

UNIT-1

TOURISM-CONCEPT & PERSPECTIVES

STRUCTURE:

1.0 Introduction

1.1 Objectives

1.2 Changing Facets of Tourism

1.3 Different Approaches to Study of Tourism

1.3.1 Institutional Approach

1.3.2 Product Approach

1.3.3 Historical Approach

1.3.4 Managerial Approach

1.3.5 Economic Approach

1.3.6 Sociological Approach

1.3.7 Geographical Approach

1.3.8 Interdisciplinary Approach

1.3.9 Systems Approach

1.4 The Importance of Managerial Perspective to Study of Tourism

1.5 What is Tourism?

1.6 Definition of a Tourist

1.7 Definition of Tourist Adopted by different Countries

1.8 Comprehensive Classification of Travellers

1.8.1 Traveller

1.8.2 Visitor

1.8.3 Tourist

1.8.4 Excursionist

1.8.5 Transit Visitor

1.9 Difference between Travel and Tourism

1.10 Summary

1.11 Glossary

1.12 Self-Assessment Exercise**1.13 Further Readings**

1.0 Introduction:

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

In this unit you will understand the different perspectives on the study of tourism, know the meaning of the term ‘tourism’, ‘visitor’, ‘tourist’, ‘excursionist’, ‘transit traveller’ and the difference between travel and tourism. You will also come to know of different definitions adopted by different countries on the term ‘tourist’.

1.1 Objectives:

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

1.2 Changing Facets of Tourism:

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

economic phenomena that bring about and are created by this vast worldwide industry.

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

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

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

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

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

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

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

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

From the foregoing we can see how fast the face of tourism is changing and how challenging the job of travel agencies is now. There is therefore a need for proper training of the personnel working in the industry through thorough and detailed

study of the subject A unified approach to the subject is also needed since at present people from different fields have been studying tourism from different perspectives.

1.3 Different Approaches to study Tourism:

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

Institutional Approach:

The institutional approach to the study of tourism considers the various intermediaries and institutions that perform tourism activities. It emphasizes institutions such as the travel agency. This approach requires an investigation of the organization, operating methods, problems, costs, and economic place of travel agents who acts on behalf of the customer, purchasing services from airlines, rental car companies, hotels, and so on.

Product Approach:

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

Historical Approach:

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

Managerial Approach:

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

Economic Approach:

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

Sociological Approach:

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

Geographical Approach:

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

Interdisciplinary Approaches:

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

The Systems Approach:

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

1.4 The Importance of Managerial Perspectives to the Study of Tourism:

Now due to higher disposable incomes, increased leisure time and falling cost of travel, the Tourism industry has shown a very high growth and since tourism is a service industry it comprises of a number of tangible and intangible components. The tangible elements include transport system-air, rail, road, water and now, space; hospitality services accommodation, food and beverage, tours, souvenirs; and related services such as banking, insurance and safety and security. The intangible elements include: rest and relaxation, culture, escape, adventure, new and different experiences. As there are number of bodies involved the need arises for a management of services related to this industry and so the study of Tourism acquires a great practical necessity and usefulness. Tourism industry is very fast growing and this industry involves activities and interests of Transport Undertakings, Owners of Tourist Sites and Attractions, Various tourist Service Providers at the tourist destinations and Central and Local Government, etc. Each of these serves both the resident population and the tourists and their management must reconcile the needs of tourists with the needs of the resident population. So it becomes important to study tourism from the perspective of Management, since the management of various bodies in this industry is invaded.

1.5 What is Tourism?

When we think of tourism, we think primarily of people who are visiting a particular place for sightseeing, visiting friends and relatives, taking a vacation, and having a good time. They may spend their leisure time engaging in various sports, sunbathing, talking, singing, taking rides, touring, reading, or simply enjoying the environment. If we consider the subject further, we may include in our definition of tourism people who are participating in a convention, a business conference, or some other kind of business or professional activity, as well as those who are taking a study tour under an expert guide or doing some kind of scientific research or study. These visitors use all forms of transportation, from hiking in a wilderness park to flying in jet to an exciting city. Transportation can include taking a chairlift up a Colorado mountainside or standing at the rail of a cruise ship looking across the blue Caribbean. Whether people travel by one of these means or by car, motor coach, camper, train, taxi, motorbike, or bicycle, they are taking a trip and thus are engaging in tourism. That is what this block is all about-why people travel (and why some don't) and the socioeconomic effects that their presence and expenditures have on a society. Any attempt to define tourism and to describe its scope fully must consider the various groups that participate in and are affected by this industry. Their perspectives are vital to the development of a comprehensive definition. Four different perspectives of tourism can be identified:

1. The tourist:

The tourist seeks various psychic and physical experiences and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed.

2. The businesses providing tourist goods and services:

Business people see tourism as an opportunity to make a profit by supplying goods and services that the tourist market demands.

3. The government of the host community or area:

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

4. The host community:

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

Tourism:

Thus, tourism may be defined as the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments, and host communities in the process of attracting and hosting these tourists and other visitors. Tourism is a composite of activities, services, and industries that delivers a travel experience: transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities, and other hospitality services available for individuals or groups that are traveling away from home. It encompasses all providers of visitor and visitor-related services. Tourism is the entire world industry of travel, hotels, transportations, and all other components, including promotion that serves the needs and wants of travelers. Finally, tourism is the sum total of tourist expenditures within the border of a nation or a political subdivision or a transportation-centered economic area of contiguous states or nations. This economic concept also considers the income multiplier of these tourist expenditures. One has only to consider the multidimensional aspects of tourism and its interactions with other activities to understand why it is difficult to come up with a meaningful definition that will be universally accepted. Each of the many definitions that have arisen is aimed at fitting a special situation and solving an immediate problem, and the lack of uniform definitions has hampered study of tourism as a discipline. Development of a field depends on

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

Modern tourism is a discipline that has only recently attracted the attention of scholars from many fields. The majority of studies have been conducted for special purposes and have used narrow operational definitions to suit particular needs of researchers or government officials; these studies have not encompassed a systems approach. Consequently, many definitions of “tourism” and “the tourist” are based on distance traveled, the length of time spent, and the purposes of the trip. This makes it difficult to gather statistical information that scholars can use to develop a database, describe the tourism phenomenon, and do analyses. The problem is not trivial. It has been tackled by a number of august bodies over the years, including the League of Nations, the United Nations, the World Tourism Organization (WTO), the Organization for Economic Cooperation and Development (OECD), the National Tourism Resources Review Commission, and the U.S. Senate’s National Tourism Policy Study. The following review of various definitions illustrates the problems of arriving at a consensus. We examine the concept of the movement of people and the terminology and definitions applied by the World Tourism Organization and those of the United States, Canada, the United Kingdom, and Australia. Later, a comprehensive classification of travelers is provided that endeavors to reflect a consensus of current thought and practice.

World Tourism Organization:

The International Conference on Travel and Tourism Statistics convened by the World Tourism Organization (WTO) in Ottawa, Canada, in 1991 reviewed, updated, and expanded on the work of earlier international groups. The Ottawa Conference made some fundamental recommendations on definitions of Tourism,

travellers, and tourists. The United Nations Statistical Commission adopted WTO's recommendations on tourism statistics on March 4, 1993.

Tourism:

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

Main Characteristics of Tourism identified from the Definition:

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

Check Your Progress-I:

1. Which of the following activities can be put under the term Tourism?
 - a) Ms. Tina goes to the nearby market to shop for groceries.
 - b) Mr. Ajay who stays in Faridabad, goes to Nehru Place to pay his phone bills.

- c) Mr. Raj, a resident of Delhi, goes to Mumbai and takes up a job there.
- d) Ms. Sita a resident of Mumbai, goes for a weekend to Goa.

1.6 Different Definitions of Tourist:

The 19th Century Dictionary defines ‘tourist’ as a “person who travels for pleasure of traveling, out of curiosity, and because he has nothing better to do.” The term ‘tourist’, the Oxford Dictionary tells us, was used as early as the year 1800. According to the Dictionnare Universal, the ‘tourist’ is a person who makes a journey for the sake of curiosity, for the fun of traveling, or just to tell others that he has traveled. The term ‘tourist’ in the sense of a pleasure tour is, however, of recent origin. In the words of Jose Ignacio De Arrilliga, “tourism in its first period was considered as a sport or rather as a synthesis of automobiles, touring, cycling camping, excursions and yachting. In the early nineteenth century, the term ‘tourist’ assumed a meaning of ‘one who makes a tour or tours’, especially one who does this for recreation or who travels for pleasure, object of interest, scenery or the like.

Definition by League of Nations:

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

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

- (i) Persons traveling for pleasure, domestic reasons or for health, etc.
- (ii) Persons traveling to meetings, or in a representative capacity of any kind (scientific, administrative diplomatic, religious, athletic, etc.)
- (iii) Persons traveling for business purposes.

- (iv) Persons arriving in the course of a sea cruise, even when they stay for less than 24 hours. (The latter should be reckoned as a separate group, disregarding if necessary their usual place of residence.)

The following category of persons are not considered as tourists:

- (i) Persons arriving, with or without a contract of work, to take up an occupation or engage in any business activity in the country.
- (ii) Persons coming to establish a residence in the country.
- (iii) Students and young persons in boarding establishments or schools.
- (iv) Residents in a frontier zone and persons domiciled in one country and working in an adjoining country.
- (v) Travellers passing through a country without stopping, even if the journey takes more than 24 hours.

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

United Nations-Rome Conference:

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

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

This definition covers:

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

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

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

Main Characteristics of Tourists identified from the above Definition are mentioned below:

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

CHECK YOUR PROGRESS-II:

From the below list who all are included in the definition of a Tourist?

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

1.7 Definitions of tourist adopted by different countries:

India:

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

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

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

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

1. Persons arriving with or without a contract, to take up and occupation or engage in activities remunerated from within the country;
2. Persons coming to establish residence in the country;

3. Excursionist i.e., temporary visitor staying less than twenty four hours in the country (including travelers on the cruises).

The following are not included in statistics:

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

Definition of a domestic tourist in India:

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

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

The following are not regarded as domestic tourists:

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

Foreigners resident in Indian:

Here we observe that as per the India definition, a traveler must hold a foreign passport to be included in the category of an International Visitor; this implies that Indians settled abroad and holding Indian Passports will not be counted as

International Visitors when they come to India for recreation, business or other such purposes. However, nonetheless they are counted as Domestic Visitors and so here we see that coategorisation is based on nationality rather than place of residence. But as per WTO definition they should have been included in the list of International Visitors. From this we can clearly see the difference in the Indian definition and the one given by WTO.

United States:

The Western Council for Travel Research in 1963 employed the term visitor and defined a visit as occurring every time a visitor entered an area under study. The definition of tourist used by the National Tourism Resources Review Commission in 1973 was: “a tourist is one who travels away from home for a distance of at least 50 miles (one way) for business, pleasure, personal affairs, or any other purpose except to commute to work, whether he stays overnight or returns the same day.” The National Travel Survey of the U.S. Travel Data Center in 1994 reports on all round-trips with a one-way route mileage of 100 miles or more, and since 1994 on all trips involving one or more nights away from home, regardless of distance. Trips are included regardless of purpose, excluding only crews, students, military personnel on active duty, and commuters.

Canada:

In a series of quarterly household sample surveys known as the Canadian Travel Survey which began in 1978, trips qualifying for inclusion are similar to those covered in the National Travel Survey in the United States. The main difference is that in the Canadian survey, the lower limit for the one-way distance is 50 miles (80 kilometers) rather than 100 miles. The 50-mile figure was a compromise to satisfy concerns regarding the accuracy of recall for shorter trips and the possibility of the inclusion of trips completed entirely within the boundaries of a large metropolitan area such as Toronto. The determination of which length of trip to include in surveys of domestic travel has varied according to the purpose of the survey methodology employed. Whereas there is general agreement that commuting journeys and one-way trips should be excluded, qualifying distances

vary. The province of Ontario favors 25 miles. In Canada's international travel surveys the primary groups of travelers identified are nonresident travelers, resident travelers, and other travelers. Both nonresident and resident travelers include both same-day and business travelers. Commuters are included and are not distinguished from other same-day business travelers. Other travelers consist of immigrants, former residents, military personnel, and crews.

United Kingdom:

The National Tourist Boards of England, Scotland, and Northern Ireland sponsor a continuous survey of internal tourism, the United Kingdom Tourism Survey (UKTS). It measures all trips away from home lasting one night or more, taken by residents for holidays, visits to friends and relatives (non holiday), or for business, conferences, and most other purposes. In its findings the UKTS distinguishes between short (1 to 3 nights) and long (4+nights)-duration holiday trips. The International Passenger Survey collects information on both overseas visitors to the United Kingdom and travel abroad by U.K. residents. It distinguishes five different types of visits: holiday independent, holiday inclusive, business, visits to friends and relatives, and miscellaneous.

Australia:

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

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

CHECK YOUR PROGRESS –III:

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

1.8 Comprehensive Classification of Travelers:

Traveler Terminology of International Tourism

Underlying the foregoing conceptualization of tourism is the overall concept of traveler.

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

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

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

1. **Tourists**, i.e., temporary visitors staying at least twenty four hours in the country visited and the purpose of whose journey can be classified under one of the following headings:

(a) Leisure (recreation, holiday, health, study, religion, and sport);

(b) Business, family, mission, meeting.

2. **Excursionists**, i.e., temporary visitors staying less than twenty-four hours in the country visited (including travellers on cruises).

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

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

Domestic Visitor:

A person who travels within the country he is residing in, outside the place of his usual environment for a period not exceeding 12 months.

International Visitor:

A person who travels to a country other than the one in which he has a usual residence for a period not exceeding 12 months.

Cruise Passenger:

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

The broad class of travelers categorized as migrants, both international and domestic, is also commonly excluded from tourism or travel research. They are excluded on the grounds that their movement is not temporary, although they use the same facilities as other travelers, albeit in one direction, and frequently require temporary accommodation on reaching their destination. The real significance of migration to travel and tourism, however, is not in the one-way trip in itself, but in

the long-run implications of a transplanted demand for travel and the creation of new travel destinations for separated friends and relatives.

Notes:

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

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

CHECK YOUR PROGRESS-IV:

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

1.9 Differences between Travel and Tourism:

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

CHECK YOUR PROGRESS-V:

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

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

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

1.10 Summary:

In this lesson we have seen how travel and tourism has changed over time and acquired new dimensions with the development of various facilities and infrastructure. The rapid growth in the movement of people, both domestically and internationally, has brought about an industry of vast proportions and diversity. Also, it is universal-found in all countries of the world, but in greatly varied qualities and proportions. The economic importance and future prospects are also worthy of careful study. These considerations lead to the ways in which the study of tourism can be under taken. There are a number of basic approaches to the study of tourism, and in this book we include all of them in the various chapters. By the time you complete the block you will know a great deal about the social and economic implications of tourism, and you will have developed a keen interest in our world and fascinating panorama of places, peoples, cultures, beauty, and learning that travel provides in such abundance.

1.11 Glossary:

- **Recreation:**

The action and activities of people engaging in constructive and personally pleasurable use of leisure time. Recreation may include passive or active participation in individual or group sports, cultural functions, natural and Human history appreciation, non-formal education, pleasure travel, sightseeing and entertainment

- **Tangible:**

Something that you can touch and see.

- **Intangible:**

Something that you can only feel.

- **Perspective:**

Outlook.

1.12 Self-Assessment Exercise:

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

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UNIT-2

**TOURISM PLANT FACILITIES: INFRASTRUCTURE
AND SUPERSTRUCTURE**

Structure:

- 2.0 Introduction**
- 2.1 Objectives**
- 2.2 Need for development of Infrastructure**
- 2.3 Touristic Infrastructure**
- 2.4 Touristic Superstructure**
- 2.5 Role of State in development and maintenance of Infrastructure and Superstructure.**
- 2.6 Types of Tourism:**
 - 2.6.1 On the basis of origin and destiny**
 - 2.6.2 On the basis of Movement Pattern**
 - 2.6.3 On the basis of seasoned character of Tourism**
 - 2.6.4 On the basis of**
 - 2.6.5 On the basis of Sociological Aspect**
 - 2.6.6 On the basis of socioeconomic aspect of demand.**
 - 2.6.7 On the basis of socioeconomic aspect of demand.**
 - 2.6.8 On the basis of purpose of visit.**
- 2.7 Forms of Tourism:**
 - 2.7.1 According to member of Passengers**
 - 2.7.2 According to arrangements**
 - 2.7.3 According to duration**
 - 2.7.4 According to means of Transportation used**
 - 2.7.5 According to effect on Balance of Payment**

2.7.6 According to Quantitative basis**2.7.7 According to Qualitative Basis.****2.8 Summary****2.9 Glossary****2.10 Self-Assessment Exercise****2.11 Further Readings**

2.0 Introduction:

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

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

2.1 Objectives:

- To understand the meaning of touristic infrastructure and superstructure.
- To explain various forms of Tourism.
- To explain various types of Tourism.

2.2 Need for development of Infrastructure:

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

Touristic infrastructure means the development of the accommodation sector, transport system, touristic sports, travel agencies, tour operators, the

entertainment industry, arts and crafts, the souvenir industry and so on. Basically, infrastructure includes all forms of construction on and below ground required by any inhabited area in intensive communication with the outside world and as a basis for extensive human activity within. Economists frequently put stress on the development of the touristic infrastructure as it is the pre-requisite for its accelerated economic growth. And that is why it is observed that high level of capital investment in building infrastructure is a characteristic of all the developing countries. The existing infrastructure in India does not cope with the need of serving the touristic economy. In this connection provision of hotels and other supplementary accommodation facilities can be regarded as the key-note to promote tourism in India.

Touristic infrastructure is an essential feature of the developing economy for its rapid growth and development. Tourism is one of the important factors for eradication of unemployment, earning foreign exchange and it also plays a vital role in the regional development of nation. In the rural areas where anticipated returns on public and private investment of the development of nation. In the rural areas where anticipated returns on public and private investment of the development of the touristic activity by itself in reality may turn out to be nil, if the employment is not realistically planned and done in stages. Therefore, one must be cautious in planning the provision of touristic infrastructure in these areas. The economic exploitation of these areas by tourists generally depends on the natural and economic resources of vast regions more difficult to access, frequently involving problems of connection infrastructural work, the supply of consumer's goods and skilled labour etc.

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

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

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

There is a need to open new tourist spots, important from the point of view of domestic as well as foreign tourists, with a simultaneous transport construction. Shortage of capital and difficulties of planning in condition of economic backwardness has been on the way of building suitable infrastructure for the development of tourism. In addition to this, it is also observed that the existing capacities of the infrastructure because the demand for means of transport is subjected to big seasonal fluctuations. It is noticed that large hotels and transport facilities are utilized for shorter periods and the rest of period they are partly used. Thus there is a question of efficient use of existing infrastructure. Since the maintenance of the whole infrastructure in condition of tropical climate, monsoons, and short temperature fluctuation is expensive, its use to optimum capacity is very acute in building new infrastructure. It is realized that while exploitation of land water resources for agricultural development constitutes the important basis for the regional development of the nation, touristic riches of the country offer an additional element of considerable significance for the economic development of the region. India faces a lot of problems in building the necessary touristic infrastructure which plays a crucial role in accelerating economic development. The

state should exert all-pervading pressures on their entire economy to make good hotels, transports, power electricity and all other services needed for this propose. An increase in the production of the electric power meets the basic requirements of the economy and above all promotes the development of the industry. As the industry develops, the demand for electric power rises. The development of tourism requires such factors like financial resources and technical personnel for large scale exploration and evaluation of the tourist areas. This will certainly determine the possibility of modern tourism. Lack of technical personnel's has also been one of the greatest bottleneck in smooth running of this highly specialized industry. There are already for regional technical institutes at Delhi, Mumbai, Kolkate and Chennai and number of Food Craft Centers are also run, which are training young men and women to take assignment mainly in the accommodation sector. There is a growing need for personnel in the field of tourism management. Tourism education has largely been neglected, but the proper and efficient functioning of tourist industry requires a complete knowledge about the latest techniques developed in the field. In the frame work of planning, the integrated economic development in the regions, it is of utmost importance to accord priority to the construction of a regionally adequate infrastructure along with the measures of land and water resources development of the regions. There is also urgent need for a detailed research relating to the different aspects of tourist industry, in order to lay a sound base for its future development.

2.3 Touristic Infrastructure:

An integrated package of infrastructural facilities water power, road, air transportation, tourist attractions etc. as give in figure 2.1, is the basic urgent requirement for India to achieve its goal. Boosting tourist traffic in this country and others in the region depended largely on the extent to which these minimum facilities are provided to the tourists. The place of tourism in national planning varies according to the priority accorded to it. Many countries regard it as luxury industry and accord it a low priority in their national plans. The plans of nation are based on the priorities, infrastructure, inputs available and the importance of

balanced socio economic development. The successful setting up of the tourist industry is dependent basically upon the growth and development of the general economic infrastructure of the nation.

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The infrastructure requirements may be divided into the following groups:

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

Tourist may reach a particular destination by road, rail or water or by air or by a combination of these modes of transportation. To provide the necessary infrastructure may accordingly call for the construction of the roads, railway lines, harbours, airport. Runways. These all are required to carry the required volume of traffic to and from the tourist areas. There is also a need for telecommunication and other means of communication. The access work has to be extended to provide means of communication and movement within the area. In addition, network of utility services extending over the whole area of development has to provide for the public conveniences and night lighting etc.

The underground and service installations described above are of paramount importance to successful tourism. Construction of these require considerable period of time. It is best to build roads of adequate dimension initially instead of small inadequate road which later have to be torn up and replaced with better and more adequate facilities. Great care should be taken in the construction of roads. They should be hard, all weather surfaced, be properly graded and drained. They should

be safe and built to international standard. Service installations such as road side facilities, road side parks, road side picnic facilities, rest park which include toilet facilities, scenic turnouts, auto repair and service facilities are all needed for tourism.

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

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

Infrastructure:

- WATER SUPPLY SYSTEM
- SEWAGE DISPOSAL SYSTEMS
- NATURAL OR ARTIFICIAL GAS LINES.
- ELECTRIC CONNECTION SYSTEMS
- DRAINAGE SYSTEMS
- HIGHWAYS
- ROAD DRIVE
- PARKING LOTS
- PARKS
- NIGHT LIGHTING
- AIRPORT RUNWAYS
- PARKING AREAS.
- ACCESS DRIVES
- FACILITIES AT AIRPORT
- MARINE & DOCK FACILITIES
- BUS AND TRAIN STATIONS FACILITIES

- RAILWAY LINES
- OTHER TOURISM INSTALLATIONS.

2.4 Touristic Superstructure:

The super structural services are also needed for tourism development. It include, access facilities for transport (airport terminals, rail and coach stations) hotels, motel and other accommodation units, café, bars and sport recreational facilities and entertainment. Most of the super-structural facilities are provided by private companies or individual entrepreneurs central state and local governments also give financial and other aids for these facilities as given in figure 2.2 and 2.3.

Touristic Superstructure:

- Accommodation
- Entertainment
- Restaurant
- Shopping

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

regulated. Special care should be taken of the architectural design of building. The hotel building should be distinctively designed in accordance with the local environment. The tourists immerse themselves in an environment totally different from that which they are accustomed to in their everyday life. Air-conditioning, central heating, and plumbing and other modern comfort amenities must also be used in the building of the hotel.

Accommodations are of great importance for successful tourism. They are fundamental to tourism. The hotel must provide the various types of physical facilities, price ranges, locations and services offered which meet the expectations, wants and needs of the travelers. The demand for accommodations varies according to the social class, price that the guest are willing to pay, level of prices and similar other consideration. Suitable accommodation should be available for all segments of the market. In planning accommodations, the point to be noted are the nature of the environment, the destination itself, the expected markets, the mode of transportation, the type activities engaged in at the destination etc. Before any investment in hotels and similar lodging facility is made, the traveling and vacation habits of the prospective guests should be carefully studied.

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

CHECK YOUR PROGRESS-I:

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

Airport terminal

Railway station

Railway track

Road

Hospital	Electricity Supply lines.
Resort	Stadium
Post Office	Police station
Water supply pipelines	Water treatment plants
Sewerage disposal systems	Multiplex
Bus Stand	Run way at the airport.

2.5 Role of Maintenance of Infrastructure and Superstructure:

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

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

Intervention by public authorities to support and promote national tourism, has assumed a completely new appearance over the last few years. State intervention takes the form of setting up bodies for controlling tourism activities by giving financial support to private organizations operating in the sector for setting up

advertising agencies abroad, for creating tourism study centers and for the development of research and survey in order to gain a better knowledge of internal and external markets.

Tourism infrastructure is usually understood to include:

- Supply of network and mains: This includes water, electricity, gas, telecommunications, sewers, garbage etc.
- Basic public utilities and services: This is the administration of religious places, health, education, culture, commerce, police etc.

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

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

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

correct infrastructure. This is particularly for the countries which are at developing stage.

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

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

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

2.6 Types of Tourism:

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

□ On the Basic of Origin and Destiny:

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

- **Inbound Tourism:**

In this category are included the tourists received by a certain country from other countries, the latter being the origin country of the tourist:

- **Outbound Tourism:**

There are many persons of a country who go abroad. Outgoing tourism comprises of tourists normally residing in the country and going abroad.

- **Domestic Tourism:**

The national inhabitants of a country travel occasionally to other places within their national territories. The movement of tourist within the country of nationality is known as domestic tourism.

- **On The Basis Of Movement Pattern:**

The tourists stay in a place for a long time or they travel continuously and spend little time in various tourist places. On the basis of how the tourists spend their time, the following distinctions can be made.

- **Residential Tourism:**

Residential tourism comprises of those tourists who have a holiday period of over one month and spend it in one specific tourist place. These tourists choose the quieter and peaceful places with a mild climate. Residential tourism usually takes place in the peak season i.e. the highest point of the total demand.

- **Seasonal Tourism:**

Seasonal tourism comprises of those tourists who have a holiday period of not more than one month. These tourists also remain in one specific place for not more than one month. The main point of difference in the residential and seasonal tourism is the time factor.

- **Roving Tourism.**

There are certain categories of tourists who travel throughout their holiday period. They travel from places to places and never spend more than 5 nights anywhere. They are continuously on the move. Their purpose of travel is different from those

of residential and seasonal tourists. They are most wide spread in spring and autumn:

□ **On The Basis The Seasonal Character Of Tourism:**

There are various factors influencing the mass tourist's flows during a particular season. Some of the incentives for travel for a sporting nature depend on natural conditions and the seasons - hunting, fishing, winter sports etc. There are also religious festivals-fairs, art and music festivals, trade fairs exhibitions which attract the tourists during a particular season. The following types of tourism belong to this category:

• **Winter Tourism:**

In most of the European countries, this tourism takes place in the month of December to March. Winter tourism have two prime incentive-the search for snow and search for sunshine.

• **Summer Tourism:**

Summer tourism take place during the summer months. The main incentives for this type of tourism are sun-shine and bathing, preferably in the sea. In he European countries, it is a very varied type of mass tourism. It has low average quality than that of other seasons.

• **Circumstantial Tourism:**

It is a localized tourism as it is attracted by traditional festivals of a religious artistic, sportive, folklorist nature.

□ **On the Basis of the Incentives**

There are various incentives which generate the tourist flow patterns. Therefore, tourism may be classified as follows:

• **Recreational Tourism**

Tourists who wish to devote their holidays to rest, to recuperate their physical and psychic and who wish to refresh themselves when tired are included in the

categories of recreational tourism. There's is the longest stay in tourist resorts which generate relaxation to them - by the sea, in the hills, in the rest centers which ensure for them the sought after comfort. Their main preference is the climatic resorts. The tourists having intellectual incentives, want to see new things, know new people, their history, art and local customs and their natural surroundings are also included recreational tourism.

- **Pleasure Tourism or Leisure Tourism:**

It includes those tourists who leave on holiday for a change of climate out of curiosity, to relax, to see something new, enjoy good scenery, unfamiliar folk lore, and the quiet and noisy modern tourist centers. Some tourist of this category find pleasure in traveling from the fact of constantly changing places and surroundings. The constant expansion of industrialization and automation, the anonymity and hectic pace of life, and the growing lack of leisure in a frequently irksome routine job lead men today to look to leisure activities and travel as escape from the pressures and strains they are subjected to. These tourists look for peace and quietness in their surroundings.

- **Sporting Tourism:**

Like sport itself, tourism is a mass phenomenon of this century. Like sports too, it is only natural in its potential neither good nor evil in essence and can be positive in its effects only if it is subjected to wise planning and guidance. This tourism is motivated by the wish to practice sports. Water and winter sports, hunting and fishing are in good demand. In this case there are big sports football, hockey, boxing championship etc. which attract the country not only the sportsmen concerned, but also thousands of followers and other interested people. There are also sporting tourism of the devotees. There are winter sports, natural, mountain climbing, trekking, hiking, sailing, golf, hunting, fishing, sports, canoeing, water skiing, skating, under sea fishing, dancing, beach games, mini-golf, hydro-cycling, and the various indoor amusements which offer fun and diversion. Countries which are well placed to develop sports have a good scope for tourist flow. They can get good benefits from the sporting tourism. For the

elite sportsmen, tourism is one of the strongest motivating forces. “Citius, Altius, Vor Tius” is all very well, but more enjoyable in Tokyo than in Birmingham or Belgrade. The thought that a high performance will qualify one for world travel is perhaps the major motivation for the top flight athlete.

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

- **Business or Technical Tourism:**

According to some theoreticians, sociologists and economists a business journey cannot be regarded as tourist journey because it lacks the voluntary element’. According to them, business journeys are professional journeys and do not leave to the person concerned either the choice of destination or time of his journey and thus the fundamental idea of liberty of the individual in tourism is absent. On the other side, all the definition of tourism include business journeys under tourism.

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

- **On The Basis of the Socio-Economic Aspects of Demand:**

Tourism can again be classified on the basis of the economic aspect of demand:-

- **Self-financing Tourism:**

It includes the tourists who finance their own tour to satisfy demand. All the incoming, outgoing and domestic tourism belong to this category. Self-financing tourism is profitable both for the private tourist enterprise and for the national economy.

- **Juvenile Tourism:**

This classification of tourism is based on the informative and educative objective of tourists.

- **Social Tourism:**

Social tourism is found in sector of the population whose income level does not permit to meet their demands. Social tourism is made feasible with the help of and through all sorts of facilities provided by the state and by some of the private enterprises. It is observed that the benefit of social tourism goes to the national population as most of the tourism to this category belong to domestic tourism and very few to outgoing tourism.

- **According to Range:**

Tourism may also be classified according to its ranges:-

- **Domestic Tourism:**

In this case people travel outside their normal domicile to other areas within the country. People find it easy to travel domestically because there are no language, currency and documentation barrier.

- **International Tourism:**

It is a kind of tourism wherein people travel to a country other than in which they normally live and which forms separate national unit within its own political and economic system. Due to the different currencies internal tourism has repercussions on the balance of payments as each country has to balance its transactions with the rest of the world. There are also obstacles put by the authorities for crossing the national frontiers, with the result, there is need for documentation – passports visa and other conditions of entry and movement. This all regulates the flow of the tourists. Now a days, due to the improvement in the language skills, currency and customs and the growing free movement of people between developing countries, the distinction between domestic and international tourism is diminishing.

□ On the Basis of Purpose of Visit:

Tourism can also be classified on the basis of purpose of visit of the tourists:-

• Holiday Tourism

There is now a significant demand recorded by the tourist industry for active holidays, both national and international. In some pursuits i.e. climbing and skiing, the element of risk is uppermost. Old resorts based their attractions on holidays and sports. In holiday camps, a great majority of people showed a desire for a physical recreation and there was strong correlation between good behaviour and sports participation. It is seen that optional vacation planning improved attitudes towards physical activities, both during holiday and on returning home. People have a great interest in hobbies holidays. Family walks and common vacation, as well as camping and many of the family tourist recreations are valuable.

• Business Tourism**• Common Interest Tourism:**

It includes tourists with other specific purposes for their journeys and some-times sub-divided further into:

- Visit to friends and relatives.
- Study tourism
- Religious tourism and
- Miscellaneous purpose tourism.

□ On the Basis of Sociological Aspects:

Some other terms have been often applied more or less discriminately to tourism, in particular, mass, popular and social tourism, to which it is desirable to attach more precious meaning at the outset.

• Mass Tourism:

When large numbers of people participate in tourism, it is called as mass tourism. It is essentially a quantitative motive and is based on the proportion of population participating in tourism or on the volume of tourist activity.

• Popular Tourism:

It is qualitative motion and by its nature it may give rise to mass tourism. It denotes activities meeting with a wide acceptance by people, because of their attractiveness and availability. The acceptance by people may be as it meets their needs or tastes and is availability at a low price.

• Social Tourism:

Social tourism is the type of tourism produced by those who could not be able to meet the cost without social interventions i.e. without the assistance of an association to which the individual belongs, or by the states

Problems in the Development of Social Tourism:

The worker throughout the world are being allowed paid holidays either by law or by collective agreement. Large number of workers are obliged to spend their holidays at home partly because of lack of means for tourist expenses and partly because of lack of means for tourist expenses and partly because of lack of information, transport difficulties and shortage of suitable accommodation. All those problems can easily be solved through organized social tourism. The financial difficulties can be overcome through subsidies and saving schemes, experience and information can be solved through package deals with carriers and accommodation problem can be solved through contracts with resorts. Thus organized social tourism can bring tourism within the reach of many who would otherwise be unable to travel. The problem of finance can be dealt with by the use of saving fund. The trade union can take an active part in the saving schemes. The members of these unions can contribute and in holiday time they may be allowed to withdraw a little larger than deposits. The saving fund scheme is very useful in Belgium, France and Australia. There can be some holiday funds which can be organized jointly by some unions and employers, with the participation of transport and hotels and transport enterprises and the state or local authorities. In France, works committees subsidize travel and run holiday homes for the workers, partly by organizing contributions. In Netherlands, some employers grant holiday bonus of upto 2% of the annual wage, in addition to normal holiday pay.

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

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

The problem of accommodation is another difficulty for the development of social tourism. Hotels being beyond the reach of low income groups. From the point of view of social tourism, supplementary accommodation is very important. Holiday centers for workers have been established by a number of trade unions and employers. In Argentina, a number of trade unions and employers. In Argentina, a number of holiday centers have been established in beauty spots at sea-side consisting of special boatels, bungalows, and chalets. These are provided with some

other recreational facilities. In Switzerland, there are number of holiday centers for social tourism. There is a famous health resorts Leysin-with the progress of medicine, it was meant that it would gradually diminish but with the cooperation of certain organization, the resort was adopted to attract a new type of tourists. Small golf courses, a swimming pool, tennis court and arrangements of schemes were establishment and sanatoria and hotels were converted to meet the new demand. Caravan camps and hotels are popular with young tourists. Camping has the advantage of being one of the least expensive form of holiday. Financial aid is given to camps by the state in France and other countries. In Greece, camps are operated by some large industrial firms for the benefit of their employees. In most of the countries, these camps are run by camping clubs and youth movement.

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

“We have been greatly impressed by the importance attached to social tourism in the concept of the developing economy of our country. The object of social tourism is not only to provide holidays to people of the lower income groups who normally are unable to afford them, but to fit them into schemes of the newly developed ideas of paid holidays for workers, assistance in the youth travel movement as well as to the movement of pilgrims throughout our land. Our objective is the welfare state. The welfare state depends for its existence upon the willing cooperation of the working classes and the peasantry who form 98% of the population of our country. The welfare state has to function for their benefit and would have no meaning if it did not. One of the objectives of the welfare state must necessarily be of paid holidays to workers and subsidized travel for the youth of our country. It is one of the essential items and is a kind of education for the young people to be able to see their country, meet the people of cultural interest as well as of industrial importance.

It is only thus that the lack of understanding of each other's needs, of the different people that live in this country, can be put to an end. Further such social tourism would create deep interest and enthusiasm for the great industrial revolution, we are witnessing. Planned economy has to be brought home gradually to large masses of our people by affording them an opportunity of seeing our industrial plans in action. So visit to Nangal Bhakra, to the steel plants, to Sindri Chittaranjan. Bangalore and other centers must necessarily be arranged on a confessional basis for those wanting to see the sites and acquaint themselves with the spot of the great industrial revolution. ”

In 1958, the Standard and Rate Structure Committee recommended that”

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

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

Cultural Tourism:

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

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

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

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

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

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

The following group of monuments are included in the proposal:

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

Cultural tourism will constitute one of the important features of the five year plans and it is proposed to evolve master plans of the areas surrounding some of the selected archaeological centers with the object of preserving their environmental and natural setting. Some years ago India acquired the services of Dr. F.R. Allchein in cultural tourism under the aegis of UNESCO to assist in the preparation of these plans. The cave temples of Elephanta, Ajanta and Ellora, Buddhist centers at Sarnath, Gaya, Nalanda, Rajgir, Kushinagar, Rasthri and Sanchi, Bijapur, Aihole, Badami, Pattadakal, Hampi, Khajuraho, Bhubaneswar, Puri and Konarak are being taken under the plan.

Conference Tourism:

Conference tourism is gaining more and more importance. There are a number of international conferences, conventions, meetings of the statutory bodies, of international organisation and an innumerable conferences, assemblies and national symposiums, which are held every year within different countries. Local, state, national and international conventions are continually being held. Yearly meetings are held by national association, union groups, fraternities and societies, educational associations, professional groups, and meetings sometimes outnumber hundreds and thousands of participants. These participants stay several days in the economic aspect of conferences. They have to prepare appropriate premises and to build conference halls with all the necessary modern equipment to ensure their satisfactory operation.

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

Religious Tourism:

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

Christian pilgrimages arose from devotion to the memory of the Christ. The devotees made it a point to visit places which were invested with memories of their Lord's earthly life. Two of the most sacred places to which the Christians visit are Bethlehem and Jerusalem. As the number of pilgrims swelled so increased the number of places to which they would like to visit.

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

Another motive for pilgrimage is the object of securing relics from holy places. It has been highly desirable in many parts to acquire some object which has enjoyed at least a mere connection with the hallowed corpse. The religious people take little wax dropped from a sanctified paper, a catholic devotee bent off the toe of mummified body of a saint in Goa. Some pilgrims carry away as a memento a little dust from the graves of saint and martyrs. There are pilgrims who take 'parsad' from the religious temples. Many people go on a pilgrimage in order to ask for forgiveness of their sins. It may be called as expiatory pilgrimage. There are also pilgrimages undertaken to thank the deity for fulfilling the devotee's wishes. Thus

we find that the journey for religious purposes has always been considered an act of obedience to the supposed will of God or the deity concerned.

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

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

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

The Hindus, Muslims, Christians, Sikhs, Jains and Buddhists and the followers of other faiths and religions have their holy places which they must visit at least once in a life time.

Thus we find that the pilgrim's traffic is the biggest part of tourist trade. It is very common that the travellers fits a visit to holy site or a tourist resort into his business trips. This should ensure a steady stream of visitors to India from other countries.

The government has some time back highlighted the importance of the development of religious tourism. We have neglected to make the most of the holy places attractive which are of interest to tourist. There is a considerable scope for promoting tourists from South-East Asian countries by offering different package

tours of places of Buddhist interest. Such tours could cover Bodhgaya, where the Buddha attained enlightenment, Sarnath, where in the quietness of the Deer Park, the Buddha preached his first sermon, Sanchi with its great Stupa, and Rajgir in Bihar. Important Buddhist sites like Ajanta and Ellora and the ancient universities of Nalanda create great interest among tourists.

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

CHECK YOUR PROGRESS-II**1. What are the difference between Residential and Roving Tourism?**

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

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

2.7 Forms of Tourism:

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

☐ **According to the number in Party:**

This distinction is based on how the individual elements of the trip are bought by the tourists:

• **Individual Tourism:**

FIT- Free Individual Traveler-When 1 to 10 people move for tour it is included in FIT. They may purchase a tailor made tour-made as per their requirement or package tour (ready-made tour).

• **Group Tourism**

When more than 15 people are traveling for tourism purpose it is group tourism GIT (Group Inclusive Tour) they usually go for ready-made package tours.

□ **According to Arrangements:**

• **Independent:**

Accommodation and transport arranged separately by tourist. Individual tourism is the case, when a person or group of persons leave on journey for which they themselves establish the destination and programmes and which can at any time be freely altered. The tourist move about individually or as a member of the group, irrespective of the way the travel and the stay is arranged. Transportation, accommodation and other elements are arranged separately either by the tourist himself directly with the carrier, hotel or other suppliers or through a travel agent. The individual or the family themselves take care of ensuring such provision or services as they might need. This is known as independent travel.

• **Inclusive or Package Tours:**

Organized collective tourism (organized tourism) or inclusive tour is where the tourist buys a trip, for which he is unable to distinguish the prepaid cost of his fare from the cost of accommodation and other element. It is also known as a package tour. The tourist may move about as an individual or as a member of group, according to the particular arrangements entered into. Thus, in this form of tourism, a travel agency offers to anyone interested, against payment of an inclusive sum, participation in a journey to a destination and following a programme and time table fixed in advance for an entire group. The participants do not have to concern themselves with anything, all the provisions and services being assured by the organizer.

□ **According to Duration:**

• **Long Haul Tourism:**

It implies a journey of long duration, say, several weeks or months for the tourist himself. In view of the extreme mobility of modern tourism, principally motorized, a long journey as a general rule means a visit to several countries, which results in the journeys of short stay in each tourist places. The journeys or stay at destination, should be at least 24 hours. It is also known as trip or visit.

• Short Haul Tourism:

It covers brief journey s of a week or ten days. When numerous, their economic importance is considerable for the nation. Sociologically, this type of tourism suits a clientele who are unable to avail long holidays.

• Excursion Tourism:

It does not involve any overnight stay. These are usually described as day trips or day visits, both domestically and internationally. Excursion tourism has been reintroduced into the WTO definition of tourism. It is thus a journey not exceeding 24 hours and without accommodation having to be provided. Excursion tourism is important in the areas where the favourable rate of exchange allows interesting purchase to be made at the time of journey.

□ According to Means of Transportation Used:

- Pedestrian Tourism (hikers
- Road Tourism (Motor coach.
- Motorised tourism. (Motor car)
- Rail Tourism
- Maritime Tourism (cruises).
- Air Tourism.

□ On the Basis of Effect on Balance of Payment:

This is related to foreign tourist arrivals which brings foreign exchange into a country and thus have a favourable effect on our balance of payment.

• Receptive Tourism:

This is related to foreign tourist arrivals which brings foreign exchange (money) into the country and thus have a favourable effect on our balance of payment.

- **Passive Tourism:**

It is travel residents of a country going abroad. They take out currency and thus there is a negative effect on the balance of payment.

- **Quantitative Tourism:**

- **Mass Tourism:**

When large volume of tourist participate in tourism, it is called mass tourism.

- **Qualitative Tourism:**

- **Popular Tourism:**

Any tourism which is popular and have positive impacts is termed as popular tourism. Eco-Tourism which is eco-friendly and does not deteriorate the natural environment can be termed as popular tourism.

- **Social Tourism:**

When people of limited means participate into tourism or measures are taken to encourage them to participate or to make it possible, it is known as social tourism.

CHECK YOUR PROGRESS-III

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

2.8 Summary:

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

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

2.9 Glossary:

- **Infrastructure:** basic amenities below and on ground e.g. road, rail track, water supply etc.
- **Recreation:** any rejuvenating activity.
- **Inbound Tourism:** Nationals of other country visiting our country.
- **Outbound Tourism:** Nationals of our country going to other countries.
- **Domestic Tourism:** Nationals of our country moving within country
- **Residential Tourism:** Stay of tourist at one destination for more than one month.
- **Seasonal Tourism:** Tourism according to season and for less than one month.
- **Roving Tourism:** Tourism in which travel component is more as composed to stay component.
- **Winter Tourism:** Tourism in winter months.
- **Summer Tourism:** Tourism in summer months.

- **Recreational Tourism:** involving recreational activities
- **Leisure Tourism:** Major intension of Tourism is leisure and pleasure
- **Business Tourism:** Tourism for business purpose
- **Juvenile Tourism:** Tourism of younger people/ children
- **Social Tourism:** Tourism activities of poor people sponsored by government.
- **Self-Financing Tourism:** Paying for your own tourism activities.
- **Long Haul Tourism:** Tourism for longer duration and covering long distances.
- **FIT:** Free Independent Traveller
- **GIT:** Group Inclusive tour
- **Receptive Tourism:** Tourism through which foreign exchange money is earned.
- **Passive Tourism:** Tourism through which money flows out of country.
- **Mass Tourism:** Tourism in great volume -lot of people
- **Eco Tourism:** Ecology friendly tourism.

2.10 Self-Assessment Exercise:

- 1) What do you mean by term Infrastructure? What all are included in Touristic Infrastructure.
- 2) What do you understand by the term superstructure? Which all things are included in touristic superstructure.
- 3) What are the differences between Infrastructure and Superstructure? Support your answer with examples.
- 4) Enumerate the various types of Tourism.
- 5) Which are the various forms of Tourism. Explain each one of them in details.
- 6) What is the need of classifying the tourism phenomenon into different types and forms of tourism?
- 7) What is the role played by public and private sector in growth and development of Tourism?
- 8) What is mass tourism?
- 9) Differentiate between Inbound, Outbound and Domestic Tourism.

10) Differentiate between Juvenile and Social Tourism.

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UNIT –3

COMPONENTS OF TOURISM

Structure:

- 3.0 Introduction**
- 3.1 Objectives**
- 3.2 Services and Tourism**
- 3.3 Characteristics of Tourism**
- 3.4 Basic Travel Motivators**
- 3.5 Factors influencing the growth of tourism**
- 3.6 Components of Tourism**
- 3.7 Elements of Tourism**
- 3.8 Geographical components of Tourism**
- 3.9 Benefits and costs of Tourism**
- 3.10 Summary**
- 3.11 Glossary**
- 3.12 Self-Assessment Exercise**
- 3.13 Further readings**

3.0 Introduction:

Tourism has developed into a truly worldwide activity that knows no political, ideological, geographical, or cultural boundaries. Tourism is an amalgamation of many things into a composite whole. In this unit you will study the Characteristics of Tourism, the basic travel motivators and factors influencing the growth of Tourism.

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

3.1 Objectives:

- To understand the characteristics of Tourism
- To identify the factors influencing the growth of Tourism
- To identify and understand the components of tourism
- To identify and understand the elements of Tourism
- To highlight the costs and benefits of Tourism

3.2 Services And Tourism:

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

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

Tourism has become more than just another industry; it has developed into an important part of the economic foundation of many countries. The positive benefits of tourism activities in periods of economic stagnation or decline have not gone unnoticed. Tourism activities have historically demonstrated a general upward

trend in numbers of participants and revenues. Even during times of recession, travel and tourism expenditures continue to rise.

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

3.3 Characteristics of Tourism:

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

Tourism, at management level is the composition of economic activities that are geared to satisfy the needs of the travelers. Due to existence of many different products, services involved in tourism, one cannot specify and define a distinct tourism industry. But rather there are industries, sectors and services catering for the needs of the travelers.

There are few characteristics of tourism differentiating it from other economic activities. These are:

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

Tourism is recorded in the statistics as 'invisibles'. Tourists consume what they consume at their countries with emphasis on recreation and leisure services and goods

- **Products and services are complementary:**

The demand in tourism is not for a specific product but rather for a bundle of services and consumption commodities. The services which comprise the final tourist product are different from each other and at first look they seem to be independent of each other. That is why destinations assume they can control the tourism demand and the prices of the tourist products they offer to international markets. Different tourist services are complementary and closely related to each

other forming a final tourist product for the tourist. Accommodation at a destination depends on the existence and availability of suitable transportation to and from the destination. Catering is mostly dependent on accommodation.

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

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

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

- **Tourism products are perishable:**

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

- **Direction of transaction is reverse:**

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

- **Intermediaries in consumption:**

The demands of the tourists and their consumption of tourist products and services are realized through intermediaries. The products can be consumed with the help of intermediaries. Examples of intermediaries, at firm level are tour operators and travel agencies; at personnel level are guides and hotel or restaurant staff in service.

- **Tourist product is fragmented:**

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

- **Travel in an experience:**

Travel is an experience, there is no tangible product in tourism. The tourist buys an intangible service that could not be tested before the actual consumption starts. It is an image-dream that is sold and experience to be lived. Image and experience necessitate the involvement of intermediaries in consumption process; either firms or individuals. It is vital that an intermediary helps the tourist to experience the image and consumption. The only tangible assets in tourism are souvenirs.

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

Tourism is an unstable export. It is affected by, Economic and political conditions – war, strike, political crisis etc. and to the behavior of tour operators and travel agencies; Preferences of tourists; Natural disasters, epidemics etc. Tourism demand is concentrated in summer months both in mass tourism and in cultural tourism. Seasonal concentration is linked to the use of natural tourism resources of a country and is severe in the Mediterranean destinations. Seasonality is also observed at some countries in winter such as Austria, Switzerland. Indian Destinations have lean season and peak season depending upon the favorable climatic conditions at the destination. Peak season means more tourist coming in some specific months and lean season means less number of tourist coming in some specific months.

- **Enterprises in tourism industry:**

Tourism is mostly composed of too many small and medium sized enterprise. There are few giant firms, conglomerates in the industry which affect the tourism industry structure. They dominate the international tourism industry and international tourism market. Just a very few number of enterprises are capable of catering to all the needs of all tourists. Mostly the industry is composed of many small and medium sized enterprises.

CHECK YOUR PROGRESS – II

- 1. Why tourism product is considered perishable. Support your answer by citing example of a hotel room and a seat in on aircraft?**

- 2. Why is it said that the transaction direction in tourism is reverse?**

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

3.4 Basic Travel Motivators:

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

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

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

Apply your knowledge:

- 1. Analyse your family and friends recent or upcoming travel plans and compare them to the examples in the unit for reason.**

3.5 Factors Influencing the Growth Of Tourism

Socio-economic factors like income, mobility, age, education and cost are crucial in the evolution of demand. Together with leisure these are responsible for determining the growth of international tourism. The most comprehensive list of factors influencing the growth of tourism however comes from Louis Erdi (1970) of the Swiss Federal University. The list includes:

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

3.6 Components of Tourism:

The tourist industry can be described as shown in Figure 3.1 Accommodations include all forms of lodging, even camping and caravanning, and all types of food and beverage services. Shopping encompasses any form of retail purchase, such as souvenirs, arts and crafts, clothing, groceries, and others. Activities comprise services such as entertainment, sports, sightseeing, local tours, cultural events, festivals, and gambling. Transportation includes all forms by land, air, or water.

The entire tourism industry rests on a base of natural resources, which must be wholesome and attractive, preferable possessing unusual natural beauty and appeal to vacationers. These natural resources must be adequate in dimension to avoid crowding, and they should be free from such hazards as pollution, dangerous or poisonous plants, animals, or insects. Similarly, development of tourism should be on sites free from natural disasters, such as floods, droughts, or earthquakes.

Thus there are four major components of Tourism. Namely

- Accommodation
- Transportation
- Attractions (Natural, Built and Cultural Resources)
- Support Services (Services enabling shopping and other activities)

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

The best tourism products will not sell themselves, but must be marketed through vigorous efforts. Those providing the products are the principal marketers. But travel agents, tour companies, associations, and other intermediaries are important lines in the marketing and distribution system. Goods and services that supply tourist needs. This economic activity is the tourist industry, or more properly, simply tourism. Tourism is fragmented industry with many parts and varied activities. As a young industry, it has not yet achieved the cohesiveness necessary for all components to work together for the common good. Each segment makes its own contributions to the total tourism picture, yet the segments are interrelated and depend on each other. For example, the success of a Colorado ski resort depends on transportation to bring skiers to the slopes, housing to accommodate them restaurant to feed them, and other services (medical facilities, après-ski lounges, and retail shops) to take care of their needs. Most of the enterprises affiliated with skiing are small. Although they are operated as independent businesses, they do in fact depend on each other and serve as small parts of the total picture. This dependence calls for cooperative effort and similar policies; however the fact that the business often compete in the each other for the consumers dollars make cooperation difficult. Many of them are fiercely independent, dominated by their own self-interest. As tourism grows and matures, the industry will become more united and speak with a single voice on major issues. Firms will become larger and the weak links in tourism chain of services will be eliminated. Thus the future of tourism promises to be bright, dynamic and exciting

Peter's inventory of tourist attractions:

- 1. Cultural:**
 - Sites and areas of archaeological interest;
 - Historical buildings and monuments;
 - Places of historical significance;
 - Museums; Modern culture; Political and
 - Educational Institutions; Religious institutions.

- 2. Traditions:** National festivals Arts and handicrafts;
Music; Folklore Native life and customs.
- 3. Scenic:** National parks; Wildlife, Flora and
Fauna; Beach resorts; Mountain resorts.
- 4. Entertainment:** Participation and viewing sports
Amusement and recreation parks; Zone
and oceanariums; Cinemas and theatres;
Night life; Cuisine.
- 5. Other attractions:** Climate; Health resorts or spas; Unique
Attractions not available elsewhere.

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

3.7 Elements of Tourism:

The four basic components of tourism, namely, transport, attraction, accommodation and support services are very important components. However, in

addition to basic components, there are certain elements or ingredients which are also crucial to tourism. These elements are the fundamental attractions of tourism. These include:

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

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 extremes of weather visit sea beaches in search of fine weather and sunshine. Sunshine and clear sea breeze at the beaches have attracted many since a very long time. In fact, development of spas and resorts along the sea coasts in many countries were a result of travelers' urge to enjoy good weather and sunshine. In Europe, countries like France, Italy and Spain. Italy has built Sardinia along the Adriatic and Mediterranean coasts taking advantage of brilliant sunshine. Many of the Mexican resorts, resorts of Pacific and California, Florida, and Hawaiian Islands in the United States are yet other example of what good weather can do. All these areas in fact capitalizing on good weather have become important tourist spots.

Areas 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. Around these winter resorts, a variety of winter sport facilities have been installed to cater to the increasing needs of tourists. In countries with tropical climates, many upland cool areas have been

developed as hill station resorts. Climate then is of particular significance to tourism as areas with good climatic conditions can be potential tourist areas.

Scenic Attractions:

Scenic attractions like good weather are very important factors in tourism. Scenery or the landscape consisting of mountains, lakes, waterfalls, glaciers, forests, deserts, etc. are strong forces attracting people to visit them. Breathtaking mountain scenery and the coast scenery exert a strong fascination for the tourist. The magnificent mountain ranges provide an atmosphere of peace and tranquility. Tourists visiting the northern slopes of the Alps in Switzerland and Austria and the southern slopes in Italy and also the Himalayan mountain slopes of India and Nepal for the first time cannot but be charmed by their physical magnificence. Great natural wonders such as the Grand Canyon in the United States, the Giants Causeway of Northern Ireland, the Niagara Falls, the Geysers of Iceland, the glaciers of Alps, the forests of Africa, the mighty rivers, the lakes and the deserts are a source of great interest to many tourists and have become the basis of an expanding tourist industry.

Historical and Cultural Factors:

Characters of historical and cultural interest exert a powerful attraction for many. Since many centuries these have had a profound influence on the traveller. Large number of tourists are attracted every year by the great drawing power of Stratford-on-Avon in England because of its association with Shakespeare, or the city of Agra in India because of its famous Taj Mahal or Pisa in Italy because of its famous leaning tower. Thousands of Americans and Canadians visit Europe because of its long historical heritage; besides, many view Europe as their original homeland and have a sentimental attachment to it. Any foreign visitor to England must visit London not because it is the largest city in the country and the capital, but because of its historical associations and traditions and its many cultural attractions. In a similar way the visitor in France includes Paris in his itinerary as he does Rome and Moscow in a visit to Italy and the Russia respectively. Many countries which are developing tourist industries are using the legacy of their historical past as their major tourist attractions. In India, the world-famous caves of Ajanta and Ellora are

an example. These caves are India's oldest and most beautiful testimony of religious architecture and painting, and are man-made caves hewn out of rocky mountains conceived and executed some 2000 ago.

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 choice of a destination. Longer distances cost much in the way of expenses on travel as compared to short distances. An example can be that of India. 3.9 million Tourist arrivals for a country of the size of India may look rather unimpressive. However, if one looks at certain factors like the countries distance from the Europe, Canada, Japan and Australia, one may conclude that the long distance is rather one of the factors responsible for low arrivals. It costs a visitor from these countries quite a substantial amount. Europe and North America continue to be the main generating and receiving areas for international tourism, accounting for as much as 70 per cent and 20 per cent respectively of international tourist arrivals. The intra-regional tourism (tourism between countries of the same region) has an appreciable influence on the distribution of world arrivals. Of the total international tourist movements within Europe and North America, at least 80 per cent are intra-regional. In the Americas the United States and Canada alone account for nearly 50 per cent of all international tourist traffic in the regions, where intra-regional international tourist movements are therefore also predominant. In Europe, intra-regional tourism accounts for over 80 per cent of international tourist movements. Easy accessibility thus is a key factor for the growth and development for tourist movements.

Amenities:

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

Accommodation:

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

Accommodation may in itself be an important tourist attraction. In fact, a large number to tourists visit a particular tourist region or a town simply because there is a first class luxury hotel or a resort which provides excellent services and facilities. Some countries like Switzerland, Holland, Austria, France and Belgium have gained reputation for providing excellent accommodation with good cuisine. Many hotel have gained reputation for their excellent food, services and facilities. The

French Government for instance, paved the way for tourist development of Corsica by launching a big hotel building programme.

3.8 Geographical Components:

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

Geographical Components of Tourism:

1. Accessibility and location
2. Space
3. Scenery
 - (a) Landforms. e.g., mountains, canyons, coral reefs, cliffs, etc.
 - (b) water. e.g, rivers, lakes, waterfalls, geysers, glaciers, the sea.
 - (c) Vegetation. e.g., forests, grasslands, moors, deserts, etc.
4. Climate: Sunshine, clouds, temperature conditions, rain and snow.
5. Animal life
 - (a) Wildlife, e.g., birds game reservations, zoos.
 - (b) Hunting and fishing
6. Settlement features:
 - (a) Towns, cities, villages
 - (b) Historical remains and monuments
 - (c) Archaeological remains.
7. Culture: ways of life, traditions, folklore, arts and crafts etc.

3.9 Benefits and Costs of Tourism:

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

There is no question that tourism delivers benefits, but tourism is not perfect. There are costs and benefits, and they do not accrue equally. Many of the social costs incurred are difficult or impossible to measure. Books such as *The Golden Hordes*, *Tourism: Blessing or Blight*, and *The Holiday Makers* point out some of the unpleasant aspects of tourism.

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

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

We must accept that tourism is neither a blessing nor a blight, neither Poison nor panacea. Tourism can bring great benefits but it can also bring social problems. The world has experience in how to increase the benefits of tourism, and at least some experience in how to lesson social problems. What has to be done is to balance the benefits and costs to come up with the best cost/benefit result.

Tourism students and executives must have a clear understanding of both the positive and negative impacts of tourism on the quality of life of a nation, a province or state or a community. What are the positive aspects? The negative aspects? We need a balance sheet.

First we look at the plus side of the ledger.

- Provides employment opportunities, both skilled and unskilled, because it is a labor intensive industry.
- Generates a supply of needed foreign exchange
- Increases incomes
- Creates increased gross national product
- Can be built on existing infrastructure
- Develops an infrastructure that will also help stimulate local commerce and industry
- Can be developed with local products and resources
- Helps to diversify the economy
- Tends to be one of the most compatible economic development activities available to an area, complementing other economic activities.
- Spreads development
- Has a high multiplier impact
- Increases governmental revenues
- Broadens educational and cultural horizons and improves feelings of self-worth
- Improves the quality of life related to a higher level of income and improved standards of living.
- Reinforces preservation of heritage and tradition
- Justifies environmental protection and improvement
- Visitor interest in local culture provides employment for artists, musicians, and other performing artists, enhancing the cultural heritage.
- Provides tourist and recreational facilities that may be used by a local population

- Breaks down language barriers, sociocultural barriers, class barriers, racial barriers, political barriers, and religious barriers.
- Creates a favorable worldwide image for a destination
- Promotes a global community
- Promotes international understanding and peace

On the minus side of the ledger we find a number of problems that can be created by tourism, especially by its over development.

- Develops excess demand for resources
- Creates the difficulties of seasonality
- Causes inflation
- Can result in unbalanced economic development
- Creates social problems
- Degrades the natural physical environment and creates pollution
- Degrades the cultural environment
- Increases the incidence of crime, prostitution, and gambling
- Increases vulnerability to economic and political changes
- Threatens family structure
- Commercializes culture, religion and the arts
- Creates misunderstanding
- Creates conflicts in the host society
- Contributes to disease, economic fluctuation and transportation problems

Like all change, tourism exacts a price. However, it is here it is huge and it needs to be planned and managed.

3.10 Summary:

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

There are four major components of Tourism Accommodation, Transportation, Attracation and Support services. In addition to these components there are certain elements like pleasing weather, scenic attraction, historical and cultural factors, accessibility and amenities which are also crucial to tourism.

3.11 Glossary:

- **Accommodation** – A place where tourist stay e.g. hotels, motels, resorts, caravans, camps etc.
- **Transportation** – Means of travelling from one place to another. It can be airplane, car, coach, rail, ship, hovercraft etc.
- **Attractions** – Base of Natural, built or cultural resources of a Destination.
- **Support Services - anything** which provides supporting facilities and service to tourist e.g. multiplexes, malls, gifts and souvenir shops, art and crafts shop, restaurants, theme parks etc.
- **Travel Motivators** – Anything which motivates (encourages) a person to go for tourism.
- **Invisible** – Which cannot be seen
- **Intermediaries** – Middle man e.g. travel agents.
- **Fragmented** – Divided.
- **Accessibility** – Approachability of a place

3.12 Self-Assessment Exercise:

Q1- What are the characteristics of Tourism?

Q2- Which are the basic travel motivators according to McIntosh.

Q3- What are the factors influencing the growth of tourism.

Q4- Elaborate on each and every components of Tourism.

Q5- Which are the major elements of Tourism.

Q6- What are the geographical components of Tourism?

Q7- What are the benefits of Tourism?

Q8- What are some negative aspects of Tourism?

3.13 Further Readings:

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UNIT-4**PRINCIPLES AND PRACTICES OF TOURISM**

Structure:

- 4.0 Introduction**
- 4.1 Objectives**
- 4.2 Role of WTO in Promoting Sustainable Tourism**
- 4.3 Tourism for Prosperity and Peace**
- 4.4 Long-Term Prospects: Tourism 2020 vision**
- 4.5 Tourism Model**
- 4.6 Milestones in Development of Tourism.**
- 4.7 Five Periods of Tourism**
- 4.8 Tourism Challenges and Opportunities**
- 4.9 Trends in Tourism and Travel**
- 4.10 Summary**
- 4.11 Glossary**
- 4.12 Self-Assessment Exercise**
- 4.13 Further Readings**

4.0 Introduction:

International tourism is world's largest export earner and an important factor in the balance of payments of most nations. Intercultural awareness and personal friendships fostered through tourism are a powerful force for improving international understanding and contribution to peace among all the nations of the world.

In this unit you will study the model of tourism, how intermediaries help in providing the services and facilities from tourism supplies to the tourist. You will also go through the milestones in development of Tourism, five periods of tourism, Tourism challenges and opportunities and trends in tourism and travel.

4.1 Objectives:

- To study the role of WTO in promoting sustainable tourism.
- To study tourism as a passport to peace and development.
- To understand the trends in travel and tourism.
- To understand the long-term prospects of tourism.
- To identify major tourism challenges and opportunities.
- To study various milestones in development of tourism.
- To study the different ages of transportation in historical development of Tourism.
- To identify the reasons for increase in tourism.
- To identify the major participants and forces shaping the tourism industry.

4.2 Role of WTO in Promoting Sustainable Tourism:

Tourism is a dynamic, evolving, consumer-driven force and is the world's largest industry if all its interrelated components are placed under one umbrella; travel; lodging; conventions, expositions, meetings, events restaurants, managed services and recreation.

The leading international organization in the field of travel and tourism, the World Tourism Organization [WTO], is vested by the United Nations with a central and decisive role in promoting the development of responsible sustainable, and universally accessible tourism, with the aim of contributing to economic development, international understanding, peace, prosperity, and universal respect for, and observance of, human rights and fundamental freedoms. In pursuing this aim, the organization pays particular attention to the interests of the developing countries in the field of tourism.

Acting as an umbrella organization for world tourism, WTO plays a catalytic role in promoting technology transfers and international cooperation, stimulating and

developing public-private sector partnerships, and encouraging the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourist destinations, and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while at the same time they minimize its negative social and environmental impacts.

Through tourism, WTO aims at stimulating economic growth and job creation, providing incentives for protecting the environment and cultural heritage, and promoting peace, prosperity and respect for human right.

Membership includes 143 countries, 7 territories, and some 350 affiliate members representing the private sector educational institutions, tourism associations, and local tourism authorities. Unfortunately the United States is not a member, but may soon be.

The WTO and the World Travel and Tourism Council declare the travel and tourism industry to have the following characteristics.

- A 24-hour-a-day, 7-day-week a year economic driver.
- Accounts for 10.2 percent of world GDP
- Employer of 200 million people or 7.8 percent of the global work force
- Travel and tourism will support creation of more than 505 million jobs per year during the 2000s.
- Leading Producer of tax revenues

4.3 Tourism for Prosperity and Peace:

At the start of the new millennium, tourism is firmly established as the number one industry in many countries and the fastest growing economic sector in terms of foreign exchange earnings and job creation. International tourism is the world largest export earner and an important factor in the balance of payments of most nations.

Tourism has become one of the world most important sources of employment. It stimulates enormous investment in infrastructure, most of which helps to improve the living conditions of local people as well as tourists. It provides governments

with substantial tax revenues. Most new tourism jobs and business are created in the developing countries helping to equalize economic opportunities and keep rural residents from moving to overcrowded cities.

Intercultural awareness and personal friendships fostered through tourism are a powerful force for improving international understanding and contributing to peace among all the nations of the world.

The World Tourism Organization encourages governments, in partnership with the private sector, local authorities and nongovernmental organizations to play a vital role in tourism. WTO helps countries throughout the world to maximize the positive impacts of tourism while minimizing its possible negative consequences on the environment and societies.

Tourism the world largest industry offers the greatest global employment prospects. This trend is caused by the following factors:

1. The opening of borders; despite security concerns, we can travel to more countries now than 10 years ago. The U.S. has a visa waiver program with 28 European countries.
2. An increase in disposable income and vacations.
3. Cheaper and more exclusive flights
4. An increase in the number of people with more time and money.
5. More people with the urge to travel.

According to the World Travel and Tourism Council the industry business leader's forum-tourism and travel generate, directly and indirectly, 10.2 percent of global gross domestic product [GDP], investment, and employment. The industry is forecast to grow strongly in real terms during the next 10 years.

4.4 Long-Term Prospects Tourism 2020 Vision:

Travel is likely to increase in the coming years, which will have a significant impact on tourism. Some of the reason for the anticipated increases are as follows:

Longer Life Span. The average person now has a life expectation of about seventy-five years. In fact, in just a few years, some baby boomers will be taking early retirement.

Flexible Working Hours. Today, many people work four to ten hour a day and have longer weekends. Of course, many others especially in the hospitality and tourism industries work on weekends and have leisure time during the week.

Early Retirement. Increasingly, people are being given the opportunity to retire at fifty-five. This early retirement is generally granted to employees with thirty years of service to their company or government agency.

Greater Ease of Travel. Today, it is easier to travel on holidays and weekends, for both business and leisure purposes. Each mode of travel affords increasing opportunities to take advantage of the additional leisure time.

Tendency to Take Shorter, More Frequent Trips. People now tend to take shorter but more frequent mini vacations, rather than taking all of their vacation time at one go. Europeans generally take much longer vacations than North Americans. For them, four weeks is the normal vacation benefit of new employees, and six weeks is typical after a few years' service.

Increase in the Standard of Living. More people in many developing countries have increased their income and wish to travel. China, with its new-found enterprise zones is producing hundreds of thousands of entrepreneurs who will soon be traveling to foreign countries. Millions of East European residents of the former Soviet Block countries now have the capability and the right to travel. In total, an additional three hundred million people will soon have passports.

Despite the terrorist attacks and a weak economic recovery, the long term prospects for tourism appear to be good. Tourism 2020 Vision is the World Tourism Organization's long-term forecast and assessment of the development of tourism for the first 20 years of the new millennium. An essential outcome of the Tourism 2020 Vision is quantitative forecast covering a 25-year period, with 1995 as the base year and forecast for 2000, 2010 and 2020 (Figure 4-1).

Although the evolution of tourism in the 1st few years has been irregular, WTO maintains its long-term forecast for the moment. The underlying structural trends

of the forecast are believed not to have significantly change. Experience shows that in the short term, periods of faster growth [1995, 1996, 2000] alternate with periods of slow growth [2001 and 2002]. While the pace of growth till 2000 actually exceeded the Tourism 2020 Vision forecast, it is generally expected that the current slowdown will be compensated for in the mid- to long term.

WTO's Tourism 2020 Vision forecasts that international arrivals expected to reach over 1.56 billion by the year 2020. Of these 1.2 billion will be interregional and 0.4 billion will be long-haul travelers.

The fact that tourism is expected to grow rapidly presents both tremendous opportunities and challenges. The good news is the variety of exciting career prospects for today's hospitality and tourism graduates. Tourism, although mature industry is a young profession. Careful management of tourism and travel will be necessary to avoid repercussions and negativism toward the "pesky" tourist, which is already happening to some extent in Europe, where the sheer number of tourists overwhelms attractions and facilities.

There is an interdependency between the various segments of tourism, travel, lodging, foodservice, and recreation. Hotel guests need to travel to reach the hotel. They eat in nearby restaurants and visit attractions. Each segment is to an extent, dependent on another for business.

CHECK YOUR PROGRESS – I:

- 1. As per WTO's forecast, what are the expected international tourist arrivals by the 2020, of these, how much would be interregional and long haul travellers respectively.**

4.5 A Tourism Model:

In an attempt to overcome some of the problems encountered in describing tourism, the model presented in Figure 4.2 was developed to highlight important participants and forces that shape the tourism industry.

As you study tourism model, notice its open nature and how each of the segments is related to the others. Let's begin our study of tourism by looking at travelers {tourists}, who serve as the focal point for all tourism activities and form the center of model. Radiating from this focal point are three large bands containing several interdependent groups of tourism participants and organizations.

Individual tourists may deal directly with any of these tourism service suppliers, but they often rely on the professional services provided by tourism promoters shown in the first band of our model. Tourism promoters, such as travel agencies and tourist boards provide information and other marketing services. Moving to the next band of model, we see key tourism suppliers who provide transportation, accommodations, and other service required by travelers.

Tourism suppliers may provide these services independently, they may compete with each other, and at times they may work together. For example, airline, bus, railroad, cruise ship, and car rental companies may compete individually for a traveler business. However they may also team up to provide cooperative packages such as fly-ride fly-cruise, and fly-drive alternatives. Or as airlines have discovered, they must establish strategic alliances with many other carriers to provide seamless travel across states, nations, and continents. Hotels and resorts may also compete against each other for the same traveler's patronage, yet cooperate with transportation providers to attract tourists to a specific location. Service providers representing all segments of the tourism industry may often work together to develop promotional packages designed to attract tourists or destinations.

How closely these individuals and organizations work together is ultimately influenced by the forces shaping the face of tourism activities. As our model shows, the tourism industry does not operate in vacuum. All of the participants, either individually or as a group, are constantly responding to a variety of social/cultural, political, environmental, economic, and technological forces. These forces may range from subtle changes, which are noticeable only after many years, to more dramatic changes, which have immediate and visible impacts. Examples of these forces can be found all around us.

Gradual changes may be noticed in destinations that were once fashionable but eventually faded in popularity, such as Niagara Falls in the Canadian/U.S. border and Brighton in England. Similar shifts can also be seen in transportation. Steamship passage across the north Atlantic was eclipsed by the faster and more efficient airplane, which opened new horizons for travelers. Immediate impacts can be seen in sudden shifts brought about by currency devaluations, wars, fuel shortages, and natural disasters. Rapid adoption of new technologies such as the Internet can have immediate and far-reaching impacts on tourism activities. A country that was once avoided may suddenly become a popular tourism destination because it is more affordable or accessible. Conversely, a once-popular destination may be avoided because of a recent natural disaster or political upheaval.

The number of travelers from nations also varies dramatically due to political and economic changes. Now that China has developed a sizeable middle class due to its economic growth, China now is the biggest Asian nation in terms of outbound travelers.

Let us look at how our model might work. Suppose you (a tourist) want to visit a sunny beach or a snow-covered mountain. You might begin planning your trip by surfing the websites of different airlines, condominiums, hotels, and/or resorts (tourism service suppliers) searching for possible flight schedules and accommodation options. You could simply call a travel agent (tourism promoter) who would search out the best alternatives to meet your option, would be taking a “virtual trip” to your desired destination by surfing offerings on the Internet. Finally,

you could contact local chambers of commerce or visitors bureaus to learn more about your preferred destinations.

CHECK YOUR PROGRESS – II

- **What external factors affect the growth and development of Tourism?**

4.6 Milestones in the Development of Tourism:

- **Prerecorded History** Travel begins to occur out of a sense of adventure and curiosity.
- **4850 B.C.-715 B.C.** Egyptians travel to centralized government locations.
- **1760B.C.-1027 B.C.** Shank dynasties establish trade routes to distant locations throughout the Far East.
- **1100 B.C.-800 B.C.** Phoenicians develop large sailing fleets for trade and travel throughout their empire.
- **900 B.C.-200 B.C.** Greeks develop common language and currency and traveler services emerge as city-states become destinations.
- **500 B.C.-A.D. 300** Romans improve roads, legal system, and inns to further travel for commerce, adventure, and pleasure.
- **A.D. 300-A.D.900** Mayans establish trade and travel routes in parts of Central and North America.
- **A.D. 1096-A.D. 1295** European travel on failed religious crusades to retake the Holy Lands from Muslim control introduced these military forces to new places and cultures.

- A.D. 1275-A.D. 1295 Marco Polo's travels throughout the Far East begin to heighten interest in travel and trade.
- 14th –16th centuries Trade routes develop as commercial activities grow and merchants venture into new territories.
- A.D. 1616-A.D. 1785 Grand Tour Era makes travel a status symbol for wealthy individuals seeking to experience cultures of the civilized world.
- 18th – 19th centuries. Industrial Revolution gives rise to technological advances, making travel and trade more efficient and expanding markets; increasing personal incomes make travel both a business necessity and leisure activity.
- 1841 Thomas Cook organizes first group tour in England
- 1903 Wright Brothers usher in era of flight with the first successful aircraft flight
- 1913 Westinghouse Corporation institutes paid vacations for its workers.
- 1914 Henry Ford begins mass production of the Model T
- 1919 First scheduled airline passenger flight debuts between London and Paris
- 1945 World War II ends and ushers in new era of property, giving rise to millions of people with the time, money, and interest to travel for pleasure.
- 1950 Diners Club introduces the first credit card.
- 1952 Jet passenger service inaugurated between London and Johannesburg, South Africa.
- 1978 Competition on routes and fares begins with signing of Airline Deregulation Act.
- 2001 September 11th terrorism attacks on the World Trade Center in New York City and the Pentagon in Washington, D.C., heightened security measures for travel across the U.S.
- 2001 Transportation security Administration (TSA) created to ensure airline passenger safety as terrorism threats persist.

- 2002 Introduction of the EURO currency signaling liberalization of travel among member nations of the European Union.

4.7 The Five Periods of Tourism:

The historical development of tourism has been divided up into five distinct epochs (or periods), four of which parallel the advent of new means of transportation.

- Pre industrial revolution (prior to 1840)
- The railway age
- The jet aircraft age
- The cruise ship age

Pre industrial Revolution:

As early as 300 B.C., Ancient Egyptians sailed up and down the river Nile, carrying huge rocks with which to build pyramids as tombs for their leaders. The Phoenicians were among the first real travelers in any modern sense. In both the Mediterranean basin and the Orient, travel was motivated by trade. However, trade was not the only motivation for travel in these times; commerce and the search for more plentiful food supplies also stimulated travel.

The Roman Empire provided safe passage for travellers via a vast road system that stretched from Egypt to Britain. Wealthy Romans traveled to Egypt and Greece, to baths shrines, and seaside resorts. The Romans were as curious as modern-days tourists. They visited the attractions of their time, trekking to Greek temples and to places where Alexander the Great slept, Socrates lived, Ajax committed suicide, and Achilles was buried by an eruption of MT. Versifies, Yielded several restaurants, taverns, and inns that tourists visit even today.

Medieval travel was mostly confined to religious travel, particularly pilgrimages to various shrines: Muslims to Mecca and Christians to Jerusalem and Rome. The Crusades began in 1095 and lasted for the next two hundred years, stimulation a cultural exchange that was, in part responsible for the Renaissance.

Across Europe, travel and trade flourished. With the increase in living standards came a heightened awareness of cultural pursuits. Later, aristocrats undertook Grand Tours of Europe, stopping at major cities for weeks or months at a time. It was considered a necessary part of “rounding out” a young lady’s or gentleman’s education. Fortunately, travel now has become possible for almost everyone.

The Railway Age:

Railroads played a major role in the United States, Canada, and several other countries. The pioneering spirit carried by the railroads opened up the great American West. Prior to the advent of rail travel, tourists had to journey by horse and carriage. By comparison, the railway was more efficient, less costly, and more comfortable. Resort communities came within the reach of a larger segment of the population in North America and Europe. The railroads brought changes in the lodging industry, as taverns along the turnpikes gave way to hotels near the railway stations.

The first railroad was built in the United States in 1830, but only 23 miles of rail were laid by the end of that year. In contrast, by 1860, there were 30,626 miles of track. In 1869, rail journey across America was made possible by the transcontinental connection, which enabled the journey across America was made possible by the transcontinental connection, which enabled the journey to be completed in six days. Before that, such a journey took several months by wagon or several weeks by clipper ships rounding Cape Horn, South America.

To ensure passenger comfort, railroads had excellent dining cars and sleeping berths. Railroads continued to extend their lines into the twentieth century until the Depression of the 1930s and World War II. With these events began a decline in railroad usage that was accelerated by the invention of the automobile. The freedom of the open road gave automobile travel a competitive advantage over train travel.

In order to prevent a complete collapse of the passenger rail system, the United States government created AMTRAK in 1971. AMTRAK is a semipublic organization; eight of the fifteen members of its board are selected by the President

of the United States, three by the railroads, and four by preferred private stockholders. AMTRAK is subsidized by the United States Congress, in amounts ranging from \$500 million to \$800 million per year; this subsidy represents between 35 and 50 percent of its total revenue. AMTRAK has eliminated many unprofitable lines and improved overall efficiency and service quality. About half of AMTRAK's trains and passengers are in the heavily populated northeastern United States.

Despite these efforts, many passenger opt for the speed and sometimes price advantages of the airlines. To counter this, AMTRAK offers special prices on regional or transcontinental travel. Tour packages are also popular, particularly with retired people who prefer relaxing and watching the ever-changing scenery to driving.

Although rail travel has declined in the United States, railroads in Europe and Asia play far more important roles in passenger and freight transportation. Railroads are more cost-effective and more efficient means of transportation in densely populated areas. Europeans have developed trains that can travel up to 250 miles per hour. The French Tres Grande Vitesse (TGV, very high speed) runs between Paris and Marseilles in three hours. The channel tunnel [Chunnel] links England with France and enables both trains and automobiles to travel the 23 miles of the English Channel.

In Japan, the bullet train can go up to 250 miles per hour. Not all trains go quite that fast, but the ride is remarkable smooth a beverage glass can rest on a table and not spill. As with the United States, the Japanese and European rail systems are heavily subsidized by their respective governments. However, without such subsidies, the roads and the air would be more congested.

Many Americans visiting Europe take advantage of the Eurail pass. The Eurail pass, which must be purchased from travel agents outside of Europe, allows visitors to travel throughout Europe, with the exception of the United Kingdom. Visitors can get on and off the train at hundreds of cities and enjoy the local attractions.

Automobile Travel:

Automobiles evolved from steam engines in the late 1800s, when Karl Benz and Gottlieb Daimler built a factory for internal combustion engines, which is now Mercedes Benz.

In 1891, the production of automobiles began in large numbers. Before long, Henry Ford produced his first vehicle and invented the techniques for making automobiles on an assembly line. By 1914, Henry Ford was producing one Model T Ford every twenty-four seconds. The assembly-line production continues today with the additional help of robots.

The United States has about 150 million autos registered. The country with the next largest amount is Japan, which has about 33 million registered.

The call of the great open road and the increased financial ability of more families to purchase automobiles led to a tremendous growth in travel and tourism. Motels and restaurants sprang up along the highways. The automobile made places accessible to more people.

Air Travel:

The Wright brothers, who enjoyed the hobby of gliding, decided to fit an engine to one of their gliders with movable fins and wingtip controls. To find an engine light enough, they had to build their own. In 1903, they tested their 13-horsepower engine. On the first run it lifted the craft in the air for twelve seconds and covered a distance of 120 feet.

In 1909 an airplane crossed the English Channel, and by 1919 a scheduled passenger service began between London and Paris. Realizing that others were about to attempt to cross the Atlantic, Charles Lindbergh persuaded a group of investors in St. Louis to fund construction of a new airplane in San Diego. The "Spirit of St. Louis" was built in sixty days. With 450 gallons of gasoline on board (the tanks even blocked forward visibility), Lindbergh made the first solo crossing of the Atlantic Ocean in 1927. This history-making twenty-eight hour flight was a major turning point in aviation history. This monumental achievement was a catalyst for massive investment in the airline industry.

The first scheduled air service in the United States began in 1915 between San Diego and Los Angeles. Later, in 1930 the Douglas Company in California introduced the DC-2, which could carry fourteen passengers and fly at a speed of 213 miles per hour. The most famous airplane, the DC-3, came into service in 1936. To this day, well over two thousands of them are still flying.

In 1944, an international conference was held in Chicago to establish international air routes and services. American and European delegates disagreed about how much to restrict competition, the Americans pushed for unrestricted competition. However, seventy airlines from forty nations ratified an important agreement of transportation rates and created the international Air Transportation Association (IATA). The IATA is the major trade association of the world's airlines. Through international agreements on financial, legal, technical, and traffic matters, the worldwide system of air travel became possible.

American and European representatives met again in Bermuda in 1946 to work out a compromise. The Bermuda agreement, by which countries exchanged benefits, was to later become a model for bilateral negotiations. The six freedoms of the air agreed upon in Bermuda were as follows:

- The right to fly across another nation's territory
- The right to land in another country for non-commercial purposes.
- The right to disembark passengers and cargo from the carrier's home country in a foreign country.
- The right to pick up passengers and cargo destined for the carrier's home country from a foreign country.
- The right of transport passengers and cargo from one foreign country to another foreign country.
- The right of an airplane to carry traffic from a foreign country to the home nation of that airline and beyond to another foreign country.

In 1954, the first Boeing 707 came into service. By 1958, Pan American Airways inaugurated transatlantic flight from New York to Paris. A Boeing 707 could carry 111 passengers over a range of about 6,000 miles at a cruising speed of 600 miles per hour. Also in 1958, Mc Donnell-Douglas introduced the DC-8 which boasted a similarly impressive performance.

Other aircraft were introduced to handle the medium and short range routes. The Boeing 727 was introduced in 1964. It became the workhorse of the U.S. domestic market, carrying 145 passengers at a cursing speed of 600 miles per hour. In 1968, the Boeing 737 established itself as the short range challenger to the McDonnell-Douglas DC-9. The Boeing 747, introduced in 1970 was the first of the wide-body aircraft. It could transport four to five hundred passenger at a cruising speeds of 600 miles per hour over distances of abut 7,000 miles.

A consortium of European countries developed the Airbus. The Airbus A 340 is designed for the long-distance market, and the Airbus A 320 is for the short distance market.

The Concorde was the first supersonic aircraft, developed at a cost of \$3 billion by the British and French governments. However it has been a financial white elephant. The Concorde has cruising speed of 1,450 miles per hour, vastly reducing time needed to fly from London to New York. A 747 flight leaving at 11 a.m. London time will land at 1:40 p.m. New York time. On a Concorde, a flight leaving at 11:00 a.m. London time will land at 9:50 a.m. New York time. Air France operates the Concorde from Paris, Dakar, and Rio de Janeiro. British Airways (B.A.) operates Concords between London and Bahrain and from London to Washington, D.C., or New York.

Air transformation has further reduced the cost per mile of travel, enabling millions of people to become tourists. As result, hotels, restaurants, and attractions have grown to keep pace with demand. The speed of air transportation enables vacationers to take inter-continental trips. Europe and Asia are only hours away as are all the cities of North and Latin America.

Cruise Ships:

More than two hundred cruise lines offer a variety of wonderful vacations, from the “Love Boat” to freighters that carry only a few passengers. Travelers associate a certain romance to cruising to exotic locations and being pampered all day.

Being on a cruise ship is like being on a floating resort. Accommodations range from luxurious suites to cabins that are even smaller than most hotel rooms. Attractions and distractions range from early morning work-outs to fabulous meals, with night life consisting of dancing, cabarets, and possibly gambling. Day life might involve relaxation, visits to the beauty parlor, organized games, or simply reclining in a deck chair by the pool reading a novel. Nonstop entertainment includes language lessons, charm classes, port-of-call briefings, cooking dances, bridge, table tennis, shuffleboard, and more.

For example, the new Crown Princess is a “super Love Boat” weighing in at 70,000 tons and costing \$200 million. This ship is longer than two football fields and fields and capable of carrying up to 1,596 passengers. The Crown Princess was designed by Italian architect Renzo Piano. Its exterior resembles a head of a dolphin, and it features the “Dome,” a 13,000 square-foot entertainment complex forward on the top deck. The Dome boasts a casino with black jack, craps, roulette tables, and masses of slot machines as well as a dance floor, bar, and lounge with wrap-around windows.

Radisson Hotels International has entered the \$4.6 billion cruise business with a dramatic catamaran a twin hulled ship designed to prevent most of the pitching and rolling that causes seasickness. The new ship, the Radisson Diamond, can carry up to 354 passengers. Completed in 1992 for about \$125 million, its cost was about 10 to 15 percent higher than a comparable single-hull ship. With rates at about \$600 per day, this ship has joined the top end of the cruise market.

The cruise market increased more than 500 percent between 1970 and 1990. However, only about 6 percent of Americans have been on a cruise. Rates vary from a starting point of \$195 per person per day on Carnival Cruise Lines to \$600 on the Radisson Diamond. Rates typically are quoted per diem (per day) and are cruise-only figures, based on double occupancy.

No two ships are alike each has its own personality and character. The nationality of the ship's officers and staff contributes greatly to the ship's ambiance. For example, the ships under the Holland America flag have Dutch officers and Indonesian/Filipino crew, and those belonging to the Epirotiki flag have Greek officers and crew.

Casual ships cater to young couples, singles, and families with children. At the other end of the spectrum, ship's that appeal to the upscale crowd draw a mature clientele that prefers a more sedate atmosphere, low-key entertainment, and dressing for dinner.

About four million people took cruises in 1993. Many passengers are remarkably loyal to their particular vessel; as many as half of the passengers on cruise may be repeat guests.

4.8 Tourism's Challenges and Opportunities:

Meeting the needs of travelers by providing tourism-related goods and services has proven to be an attractive form of economic development. Attempts to encourage the development and growth of tourism activities are often desirable because tourism creates jobs and brings money into a community or country. However unplanned tourism growth can lead to problems.

Although tourism can create greater cultural understanding and enhance economic opportunities, it may also change social structure; may place increasing demands on transportation systems, public services, and utilities; and may lead to environmental degradation. Whether we are participants in or beneficiaries of (both positive and negative) tourism activities we are all in one way or another affected by tourism.

Pause for a moment and consider the following examples of how tourism might affect our lives and communities. For example, tourism could create coastal town seeking economic security. However, as that town grows into a more popular destination, it can become overcrowded and the original residents who sought increased tourism expenditures may be driven out because of increased housing