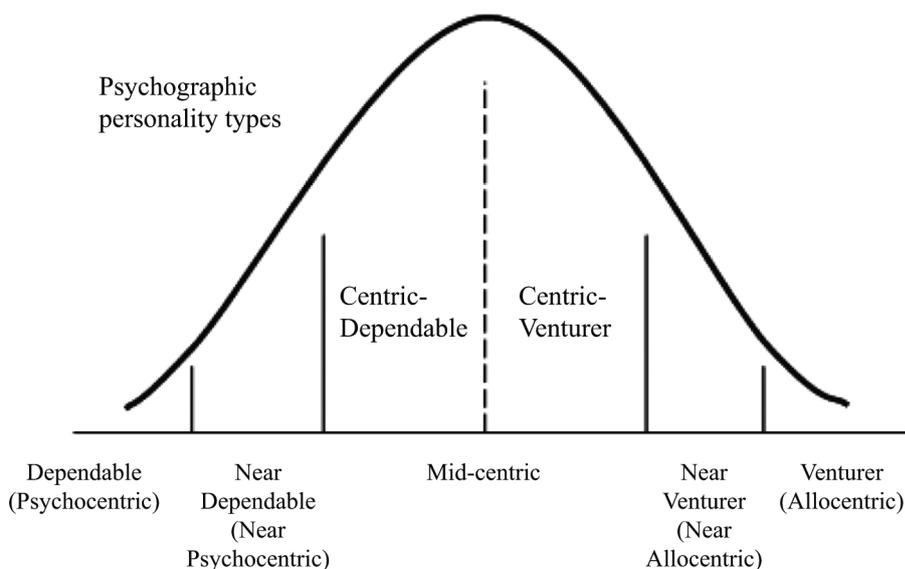
Now students may have a clearer idea of the tourism system. But we also should keep in mind that the tourism system is not an independent system. Its development relies on the support of other external or environmental systems, such as socio-cultural, economic, political, physical, etc. These systems are interdependent. For example, without agriculture, no one can supply food for restaurant; without the oil industry, no vehicle can move and help tourists realize their spatial movement. And the tourism system, in turn, is also important to the development of other systems.

### **Stanley Plog's Model Of Destination Preferences**

Stanley Plog's model of allocentricity and psychocentricity, tourism's first traveler-typology model, was the focus of the 1974 Cornell Quarterly article titled "Why Destination Areas Rise and Fall in Popularity." Plog's model delineates travelers' personality types along a continuum that approximates a normally distributed curve.

As shown in the above figure, travelers can be divided into five segments. At one extreme are *psychocentric travelers*, described by Plog as "self inhibited, nervous, and non-adventuresome," preferring

the “familiar” in vacation-travel destinations. At the other end are the outgoing and self-confident *allocentrics*, who “want to see and do new things, [and] to explore the world.” In between, we find the majority of travelers, classified by Plog as *mid-centric*, along with *near-psychocentric* and *near-allocentric* travelers. Mid-centric travelers lean in neither the tried-and-true direction of the psychocentrics nor the variety-seeking direction of the allocentrics. Those with near-allocentric tendencies are among the first major wave of adopters, after a destination has been found by the allocentrics, while the near psychocentrics are most likely to try a destination after it has been well traveled. It is worth noting that Plog’s research began in the late 1960s as an investigation of why certain travelers were unwilling to travel by air (and what could be done to encourage them to try air travel). Plog’s model further indicated that destinations exhibit characteristics similar to those of their visitors. For example, in 2001 he proposed Nepal and Tibet as examples of allocentric destinations (which he had renamed “venturer”). At that time, Orlando and Myrtle Beach fell at the psychocentric end of his spectrum (redubbed “dependable”). Plog’s model has attracted considerable interest through the years. It is regularly referenced in tourism research, it is included in virtually every tourism textbook, and his terms allocentric and psychocentric have become standard lingo in the field. Simultaneously, however, his model has spurred numerous critics who have questioned aspects of its real-world applicability.



Source: Adapted from Plog (2001)

**Graph Indicating Stanley Plog’s Model of Destination Preferences**

**Conclusion**

These systems and model are helping the tourism administration in the assessment of demand and in the understanding of the tourist behaviour. These are crucial in the planning also.

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## Lesson 3.4 - Tourism Regulations

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### Introduction

Tourism, as we understand, is a diverse activity with different sectors, different types of destinations, different types of tourists and different types of problems. The **World Tourism Organisation** has started the Tourism Legislation Information Service on its website. Its documentation centre had by 1998 collected more than 2000 items of laws and regulations governing the main areas of tourism activities in over 140 countries. There is no one thing as such which can be described as tourism legislation because of the varied nature of tourism itself. However, laws are pervasive in the tourism industry in order to regulate, permit, promote, empower or ban the commercial/leisure activities of both service providers as well as tourists. There are also laws to recognize the rights of the tourists as well as contract laws to determine the relations within the industry segments.

In fact, travel and accommodation were two sectors where legislation has been there for a long time, but now new and new areas that require to be incorporated under tourism legislation have emerged and there has been a demand for comprehensive tourism legislation. There is no such law that encompasses all aspects of tourism though the demand for one has been picking up. It has been argued in fact that “legislation on tourism seeks to define in clear unambiguous terms the rights and responsibilities of its various segments vis-à-vis the user and vice versa and to provide for the legal protection of the rights and enforcements of the responsibilities thus defined” (Mishra and Ravindran, 1998).

### Categories of Legislations

The legislations pertaining to tourism can be categorized under the following heads:

- 1) Laws related to **trans-border movements** like customs, visa regulations, foreign exchange regulations, immigration laws, etc.

- 2) Laws related to **transportation** like airline regulations, railways, road and water transport; fares and tariffs, etc.
- 3) Laws related to **accommodation** like classification/grading/rating of hotels, etc.
- 4) **Consumer Protection Laws** related to health, hygiene, service quality standards, etc.
- 5) Laws related to **land use, infrastructure development**, etc.
- 6) **Labour laws** related to employees' working conditions, wages, etc.
- 7) Laws regarding the **functioning of tourism organisations** at various levels.
- 8) **Conservation related laws** on environment protection, monuments and historical sites, etc.
- 9) Laws related to **human resource development**. and
- 10) Laws for **regulating the service providers**,

These categories can increase depending on situations and environment of the conditions of the destinations. Thus different countries have their own provisions on these laws whereas there are areas of international operations where common provisions are followed.

### **Indian Scenario**

There are varieties of laws in India which are directly or indirectly related to tourism. Some of these are as follows:

#### **1) *Environment Related***

- The Indian Forest Act
- The Wildlife Protection Act
- The Forest Conservation Act
- The Air Prevention and Control of Pollution Act
- The Environment Act
- The National Environment Tribunal Act
- Coastal Zone Regulations, etc.

## 2) *Monuments*

- The Ancient Monuments Act
- Regulations made by the Archaeological Survey of India
- Guidelines issued by the Ministry of Culture, etc.

## 3) *Accommodation*

- The Sarais Act
- Department of Tourism Regulations for Categorization of Hotels, etc.

## 4) *Protection of Tourists and Health*

- Indian Penal Code
- Consumer Protection Act
- Prevention of Food Adulteration Act, etc.

Similarly, the transportation system is governed by various laws, rules and regulations. However, these laws and regulations vary statewide. For example, the taxation on tourist coaches, their permit fee, etc. varies from state to state. Hence, the Tourist Transporters Association keeps demanding for similar tariffs and rates and a common license for operating at an all India level. Similarly, the rate of sales tax and many other taxes that are imposed for tourism services vary from state to state. Few states like Jammu and Kashmir, Goa and Himachal Pradesh have enacted tourism legislation for regulating and controlling the tourism industry. These acts carry provisions like registering of tourism related businesses with state tourism departments for tour operators, travel agencies, hotels and guest houses, etc. They also give approvals to tourist guides and in some cases a tourist police force has also been introduced. The Ministry of Tourism has been debating for a long time now in drafting a Central Tourism Legislation in the country and has initiated some measures to assess the feasibility in this regard.

Globalisation of the Indian economy and the provisions of GATS have had a profound impact in this area and different types of recommendations are being made. There is definite need to address the various concerns related to tourism legislation.

## Recommendation of Tourism Legislation in India

Tourism Legislations in India is unique as India is a great continent and each of the states has a unique culture, language and a variety of customs. Hence the deliberations of the **Second Workshop on Tourism Legislation in India** made the following recommendations which are worth mentioning for the readers. The recommendations are listed here below

- 1) Tourism and related activities may be brought on the Concurrent List of the Constitution of India.
- 2) There should be legislation to regulate the existing travel and tourism business and to permit the setting up of new travel and tourism business. Such businesses will be in the forms of Travel Agents, Tour Operators (inbound and out-bound), Excursion Agents, Railway Booking Agents and Tourist Transport Operators.
- 3) The legislation should provide for the setting up of an Apex Body with legal authority to frame rules to regulate the operations of the travel agencies including binding of such agencies with a view to protect the interests of the consumers.
- 4) As there was already sufficient legislation under the general Central and State laws, there was no need for any further legislation on tourism in so far as the hotel and restaurant sector was concerned. Instead, there should be more emphasis on inspection/supervision of hotels and other tourism related establishments. However, in order to bring uniformity in the matter of applicable laws all over the country, the existing Central and State laws should be studied by legal experts who could also be asked to suggest suitable modifications in them so as to develop a model law which could then be recommended to the State Governments for adoption.
- 5) Any land being used or proposed to be used for tourism-related activities, as approved by the Government of India, Ministry of Tourism should be exempted from the provisions of Urban land Ceiling Act.
- 6) In view of its being the highest net foreign exchange earner, international Tourism should be declared as an export-oriented

industry so that all incentives and concessions available to the export-oriented industry are provided to the international tourism industry.

- 7) There should be legislation to facilitate single-window clearance for hotel/tourism projects.
- 8) The proposed Tourism Finance Corporation should provide loans to the tourism industry at a concessional rate of interest as is available to the export-oriented industries.
- 9) With a view to sustain tourism it is desirable that there should be legislation to protect the environment and ecology. The proposed legislation should have provision for the constitution of a Committee on Ecology and Environment under the Ministry of Tourism, Government of India.
- 10) It is essential to maintain ecosystems and ecological processes required for the functioning of the biosphere.
- 11) Protection should be provided to local cultural tradition and crafts by harmonizing the tourist activities with local tradition.
- 12) Optimal use should be made of trans -boundary natural resources (for example national parks) and effective protection of trans -boundary environmental interferences.
- 13) Tourism activities on or near beaches should be allowed and regulated keeping in view the interest of environment.
- 14) Provision of arrangements for sewage/waste water treatment should be made compulsory not only to save water but also to make it re-usable for growing plantation and horticulture.
- 15) To control noise pollution near monuments of tourist importance and places of pilgrimage; vehicular traffic which is the main source of noise pollution should be restricted up to a specified distance from the monuments.
- 16) Planned promotion of tourism to national parks and game sanctuaries should be encouraged as this will lead to regulated viewing of different species of wildlife, through legitimate tourist activity which in turn would prevent any large-scale poaching.

- 17) As there was always a carrying capacity beyond which no further development could take place without seriously disturbing the environment of the area and social values suitable ratio should be prescribed between the construction area and the open space to ensure balanced development in beach resorts, national parks and sanctuaries, areas around monuments, etc.
- 18) To protect cultural environment, infrastructure such as public conveniences near cultural and historical monuments should be allowed at some distances from the monuments. Suitable guidelines regarding land-use can be issued for adoption by State Government.
- 19) Suitable guidelines for adoption and implementation by the State Governments should be issued for the protection of the tourists from harassment by hawkers, beggars and urchins at places of tourist interests.
- 20) In the case of rail transport, Central legislation was already available in the form of Indian Railways Act, 1980. This Act is proposed to be replaced by a comprehensive legislation shortly. The Indian Railway Act contains adequate provisions to safeguard the interests of all passengers including tourists. Hence, no separate legislation is required.
- 21) In addition to all-India permits there should be zonal permits for a group of 5 or 6 States. All India permit holders may base and operate their vehicles from any part of India. Zonal permit holders may base and operate their vehicles from any place within their respective zones only. The road and passenger taxes for all types of vehicles may be collected at a single point and such vehicles should be allowed to move freely all over India or within the respective zone.
- 22) On the analogy of the practice prevalent in some of the foreign countries. Tourist Transport Operators approved by the Department of Tourism may be permitted to rent out cars to tourists on self-driven basis.
- 23) Apart from road transport, roads were also an equally important part of the transport infrastructure. It is, therefore, desirable that

roads are continuously well maintained to ensure smooth driving. Hence, wherever considered necessary, the maintenance and even construction of roads on important tourist routes can be entrusted to private or joint sector companies who should be allowed to charge toll tax.

- 23) Road and passenger taxes for tourist transport should be related to tourist promotion objectives rather than commercial consideration. Also there should be uniformity of rates charged by different States and Union Territories.
- 24) Insurance cover and compensation for the tourists should be provided for and compensations in the case of loss of life, bodily injury or loss of baggage enhanced.
- 25) Provisions for penalising and/or prosecuting the surface transporter for various acts of omission, commission and offences may be made.
- 26) Minimum educational qualifications for the drivers of tourist vehicles should be prescribed.
- 27) Proper display of internationally recognised road signs should be ensured.
- 28) To ensure safety on the Highways, "Traffic and Medical Aid Posts" may be set up on important routes.
- 29) A foreign tourist making payment in foreign exchange should be exempted from sales tax.
- 30) Tourist Guides should be properly trained and provided adequate remuneration.<sup>10</sup>

### **Conclusion**

Incorporating all these into tourism legislation is not an easy task. Besides, there are many other aspects like media projections, tourism education, etc. that also need attention as far as legislation is concerned. Tourism legislation would be effective only if it is able to provide a comprehensive framework for all its segments and issues linking them

with sustainable tourism development. Efforts in this direction are being made in many countries. For example, the Latin American Confederation of Tourist Organisations has come out with a preliminary report on tourism legislation in the American region. This in fact is a step further whereby tourism legislation can be enacted not only for one country but for the countries and continents.

### Self Assessment Questions

1. Discuss how does tourism development lead to economic prosperity of a country?
2. Explain the environmental hazards caused by tourism development.
3. Tourism development can bring social empowerment. Comment
4. Suggest some measures to minimize the environmental degradation caused by tourism development.
5. What is demonstration effect? Explain.
6. Explain the push and pull factor theory.
7. Describe on Tourism Area Life Cycle (TALC)
8. What is meant by Doxey's Irritation Index?
9. What do you understand by tourism system?
10. Explain the importance of market supply match.
11. Explain the various supply factors.
12. What is meant by tourism demand?
13. Describe Mathieson and Wall Model of Travel Buying Behaviour
14. Explain Leiper's Model of Tourism System
15. Discuss the features of Stanley Plog's Model of Destination Preferences
16. Write why Regulations are needed in Tourism?
17. What are the Indian Scenario of Tourism Regulations?
18. Write about the classification of Tourism Regulations?
19. What are the major recommendations of Second Workshop on Tourism Regulations in India?

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## UNIT - IV

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### Tourism Organisations

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#### Abstract

Tourism has reached a stage where it is a business of international stature; hence it is important for the countries of the world to have it equally in all countries. In that respect, tourism governance and tourism entrepreneurs have formulated world bodies for the appropriate administration of tourism worldwide. This unit covers both the world scenario and that of the Indian Scenario.

#### Learning Objectives

- To familiarize with the different governmental and non-governmental bodies involved in the tourism function;
- To understand the structure and the functions of various tourism organizations.

#### Unit Structure

Lesson 4.1 - World Tourism Organizations

Lesson 4.2 - Indian Tourism Organizations

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## Lesson 4.1 - World Tourism Organizations

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### Introduction

For any industry or discipline to develop, an organization is, an essential pre-requisite as it plays a vital role in its proper planning, development and growth. The aim of the organization is to deploy into working functions or purposes so as to move efficiently to obtain a desired result from their combined effort. Members of an organisation with a similar discipline thus make a combined effort to develop their discipline.

In the field of tourism, organizations emerged with the objective of developing and promoting the area of tourism. The national and international tourism organizations have played a significant role in strengthening the industry. Various national and international organizations in the field of tourism are in operation today. Some of these organizations are specifically linked with the development and promotion of tourism and others deal with the co-ordination and control of a group of subsidiary services such as accommodation, catering, travel agency etc.

The history of co-operative endeavour in tourism can be traced back to the year 1908. Three countries – France, Spain and Portugal felt the need for pooling their interest of promoting tourism and founded the ‘Franco Hispano Portuguese Federation of Tourist association’. This might perhaps be considered as the first international tourist organization. Although started in a modest way and limited to a small region in Europe, this association made a beginning in co-operative endeavour in the field of tourism and paved the way for such future initiatives on a very large scale.

Considering the above factors in mind, the author has kept the following objectives by the completion of this unit.

## United Nations World Tourism Organization (UNWTO)

The United Nations World Tourism Organisation (UNWTO), an inter-governmental technical body dealing with all aspects of tourism began its legal existence on January 2, 1975. It was originally called as World Tourism Organisation, prior to the World Trade Organisation which was formulated in 1990. The rapid expansion of travel had created the need for a world body able to deal with tourism problems at the governmental level and this led to the formation of UNWTO. The headquarters of the organisation were set up in Madrid (Spain) in January 1976. The UNWTO has a very emphatic technical character.

World Tourism Organization 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.

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 **United Nations Millennium Development Goals** (MDGs), geared towards reducing poverty and fostering sustainable development. UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO's membership includes **155 countries, 7 territories and over 400 Affiliate Members** representing the private sector, educational institutions, tourism associations and local tourism authorities.

### Objectives

- Promotion and development of tourism with a view to contributing to economic development, international understanding, peace,

prosperity and universal respect for, and observance of, human rights and fundamental freedoms for all without distinction to either race, sex, language or religion.

- Uplift and stimulate the interest of the developing countries in the field of tourism.
- Maintain effective collaboration with the appropriate organs of the UN and its specialized agencies.

### **Functions**

The UNWTO performs a number of activities for its members relating to promotion and development of tourism. The major functions include:

- Constant review of tourism trends and developments and exercising vigilance over changes in world economic and social conditions affecting tourism, market fluctuations and maintenance of standards within the tourism sector.
- Clearing house for all available information on international and domestic tourism including statistical data, legislation and regulations, facilities and special events.
- Systematic collection, analysis and dissemination of data on various aspects of tourism.
- Collecting legislative texts, regulations and documentation on all aspects of travel.
- Conducting research studies covering tourism markets, plant and enterprises, physical planning and area development, promotion and marketing, economic analysis and financing techniques etc.
- Regular supply of studies, as well as updated information on trends in the various fields of tourism to its members.
- Fostering the adoption of measures in cooperation with competent specialized bodies regarding simplifying frontier formalities and removing barriers to the free movement of tourists.
- Organizing and convening international conferences, seminars, workshops, round tables and technical meetings on all aspects of tourism.

- Preparation of draft international agreements on tourism
- Examining vocational training programmes with a view to contributing to the establishment of suitable teaching programmes tailored to specific needs, specially in the developing countries.

## Members

There are three categories of members in UNWTO. They are

- *Full Members*:- They consist of all sovereign states. As of 2010, its membership included 154 member states.
- *Associate Members*:- They are the territories or groups of territories not responsible for their external relations but whose membership is approved by the state assuming responsibility for their external relations. As of 2010 there were seven associate members (Flemish Community, Puerto Rico, Aruba, Hong Kong, Macau, Madeira, Netherlands Antilles), two observers (Holy See, Palestine). 15 of these members have withdrawn from the organization for different periods in the past: Australia, Bahamas, Bahrain, Canada, Costa Rica, El Salvador, Honduras, Kuwait, Malaysia, Nicaragua, Panama, Philippines, Qatar, Thailand and Puerto Rico.
- *Affiliate Members*:- They are international bodies, both inter governmental and non-governmental concerned with specialized interests in tourism, as well as commercial and non-commercial bodies and associations whose activities are related to the aims of WTO or fall within its competence. There are some 350 affiliate members, representing the private sector, educational institutions, tourism associations and local tourism authorities.

## Structure

### ➤ *General Assembly*

The General Assembly is the supreme organ of the Organization. Its ordinary sessions, held every two years, are attended by delegates of the Full and Associate Members, as well as representatives from the Business Council. It is the most important meeting of senior tourism officials and high-level sector from all over the world representatives of the private.

➤ ***Regional Commissions***

Established in 1975 as subsidiary organs of the General Assembly, the six Regional Commissions normally meet once a year. They enable member States to maintain contact with one another and with the Secretariat between sessions of the General Assembly, to which they submit their proposals and convey their concerns. Each Commission elects one Chairman and its Vice-Chairmen from among its Members for a term of two years commencing from one session to the next session of the Assembly.

➤ ***Executive Council***

The Executive Council's task is to take all necessary measures, in consultation with the Secretary-General, for the implementation of its own decisions and recommendations of the Assembly and report thereon to the Assembly. The Council meets at least twice a year. The Council consists of Full Members elected by the Assembly in the proportion of one Member for every five Full Members, in accordance with the Rules of Procedure laid down by the Assembly with a view to achieving fair and equitable geographical distribution.

The term of office of Members elected to the Council is four years and elections for one-half of the Council membership are held every two years. Spain is a Permanent Member of the Executive Council.

➤ ***Committees***

- World Committee on Tourism Ethics
- Programme Committee
- Committee on Budget and Finance
- Committee on Market and Competitiveness
- Committee on Statistics and the Tourism Satellite account
- Sustainable Development of Tourism Committee
- Committee on Poverty Reduction
- Committee for the Review of Applications for Affiliate Membership

➤ *Secretariat*

The Secretariat is led by Secretary-General ad interim Taleb Rifai of Jordan, who supervises about 110 full-time staff at UNWTO's Madrid Headquarters. He is assisted by the Deputy Secretary-General. These officials are responsible for implementing UNWTO's programme of work and serving the needs of Members. The Affiliate Members are supported by a full-time Executive Director at the Madrid Headquarters. The Secretariat also includes a regional support office for Asia-Pacific in Osaka, Japan, financed by the Japanese Government.

The organization is performing extremely useful service of a concrete and creative character by facilitating the exchange of technical information, the making of specialized studies, the holding of special seminars adapted to world regional requirements and advanced vocational training courses. The essentially practical nature of its work programme, tailored as it is to regional requirements, takes full cognizance of the problems peculiar to countries and regions in all stages of its development, such as investments, financial questions, physical planning and area development, economic analysis, marketing and market surveys- all this not only with a secretarial approach but with a comprehensive concern from the point of view of the state.

The creation of UNWTO coincided with the universal recognition of tourism as an important instrument of economic and social development and its consequent ascendancy to full government responsibility. An inter-governmental body of tourism officials, such as the UNWTO is empowered to act in the name of their governments and speak in terms of the impact of tourism on the balance of payments. The creation of UNWTO thus is not only a proof that the states are fully conscious of their own responsibilities in the field of tourism, but also of the establishment of tourism to its rightful ranking at the international level.

The UNWTO's activities cover all sectors of tourism on a worldwide basis. It provides an international forum where tourism officials, whether governmental or non-governmental, can discuss problems and exchange ideas. Representatives of the private sector also have access to its membership. UNWTO works in close cooperation with almost all international organizations, the UNO in particular, as well as with commercial and non-commercial bodies involved in tourism.

### **Pacific Asia Travel Association (PATA)**

Pacific Asia Travel Association (PATA) was founded in the year 1951 as a non-profit corporation to stimulate interest in the Pacific region as a vacation land, and to develop, promote and facilitate travel to and among the many Pacific destinations. PATA's first conference was held in January 1952 in Honolulu and its headquarters were established in San Francisco, USA in 1953. PATA has its own Director for Europe who is based in London and works to promote traffic from the European markets into the Pacific region. PATA's first Asian office was opened in Manila, Philippines in 1976.

The organization provides the meeting point for the people involved in all aspects of the travel trade from a large number of countries. It focuses attention on travel opportunities in member countries and builds up greater awareness and specific contacts among the travel trade in countries from where the tourists originate. The underlying philosophy of PATA is that the entire travel industry must work together to develop an ever-increasing flow of pleasure travel from which each member will derive a fair share of the total business.

As a non-profit organization PATA was set up with the objective of developing, promoting and facilitating travel to and within the Pacific area and South East Asian region. It primarily operates in the United States market which is the world's biggest travel market. The organization provides the meeting point for the people involved in all aspects of the travel trade from a large number of countries. It focuses attention on travel opportunities in member countries and builds up greater awareness and specific contacts among the travel trade in countries from where the tourists originate. The underlying philosophy of PATA is that the entire travel industry must work together to develop an ever-increasing flow of pleasure travel from which each member will derive a fair share of the total business

#### **Functions**

- Assist small and up- coming destinations to develop their infrastructure, providing expertise, and planning group travel schemes.

- Provide up-to-date information and practical and theoretical experience in the field of tourism.
- Developing tactical destination marketing programmes.
- Organize educational and training programmes for human resource development.\
- Organize annual conferences, seminars and workshops to discuss the developmental issues.
- Promote Asia Pacific region as major tourist destination.
- Publish travel hand books and manuals such as Pacific travel news, Hotel directory, travel guide etc.

## Members

PATA has following nine categories of members:

- *Active Government Members* consist of primary official organizations designated by the government of any nation, territory, or political division, wholly or partially in the Pacific area.
- *Associate Government Members* consist of any organization charged with the responsibility of the domestic or overseas promotion of tourism as designated by the government of any nation, territory, or political division, either situated outside the Pacific area, or situated within the Pacific area but not being the primary official organization designated for the overseas promotion of travel, or not meeting other criteria as might be required for active government members.
- *Active Carrier Members* consist of any governmental recognized, registered or certified air or steamship line operating vehicles having individual passenger capacity in excess of twelve passengers and providing regular scheduled common carrier passenger service to and within the service area.
- *Associate Carrier Members* consist of any government recognized passenger carrier operation vehicles each having a passenger capacity of twelve or fewer passengers and providing regular scheduled common carriage passenger service or having a passenger

capacity in excess of twelve passengers but not providing passenger service on the regular common carriage basis as prescribed for active carrier members.

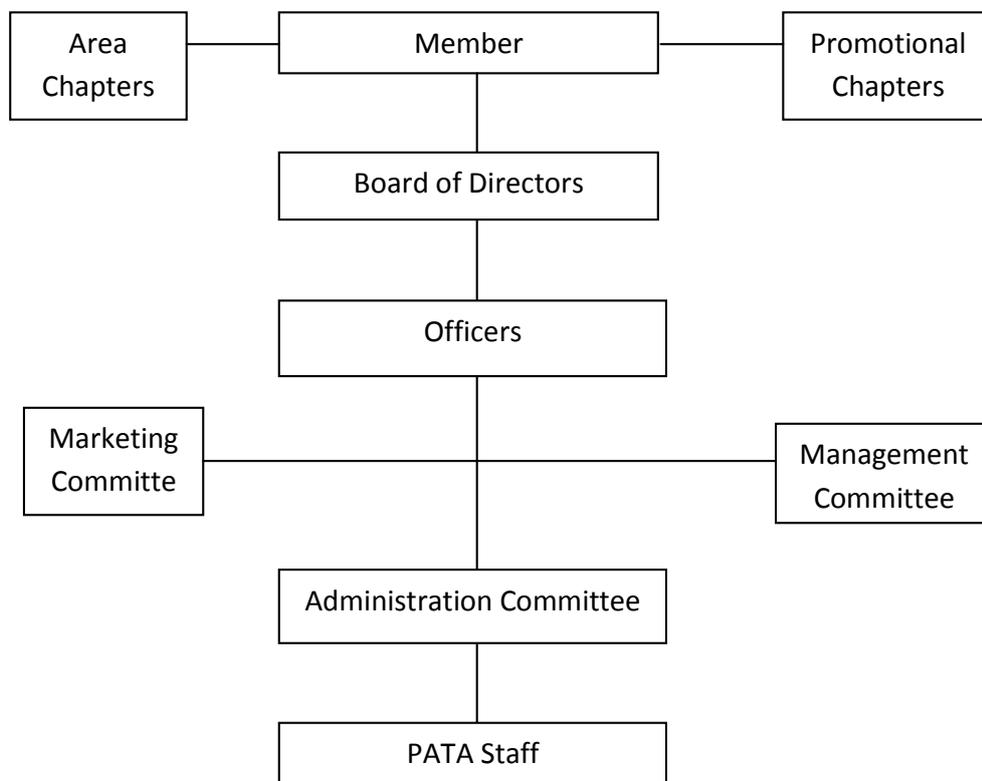
- *Active Industry Members* consist of hotel organization having management authority as distinguished from mere sales, advertising or reservation direction, over one or more hotels with a total of one thousand or more guest rooms in one or more Pacific areas, tour operation organizations excluding air or ship transportation.
- *Allied members* consist of travel agencies, tour operators, hotel representatives and firms serving as general agents or representing various segments of the Pacific travel industry
- *Affiliated Allied* consist of branch offices of an allied member travel agency or tour operator.
- *Associate Members* consist of individual operating organisations and firms such as communication media, media representatives, advertising, public relations and research agencies having definite interest in Pacific travel.
- *Sustaining Members* consist of those organisations, firms or individuals whose commercial or cultural interests, in the judgement of the Board of Directors, will further contribute to the aims of the Association.

### **Activities**

The Pacific Asia Travel Association performs a variety of functions. These include:

- *Pacific Travel Conference and Workshop*: During the first four months of each year, PATA sponsors and organises a conference of its members with the objectives of reviewing the progress, exchanging ideas and planning for future programmes. These meetings are held at different areas. The annual conferences attract a large number of delegates from all over the world. The conference also serves as a unique promotional tool for the host government providing an opportunity to the travel industry from abroad to get a sample of what it has to offer in terms of tourist attractions and future tourism plans to the foreign visitor.

- *Marketing:* A long-range marketing programme coordinates all the promotional functions of PATA for a maximum impact in the consumer market and also among sales agents. The marketing programme includes: advertising, publicity and promotion. An extensive advertising programme schedule is carried in leading national magazines of North America with a view to increase interest in the Pacific region as a major travel area. The association prepares and distributes a wide selection of selling aids and sales promotion materials to travel agents and tour operators throughout the world.
- *Research and Development:* The Association's research programme is designed to provide it with the marketing information needed to formulate its own marketing programme as well as to provide its members with information which will assist them in designing their own programmes. The Association organises research seminars, research presentations and technical assistance programmes for its members.



**Organizational Chart of the PATA**

### **International Air Transport Association (IATA)**

In the business of travel, the International Air Transport Association (IATA), the world organization of scheduled airlines played a central role since its inception in the year 1945. A world association of about 200 Active Members and 35 Associate Members, the International Air Transport Association was a result of the rapid expansion in the network of international airlines in the years following the Second World War. A need for the worldwide regulation of air traffic including co-coordinating international air fares and rates was felt and consequently an international conference was called by President Franklin D. Roosevelt of the United States of America at Chicago from November 1 to December 7, 1944.

The convention constituted two permanent bodies, namely, the International Air Transport Association (IATA) and the International Civil Aviation Organisation (ICAO). However, before reaching the position that now it occupies in the field of aviation, IATA passed through several stages, in parallel with a spectacular development of commercial aviation. Its modest beginning date back to 1919 when the International Air Traffic Association was founded in Hague by half a dozen European airlines that had just been created right from the beginning; they recognised the need to cooperate in setting up a network for rationalizing airlines business.

The International Air Traffic Association expanded steadily with the development of air services in the world. Among other things, it drew up the general formula for tickets and transport documents adopted in 1927. The innovations and improvements introduced by the association progressively placed unique tools at the disposal of the industry. In November 1944, as the World War was coming to an end, 54 states met in Chicago to lay the first foundation of the new system that would soon be needed by civil aviation. The Conference led to the creation of the International Civil Aviation Organisation (ICAO), the international body setup by government to establish universal norms for the technical regulation of civil aviation. Indirectly, this conference also was responsible for the foundation of the International Air Transport Association – a non-governmental body officially set up in Havana in April 1945 – which in practice, carried on the task assumed by the former IATA.

## Aims

- i) To promote safe, regular and economical air transport for the benefit of the people of the world, to foster air commerce and to study the problems connected therewith;
- ii) To provide means for collaboration among the air transport enterprises engaged directly or indirectly in international air transport service.
- iii) To cooperate with the International Civil Aviation Organisation and other international organisations.

## IATA Organisation

The IATA is a voluntary, non-political and democratic organisation. Membership is automatically open to any operating company which has been licensed to provide scheduled air service by a government eligible for membership in ICAO. Airlines engaged directly in international operations are active members, while domestic airlines are associate members.

The IATA administration is headed by a Director General and five Assistant Directors General. The Association has two main offices, one in Montreal and the other in Geneva. Regional Technical Directors are based in Bangkok, Geneva, London, Nairobi, and Rio de Janeiro and Regional Directors (Special Assignments) in Singapore and Buenos Aires. IATA Traffic Service Offices are located in New York and Singapore. IATA's budget is financed from the dues paid by its members, largely in proportion to the part of the total international air traffic carried by each airline. Some IATA activities are self-supporting through charges for services rendered.

A wide range of services provided by IATA includes the following:

- ▶ The global planning of international timetables,
- ▶ The standardisation of the inter-company communications and reservation system,
- ▶ The international coordination of telecommunication networks and computer systems,

- The single formula for tickets and airway bills,
- The training of travel and freight agents,
- The regulation of legal question of general concern, to develop security measures, and
- The examination and solving of the problems raised by tourism, the flow of passengers and goods at the airports, and to establish procedures and technical norms.

### **Operations**

IATA member airlines are registered in some 126 nations. Their routes cross almost every country of the world at one time or another. It is the IATA's operational task to ensure that the aircraft utilised to carry the world passengers and goods are able to proceed with maximum safety and efficiency, under clearly defined and universally understood regulations. It is IATA's commercial objective to ensure that people, cargo and mail can move anywhere in the global network as easily as though they were on a single airline within a single country. Plainly these two categories of IATA activities are closely related in their connection with the cost of airline operation, the carrier's charges to the public, and the desire to keep both of these as low as possible and in keeping with safety norms.

### **Trade Association Activities**

#### ***IATA Finances***

The IATA Financial Committee deals with all aspects of accounting and settlements between airlines in respect of the business they do with one another or on one another's behalf. It is also concerned with many of the airlines' common problems in regard to currency and exchange, taxation, charges, insurance and statistics.

An example of IATA's financial work is the IATA Clearing House, through which tile airlines settle monthly accounts for interline revenue transactions. It enables them to collect and pay their worldwide debts simultaneously by single cash settlement in either dollar or convertible sterling, regardless of the number of currencies involved.

### ***The Legal Committee***

The Legal Committee of IATA, composed of experts drawn from more than 20 airlines, is concerned with all legal matters having a bearing on international air transport. One of its main activities is formulation of the airlines' views in the development of international conventions affecting such matters as the liability of air carriers to their customers and to other parties, the commission of offence on board aircraft, the carriage of nuclear materials and the carriage of airmail.

### ***Technical Committee***

Cooperation of the airlines in operational and technical matters is challenged through the IATA Technical Committee, its annual technical conference and its various global and regional working groups. IATA technical activity is founded upon full exchange of information and experience among all the airlines.

IATA has played, and continues to play, an important role in the drafting of the ICAO Standards and Recommended Practices which form the accepted international pattern for the technical regulation of civil aviation, and cooperates closely with ICAO to encourage governments to implement them fully and keep them up-to-date. IATA works in much the same way with other organisations such as the International Telecommunications Union, the World Meteorological Organisation and the International Organisation for Standardisation.

### ***Traffic Conferences and Activities***

To unite its member airlines into a single commercial network, IATA has produced a series of interline agreements between them (to which many non-IATA and domestic airlines and sea carriers are parties as well) covering all phases of passenger, baggage and cargo handling, reservation

The Traffic Conference process arises from the peculiar nature of air transport. Every inch of the world's surface is accessible by air, and the airlines fly between most of their major cities over a maze of interrelated routes. Yet each government reserves complete control over its own share

of the airspace and the right to determine what its air services may charge the public. International fares and rates and conditions which underline them must therefore be fixed by international agreements in which virtually every country has some direct or indirect concern.

### ***Tariff Coordination Activities***

The negotiation of international fares and rates for submission to various governments arises from the special nature of air transport. Airlines operate between most major cities, criss-crossing routes. For an airline any country is accessible by air. Today governments in most countries of the world reserve control over their own airspace as also over what air carriers may charge the public for using their services. The subject of international fares and rates and the conditions which underline them are the subjects in which almost every country has some direct or indirect concern.

### ***Facilitation***

Another service of traffic is the facilitation section. In an industry based on speed, economy and service, red—tape is a serious matter. Customs, immigration and health regulations hamper and delay the efficient transportation of passengers and cargo. Delays can add millions of dollars to the cost of operation. With international airlines operating in almost 200 countries, and their operations subject to the regulation requirement of numerous public authorities in every country, cooperation becomes very vital. Cooperation starts with the airlines themselves. A programme to cut red-tape is worked out and constantly reviewed by the IATA Facilitation Advisory Committee. For implementation, it passes into the hands of more than 10 airlines personnel at the headquarters of their respective

### ***IATA Allied Service***

IATA performs many other widely varied functions. It collects and issues industry statistics. It is a documentation centre and publishes on behalf of its members, issuing internal manuals, tabulations of airlines distances, technical surveys, reports and other important industry information.

## World Travel and Tourism Council (WTTC)

The **World Travel & Tourism Council (WTTC)** was conceptualized in the early 1980s when a group of CEOs came to the realization that although Travel & Tourism was the largest service industry in the world and the biggest provider of jobs, nobody knew it. There was no consolidated data or voice for the industry to give the message to elected official and policy makers. WTTC was established in 1990 and today the Council is positioned as the global business leaders' forum for Travel & Tourism, comprising the Chairmen and Chief Executives of 100 of the world's foremost organizations, representing all regions and sectors of the industry; a membership list is attached. The World Travel & Tourism Council (WTTC) is the forum for business leaders in the Travel & Tourism industry. With Chief Executives of some one hundred of the world's leading Travel & Tourism companies as its Members, WTTC has a unique mandate and overview on all matters related to Travel & Tourism. WTTC works to raise awareness of Travel & Tourism as one of the world's largest industries, supporting 255 million jobs and generating 9 per cent of world GDP.

WTTC 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:

1. Governments recognising Travel & Tourism as a top priority
2. Business balancing economics with people, culture and environment
3. A shared pursuit of long-term growth and prosperity

The Council regularly sets Strategic Priorities with a view to identifying those issues which most impede the operation or development of the sector. Details of the issues on which the World Travel & Tourism Council is currently campaigning can be reached through the left-hand navigational menu. WTTC's success in generating a climate of understanding of the importance of Travel & Tourism is based on its high quality and authoritative research into the facts about Travel & Tourism, and into the issues affecting the sector; ability to harness the unrivalled the knowledge and experience of the Council Members, who number the most prominent executives in the industry; willingness to collaborate with

other leading industry bodies in pursuit of mutual aims; Visible, timely and newsworthy programme of communications - including its famous Summit meetings - to inform discussions between the Travel & Tourism industry, governments, and the community at large.

### **Conclusion**

The enormous amount of activities of Tourism Organisations leave no stone unturned in the administration of tourism so as to provide the best possible service to the passengers as well as tourists.

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## Lesson 4.2 - Indian Tourism Organizations

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### Introduction

The formations of Tourism Organisations in India were begun even before the independence to India. It is important for every tourism administrator of the present generation to know about the fledgling stages of the Department and Ministry of Tourism in the Government of India to appreciate the amount of work needed for a successful conduct of Tourism Service.

### Department of Tourism, Government of India

The base work for the formation of Department of Tourism in Government of India was through the recommendations of Sir John Sargent's Committee whose primary suggestion was to have a separate organisation to look into the development of Tourism in India. In the year 1948, an ad-hoc tourist traffic committee was constituted in the Ministry of Transport for the purpose of development of Tourism in India. The committee consisted of members from transport and hotel industries. This ad-hoc committee aimed to measure the number of arrivals of tourists in India and to attract tourist from foreign countries. The Committee decided to go for some form of marketing or awareness creation about India among the citizens of America by opening a tourist Office in New York, USA. The work of ad-hoc tourist traffic committee of the Ministry of Transport, Government of India was so good that the Government of India took development of tourism more sincerely. Therefore, the ad-hoc tourist traffic committee was upgraded to the status of a Branch namely Tourist Traffic Branch in the Ministry of Transport in 1949. This Tourist Traffic Branch had the additional objective of disseminating or providing the information on tourism in India with the places of attractions, modes of accessibilities and approved centres of accommodation. The efforts of this tourist traffic Branch were useful in knowing the magnitude of the tourist traffic to India. In the year 1951, the number of international tourist traffic to India was measured as 16,829. This measurement was a

revelation for the tourism planners of the Nation. It revealed that even with such a minimal infrastructure for tourism, the number of arrivals was substantial. On the other hand, if the arrival was so good even without any appropriate agency for the dissemination of tourism information about India in the foreign countries then it will certainly be much higher with an organised approach.

In 1952, 'India Tourist Office', the first tourism promotional office for India in abroad was opened in New York. Through this office, the citizens of United States of America were given information on the places of tourist attractions in India, the accessibility and the accommodation centres through well designed brochures and pamphlets. Similarly, a special staff was appointed in the office of High Commission for India in Srilanka and in the office of High Commission for India in Australia for the purpose of Tourism Promotion among the citizens of Srilanka and Australia respectively.

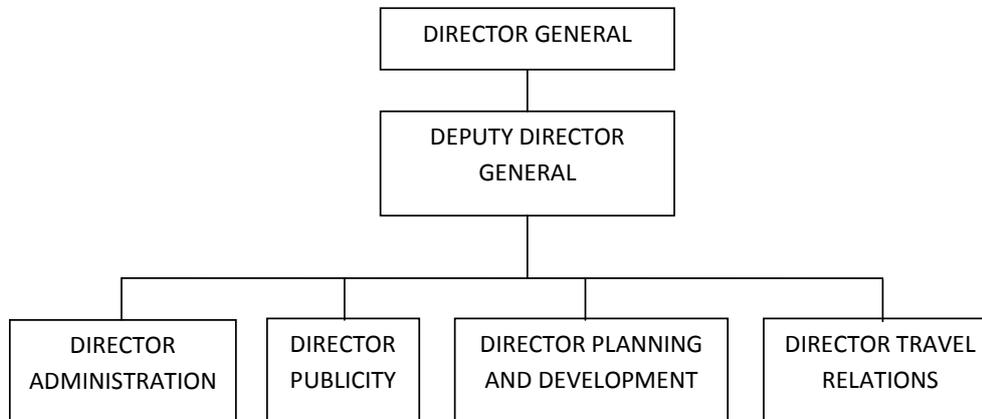
In July 1955, the first 'India Tourist Office' in Europe was opened in London. It certainly was the beginning of a new phase for the development of the organised tourism in India. Continuing on this several offices of India Tourist offices were opened in various international cities of Europe. They were, one in Paris, France in February 1956, one in Frankfort, Germany in September 1956, one in Melbourne, Australia in September 1956, and the other in New Zealand also in September 1956. Similarly on the occasion of the 2500<sup>th</sup> year of Lord Buddha in 1956, the Buddhist Pilgrims were gifted with a full-fledged India Tourist office at Colombo, the capital of Srilanka to help on their pilgrimage to the Buddhist sites in India.

Thus, the tourist traffic branch of Ministry of Transports, Government of India was made as a division called Tourist Traffic Division. This Tourist Traffic Division had four sections namely:

- (i) Tourist Traffic Section
- (ii) Tourist Administration Section
- (iii) Tourist publicity section and
- (iv) Distribution section.

The performance of these four branches or the sections of the Tourist Traffic Division from their inception in 1955 – 1956 to 1957 –

1958, a period of two years was so massive that the Government of India decided to formulate a separate Department for Tourism. On March 1, 1958, a separate Tourist Department in the Ministry of Transport and communication came into existence in place of the Tourist Traffic Branch.



### Original Structure of Department of Tourism in 1958

From the Fig, it is clear that the Department of tourism has its highest officers as Director – General of Tourism. He is assisted by Deputy Director – General of Tourism to whom the Directors of each of the Divisions namely Administration, Publicity, Planning and Development, and Travel Relations report their work and the progress of these divisions. By the establishment of this Department of tourism, the work of promotions when it was a Tourist Traffic Division has got increased to the stage of promotional and organisational. It was carried out with separate divisions namely

- (i) Planning and Programming
- (ii) Publicity and Conference
- (iii) Travel Trade and Hospitality
- (iv) Accommodation
- (v) Supplementary accommodation and Wild life.
- (vi) Market Research and
- (vii) Administration

These divisions were engaging themselves in the activities.

- (i) Dissemination of tourist information about India both within the nation and at International cities.

- (ii) Liaison with travel organisation of private and of other countries.
- (iii) Development of tourist facilities to international tourists.
- (iv) Publicity of tourism importance of the Nation both among the citizens and foreigners.
- (v) Provision of easier passage to foreign tourists by simplifying travel formalities.
- (vi) Monitoring and Regulating the tourist trade.
- (vii) Collection and compilation of tourist traffic static.

In 1963, the tourist arrivals dropped to just of 5,444/- in one year. Hence an ad-hoc committee on Tourism under the chairmanship of L.K.Jha in 1963 was formulated. The Jha committee through its careful analysis made a 15 point suggestion as listed below.

1. Grant of landing permits for the international flights for more than 72 hours.
2. Opening of additional tourist offices abroad.
3. Provision of shopping and entertainment facilities.
4. Setting up of three Government corporations to develop hotels, transport and entertainment facilities.
5. Need to build 5,500 additional hotel rooms within the next five years.
6. Official approval of restaurants, carriers, shops and guides.
7. Improvement of facilities at International airports.
8. Provision of adequate facilities by Indian Airlines.
9. Introduction of the permit room system in Delhi, which is mainly for the regulation of users of alcoholic beverages.
10. Import of cars.
11. Training of immigration and custom staff.
12. Increase of Tourist publicity.
13. Integrated development of a few selected tourist centres.
14. Stoppage of leakage of foreign exchange and
15. Standing Committee of main departments for reviewing inadequacies.

Thus, the Jha committee gave a complete dimension to tourism operations in India by the Government.

Further to these developments, the Department of Tourism in the Ministry of Transport was renamed as the Department of Transport and Shipping and Tourism under the newly formulated Ministry of Transport and Civil Aviation.

The next major move by the Government of India towards the implementation of the Jha Committee was establishment of three separate corporations exclusively to attend to the development of hotels, transport and entertainment facilities. The three corporations were started in 1966, they were named India Tourism Hotel Corporation, which was subsequently renamed as Hotel Corporation of India Ltd., India Tourism Corporation Ltd., and India Tourism Transport undertaking Ltd., These corporations gave ample activities for the Government of India to attend towards tourism development. This increase in the number of activities for development of tourism through these corporations found that the majority of tourists reach India only Via Air-Travel and also the tourist prefer air-travel within India for the purpose of Tourism. This prompted the Government of India to join the activities of the organising tourism in India to the Department of Aviation. Thus on September 18, 1966, the Department of Aviation and Tourism under the Ministry of Transport and Aviation was born.

Further to this, there was another change in the nomenclature of Department of Tourism. This happened on March 13, 1967 when the Department of Aviation and Tourism was separated from the Ministry of Transport so as to be named as Department of Tourism and Civil Aviation under the newly formulated Ministry of Tourism and Civil Aviation in the charge of a Cabinet minister. Thus Tourism got a separate Department and a Ministry for the purpose of its development in India. It may be noted here that Dr. Karan Singh of Kashmir was the first Cabinet Minister for Tourism.

The activities of Department of Tourism and Civil Aviation under the Ministry of Tourism and Civil Aviation are as listed below.

- i) Compilation, collection and dissemination of tourist information in India and abroad and attending to enquiries from International

Tourists, tour operators and the travel industry such as airlines, steamship companies and hotels.

- ii) Co-operation with international travel and tourist organisations at Government and non-Government levels.
- iii) Facilitation work such as simplification of frontier formalities for international tourists.
- iv) Development of tourist facilities of interest to international tourists.
- v) Publicity at home and abroad with the object of creating an overall awareness on the importance of tourism.
- vi) Regulation of the activities of various segments of the travel trade, such as hotels, youth hostels, travel agents, wild life, out fitters, guides, tourist car operators and shopkeepers catering to tourist needs.
- vii) Compilation of statistics and market research on international tourist traffic to India and their utilisation for more effective tourist promotion.

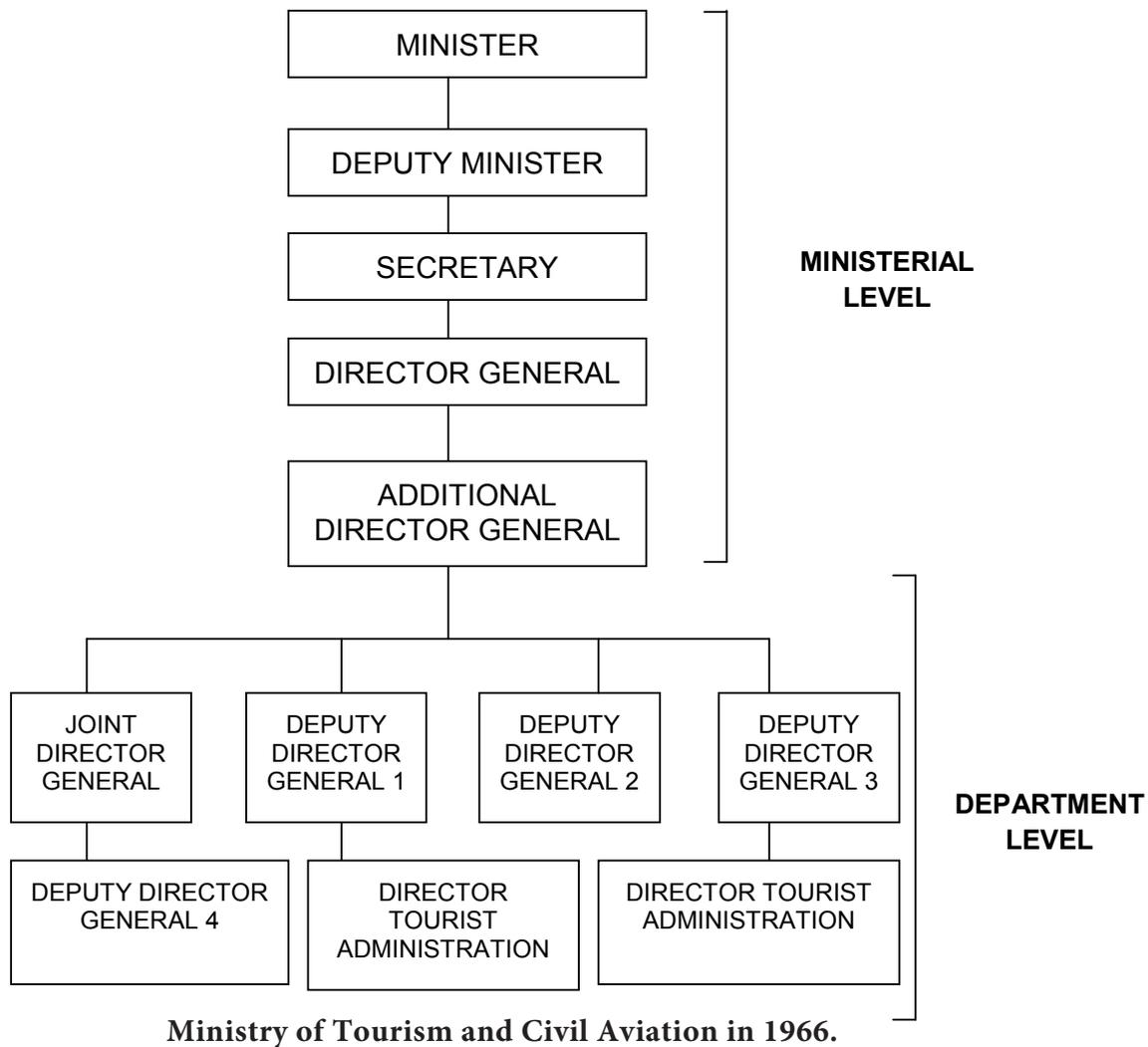
These developments provided a perfect platform for the Government of Tourism to form the Ministry of Tourism at the apex level in 1966.

The Fig shows the major differences between these two levels are at the ministerial level the policy matters are decided whereas in the Department level it is only the operational level.

Every Directorate or the office of the Director is given exclusive issues of concern. The Joint – Director General was dealing matters concerning Hotels. The Deputy Director General:

- (1) Was in charge of Publicity, Promotion, Training Programmes and Conferences. The Deputy Director General
- (2) Was taking care of Travel Trade Hospitality Programmes. The Deputy Director General
- (3) Was looking after Planning and Programming. The Deputy Director General

- (4) Was responsible for Supplementary Accommodation, Wild life. In the case of Director Tourist Administration the actives were relating to Administration, Finance and Co-ordination. Finally for the Director Market Research the assignment was to collect and compile the travel statistics.



The Ministries the Department of Tourism and civil aviation is given a representation in various committees and advisory bodies. They are,

1. Standing Facilitation committee of the Director General of Civil Aviation (DGCA).
2. Advisory committee of the Indian Airlines.
3. Civil Aviation Development Fund Committee.
4. Export – Import Advisory Council.

5. Central Advisory Board of Archaeology.
6. Indian Board for Wild life.
7. Hotel Industry study Groups of the Ministry of Labour and Employment.
8. Aerodrome planning Group.
9. Ad-hoc committee to review statutory rules regarding the use of protected monuments and sites for holding public functions sponsored by the Government and non – Government organisation etc.
10. Governing Body of the Institute of Hotel Management, Catering Technology and Nutrition located at various places namely New Delhi, Mumbai, Kolkata and Chennai.
11. India Tourism Development Corporation (ITDC).
12. Central Post and Telegraph Advisory Council.

Thus in just nearly twenty years the activities of promotion of Tourism was well formulated as Department of Tourism and Civil Aviation.

### **India Tourism Development Corporation (ITDC)**

The **India Tourism Development Corporation Limited (ITDC)** is Hospitality, retail and Education company owned by Government of India, under Ministry of Tourism. Established in 1966, it owns over 17 properties under the Ashok Group of Hotels brand, across India. 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. Mission Statement: To provide leadership and play a catalytic role in the development of tourism infrastructure in the country and to achieve excellence in its strategic business units through professionalism, efficiency, value for money and customer focused service.

Broadly, the main objectives of the Corporation are:

- To function as an efficient corporate house with improved productivity levels and profit margins.
- To be a major player in the development of tourism infrastructure in the country.

- Achieve high level of productivity of its employees by way of better training, motivation, and HRD techniques.
- To play an active role in associating State Governments and State Tourism Development Corporations in conceptualizing and execution of tourism projects, publicity, promotion and training.
- To rationalize/ right-size the manpower to have a lean, thin and efficient organization.
- To create value for the shareholders.
- To ensure customer delight by providing value for money.
- 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 & Tourism Management of the Corporation imparts training and education in the field of tourism and hospitality. Presently, ITDC has a network of eight Ashok Group of Hotels, six Joint Venture Hotels, 2 Restaurants (including one Airport Restaurant), 12 Transport Units, one Tourist Service Station, 37 Duty Free Shops at International as well as Domestic Customs Airports, one Tax Free outlet and two Sound & Light Shows.

### **Indian Association of Tour Operators (IATO)**

Indian Association of Tour Operators (IATO) is the national association of tour operators. Founded on 13th January 1982 with just seven members, it has now over 4000 members from different segments of the tourism industry like travel agents, hotels, airlines, government tourism departments/ development corporations, educational institutions, transport operators and both national and international tour operators. IATO has been the forum for the Tourism Industry for addressing crucial industry issues, at various levels. During the 1982 convention, IATO's demand for the Tourism Industry's recognition as EXPORTERS was finally accepted by the Government in 2002. IATO has constantly been discussing important issues at different fora and with persistent persuasion have attained the unique position of being the Industry's prime contact with the Government.

While the Industry's issues are the prime focus of IATO as the National apex Body, IATO has whole heartedly participated in its Social Obligations. IATO has supported all major National Causes, contributed by Relief emergency operations in National Crisis and calamities. IATO has also been actively involved in development of Professional Human Resources in the Tourism Industry, by providing on the Job Training to the students from Different Tourism Institutes and organizing special need based courses for training in the Industry.

IATO interacts closely with the Government on all critical Issues affecting the Tourism Industry in India with the highest priority to Tourism facilitation. It interacts closely with all Government Ministries / Departments, Chambers of Commerce and Industry, Diplomatic Missions etc. It acts as the common medium between the Decision Makers and the industry, and presents the complete perspective to both sides, synergising their common agenda of Tourism facilitation. All IATO members observe the highest standards of professional ethics and offer personalized service to their clients. Being the National Apex Body of the Tourism industry, IATO is always actively responsive to its social responsibility. All IATO members actively participate in meeting their Social Obligations not only during national emergencies and natural calamities but also as an ongoing venture.

IATO has five categories of membership: Active, Allied, Associate, International and Honorary. All its active members are recognized and approved by the Indian government's Department of Tourism and have at least three years experience of handling International Tourists to India, before being admitted to the IATO fraternity. IATO's affairs are managed by an Executive Committee, elected by the Active Members every two years. The Executive Committee is headed by The President with a team of six Office Bearers and 9 Executive Members. The Executive Committee meets every month to discuss current Tourism Industry and Membership Issues. IATO networks through its State Level Chapters at the local level where all local issues are handled at the appropriate level.

IATO member meet every month on the first Saturday, for interaction with each other and with a Guest Speaker, who delves on current issues. The members are updated on the events of the month at this meet. With the feedback from the Chapters and the Action Committees, unresolved and major issues are focused and discussed at the IATO Annual Convention. All IATO annual conventions are held in different States of India every year. Different States vie for each other to hold this National Industry Convention.

### **Aims and Objectives**

The INDIAN ASSOCIATION OF TOUR OPERATORS has been founded in the general interest to promote international understanding and goodwill to the ultimate advantage. All income of the Association shall be utilized towards the promotion of the aims and objectives of IATO.

The aims and objects of the Society are as follows:

- To promote national integration, welfare and goodwill
- To take all steps which may be necessary for promoting, encouraging and assisting in the development of tourism throughout the country and to take initiatives to secure the welfare of the Tourism Trade in all respects.
- To Communicate with Chambers of Commerce, other Mercantile and Public Bodies in India, Government Departments or Committees, International Air Transport Association and various foreign

and local associations and corporations, companies and concerns and promote measures in the interests of the travel trade and nominate members to act on them.

- To encourage and promote friendly feelings among the tour operators and travel agents on all subjects involving their common good and benefit.
- To try to amicably settle the disputes of the members of this Association by referring the disputes for settlement to a sub-committee to be constituted for such purpose by the Executive Committee.
- To protect the interest of the members of this Association from the malpractices of foreign tour operators
- To set up and maintain high ethical standards in the industry
- To undertake such welfare activities which the members can not undertake individually.
- To get affiliation with similar organisation in other countries.
- To promote equal opportunities for all visitors to enjoy the Tourism & Travel facilities without distinction of race, colour, creed or nationality.
- To organise overseas promotional tours jointly with various airlines and Govt. of India Tourist Office abroad and other similar organisations.
- To conduct aiding and assisting seminars, group discussions, course of studies, cultural meetings.
- To institute awards for excellence in tourism related activities.
- To assist students by scholarship to pursue higher education, study and research particularly in the field of Development of Tourism and International Brotherhood, both in India and outside the country.
- To institute chairs and fellowships in India
- To take initiative and ensure that the problems affecting any of the services relating to the tourism trade are sorted out through the mediation of the Association, failing which joint legal action to

be taken for and on behalf of the members of the Association for settling such problems.

- To produce regular reports about the achievements of the members of the Association and to do all such things as are incidental or conducive to the above objects.
- To print and publish information material for the benefit of its members.

### **Travel Agents Association of India (TAAI)**

The Travel Agents Association of India (TAAI) was formed towards the end of the year 1951 by a group of twelve leading travel agents, who felt the time had come to create an Association to regulate the travel industry in India along organized lines and in accordance with sound business principles.

The primary purpose was to protect the interests of those engaged in the industry, to promote its orderly growth and development and to safeguard the travelling public from exploitation by unscrupulous and unreliable operators.

In the following years, the Association's membership has swelled steadily from the original 12 to approximately 2500 members consisting of Active, Associate, Allied, Government and Non-Resident.

- TAAI is a professional coordinating body of different segments of the travel and tourism industry.
- TAAI is the Nodal Association of India.
- TAAI is non-political, non-commercial and a non-profit making organization.

TAAI is recognized as the main representative body of the travel and tourism industry.

### **Aims and Objectives**

- TAAI is conscious of the interest of the travelling public and maintains high ethical standards within the travel trade.

- TAAI aims at the development of the travel and tourism industry in India by constantly improving the standard of service and professionalism in the industry so as to cater to the needs of the travelers and tourists from within India and overseas.

TAAI is engaged in promoting mutual co-operation among the different segments of the travel and tourism industry, among TAAI members, by contributing to the sound progress and growth of the industry as a whole.

#### **Activities of TAAI**

- TAAI functions as a powerful platform for interaction of thoughts and experiences.
- TAAI helps promote, maintain and stimulate the growth of travel and tourism in the industry.
- TAAI educates and equips the members to meet the challenges of tomorrow through conventions and seminars.
- TAAI draws the attention of the controlling and regulatory authorities in the country and discusses with them the problems of the industry and works for the survival and betterment of its members.
- TAAI maintains close contact with world bodies and represents matters affecting the travel and tourism industry of the country.
- TAAI gathers useful information on travel and tourism and disseminates the same to its members for their guidance.
- TAAI helps develop better understanding among the different segments of the travel industry and brings them into its fold by offering membership under different categories.
- TAAI fosters fraternity among its members.

TAAI has signed several MOU's with various Travel Agents Associations in neighboring countries and around the globe.

## **Federation of Hotel and Restaurant Association of India (FHRAI)**

The Federation of Hotel & Restaurant Associations of India, often known by the acronym, FHRAI, is the Apex Body of the four Regional Associations representing the Hospitality Industry. FHRAI provides an interface between the Hospitality Industry, Political Leadership, Academics, International Associations and other Stake Holders.

FHRAI is committed to promote and protect the interests of the Hospitality Industry. Established in the year 1955, FHRAI was sponsored by the four Regional Associations representing the Eastern, Northern, Western and Southern regions of India. The Memorandum of Association was signed by the doyens of the Industry on 15th April, 1955. The principle mission of FHRAI is to Represent, Promote and Develop the Hospitality Industry in India.

In the path to fulfill the mission, FHRAI

- Represents the Hospitality Industry through the pre-budget memorandum presented to the Government.
- Represents the Hospitality Industry on the matters of taxes, regulations and relief
- Lobbies for the before the Ministries and Agencies of the Central Government.
- Interacts continuously regarding these matters with Regional Associations, State Associations and Members.
- Sends representations to various State Governments on matters affecting the Industry in that State.
- Keeps the Members informed about the developments in Legal matters, trends and developments in the national and international trade scenario.

By actively seeking better privileges and more concessions for the Industry, FHRAI members are always kept abreast with the latest trade information and trends, statistical analysis and reports on various topics that have a direct impact on the Industry, Government notifications and circulars. FHRAI helps the Hospitality Industry to grow, prosper and

keep in pace with the development in the International scenario. With more than 3691 members comprising of approximately 2358 hotels, 1178 restaurants, 155 associate members and the 4 regional associations, FHRAI is truly the voice of the Hospitality Industry that brings several million dollars to the exchequer and employs more than 17 million direct workers.

FHRAI is the voice of the Hospitality Industry and provides an interface between the Hospitality Industry, Political Leadership, Academics, International Associations and other Stake Holders. FHRAI is committed to the progress of the Industry through the various activities like education and training, research and publication, Annual Convention to promote interaction with Government officials, political leaders and stake holders of the Industry.

FHRAI is managed by the Executive Committee headed by the elected President having a tenure of one year. The Executive Committee comprises of members from the four Regional Associations. The day-to-day business is conducted by the Secretariat headed by the Secretary General. Over the years FHRAI has strived to fulfill the mission that the Federation has set for itself; that of representing, promoting and developing the Hospitality Industry in India. There have been many successes along the way and the past one year has been especially fruitful.

### **Conclusion**

Formation of Tourism Ministry and the development of India Tourism Development Corporation created a professional approach to Tourism in India. In continuation to this various organisations came to existence.

### **Self Assessment Questions**

1. Explain the functions of IATA
2. Describe the organizational set up of UN WTO.
3. Discuss on the role of PATA in the development of tourism industry.
4. Write a note on WTTC.

5. Explain the formation of Ministry of Tourism, Government of India.
6. Explain the role of ITDC in the development of tourism in India.
7. Discuss how TAAI protects the interest of the travel agents in India.
8. Describe the activities carried out by FHRAI.
9. Write a note on the functions of IATO.

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## UNIT - V

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### Tourism Developmental Plans

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#### Abstract

The tourism developmental plans have many aspects of coordination as tourism is a multifaceted activity. This Unit discusses on the process of tourism developmental plans that have been done in our Nation.

#### Learning Objectives

- To understand the role played by twelve five year plans of India in the growth and development of tourism industry in the country;
- To have an over view of National Action Plan for Tourism in India;
- To discuss and understand the concept of sustainable tourism development and the code of ethics to be followed by the participants of tourism system.

#### Unit Structure

Lesson 5.1 - Tourism Planning and Development

Lesson 5.2 - Tourism Planning in India

Lesson 5.3 - Sustainable Tourism Development and Code of Conduct

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## Lesson 5.1 - Tourism Planning and Development

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### Introduction

Good tourism planning provides profitable development and brings positive economic and social benefits to the community, it also carries inevitable drawbacks. Therefore, developers must incorporate ways to enhance human welfare and happiness. These include insistence on quality architectural, landscape, and environmental design; planning for transportation; and energy conservation and education.

If such diverse goals are to be achieved, planners must implement a model that will guide their thinking by incorporating each aspect (including various political aspects) into a master plan. These include zoning, road maintenance, water and sewage treatment systems, and promotional expenses. An official body, financed through tourist earnings, is useful in keeping abreast of socio-economic activities in the industry as well as dealing with other problems such as stabilizing prices, forecasting demand, keeping an inventory of potential national tourist resources, and arranging publicity campaign.

### Tourism Planning Vs Tourism Policy

Because tourism policy formulation and tourism planning are very directly related to one another, it is important to distinguish between the two, to identify their similarities and their differences in a tourism context. Their similarities are as follows:

1. They both deal with the future development of a tourism destination or origin.
2. They both emphasize the strategic dimensions of managerial action, although planning must also address a number of tactical concerns

Their differences are listed below:

1. Policy is the stand point of an administration

2. Policy formulation is definitely “big picture”, while much of planning is characterized by an attention to detail.
3. Policy formulation is a creative, intellectual process, while planning is generally a more constrained exercise by the Government.
4. Policy, particularly its visioning component, has very long-term strategic emphasis, while planning tends to be a more restrictive in its time horizon Such as one, five, ten and even twenty years plans.
5. Policy formulation must allow newer circumstances and technologies to be considered. In contrast, planning tends to assume current conditions and technologies, with some allowances for predictable change.
6. Policy formulation tends to emphasize a systematic determination of ‘what’ should be done in long term tourism development, while planning tends to emphasize the ‘how’ for achievement of specific destination goals.

### **Need for Tourism Planning**

The decision to develop tourism or expand present tourism development in a community, a region, or a country must be studied carefully. The socio-economic benefits from tourism are powerful. Tourism development looks attractive to both developed and underdeveloped countries with the right preconditions- some combination of natural, scenic, historical, archeological, cultural, and climate attractions. Tourism is a growth industry; and while that growth may show some slowing in the short run, the long run prospects are good. The expected continued growth is based on continually rising per capita incomes, lower travel costs, increased leisure time, and changes in consumers’ tastes and preferences toward travel, recreation and leisure goods and services. Many advocates look at tourism as a panacea for solving an area’s development problems. This view is unrealistic because benefits may be accompanied by detrimental consequences. A review of some advantages and disadvantages arising from tourism development will indicate why careful planning is necessary. Major arguments for tourism are that it.

1. Provides employment opportunities, both skilled and unskilled, because it is labour-intensive industry.
2. Generates a supply of needed foreign exchange.

3. Increases incomes
4. Creates increased gross national product.
5. Requires the development of an infrastructure that will also help stimulate local commerce and industry.
6. Justifies environmental protection and improvement
7. Increases governmental revenues
8. Helps to diversify the economy
9. Creates a favorable worldwide image for the destination.
10. Provides tourist and recreation facilities that may be used by a local population who could not otherwise afford to develop facilities.

Some disadvantages of tourism are that it

1. Develops excess demand
2. Creates leakages so great that economic benefits do not accrue
3. Diverts funds from all promising forms of economic development
4. Creates social problems from income differences, social differences, introduction of prostitution, gambling, crime and so on.
5. Degrades natural physical environment
6. Degrades the cultural environment
7. Poses the difficulties of seasonality
8. Increases vulnerability to economic and political changes
9. Adds to inflation of land values and the price of local goods and services
10. Creates antipathy over visitors.

Consequently, tourism is not always a panacea. On the contrary, over development can generate soil and water pollution and even people pollution, if there are too many visitors at the same place at the same time. Consider automobile and bus traffic congestion, inadequate parking, hotels dwarfing the scale of historic districts, and displacement of the community-serving businesses by tourist serving firms, leading to degradation of the quality of life rather than improving it.

Further more, too many visitors can have a harmful impact on life in the host country and on the visitors themselves. The beautiful landscape can suffer through thoughtless and unwise land development

and construction methods. And customers and crafts can be vulgarized by over emphasis on quantity and cheapness. These responsibilities cannot really be blamed on tourism, but rather on over commercialization. Tourism is one of the world's greatest and most significant social and economic forces. But government officials and business people must weigh economic benefits against the possible future degradation of human and natural resources.

Tourism development must be guided by carefully planned policy, a policy not built on balance sheet and profit and loss statements alone, but on the ideas and principles of human welfare and happiness. Social problems cannot be solved without a strong and growing economy that tourism can help to create. Sound development policy can have the happy result of a growing tourist business, along with the preservation of the natural and cultural resources that attracted the visitors in the first place. Planning is critical to have sustainable development and protecting the environment. Viewing comprehensively the relationship between tourism and community, state, regions, and countries requires consideration of many difficult issues: the quality of architecture, landscape and environmental design; environmental reclamation and amenity; natural conservation; land use management; financial strategies for long term economic development; employment; transportation; energy conservation; education, information and interpretation systems and more.

### **The Planning Process**

Proper planning of the physical, legal, promotional, financial, economic, market, management, social and environmental aspects will help to deliver benefits of tourism development. Good planning defines the desired result and works in a systematic manner to achieve success. The following steps briefly describe a logical sequence.

- 1. Define the system.** What is the scale, size, market, character, and purpose? Formulate objectives. Without a set of objectives, the development concept has no direction. The objectives must be comprehensive and specific and should include a timetable or completion.
- 2. Gathering Data.** Fact finding, or research, provides basic data that are essential to developing the plan. Examples of data gathering

are preparing a fact book, making market surveys, undertaking site and infrastructure surveys, and analyzing existing facilities and competition.

3. **Analyze and interpret.** Once collected, the many fragments of information must be interpreted so the facts gathered will have meaning. This step leads to a set of conclusions and recommendations that leads to making or conceptualizing a preliminary plan.
4. **Create the preliminary plan.** Based on the previous steps, alternatives are considered and alternative physical solutions are drawn up and tested. Frequently scale models are developed to illustrate the land use plans; sketches are prepared to show the image the development of the project; financial plans are drafted from the market information, site surveys and the layout plan to show the investment needed in each phase of the project and the cash flow expected; and legal requirements are met.
5. **Approve the Plan.** The parties involved can now look at plans, drawings, scale models, estimates of costs, and estimates of profits and know what will be involved and what chances for success or failure will be. While a great deal of money may have been spent up to this point, the sum is relatively small amount compared to the expenditures that will be required once the plan is approved and master planning and implementation begin.
6. **Create the final Plan.** This phase typically includes a definition of land use; plans for infrastructure facilities such as roads, airports, bike paths, horse trails, pedestrian walkways, sewage, water, and utilities; architectural standards; landscape plans; zoning and other land –use regulations; and economic analysis, market analysis, and financial programming.
7. **Implement the Plan.** Implementation carries out the plan and creates an operational tourism development. It also follows and evaluates the progress. Good planning provides mechanisms that give continuing feedback on the tourism project and the levels of consumer satisfaction achieved.

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## Lesson 5.2 - Tourism Planning in India

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### Introduction

Tourism planning in India started quite late with the first tourism policy being announced by the Government of India in November, 1982 after tourism was recognized as an industry by the Planning Commission of India in June, 1982. In July, 1986 the Planning Commission of India set up the National Committee on Tourism in order to formulate plans for this sector. The government's initiatives of incorporating a planned tourism sector in India went a long way in boosting Indian tourism. In May, 1992 the National Action Plan for tourism was announced. Tourism planning in India has increased by leaps and bounds in the last few years and the government and Department of Tourism needs to make continuous efforts to ensure that tourism planning in India takes the tourism sector of the country to greater heights on a sustainable basis.

### Tourism Development and Five Year Plans

India adopted a policy of development through planning in 1952 when the first five-year plan for development of Indian economy was drafted by the newly established Planning Commission. The first Indian Prime Minister, Jawaharlal Nehru presented the first five-year plan to the partition of India and needed urgent attention.

#### The First Five Year Plan (1951-1956)

The total planned budget of ₹2069 crore was allocated to seven broad areas: irrigation and energy (27.2 percent), agriculture and community development (17.4 percent), transport and communications (24 percent), industry (8.4 percent), social services (16.64 percent), land rehabilitation (4.1 percent), and for other sectors and services (2.5 percent). Although tourism activity had started in a modest way in the early fifties in India, the Planning Commission did not take note of it till the second plan

### **The Second Five Year Plan (1956-1961)**

A modest provision of ₹ 336 lakhs was made in the plan for development of tourist infrastructure for a five-year period within central and state sectors. In the fifties, there was little awareness in the country of the economic or social significance of tourism. Development had to begin with the provision of basic infrastructure, especially at important places of tourist interest where there were little or no facilities. The plan was divided into three parts. Part-I schemes dealt with the development of accommodation at places of international tourist interest, where foreign tourists could be attracted. The expenditure on such projects was incurred totally by the central government. Part-II schemes included development of tourist facilities at places of interest of domestic tourists, which could also interest overseas visitors. On such projects, the central government met half the expenditure and the states met the rest. Part –III scheme included projects which were primarily of domestic interest and were financed by the state governments. A number of tourists bungalows were constructed all over the country under the Part-I scheme, now named “Travellers Lodges”, and some of them are still managed by the Indian Tourism Development Corporation (ITDC). Most accommodations built under Part-I scheme were transferred to the States.

### **The Third Five Year Plan (1961-1966)**

In the third plan the practice was continued resulting in a network of tourist facilities in areas where none existed before. Bodh Gaya, Khajuraho, Bhubaneswar, Konark, Mahabalipuram, Sanchi, Tiruchirapalli, Kanchipuram, Madurai and several other places were provided basic facilities acceptable to foreign tourists.

### **Three Annual Plans (1966-1969)**

Because of the Indo-Pakistan Conflict, two successive years of drought, devaluation of the currency, a general rise in prices and erosion of resources disrupted the planning process and for that duration planning commission of India has come up with three separate annual plans.

The allocation and expenditure during each of the annual plans are given next page:

Plan Period	Fund Allocation (Lakhs)	Amount Spent
1966-76	58.50	28.41
1967-68	87.68	42.66
1968-69	183.81	67.06

#### **The Fourth Five Year Plan (1969-74)**

The fourth five year plan had a chequered story. Since there were not enough funds for a continuous plan, separate annual plans were prepared and executed. Under the new arrangement, the Central Department of Tourism completely took over the planning and development of facilities suitable for overseas tourists while the state governments were assisted to develop facilities for domestic tourists. State governments were free to shape their plans the way they liked. No matching subsidy of fifty per cent was given by the centre. It was a good decision as the states started developing their own plans independently of central help though central guidance through the Department of Tourism and the Planning Commission was available.

In the annual plans, in addition to the development of infrastructure, tourism promotion overseas, especially the production of tourist literature for overseas markets, became part of the plan. The new arrangement enabled the Central Department of Tourism to expand its tourist promotion overseas by making available adequate quantity of better quality and variety of literature in a number of foreign languages.

The highlights of the fourth and fifth five-year plans were the beginning of two major projects in the central sector to attract destination tourist traffic, that is, those who come primarily to holiday in India and not on transit through India. According to a survey carried out by the Indian Institute of Public Opinion for the Department of Tourism, the share of destination traffic to India in 1961-62 was only 43.2 per cent. It rose to 52.2 per cent in 1964-65 and 73.3 per cent in 1972-73. Destination traffic at present is estimated to be over 75 per cent. Another change noticed in the pattern of traffic was predominance of the younger age group among international tourists visiting India. The largest number of tourists visiting India was in the age group of 31-50 years followed by 17-

30 years. Occupation-wise, the largest group consisted of professionals, educationists and students, followed by businessmen and those who professed no business- presumably retired or dependent housewives.

The primary reason for a change in pattern of traffic in India was the introduction of reduced fares on international air sectors. The approach to planning and development of tourism had, therefore, to undergo a change too. India was getting more destination tourists who could be persuaded to stay longer. A whole new field of recreational activities had to be developed in the country. It was decided in the mid-sixties to meet the requirements of the new class of visitors. A programme drawn in the fourth plan and continued in the fifth plan started with impressive allocations, but every year, it had to be pruned due to constraint on resources. In spite of all these difficulties, sixteen youth hostels of international standard were constructed and furnished in different parts of India to serve as catalytic models for the states to construct similar hostels elsewhere. Several forest lodges, tourist bungalows and two major resorts- the Kovalam Beach Resort and the Gulmarg Winter Sports Resort- were the results of the fourth and fifth plans, for destination tourist traffic.

#### **The Fifth Five Year Plan (1974-1979)**

The preamble of the fifth five-year plan for tourism explained the role of the centre and the state governments. The centre would undertake projects which relate to the promotion of international tourism and the states were advised to confine their projects to serve the needs of domestic tourists or budget tourists from overseas. The objectives laid down for the Central Department of Tourism were the provision of accommodation and transport to match the anticipated growth in international tourism, to develop new resorts and tours to spread traffic to different regions of the country.

#### **The Sixth Five Year Plan (1979- 1985)**

The sixth five-year plan envisaged very high targets of tourists-1.7 million by 1985 and 3.5 million by 1990- based on fifteen per cent annual growth of visitors to India- an impossible target. The targets, obviously, were highly exaggerated dreams which never materialized.

For the first time in the sixth five-year plan, the Planning Commission recognized the importance of tourism in the following words:

*Tourism, both domestic and international had rapidly won considerable recognition as an activity generating a number of social and economic benefits like promotion of national integration and international understanding, creation of employment opportunities, removal of regional imbalances, augmentation of foreign exchange earnings, thus redressing the balance of payments situation, etc. It is significant that many of these beneficial aspects of domestic and international tourism have special relevance to the socio-economic scene in India as emerging in the Sixth Plan period. Tourism also tends to give support to local handicrafts and cultural activities, both in urban and rural areas. Expenditure by tourists has a multiplier effect and also generates considerable tax revenue for government, both in the Central and State sectors. It is also relevant that the various multi-faceted socio-economic benefits of tourism are achieved with a relatively low level of investment.*

Having put forward the case for tourism convincingly the plan provided a meager outlay of ₹ 187 crores for the period 1980-85 under the central and state sectors. This worked out to 0.18 per cent of the total plan— one of the lowest allocations for any sector. Two interesting concepts were introduced in the sixth plan— the concept of travel circuits and tourist villages. Sixty one travel circuits were identified with 441 centres to be developed in the decade of the eighties. No tourist villages have been identified even today.

The travel circuits approach aimed at spreading tourism geographically and to enable every state in India to offer something to the visitors. Although the objective was desirable, the concept led to spreading India's resources so thinly that there was no visible development at any place during the eighties. The diversification of tourist centres all over India had to be matched the consumer demand. The consumer— especially the foreign visitor— was not likely to change his preference simply because it was a political necessity in India. As for tourist villages, the concept is laudable as it brings the visitors close to the Indian realities. But, again the plan remained on papers. At times, one wonders whether Indian planners read the previous plans when they write a new one!

The concept of Janata hotels, developed by the Janata government during the brief period they were in power, was given up in the new plan. The cost of building Janata hotels was not very different from better hotels. It was not possible therefore to offer low tariffs. The lonely Janata hotel at Janpath in New Delhi- Ashok Yatri Niwas- now charges ₹ 500 to ₹ 1,000 per night.

There were, however, provisions to expand in the sphere of supplementary accommodation like youth hostels, tourist bungalows, and tourist lodges, etc. Some expansion did take place in this area.

### **The Seventh Five Year Plan (1985-1990) – Focus on Outdoor Holidays**

In the seventh five-year plan tourism received significant notice. Tourism-related activities were given the status of an industry which implied that such business activities would in future be entitled to the same incentives and concessions as were applicable to an export industry. The concept of a large number of circuits gave place to the emphasis on outdoor holiday tourism- developing and strengthening infrastructure at beach and mountain resorts along with the normal activities of cultural tourism. India hoped to attract more people coming for an outdoor holiday.

Financial allocations for the Department of Tourism of the central government were enhanced from twenty-one crore rupees in the sixth plan to ₹ 120 crore in the seventh plan. Similarly, allocations for the states were increased three hundred per cent. The India Tourism Development Corporation (ITDC) was asked to find for itself- its allocation in the seventh plan were only eight crore rupees against forty-two crores in the sixth plan. It was directed not to build any more luxury hotels and to confine its activities to building only three-star accommodation.

### **Annual Plan (1991-1992)**

The year 1991-92 witnessed momentous changes in India and the world. In India, the year began with an economic crisis of unprecedented dimensions and also marked the beginning of a new era in planning. After the General Elections, with a new Government taking over the reins of power in the Centre, a new Planning Commission took office. In tune with the sweeping changes and developments that took place in many

parts of the world, the new government announced a number of bold and radical policy changes with a view to revitalising the sagging economy. In the process, it was decided that trade and industry would be increasingly freed from government control and that planning in India should become more and more indicative and supportive in nature.

### **Eighth Five-year Plan (1992-1997) – Development through Private Sector**

The eighth five-year plan underlines the fact that 15 states and 3 union territories had already declared tourism as an industry- four more states had declared hotels as an industry. The plan recommended that other states may also accord similar priority to tourism. The thrust during the eighth five-year plan was through the private sector. State governments, however, were expected to play a significant role in providing the essential infrastructure for tourism.

An important scheme included in this plan was the involvement of the private sector by providing better incentives and equity support towards the project costs. Another significant scheme for strengthening the tourism infrastructure was the “special Tourism Areas” scheme under which the participation of central/state governments and private sector is envisaged. Thrust in this plan was also on various activities concerned with adventure sports and adventure tourism, including mountains and beach tourism.

The government has recently announced a number of measures in the areas of industrial policy, trade policy, exchange rate management, fiscal policy, financial sector reforms and overall macro-economic management. The initiative taken by the government allows direct foreign investment upto 51 per cent in high priority industries, and hotels and tourism-related industries are part of the list. Industrial licensing has been abolished in most industries and hotels and tourism are among those freed from licensing. Non-resident Indians have been given a special package of incentives to participate in tourism projects.

The total allocation for the eighth plan for tourism was ₹ 990 crores of which ₹ 385 crores was earmarked for development of tourism infrastructure, ₹ 315 crores for marketing and publicity, ₹ 100 crores for

Tourism Development Fund; and ₹ 60 crores for manpower development through Hotel and Tourism Training Institutes. The plan also envisaged the establishment of an Institute of Mountaineering and Skiing had a provision of ₹ 4 crores. Domestic tourism hitherto ignored received attention of the central government with an allocation of ₹ 73 crores for its promotion.

The Tourism Development Fund, a new scheme, envisaged the construction of tourist accommodation of all types and other tourism-related projects like establishment of golf courses, amusement parks, recreational and adventure sports activities with the help of the state governments.

### **The Ninth Five Year Plan (1997-2002)**

The Ninth Plan for tourism is ambitious- it envisaged an expenditure of ₹ 1000 crores on tourism development over the five-year period. The policy objective in the Ninth Plan was to work towards creating a tourism product that provides the persons travelling to various places a pleasant experience on their trips, through an environment of peace, stability, security and an integrated system of physical infrastructure that does not fail.

Tourism should become a unifying force nationally and internationally, fostering better understanding through travel. It should also help to preserve, retain and enrich our world-view and life-style, our cultural expressions and heritage in all its manifestations.

People's participation in tourism development including Panchayati Raj institutions, local bodies, non-governmental organisations and enterprising local youth has to be encouraged to create public awareness and to achieve a wider spread of tourist facilities

The infrastructure projects which are commercially viable, was funded by the Govt. under the Equity Scheme except in the North Eastern States and selected hill districts in the country. The existed pattern of funding applied only to purely promotional and product development projects and in the North East Region and selected hill districts where the equity funding pattern was not insisted upon.

The main schemes of the Department of Tourism, namely Central Assistance for Development of Tourism Infrastructure and Promotion and Marketing was continued in the Ninth Plan. Efforts were made to make them more effective.

ITDC was to consolidate its existed activities. The performance of ITDC was recommended to be improved through restructuring of the existing properties and improving the quality of service. No project relating to construction of new hotels was envisaged during the Ninth Plan period.

### ***The Approach and Thrust in the Ninth Plan***

The approach in the Ninth Plan was to concentrate on the development of selected centres and circuits through effective coordination of public and private efforts so as to achieve synergy in the development of this sector. The Government focused on the development of basic infrastructure such as transport facilities and civic amenities and played a facilitating role in the provision of accommodation and other facilities for all classes of tourists, both domestic and international. A mechanism was developed for effective coordination of all the relevant agencies concerned with promotion of tourism. In developing tourism, it was ensured that the sites were conserved and the environment was not degraded. The major thrust areas in the Ninth Plan were:

1. Indigenous and Natural Health Tourism
2. Rural and Village Tourism
3. Pilgrim Tourism
4. Adventure Tourism
5. Heritage Tourism
6. Youth and Senior Citizens Packagers.

### ***Export House Status to Tourism***

In order to give boost to foreign exchange earnings, employment and income generation through tourism activities, Export House Status will be granted to tourism units. The threshold limit for eligibility of such status for tourism units were also revised downwards. The grant of Export

House Status entitled the tourism units to get all the benefits that were available to recognised export houses including the entitlement of.

1. Special Import Licence (SIL)
2. Free Trading of these SILs
3. Import of several equipments under these SILs
4. Waiver of Bank guarantee for imports
5. Import of cars against foreign exchange earnings.

### **The Tenth Five Year Plan (2002-2007)**

The Tenth Five-Year Plan recognizes the vast employment generating potential of tourism and the role it can play in furthering the Plan's socio-economic objectives. The travel and tourism sector creates more jobs per million rupees of investment than any other sector of the economy. More importantly, this employment is generated rapidly at a relatively low cost across a wide spectrum of skills.

The Tenth Plan aims to enhance India's share of international arrivals to at least 0.62 per cent by 2007 and the prospects of achieving this target appear to be good. Domestic tourism is estimated to be much higher than international tourism and has also been rising rapidly.

The Central Plan outlay for the sector for the Tenth Plan has been increased to ₹ 2,900 crore from ₹ 595 crore in the Ninth Plan. In addition, substantial investments were planned for road, rail and air transport, urban infrastructure and in the culture sector.

### ***Strategic Objectives for Tenth Plan***

The Tenth Plan's vision for tourism development was to be achieved through the following five key strategic objectives:

1. Positioning tourism as a national priority.
2. Enhancing India's competitiveness as a tourism destination.
3. Improving and expanding product development.
4. Creating world class infrastructure.
5. Drawing up effective marketing plans and programmes.

The major action plan for the plan period to achieve the growth.

1. Set up budget hotels in order to maintain India's competitiveness as a tourist destination. To speed up the creation of additional rooms it is necessary to:
  - Increase the supply of land by making available sites on Central government land (e.g. cantonment and railway land) and state-owned land for construction of hotels;
  - Relax the municipal and zone restrictions;
  - Facilitate identification of hotel sites and their allocation by state governments to deserving entrepreneurs with facilities for speedy single window clearances through various governmental bodies;
  - Recognise and approve residential lodges and inns in cities such as Delhi, Agra and Jaipur;
  - Approve and register paying guest arrangements; and
  - Consider basing the luxury tax on the actual room rent charged rather than on rack rates.
2. Develop the major airports at New Delhi and Mumbai into world-class airports. Upgrade other international airports as well, in order to meet the requirement for growth of international and domestic traffic at the rate of 12 per cent per annum.
3. Increase the number of international flights, which are currently affected by the restrictive bilateral regime. The present ad-hoc arrangement, in which an open-skies policy is introduced during the rush tourist period every year, militates against long-term planning by airlines and the cost of travel remains high.
4. Bring down sales tax on ATF, currently ranging from 4 per cent to 36 per cent in various states, to a uniform level of 4 per cent by notifying ATF as a declared good. Attracting only Central sales tax. ATF constitutes 30 per cent of the operating cost for domestic flights and one-third of its cost is on account of taxes.
5. Take up work relating to road connectivity of 20 world heritage sites and other places of tourist importance identified by the Ministry of Tourism. This involves the improvement of State Highways and

District Roads and should be undertaken during the Tenth Plan period after notifying the State Highways and District Roads as National Highways.

6. Put in place a policy for national level tourist vehicle registration with provision for free movement, without taxes at entry and exit points for hasslefree movement and lower cost for the tourists.
7. Introduce a scheme under which tourists can pay concessional entry charges if they visit a number of heritage sites during their trip. Open up hitherto undeveloped archaeological sites for development and maintenance through public-private partnerships
8. Modernise and update the curricula of institutes offering courses in Hotel Management/Catering Technology/Tourism. This must be done in addition to initiating large-scale Master Trainers and Training of Trainers Programmes and exposing existing trainers to the changes in the hospitality industry through refresher courses.
9. Prepare an integrated plan for improving the connectivity and urban infrastructure in Buddhist sites, which have potential to attract large international tourist traffic from East and South East Asia. The plan, to be prepared by the Ministry of Tourism in collaboration with the concerned state governments, should include proposals for special trains like the Palace on Wheels and the Deccan Odyssey through public private partnership arrangements.

### **The Eleventh Five Year Plan (2007-2012)**

The Working Group on Tourism for the 11th Five Year Plan 2007-12, set up by the Planning Commission, felt that keeping in view all variables in the environment, the product opportunities, the market scenario, the Indian planning and national objectives, following quantifiable goals were set for the 11th Plan for India tourism:

1. Achieve international visitor levels of 10 million in 2011, at the end of 11th Plan.
2. Diversify principal source markets to include countries such as South Africa, Israel, Spain, China, Japan, S. Korea, Australia, Brazil, Argentina, etc. which offer high growth potential and from where present level of inbound tourist is below par.

3. Maintain and increase per capita spending of international visitors.
4. Reduce the seasonality in international tourist arrivals by targeting markets such as Australia, Spain, etc.
5. Maintain and initiate measures to ensure that the duration of stay is sustained, if not extended.
6. Retain focus on Leisure Travelers. Promote business related travel, including MICE market by promoting Convention Centres of international standards in major cities or at major tourist centres.
7. Prepare strategies to increase per capita expenditure on shopping and other non accommodation, non-transportation heads, to match international benchmark of 30%.
8. Increase approved quality accommodation units from the current level of about 100,000 rooms to at least 200,000 rooms by 2011, to meet the increased requirement of tourism.
9. Set up hotels on the surplus land with Airport Authority of India near International Airports as per the international practices.
10. Promote development of budget hotels at the surplus Railway Land at specified Railway Stations.
11. Create land banks in the States and encourage Single Window facility for the investors in tourism projects

To achieve all these, the following six key strategic objectives need to be kept in view:

- i. Positioning and maintaining tourism development as a national priority activity;**
  - Provide effective linkages and close coordination between various Departments and Ministries of Government;
  - Plan and implement a professionally managed integrated communications strategy to increase awareness about tourism and its social and economic impact on the society.
- ii. Enhancing and maintaining the competitiveness of India as a tourist destination;**

- Take effective steps for easier & faster availability of visas;
- Increasing air connectivity and seat capacity from major overseas markets;
- Improving facilities and quality of services at international and major domestic airports;
- Rationalization of taxes;
- Removing restrictions like RAP/PAP/ILP.

**iii. Improving India's existing tourism products further and expanding these to meet new market requirements;**

- Develop sustainable beach, coastal and cruise tourism;
- Package and market India's wide variety of traditional cuisines;
- Encourage adventure and rural tourism;
- Develop and promote round-the-year tourism;
- Pursue the Medical Tourism vigorously;
- Take advantage of MICE segment;

**iv. Creation of world class infrastructure;**

- Identify travel circuits for development as international standard destinations;
- Construction and improvement of highways for good connectivity with tourist destinations;
- Introduction of special tourist trains, establishment of budget hotels on surplus land available with Railways and Airport Authority of India;

**v. Developing strategies for sustained and effective marketing plans and programmes;**

- Maintain and develop the India tourism brand position established with the 'Incredible India' campaign;
- Evolve and maintain a system of market research activities in India's major source markets to continuously receive, analyze and respond to information on pricing, security issues, health, safety and quality of tourism services & products etc.;

- Make use of the various technological tools, including the internet, for advertising for greater and wider impact. Further, encourage ecommerce portals to extend effective marketing support to small and medium enterprises and also offer competitive packages.

#### **vi. Developing Human Resources and capacity Building of Service Providers**

The Working Group on Tourism, therefore, felt that in view of the multi-faceted aspects of tourism, Sub-groups may be constituted consisting of experts in different fields to deliberate on identified key segments in a focused manner, and come up with recommendations for accelerating the growth rate in the tourism sector.

Accordingly, 9 Sub-groups on the following subjects were constituted by the Working Group:

- i. Product Development and Domestic Tourism;
- ii. HRD and Capacity Building;
- iii. Development of Infrastructure and Destination Management;
- iv. Publicity and Marketing;
- v. Access and Connectivity and related issues;
- vi. Taxation, Incentives and Concessions;
- vii. Heritage and Culture Tourism;
- viii. Monitoring, Research & Statistics;
- ix. Sustainable Tourism, Eco-Tourism, Wild life Tourism and Adventure Tourism

The reports of the Sub-Groups were considered by the Working Group in its second meeting, and subject-wise final recommendations of the Working Group are made in the following chapters with proposed outlays.

#### **The Twelfth Five Year Plan (2012-2017)**

As per the 11th Plan document of the Planning Commission, “Tourism is the largest service industry in the country. Its importance lies in being an instrument for economic development and employment

generation, particularly in remote and backward areas”. During 11th Five Year Plan efforts were made to harness the full potential of the tourism sectors by improving the tourism infrastructure, popularizing further the Incredible India Campaigns in foreign countries, promoting niche products such as MICE, Health and Wellness, Adventure Tourism etc. However, strategies followed during the 11th Plan may have to be suitably recalibrated to take care of the challenges from the competing countries and to harness the full potential of Indian tourism.

The Approach paper to 12th Five Year Plan, prepared by Planning Commission, highlights the following regarding tourism sector:

- (i) Along with construction, Tourism is one of the largest sectors of the service industry In India. It is capable of providing employment to a wide spectrum of job seekers from the unskilled to the specialized, even in the remote parts of the country. Compared to other modern sectors, a higher proportion of tourism benefits (jobs, petty trade opportunities) accrue to women. Hence, growth of the tourism sector is more inclusive than other sectors.
- (ii) Tourism and Hospitality is a diverse industry, being a collection of activities, comprising transportation, accommodation, eating & drinking establishments, retail shops, entertainment businesses and other hospitality services provided to individuals or groups travelling away from home for leisure, business or other purposes. The broad scope of economic activities involved in tourism enables wide participation in its growth, including the participation of the informal sector. Furthermore, tourism is highly dependent upon natural capital (e.g. forest, wildlife) and culture. These are assets that some of the poor have, even if they have no financial resources.
- (iii) The interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting the tourists and other visitors, gives rise to both demand for, and supply of, a wide range of tourism related goods and services. Therefore, tourism has good potential to stimulate overall economic growth. A marginal shift in investment to the tourism sector has the potential to propel India to a faster growth trajectory.

- (iv) In 1992, the 'Earth Summit' in Rio established the triple principles of environmental, economic and social sustainability. Since then, the principles of sustainable tourism have been adopted by the tourism industry worldwide. In India, the tourism sector is based on exploiting its unique endowments of biodiversity, forests, rivers, and its rich culture and heritage. The challenges in this sector lie in successfully preserving these in their original form, and making them accessible to domestic and international travellers. Tourism in India has the potential to create economic interest of local communities in the protection of its natural and cultural endowments leading to a more sustainable growth.
- (v) The realization of the country's huge, barely tapped, tourism potential is contingent upon simultaneously addressing the multiple challenges thrown up by capacity constraints and inadequate policies. These constraints include inadequate transportation infrastructure; accommodation; land; multiple taxes and an overall high tax burden; inadequate financial resources for enterprises; skills; safety and hygiene conditions around tourist attractions; and convergence of actions by multiple agencies. The challenges are further magnified in the context of a federal structure where the responsibilities for policy making and implementation is fragmented across levels of government and coordination between them is often lacking.

As broad guidelines for formulation of strategies during the 12th Plan, Approach Paper of the Planning Commission recommends the following:

- i In order to realize the potential of this sector, the Government would need to adopt a 'pro-poor tourism' approach aimed at increasing the net benefits to the poor from tourism and ensure that tourism growth contributes to poverty reduction. The benefits may be economic, social, environmental or cultural. A wide range of actions are needed to increase the spread of benefits from tourism to the weaker sections. These go well beyond simply promoting community tourism, heritage tourism, ecotourism, wellness tourism and the like. There is need for a diversity of actions, from micro to macro level, including product and

infrastructure development, marketing, branding and promotion, planning, policy and investment. A comprehensive set of strategies need to be developed for this purpose.

- ii A principal strategy to realize India's enormous assets with tourism potential viz., historical sites, places of religious significance, and its vast range of national attractions, must be to focus on clusters or circuits around such assets. The development of these clusters / circuits requires collaboration between many agencies at the local level to create an attractive and safe transit experience. Therefore, development of tourism requires that States take a leading role in developing their own tourism potential to obtain growth in employment as well as State Domestic Product. The strategies can be divided into those that generate three different types of local benefit: economic benefits, non cash livelihood benefits (such as physical, social or cultural improvements), and less tangible benefits of participation and involvement.
- iii The implementation of various strategies for development of tourism would involve developing formal and informal links between all stakeholders and coordination across all levels of Government. It would be necessary to establish a 'whole government' agenda for tourism development between departments at national level and between national and local government so as to create convergence and synergy across programs. This requires that awareness is created amongst all stakeholders and across government about the contribution of tourism to local livelihoods and engage them in joint initiatives to increase the local economic development and impact on poverty reduction. The National Tourism Policy should form an integral part of the poverty reduction strategy during the Twelfth Five Year Plan.

Tourism development should focus on developing tourism from people's perspective by involving local Panchayats and local communities at various stages. This will help in understanding the social, cultural, and environmental impacts of tourism projects on local communities enabling the development of tourism in a sustainable manner.

To seek the consensus from various ministries / organisations on the strategies proposed to be pursued during the 12th Five Year Plan by

the Ministry of Tourism, a presentation was made to the Hon'ble Prime Minister on 23rd June, 2011. In this presentation, various initiatives required to be taken for development of tourism during the 12th Plan were also discussed. The content of the presentation and broad guidelines of the Planning Commission mentioned in the Approach Paper to the 12th Plan were also deliberated upon by various Sub-Groups of the Working Group. After detailed discussion, Working Group has recommended the following strategies for development of tourism during the 12th Plan.

### **National Action Plan for Tourism**

National Action Plan for Tourism was presented to the Parliament in May 1992. It outlined the importance of the industry in the global context and in the national context, its effect on employment generation, foreign exchange earnings etc. it recognized the great potential, which existed in the country for the development of tourism and the tremendous scope for accelerated growth.

Following were some of the main objectives of the National Action Plan of 1992:

- I. Socio-economic development of the area.
- II. Increase in the employment opportunities.
- III. Preservation of national heritage and environment.
- IV. Optimization of foreign exchange earnings through international tourism.
- V. Increase in India's share of world tourism.

The National Action Plan, 1992 summarized following recommendations:

- i. Creation of Special Tourism Areas as notified zones for intensive investment and development.
- ii. Starting the Scheme for giving Assistance for Special Tourism Areas (ASTA) for providing finances for tourism and tourism related industry in specified areas/circuits.
- iii. Special category of Heritage Hotels/Health Resorts to be created and provided.

- a. Technical/consultancy help
  - b. Loans for financial institutions
  - c. Interest subsidy
  - d. Marketing and operational expertise.
- iv. Tourism trains to be started on important tourist routes based on the success of Palace-on-wheels.
  - v. River cruises to be operated in specified circuits.
  - vi. Revamping of foreign offices to make them more accountable in terms of specified targets.
  - vii. Information revolution; information system to be revamped to provide positive projection of India in all leading markets.
  - viii. Special airline/hotel packages for selected tourist destinations.
  - ix. Provision of information counter for airlines, trains, hotels, tourist information at major international airports.

### **Conclusion**

The Five Year Plans have created a special financial allocation for tourism in the National Budget over their span period. Their role is crucial for the successful performance of tourism developmental plans in the nation.

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## Lesson 5.3 - Sustainable Tourism Development and Code of Conduct

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### Introduction

The two alternative paths for development, i.e., you live in harmony with nature or you exploit nature have always been available to the human beings. Different societies, at different intervals have adopted either of the two paths. Some, on the other hand, adopted a middle path. There are village societies where while consuming the natural resources precautions were taken that the future generations should not be adversely affected. Decision making in such societies was done keeping in view the interests of future generations and not just of the present ones. Hence, what in modern terminology is described as sustainable may not be a new concept for many students of history. With over 300 definitions of sustainable development and every one claiming to be a “green”, it is not an easy task to define sustainability in the developmental context. However, the awareness and growth of nature conservation, concern for environmental degradation, etc. have all contributed to the emergence of this concept in its modern sense. The most widely accepted definition is the one given by **Brundtland Commission** in 1987 which defined sustainable development as

*“a process of change in which the exploitation of resources, the direction of investments, the orientation of technology development, and institutional changes are made consistent with future as well as present needs” and as “meeting the needs of the present without compromising the ability of future generations to meet their own needs”.*

Sustainability is an integrative concept because it looks at the human use and management of resources in a manner that should not destroy or disturb the habitat that is the basis of survival. Socioeconomic and environmental dimensions thus become the focus of the management approach. Changes in the views of the community and its attitudes towards development are relegated to a secondary position.

For the first time an effort was made at the international level in 1990 during the **Globe 90 Conference** (Vancouver, Canada) to link tourism and travel with sustainable development. The **Tourism Stream Action Strategy Commission** of the conference prepared an Action Strategy for Sustainable Development. Further, the **United Nations Conference on Environment and Development** came with the famous **Rio declaration** (June 1992). Some of the highlights of this declaration are:

1. In order to achieve sustainable development, environmental protection should constitute an integral part of the development process and cannot be considered in isolation from it. (Principle 4).
2. All States and all people shall cooperate in the essential task of eradicating poverty as an indispensable requirement for sustainable development, in order to decrease the disparities in standards of living and better meet the needs of the majority of the people of the world (principle 5).
3. The right to development must be fulfilled so as to equitably meet developmental and environmental needs of present and future organisations (principle 3), etc.

### **Sustainable Tourism and Development**

The concept of sustainability has become a fundamental issue in tourism development and growth after the debate at the Rio Earth Summit in 1992. Seeing the rapid changes in tourism and the world trends, we are now examining geopolitical, socio-economic, technological and environmental impacts of contemporary tourism. It was realised that tourism requires an agenda of its own, and not as a part of the overall post structural adjustment process. This was reflected in the 7th Meeting of the **Commission on Sustainable Development** in 1999, which was devoted to tourism impacts around the world. This was due, to a large extent, to the efforts of NGOs working in different parts of the world coming together to speak in one voice on what their experience had been through grass roots interaction, in the course of the phenomenal growth of tourism in the last two decades. It, therefore, became a part of the evaluation of the implementation of the **Agenda 21** set at **Rio**.

The concept of sustainability when applied to tourism can be

perceived and interpreted in various ways. Sustainability for attractions (both natural and man-made), infrastructure, cultures, environment, economy, etc. will have different meaning for different disciplines and the methodologies adopted also may not be the same. For example, a sociologist might be interested in retaining the authenticity of customs, rituals or other aspects of culture that are now being packaged as tourism products or attractions. In this case sustainability can be achieved by retaining the authenticity and hence, both the concepts are inter-linked. Similarly, in the case of natural resources (water, forests, hills, etc.) it would be linked to consumption patterns and levels; in case of historical buildings and monuments it would be linked to conservation aspects; for a destination it would mean sustaining its attraction and so on.

### **Definition of Sustainable Tourism**

According to the **World Tourism Organization**, sustainable tourism is tourism that leads to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. Taking a leaf from the definition of sustainability itself, sustainable tourism is also defined as a process which meets the needs of the present tourists and host communities whilst protecting and enhancing needs in the future

The **United Nations World Tourism Organisation** defines sustainable tourism as tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. Rather than being a type of product, it is an ethos that underpins all tourism activities. As such, it is integral to all aspects of tourism development and management rather than being an add-on component.

**Butler** (1993) suggests the following working definition of sustainable development in the context of tourism: “tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well being of other activities and processes”.

## Principles of Sustainable Tourism

Increasing evidence shows that an integrated approach to tourism planning and management is now required to achieve sustainable tourism. It is only recently that there has been a growing recognition of the importance of combining the needs of traditional urban management (transportation, land use planning, marketing, economic development, fire and safety etc.) with the need to plan for tourism.

Some of the most important principles of sustainable tourism development include:

- Tourism should be initiated with the help of broad-based community-inputs and the community should maintain control of tourism development.
- Tourism should provide quality employment to its community residents and a linkage between the local businesses and tourism should be established.
- A code of practice should be established for tourism at all levels - national, regional, and local - based on internationally accepted standards.
- Guidelines for tourism operations, impact assessment, monitoring of cumulative impacts, and limits to acceptable change should be established.
- Education and training programmes to improve and manage heritage and natural resources should be established.
- Tourism ought to be initiated at any location with the help of local community. The involvement of local community helps maintaining the appropriate tourism development.
- The local community has to meet the direct benefit of flourishing tourism in their area. Link between local business and tourism enable local people gain economically as well.
- To cause large growth in sustainable development, there is need that codes, ethics and some fair guidelines be appointed.
- In order to heighten the importance of heritage and natural resources, and manage them better, training and education programme should be instituted.

## **Global Code of Ethics for Safe and Sustainable Tourism**

### **Article-1 Tourism's Contribution to Mutual Understanding and Respect Between Peoples and Societies**

1. The understanding and promotion of the ethical values common to humanity, with an attitude of tolerance and respect for the diversity of religious, philosophical and moral beliefs, are both the foundation and the consequence of responsible tourism; stakeholders in tourism development and tourists themselves should observe the social and cultural traditions and practices of all peoples, including those of minorities and indigenous peoples and to recognize their worth;
2. Tourism activities should be conducted in harmony with the attributes and traditions of the host regions and countries and in respect for their laws, practices and customs;
3. The host communities, on the one hand, and local professionals, on the other, should acquaint themselves with and respect the tourists who visit them and find out about their lifestyles, tastes and expectations; the education and training imparted to professionals contribute to a hospitable welcome;
4. It is the task of the public authorities to provide protection for tourists and visitors and their belongings; they must pay particular attention to the safety of foreign tourists owing to the particular vulnerability they may have; they should facilitate the introduction of specific means of information, prevention, security, insurance and assistance consistent with their needs; any attacks, assaults, kidnappings or threats against tourists or workers in the tourism industry, as well as the willful destruction of tourism facilities or of elements of cultural or natural heritage should be severely condemned and punished in accordance with their respective national laws;
5. When travelling, tourists and visitors should not commit any criminal act or any act considered criminal by the laws of the country visited and abstain from any conduct felt to be offensive or injurious by the local populations, or likely to damage the local

environment; they should refrain from all trafficking in illicit drugs, arms, antiques, protected species and products and substances that are dangerous or prohibited by national regulations;

6. Tourists and visitors have the responsibility to acquaint themselves, even before their departure, with the characteristics of the countries they are preparing to visit; they must be aware of the health and security risks inherent in any travel outside their usual environment and behave in such a way as to minimize those risks.

#### **Article-2 Tourism as a Vehicle for Individual and Collective Fulfillment**

1. Tourism, the activity most frequently associated with rest and relaxation, sport and access to culture and nature, should be planned and practiced as a privileged means of individual and collective fulfillment; when practiced with a sufficiently open mind, it is an irreplaceable factor of self-education, mutual tolerance and for learning about the legitimate differences between peoples and cultures and their diversity;
2. Tourism activities should respect the equality of men and women; they should promote human rights and, more particularly, the individual rights of the most vulnerable groups, notably children, the elderly, the handicapped, ethnic minorities and indigenous peoples;
3. The exploitation of human beings in any form, particularly sexual, especially when applied to children, conflicts with the fundamental aims of tourism and is the negation of tourism; as such, in accordance with international law, it should be energetically combated with the cooperation of all the States concerned and penalized without concession by the national legislation of both the countries visited and the countries of the perpetrators of these acts, even when they are carried out abroad;
4. Travel for purposes of religion, health, education and cultural or linguistic exchanges are particularly beneficial forms of tourism, which deserve encouragement;
5. The introduction into curricula of education about the value of tourist exchanges, their economic, social and cultural benefits, and also their risks, should be encouraged

**Article-3 Tourism, a Factor of Sustainable Development**

1. All the stakeholders in tourism development should safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth geared to satisfying equitably the needs and aspirations of present and future generations;
2. All forms of tourism development that are conducive to saving rare and precious resources, in particular water and energy, as well as avoiding so far as possible waste production, should be given priority and encouraged by national, regional and local public authorities;
3. The staggering in time and space of tourist and visitor flows, particularly those resulting from paid leave and school holidays, and a more even distribution of holidays should be sought so as to reduce the pressure of tourism activity on the environment and enhance its beneficial impact on the tourism industry and the local economy;
4. Tourism infrastructure should be designed and tourism activities programmed in such a way as to protect the natural heritage composed of ecosystems and biodiversity and to preserve endangered species of wildlife; the stakeholders in tourism development, and especially professionals, should agree to the imposition of limitations or constraints on their activities when these are exercised in particularly sensitive areas: desert, polar or high mountain regions, coastal areas, tropical forests or wetlands, propitious to the creation of nature reserves or protected areas;
5. Nature tourism and ecotourism are recognized as being particularly conducive to enriching and enhancing the standing of tourism, provided they respect the natural heritage and local populations and are in keeping with the carrying capacity of the sites

**Article-4 Tourism, a User of the Cultural Heritage of Mankind and Contributor to its Enhancement**

1. Tourism resources belong to the common heritage of mankind; the communities in whose territories they are situated have particular rights and obligations to them;

2. Tourism policies and activities should be conducted with respect for the artistic, archaeological and cultural heritage, which they should protect and pass on to future generations; particular care should be devoted to preserving and upgrading monuments, shrines and museums as well as archaeological and historic sites which must be widely open to tourist visits; encouragement should be given to public access to privately-owned cultural property and monuments, with respect for the rights of their owners, as well as to religious buildings, without prejudice to normal needs of worship;
3. Financial resources derived from visits to cultural sites and monuments should, at least in part, be used for the upkeep, safeguard, development and embellishment of this heritage;
4. Tourism activity should be planned in such a way as to allow traditional cultural products, crafts and folklore to survive and flourish, rather than causing them to degenerate and become standardized

**Article-5 Tourism, a beneficial activity for host countries and communities**

1. Local populations should be associated with tourism activities and share equitably in the economic, social and cultural benefits they generate, and particularly in the creation of direct and indirect jobs resulting from them;
2. Tourism policies should be applied in such a way as to help to raise the standard of living of the populations of the regions visited and meet their needs; the planning and architectural approach to and operation of tourism resorts and accommodation should aim to integrate them, to the extent possible, in the local economic and social fabric; where skills are equal, priority should be given to local manpower;
3. Special attention should be paid to the specific problems of coastal areas and island territories and to vulnerable rural or mountain regions, for which tourism often represents a rare opportunity for development in the face of the decline of traditional economic activities;

4. Tourism professionals, particularly investors, governed by the regulations laid down by the public authorities, should carry out studies of the impact of their development projects on the environment and natural surroundings; they should also deliver, with the greatest transparency and objectivity, information on their future programmes and their foreseeable repercussions and foster dialogue on their contents with the populations concerned.

#### **Article-6 Obligations of Stakeholders in Tourism Development**

1. Tourism professionals have an obligation to provide tourists with objective and honest information on their places of destination and on the conditions of travel, hospitality and stays; they should ensure that the contractual clauses proposed to their customers are readily understandable as to the nature, price and quality of the services they commit themselves to providing and the financial compensation payable by them in the event of a unilateral breach of contract on their part;
2. Tourism professionals, insofar as it depends on them, should show concern, in co-operation with the public authorities, for the security and safety, accident prevention, health protection and food safety of those who seek their services; likewise, they should ensure the existence of suitable systems of insurance and assistance; they should accept the reporting obligations prescribed by national regulations and pay fair compensation in the event of failure to observe their contractual obligations
3. Tourism professionals, so far as this depends on them, should contribute to the cultural and spiritual fulfillment of tourists and allow them, during their travels, to practise their religions;
4. The public authorities of the generating States and the host countries, in cooperation with the professionals concerned and their associations, should ensure that the necessary mechanisms are in place for the repatriation of tourists in the event of the bankruptcy of the enterprise that organized their travel;
5. Governments have the right – and the duty - especially in a crisis, to inform their nationals of the difficult circumstances, or even the dangers they may encounter during their travels abroad; it is

their responsibility however to issue such information without prejudicing in an unjustified or exaggerated manner the tourism industry of the host countries and the interests of their own operators; the contents of travel advisories should therefore be discussed beforehand with the authorities of the host countries and the professionals concerned; recommendations formulated should be strictly proportionate to the gravity of the situations encountered and confined to the geographical areas where the insecurity has arisen; such advisories should be qualified or cancelled as soon as a return to normality permits;

6. The press, and particularly the specialized travel press and the other media, including modern means of electronic communication, should issue honest and balanced information on events and situations that could influence the flow of tourists; they should also provide accurate and reliable information to the consumers of tourism services; the new communication and electronic commerce technologies should also be developed and used for this purpose; as is the case for the media, they should not in any way promote sex tourism

#### **Article- 7 Right to Tourism**

1. The prospect of direct and personal access to the discovery and enjoyment of the planet's resources constitutes a right equally open to all the world's inhabitants; the increasingly extensive participation in national and international tourism should be regarded as one of the best possible expressions of the sustained growth of free time, and obstacles should not be placed in its way;
2. The universal right to tourism must be regarded as the corollary of the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay, guaranteed by Article 24 of the Universal Declaration of Human Rights and Article 7.d of the International Covenant on Economic, Social and Cultural Rights;
3. Social tourism, and in particular associative tourism, which facilitates widespread access to leisure, travel and holidays, should be developed with the support of the public authorities;

4. Family, youth, student and senior tourism and tourism for people with disabilities, should be encouraged and facilitated

#### **Article-8 Liberty of Tourist Movements**

1. Tourists and visitors should benefit, in compliance with international law and national legislation, from the liberty to move within their countries and from one State to another, in accordance with Article 13 of the Universal Declaration of Human Rights; they should have access to places of transit and stay and to tourism and cultural sites without being subject to excessive formalities or discrimination;
2. Tourists and visitors should have access to all available forms of communication, internal or external; they should benefit from prompt and easy access to local administrative, legal and health services; they should be free to contact the consular representatives of their countries of origin in compliance with the diplomatic conventions in force;
3. Tourists and visitors should benefit from the same rights as the citizens of the country visited concerning the confidentiality of the personal data and information concerning them, especially when these are stored electronically;
4. Administrative procedures relating to border crossings whether they fall within the competence of States or result from international agreements, such as visas or health and customs formalities, should be adapted, so far as possible, so as to facilitate to the maximum freedom of travel and widespread access to international tourism; agreements between groups of countries to harmonize and simplify these procedures should be encouraged; specific taxes and levies penalizing the tourism industry and undermining its competitiveness should be gradually phased out or corrected;
5. So far as the economic situation of the countries from which they come permits, travellers should have access to allowances of convertible currencies needed for their travels

### **Article-9 Rights of the Workers and Entrepreneurs in the Tourism Industry**

1. The fundamental rights of salaried and self-employed workers in the tourism industry and related activities, should be guaranteed under the supervision of the national and local administrations, both of their States of origin and of the host countries with particular care, given the specific constraints linked in particular to the seasonality of their activity, the global dimension of their industry and the flexibility often required of them by the nature of their work;
2. Salaried and self-employed workers in the tourism industry and related activities have the right and the duty to acquire appropriate initial and continuous training; they should be given adequate social protection; job insecurity should be limited so far as possible; and a specific status, with particular regard to their social welfare, should be offered to seasonal workers in the sector;
3. Any natural or legal person, provided he, she or it has the necessary abilities and skills, should be entitled to develop a professional activity in the field of tourism under existing national laws; entrepreneurs and investors - especially in the area of small and medium-sized enterprises - should be entitled to free access to the tourism sector with a minimum of legal or administrative restrictions;
4. Exchanges of experience offered to executives and workers, whether salaried or not, from different countries, contributes to foster the development of the world tourism industry; these movements should be facilitated so far as possible in compliance with the applicable national laws and international conventions;
5. As an irreplaceable factor of solidarity in the development and dynamic growth of international exchanges, multinational enterprises of the tourism industry should not exploit the dominant positions they sometimes occupy; they should avoid becoming the vehicles of cultural and social models artificially imposed on the host communities; in exchange for their freedom to invest and trade which should be fully recognized, they should involve themselves in local development, avoiding, by the excessive repatriation of their profits or their induced imports, a reduction of their contribution to the economies in which they are established;

6. Partnership and the establishment of balanced relations between enterprises of generating and receiving countries contribute to the sustainable development of tourism and an equitable distribution of the benefits of its growth

### **Article-10 Implementation of the Principles of the Global Code of Ethics for Tourism**

1. The public and private stakeholders in tourism development should cooperate in the implementation of these principles and monitor their effective application;
2. The stakeholders in tourism development should recognize the role of international institutions, among which the World Tourism Organization ranks first, and non-governmental organizations with competence in the field of tourism promotion and development, the protection of human rights, the environment or health, with due respect for the general principles of international law;
3. The same stakeholders should demonstrate their intention to refer any disputes concerning the application or interpretation of the Global Code of Ethics for Tourism for conciliation to an impartial third body known as the World Committee on Tourism Ethics.

### **Self Assessment Questions**

1. Discuss the importance of planning in tourism.
2. Explain the need for planning in Tourism
3. Explain the planning process in Tourism.
4. Evaluate the importance given to tourism industry by Indian Government during various plan periods.
5. Discuss the specific objectives targeted by the Indian Government during 12<sup>th</sup> plan.
6. Being a tourism graduate, look at the difference in fund allocation during various plans and discuss on the reasons for this difference.
7. Discuss on the importance and impacts made by national action plan of 1992 in Indian tourism sector.
8. Define sustainable tourism

9. Explain the principles of sustainable tourism
10. What do you think as the major reasons for the emergence of a concept like sustainable tourism?
11. Explain the global code of conduct for the safe and sustainable tourism.

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