

**Unit I**

**Travel through ages** : traveling for trade: silk road, grand tour, emergence of mass tourism, origin of concept of holidays, post independence era of tourism in India, recent scenarios of tourism industry

**Unit II**

**Tourism typologies** : difference between tourist, traveler and excursionist, religious tourism, adventure tourism, sustainable tourism, cultural tourism, eco tourism, special interest tourism, MICE tourism, health and wellness tourism

**Unit III**

**Tourism theories** : leiper's tourism model, mill-morrison, mathieson & wall model, butler's tourism area life cycle, crompton's push and pull theory, stanley plog's allo-centric and psycho-centric model, cohen's classification of tourists

**Unit IV**

**Tourist motivations and behaviors** : meaning of motivation & behavior, gray's travel-motivation theory, anomie and ego enhancement motivation theory, mcIntosh and goeldner categorization of travel motivation, escaping and seeking motivation of mannell and iso-ahola

**Unit V**

**Tourism industry linkages** : concept and significance, components of tourism linkage, tourism multiplier effect, challenges and problem of co-ordination, tourism leakage

**Unit VI**

**Tourism organizations** : UNWTO: role and functions, IATA: role and function, IHA: roles and functions, WTTC: roles and functions, ITDC: roles and functions, IRCTC: role and functions, FHRAI: role and functions

## Definition of Vacation

- The Britannica Dictionary: a period of time that a person spends away from home, school, or business usually in order to relax or travel.
- The Oxford dictionary: a period of time spent travelling or resting away from home
- The Collins Dictionary: A **vacation** is a period of time during which you relax and enjoy yourself away from home.



## First Definition for Tourism

- The first definition of tourism was made by Guyer Feuler in 1905. "Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during their stay at each destination"

## Definition of Tourism

- Not one definition of tourism has gained universal acceptance.
- Many people believe that tourism is a service industry that takes care of visitors when they are away from home.
- Some restrict the definition of tourism by the number of miles away from home, overnight stays in paid accommodations, or travel for the purpose of pleasure or leisure.
- Others think that travel and tourism should not even be referred to as an industry [Lowry, 1994, pp.28-29]
- It is extremely difficult to define precisely the words “tourist” and “tourism” since these terms have different meanings to different people and no universal definition has yet been adopted.
- There have been numerous attempts to define tourism and very often the terms ‘travel’ & ‘tourism’ are used interchangeably.

## Etymology of Tourism

- Etymologically, the word 'tourist' dates back to 1232 AD. It has come from the word 'tour' which is derived from the Latin word tornare and the Greek tounous, meaning a circle, the movement around a central point or axis.
- Therefore, like a circle, a tour represents a journey that is a round-trip, that is, the act of leaving and then returning to the original starting point, and therefore one who takes the journey can be called a tourist [Theabold, 2005]
- Definitions of tourism have evolved into two broad categories- conceptual and technical

# Conceptual Definitions of Tourism

The conceptual definition of tourism was first given by two Swiss professors Hunziker and Krapf during the period between the two world wars. It was subsequently adopted by the International Association of Scientific Experts in Tourism.

Swiss professors, Walter Hunziker and Kurt Krapf (1941) defined, *'Tourism is the sum of phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity.'*

## Conceptual Definitions of Tourism

- **Mathieson and Wall [1982]** said, ‘ *Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater to their needs.*
- **Macintosh and Golder (1986)**, “*Tourism is 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.*”

# Technical Definitions of Tourism

According to UNWTO, *"Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."*

Hence, there are three important components which result in the tourism phenomenon to take place:

1. Travelling for a purpose –leisure, business or any other; broadly –objective –either leisure or business.
2. Going and staying in places which are outside one's usual environment –hometown, city, state or country
3. Period –cannot be for a longer period or short period (i.e. 24 hours)



## First Definition for Tourism

The first definition of tourism was made by Guyer Feuler in 1905.



## UNWTO Definition of Tourism

*"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."*

- **Tourism is different from travel**
- In order for tourism to happen, there must be a displacement
- But all travel is not tourism.
- **Three criteria** are used simultaneously in order to characterize a trip as belonging to tourism:
  - *It involves a displacement outside the usual environment:*
  - *Type of purpose: the travel must occur for any purpose different from being remunerated from within the place visited: the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purposes;*
  - *Duration: only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay.*

## Some Basic Definitions



**Tourist:** A tourist is a visitor who is motivated to move outside his or her 'beat area' for reasons which have an element of pleasure or recreation for a period of 24 hours or more.

**Visitor:** A broad definition of the term 'visitor' includes any person visiting a country other than that in which he/she has his/her usual place of residence, for any reason other than following an occupation remunerated from within it.

**Excursionist:** An excursionist is a person travelling to a place for pleasure for a period less than 24 hours (McIntosh, 1986).

**Travel:** The act of moving outside one's home community for business or pleasure but not for commuting or travelling to or from school (McIntosh & Goeldner, 1986).

**Transit visitor:** Any person travelling in a country for a period of less than 24 hours, provided that any stops made are of short duration and for other than tourist purposes.

**Domestic tourist:** The International Union of Official Travel Organisation defines domestic tourist as 'any person who travels within the country where he resides to a place other than his usual place of residence for at least 24 hours and 1 night, for a purpose other than exercising a gainful activity'. The tourists who travel only within the boundaries of their own country are classified as domestic tourists.

**Foreign tourist:** The League of Nations defined foreign tourist as 'any person visiting a country, other than in which he usually resides, for a period of at least 24 hours'. The Government of India for the first time adopted on 31 December 1970 that 'a foreign tourist is a person visiting India on a foreign passport for a period of not less than 24 hours and not exceeding 6 months, for non-immigrant, non-employment tourist purposes such as business, pleasures, etc.'

**Outbound tourism:** It is the tourism of residents of a country visiting outside. Internal tourism is the tourism of visitors coming, both resident and non-resident, within the economic territory of the country of reference.

**Inbound tourism:** Inbound tourism is a form of tourism which involves non-residents travelling in the country. This can also be defined as incoming tourists from a foreign country to his/her own country.

- The first definition of tourism was made by Guyer Feuler in which year.
  - A** 1908
  - B** 1905
  - C** 1906
  - D** None of these

A UN Conference on International Travel and Tourism held in Rome in 1963 defined international tourists as “any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited”.

The definition classified tourists and excursionists as visitors. A tourist is a temporary visitor who stays more than 24 hours and less than one consecutive year anywhere. On the other hand, an excursionist is a visitor who stays for less than 24 hours at a destination.

**Traveller** – A person is on a trip inside or outside their living area in a country of residence.

**Visitors** – A person travelling to a place outside his living area for a period not exceeding one year for purposes except for any remunerative purpose.

# Forms of Tourism

It is essential to locate the tourists geographically to analyze the impacts and consumption on a country of reference. These statistics are established and compiled at the national level and international levels.

The United Nations (1994) identify three forms of tourism:

- ✓ **Domestic Tourism.** Residents travelling only within their country of residence (e.g. an Indian visitor Miss Billi from Delhi travelling to Bihar and spending one night in Bodh Gaya).
- ✓ **Inbound Tourism.** Comprises non-residents travelling to the given country (e.g. a Chinese visitor Danmei travelling to India and spending one night, he is an inbound tourist for India).
- ✓ **Outbound Tourism.** Involving residents travelling to another country (e.g. an Indian citizen, Mr. Vijay travelling to Singapore and spending one night, he is an outbound tourist for India).

The World Tourism Organization (UNWTO) also identifies different categories of tourism:

- ❖ **Internal tourism.** domestic tourism and inbound tourism
- ❖ **National tourism.** domestic tourism and outbound tourism
- ❖ **International tourism.** inbound tourism and outbound tourism

# Types of Tourism



Tourism depending upon size, forms, patterns, and nature can be classified into various types. The criteria wise classifications are outlined as below:

## *On the basis of number of persons*

- **Mass Tourism** – This is related to the pattern of large number of people travelling to a popular destination over a period of time for recreation and enjoyment.
- **Alternative Tourism** – When a person, family or friends visit a newer destination for purposes unique to them and get first-hand knowledge about the destination, it is considered to be alternative tourism.



### Based on nationality and pattern of travel

tourism can be classified into three types, such as; International, National & Internal Tourism.



- **International Tourism** - It involves tourists crossing national borders. It may have two sub types as below.
- **Outbound Tourism** - When a person travels outside his own country for leisure, pleasure or business purposes, his visit is considered to be outbound tourism for his country of residence.
- **Inbound Tourism** - when a country receives residents of another country, they are considered to be inbound tourists.
- **National Tourism** - It is the tourism of visitors in any country from within or outside of the economic territory of the country.
- **Domestic Tourism** – When tourism activity takes place only within tourists' own living country.
- **Internal Tourism** – Internal tourism comprises of all travels happening within the country including residents' travel (domestic tourism), and non-residents' travel within the country (inbound-international tourism).

# On the basis of the purpose of travel



**Business Tourism** – When a person goes to attend meeting, conference and exhibition outside from their daily living area.

**Sports Tourism** – It refers to travel which involves either observing or participating in a sports event.

**Adventure Tourism** – Generally youth likes to go for adventurous tours like trekking, river-rafting and rock climbing.

**Ethnic Tourism**– when people travel to different places to know about their own roots, we consider them to be part of ethnic tourism.

## On the Basis of Special Interest

As tourists over the years become more selective, such special interest travel has emerged as a distinct form of tourism. These forms of tourism can be explained in marketing terms as niche segments and are alternative forms of mass tourism.

**Social Tourism** – It is an emerging form of special interest tourism for the low-income group. The weaker section of people aims to go to tour with minimum services without expending their own money or expense very less.

**Ecotourism** - It involves visiting undisturbed natural areas, which are affected by tourists very less. This type of tourism started before looking after environmental benefits and loss.



## 5 A's and other Basic Components of Tourism:

In tourism components are better known as the 5 A's of tourism, i.e. every tourism destination should have attraction, accommodation, activities, accessibility and amenities. Such components are explained below.



**Attraction**—Attractions are the pull factors which bring the tourists to travel to the destination. Attractions may be natural resources, man-made built environments, or cultural and social features of a destination.

**Accessibility** – The facilities and modes of transportation to reach a destination are primary to a tourist destination. Having all other facilities in place, poor accessibility may mar the success of a destination.

**Accommodation**—The facilities of accommodation at a destination are very important as tourists need shelter for rest and night stay while they are on a tour. Varied forms of accommodations are hotels, lodges, resorts, inns, Dharmashalas, campsites, and youth hostels.

**Amenities** - Those facilities and services that tourist needs at a destination are considered as amenities. It is vital to the destination for the enhancement of tourist footfalls.

**Activities** –This refers to events, congregations as part of business, sports or social and cultural gatherings such as fairs, festivals or the like. Of late, this segment has become very popular and has emerged as a distinct form of tourism



# S O H M T

**Local residents-** Tourism planning starts with an understanding of the need and demand of the locals. As an economic activity tourism should give due priority to the residents of the place.

**Tourist** - Tourists are the most important part of the tourism as the customer and end user of services. All procedures and systems are designed in order of the tourist needs and demands. Tourist is only reason of existence of the industry. Revenue for every service provider comes out of the spending of the tourists.

**Infrastructure**— It is important to have the basic structures and facilities at the destination for the tourist comfort. Better connectivity, road, electricity, bank, accommodation and restaurant services are some of the examples of tourist infrastructure.

**Information** - The success of tourism depends upon the management of information between the guest and service provider.

**Governance**—The success of tourism in a country largely depends on the role of public sector in governance. Government plays very important role in the planning and managing tourism activity, which decides the future of the destination.

# The 5 Importance of Tourism

1



2



3



5

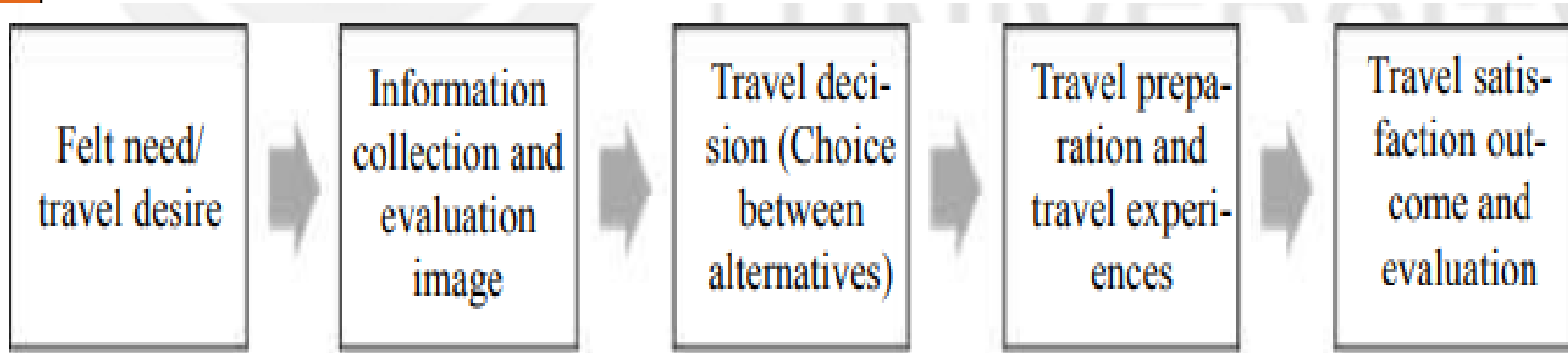


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# Mathieson and Wall Model of Travel-Buying Behaviour

Mathieson and Wall (1982) suggested a five-stage linear model of travel buying behavior.



- a) **Felt Need/ travel desire:** A **travel desire** is felt amongst tourists, mostly caused by **intrinsic factors** such as spending time with friends and family, rejuvenation, relaxation, developing a particular skill set (say, hiking, trekking, cycling) and many more. All the aforesaid reasons are assessed in this process.
- b) **Information collection and evaluation image:** In this stage, information regarding travel **information** is **collected** from various formal and informal sources. The information received is evaluated against each other.
- c) **Travel decision:** It involves the decision regarding the destination to be visited (amongst the array of choices available), accommodation, activities to be undertaken, attractions to be visited, et al. In the decision-making process tourist expectations and the benefits sought to relate to a core tourism product.





d) **Travel preparation and experience:** It involves travel booking (including travel documents like visa and passport) and commencement of travel. It fundamentally includes the appropriation of travel decisions undertaken in the former step.

e) **Travel satisfaction evaluation:** After undertaking the desired travel (or vacation) the next step is to evaluate the post-trip satisfaction taking into consideration a total tourism product that encompasses the attraction, transport, accommodation, food, hosts, weather and many other elements which form the total tourism experience. This also influences further travel decisions. Although all the stages of the decision-making process by tourists are equally important, it is the endmost stage that is crucial to securing recurring visits to the destination

## Definitions

- **Leisure**: any freely chosen activity or experience that takes place in non-work time.
- **Recreation**: a leisure-time activity undertaken voluntarily and for enjoyment. It includes individual pursuits, organised outings and events, and non-paid (non-professional) sports.
- **Sport**: a physical activity involving events and competitions at the national and international scale with professional participants.

# TOURISM, RECREATION AND LEISURE INTER-RELATIONSHIPS



## What is leisure?

- Definition:  
Freetime not spent in subsistence (work/school-related) or existence (biologically necessary) activities.
- Examples?

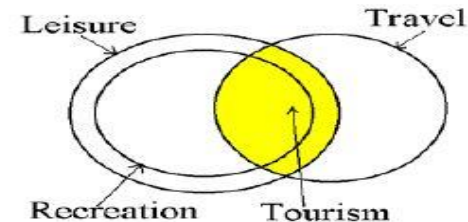
## What is recreation?

- Definition:  
A planned leisure activity that is:
  - Voluntary
  - Yields satisfaction
  - Provides no monetary profit
- Examples?

## What is tourism?

- Definition:  
The temporary movement of people to destinations away from their normal places of work and residence for leisure/recreational purposes.
- Examples?

## Interrelationships



# Typologies of Tourism



In 1939, Hans Poser in his paper: “Der Fremdenverkehr im Riesengebirge” first time distinguishes some types of tourism: tourism by transit, summer relaxation, winter sports, short distance relaxation.

Hunziker and Krapf, 1941, distinguished several types and forms of tourism: travel for rest and treatment, pilgrimage, scientific knowledge, and others.

Finally, in 1970, Maier admitted the existence of six types of tourism: tourism recreation, therapy, visitation, reduced distance relaxation, transit by tourism and professional tourism.

There are various other ways of classifying tourism on the different purposes of travel, number of tourists, and geographical area of the visits. Some of the important types of tourism are as follows:

**Accessible Tourism.** Accessible tourism is a form of tourism that is meant to support the different-abled segment of tourists. It is also known as barrier-free tourism. It enables tourists who are physically handicapped, blind or physically challenged or any manner to visit the destination and enjoy the facts of tourism. By facilitating and providing all essential services and accessible travel-centric products to tourism destinations. This is made possible due to disabled-friendly infrastructure, which comprises hand-driven pull cars, Braille signages, separate pathways, ramps, cable cars, etc.

# Adventure Tourism

The term "adventure" has a different meaning for every other individual. For some, it is white water rafting and for some mountain climbing. It naturally depends upon an individual's physical endurance and desires. It is more of passive activities, like Mountaineering expeditions, trekking, rock climbing, bungee jumping, Paragliding, white water rafting, scuba diving and others. Adventure travel is a type of passive leisure activity most of the time outdoors placed in an unusual or wilderness destination that engages tourists in natural or physical excursions that bring visitors outside their home comfort zone involving exploration or travel open-air to remote areas, where the traveller expect the unexpected for personal challenge and self-perception. It is generally categorized as a hard adventure and a soft adventure.

Hard adventure tourism - involves an element of physical risk and mental strength.

Soft adventure tourism - seeks to explore areas by visiting undeveloped destinations.

# Agri-Tourism

It can be described as spending a vacation on agricultural farms to know, relax and relish, and get involved in activities of the farm or any agricultural, horticultural operation. Tourists can cultivate vegetables, pick fruits, taste honey, learn about local and regional farm products and operations and much more on any farm partly or fully open to the public for at least a year.



# Business Tourism

The Trips and visits made by businessmen or corporate executive people, employees and others are to attend conferences, meetings or similar functions in the destination or visiting area. The activity of a business tourist includes attending conferences, and conventions, or to meet with suppliers or buyers or participating in entertainment programmes or sports events.





# Cultural Tourism

Cultural Tourism refers to trips or visits with the purpose of seeing or learning about traditions and custom of the host countries or way of life of other nations or destination in the form of cuisine, music, dance, fairs, festivals, rituals, as well as lifestyles of communities etc. in museums and art galleries, traditional artistic performances and local fairs and festivals and other cultural tourism attractions. The places of cultural importance are Khajuraho festival, Konark festival and Goa Carnival Festival and others.

# Dark Tourism

“Dark tourism” often referred as “thana tourism,” is concerned with tourist encounters of spaces of death, horror, atrocity, human suffering, genocide, calamity, and warfare, that have disturbed the public consciousness are consumed through experiences. These sites also include burial grounds and memorials of the dead whether ancient or modern, turning suffering of people into a leisure experience for tourists.



# What Is Ecotourism?

It encompasses products and services emphasizing the responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education.



# Types Of Ecotourism

## NATURE-BASED



Enables people to directly interact with nature, which includes wildlife viewing and nature photography

## CULTURAL



Experience unique cultures and engage with community-based tourism activities and cultural tours

## ADVENTURE



Involves sustainable trekking activities and eco-friendly adventure sports

## VOLUNTOURISM



Participating in conservation projects, community development, or teaming up with local activists to clean the environment

# Ecotourism

- **Ecotourism** also known as Ecological Tourism.
- Ecotourism is a natural resource based tourism, where tourist visits to enjoy and appreciate nature with prime focus on experiencing, learning and conservation of species and habitats.
- As it usually occurs in natural areas, should be low-impact non-consumptive on the area. It should be locally oriented in control and benefits through providing revenue to the local community to conserve or preserve the value of such areas.

# Principles of Responsible Travel and Ecotourism



# Ethnic Tourism

The act of travelling to an area inhabited by indigenous people to observe the culture and lifestyles of truly exotic people. The destination activities include visits to native homes staying and participating in traditional ceremonies and dances, and witnessing religious rituals. In India to observe indigenous people tourists visit the isolated hill tribes of Assam.

The term "**Ethnic**" was originally coined to refer to all those groups which were not Jewish. By the mid-15th Century, all non-Jewish and non-Christian groups were termed "Ethnic". By the late 19th and early 20th Century, "Ethnicity" was placed between the ideas of race and those of culture.



In this form of tourism, the tourist visits the homes of the local people and observes and participates in their festivals, and dances rituals and other forms of cultural expression. Human contact with the indigenous people become very important in this form of tourism and involve a study and purchase of local products.

In Ethnic Tourism, the tourist is interested to have a direct contact with the local people. He/She wants a first-hand experience with the way of life and cultural artefacts of the people who are being visited.

# Health Tourism

Any leisure or pleasure oriented tourism with leisure, recreation, relaxation and educational activities for the improvement of physical, psychological and social well-being of tourist utilizing the natural resources and climate or any activities of visiting place that have a positive impact on health of tourist. It is travel with the prime purpose of treatment in pursuit of improving or maintaining health with pleasure-seeking indulgences of spas or alternative therapies. It encompasses diverse variety of treatments and services away from professional medical care to self-fitness training.



# Grey Tourism

Simply Grey tourism is a type of niche tourism for older travelers including senior citizens, old people, mature, and prime lifers with more than 55 years age. Despite this they are heterogeneous in term of demographic, psychographic, or behavioral. These types of tourists have plenty of time for leisure and spend extra time on experiencing travelling, participating in activities that increases life satisfaction and wellbeing and have low impact on the destination and on community. Most of grey tourists have high level of income, stability in their career and want to travel to spend quality time with their siblings and friends, in places that have always been in their sub conscious for visit. They require personalized services with basic facilities and services. Once they are satisfied, they demonstrate brand loyalty, with tour guides and travel agents.



# Leisure Tourism

A Tourist who is going on holiday and visiting new places with intention of spending leisure time and is not travelling for any work or activities. Generally leisure or free time is considered to be the time period remaining after work and essential personal and household activity i.e., recreational and discretionary time, that can be used for relaxing and rejuvenating or other activities including travel and tourism.



# Mass Tourism

Mass Tourism refers to the travelling of a large number of organized tourists with varied interests irrespective of their income, caste and creed, community and region to popular tourist places for mainly recreational purposes. This tourism phenomenon is characterized by the rising disposable income, discretionary time, and development of faster mode of transportation and communication. It is a general tourism characteristic of developed countries and gradually picking up in developing countries.



# Medical Tourism

Tourists visit to other destination to receive treatment for disease, enhancing self's health condition or to undergo a cosmetic procedure or to get medical and surgical treatment. It is an act of traveling to different nations for surgery including cosmetic, therapeutic treatments in low cost of care or state of art medical technology or alternative/ indigenous medical treatment that tourist/ patient received at their place of residence and is treated in specialized clinics or hotels.



# Pilgrimage tourism



A travel undertaken for a spiritual or religious motive by an individual, believers or group to a particular location, holy place or area to seek intercession of God or the saints or visit to specific place having association with God or his holy messenger or personage. Although some pilgrims have wandered continuously with no fixed destination, pilgrims more commonly seek a specific place that has been sanctified by association with a divinity or other holy personage. The institution of pilgrimage is palpable in all religions. For example Hindus travel to Char-dham. Muslims travel to Mecca, Catholics travel to Vatican City, Jews travel to Israel and others which are important to their cult, caste and faith.

# Pleasure Tourism

Pleasure generally means good feelings. It is as a sense of happiness and satisfaction that an individual gets from eating, beach walking, enjoying natural scenic beauty or pursuit of such emotional or psychological feelings through travel. Pleasure tourism is travel for a change of climate, seeing and experiencing something new by spending their leisure time and performing activities that are free from work or daily family obligations.





# Responsible Tourism

Responsible Tourism is a tourism that makes “better places for people to live, and better places for people to visit”. It focuses on developing the sense of responsibility towards the visited place among the tourist. It recognizes the impacts of tourism on a destination and minimizes the negative impacts on the environment and maximizes the economic and socio-cultural benefits of tourism. It also promotes recycling, and conservation of water, use energy efficiency equipment and creation of local economic opportunities for communities. The responsible tourist travels with motive to enjoy the culture and tradition of the local communities in a respectful way and endeavor to contribute to the economic and cultural integrity of local community.

# Rural Tourism

Rural tourism is a form of tourism that is based on the rural environments showcasing rural life and their art forms, culture and heritage. It enables interaction among the locals and visiting people for experiencing socio-cultural tourism and benefiting the local community economically by providing employment and livelihood to the local population. This type of tourism is taking place in rural settlements that provide special emotions for the tourist and offer individualized holiday and helps in preserving the local values and culture of inhabitants.



# Slum Tourism



In this form of travel, tourists are allowed to visit poverty-blighted places or destination and acquire a sense of inhumane condition under which poor live. It is now endorsed as an opportunity for travelling people to see and feel the local culture of shantytown. This niche tourism is growing fast in the poor and developing countries where tourists visit nearby poor neighborhoods or locality. Slum tourism unlocks opportunities for economic development by encouraging them to actively join in economic activities and which eventually leads to improved personal income for sustaining their families. For example, slums of Manhattan and London. Dharavi in Mumbai and slums in Kolkata come under this category

# Sport Tourism

Generally, it refers to the experience of tourists to participate in or view sport-related activities in destination. Sports Tourism is defined as a specific travel to different places in order to actively participate in a sport, or passively watching numerous sports, such as football, cricket, hockey, etc. Sport is the prime motivational factor for visit to sport event happening destination. The tourists are passionate and high spending that directly benefits to the destination and follow-on tourists that flux have their indirect benefit to place in years to come. There are two types of sport tourism: Sport Event Tourism, and Nostalgia Sport Tourism.

- Sports Event Tourism includes sports events such as the Olympic games, ICC Cricket World Cup and World Cup soccer championships
- Nostalgia Sport Tourism involves traveling to renowned sport-related attractions. Like Eden Gardens in Kolkata.

# Spiritual Tourism

Visiting to a place with the intention of spiritual growth regardless of the main reason for travelling. A secular travel which intentionally or unintentionally includes an experience those impacts individual's belief system and individual sanctification of weary souls with fond memories. In this type of tourism the focus is on the journey that is inner directed, self-reliant, and sometime active meditation, it has nothing to do with destination. Many people living under stress conditions turn to spirituality from the travails of time driven life and much-needed break for soul from modern individualistic lives



# Wellness Tourism

A form of tourism based on special interest of tourists pursued specially by healthy people, with motive of preserving or enhancing tourist mind, body, and soul.. It involves people who travel to pursue activities that preserve or enhance their health, quality of life and well-being. It encompasses physical, mental, emotional, social, spiritual wellbeing of tourist travelling to destination. Wellness tourist destination offer numerous facilities and services for according to tourist's preferences such as massages, body treatments, beauty treatments, weight loss programs, yoga, and meditation and so on. Here the tourist/patient is more focused on preventive rather than curative form of medicine for health.

# CLASSIFYING TOURISTS



- **By Product**
- Mass Tourism: Package tour
- Alternative Tourism: Ecotourism

## **By nature of the activity:**

- Active: Adventure tourism, Ecotourism, Golf
- Passive: Sightseeing, Beach, Cruise

- **Location preference**
  - Coastal, Rural, City, Mountains, Lakes
- **Duration of trip and distance travelled**
  - Day trip, weekend trip, annual holiday
- **ALLOCENTRIC** - tourists who try new things, they don't like things being organized or planned and they do not return to the same destination, they like being adventurous
- **MID-CENTRIC** - tourists who go to places that have been popularized by the allocentric, they are not so adventurous, neither are they afraid
- **PSYCHOCENTRIC** - tourists who like things being planned and they are afraid to take risks, they oftenly travel to places they are familiar with



- **By age/socio-economic group**

- Backpackers, Empty Nesters, DINKS, SINKS, Early/Active Retirees, Boomers, youth
- **Backpackers:** 18-24 years, no children. Attracted to adventurous activity. Consider themselves travellers not tourists. Generally well-educated. Cost conscious.
- **DINKS:** Double Income No Kids.
- **SINKS:** Single Income No Kids.  
Both Dinks and Sinks: younger people, between 25 and 35 years of age, no children, affluent.
- **Empty Nesters:** Parents whose children have flown the family nest. Between 45 and 55 of age, well educated, high disposable income.
- **Boomers:** members of the baby boom generation in the 1950s.
- **Youths:** Between 18 and 25 of age, not well-educated, low disposable income, are used to travelling, (have learned it during the upbringing) and know how to indulge 'the good life'.

# On the Basis of Psychographic

The tourists have been classified into three categories by **Stanley Plog** in **1974** namely Allocentric, Psycho-centric and Mid-centric.

- Allocentric— A tourist who wishes to explore new places and destinations with novelty in their trip and wishes to go for adventurous activity.
- Psychocentric— A tourist who wants to go only to those types of destinations where they have visited before as they are non-adventurous. They like to go to popular and well-known places.
- Mid-centric - This category of tourists covers both above-mentioned types who move between both types.



# On the bases of tourist's seeking familiarity or novelty (E. Cohen 1972)

- **Drifter**- Tourists, who are highly adventurous, make no use of tourist services rather live with local community.
- **Explorers** - Tourist, who wants to be independent, travels alone, but uses modern services and seeks comfortable and reliable services,
- **Individual Mass Tourist** - Tourists use tourism industry services but not bound to a group and having very less contact with local people, as they have constraints of time as part of fixed itinerary.
- **Organized Mass Tourist** - This types of tourist are highly depend on tourism industry for services and they are fully organized, following a tour guide, having very less contact with locals, and they love to stay at their own environment.

# Questions:

1. What was the primary purpose of the Silk Road in ancient times?
2. Define the Grand Tour.
3. Write any conceptual definition of tourism.
4. Differentiate between leisure, recreation and tourism.
5. What is religious tourism? Provide an example.
6. Explain the concept of adventure tourism.
7. Write any technical definition of tourism.
8. What is health and wellness tourism? Provide an example.
9. All the tourists are travellers but all travellers are not tourists! Justify.
10. Define the term “Dinky” and “Empty Nesters”.



# S O H M T





# S O H M T



# SOHMT





# SOHMT





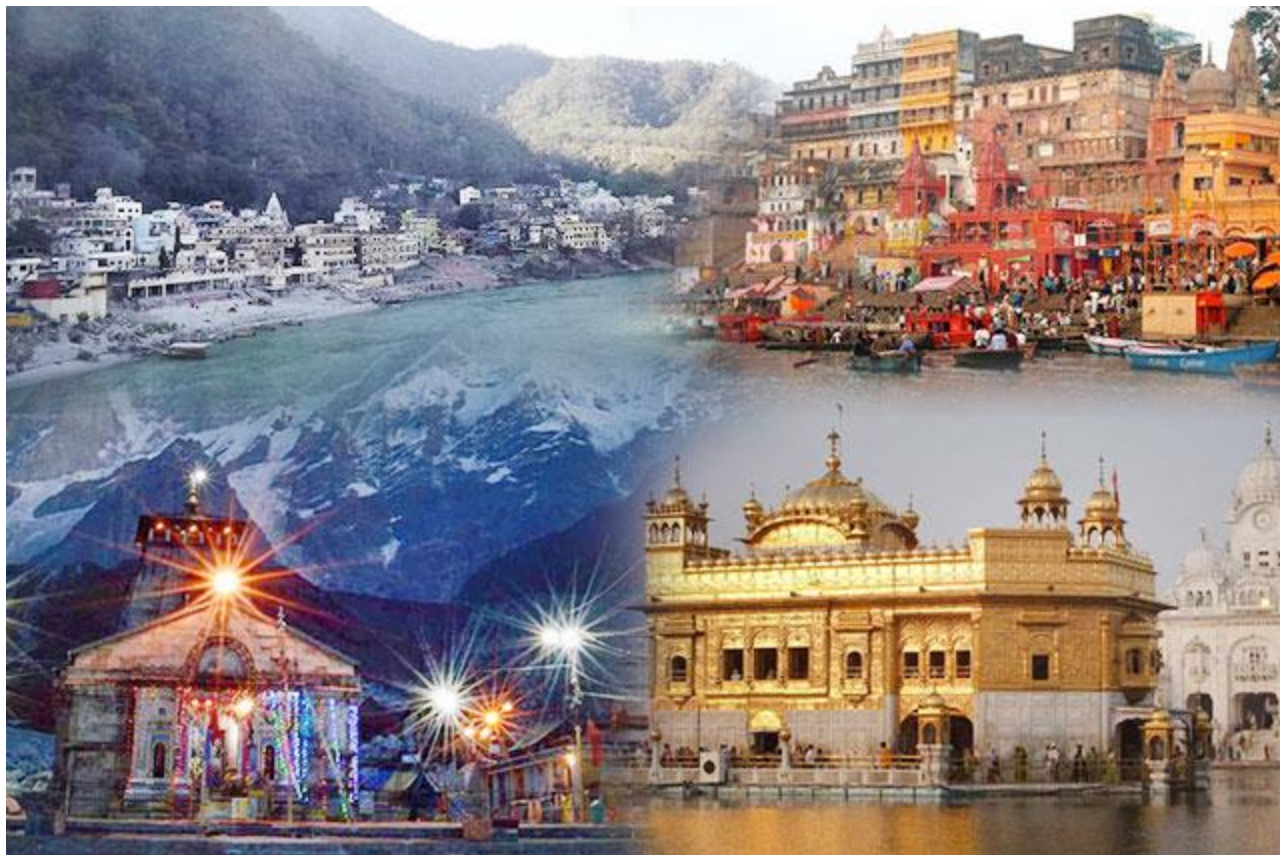
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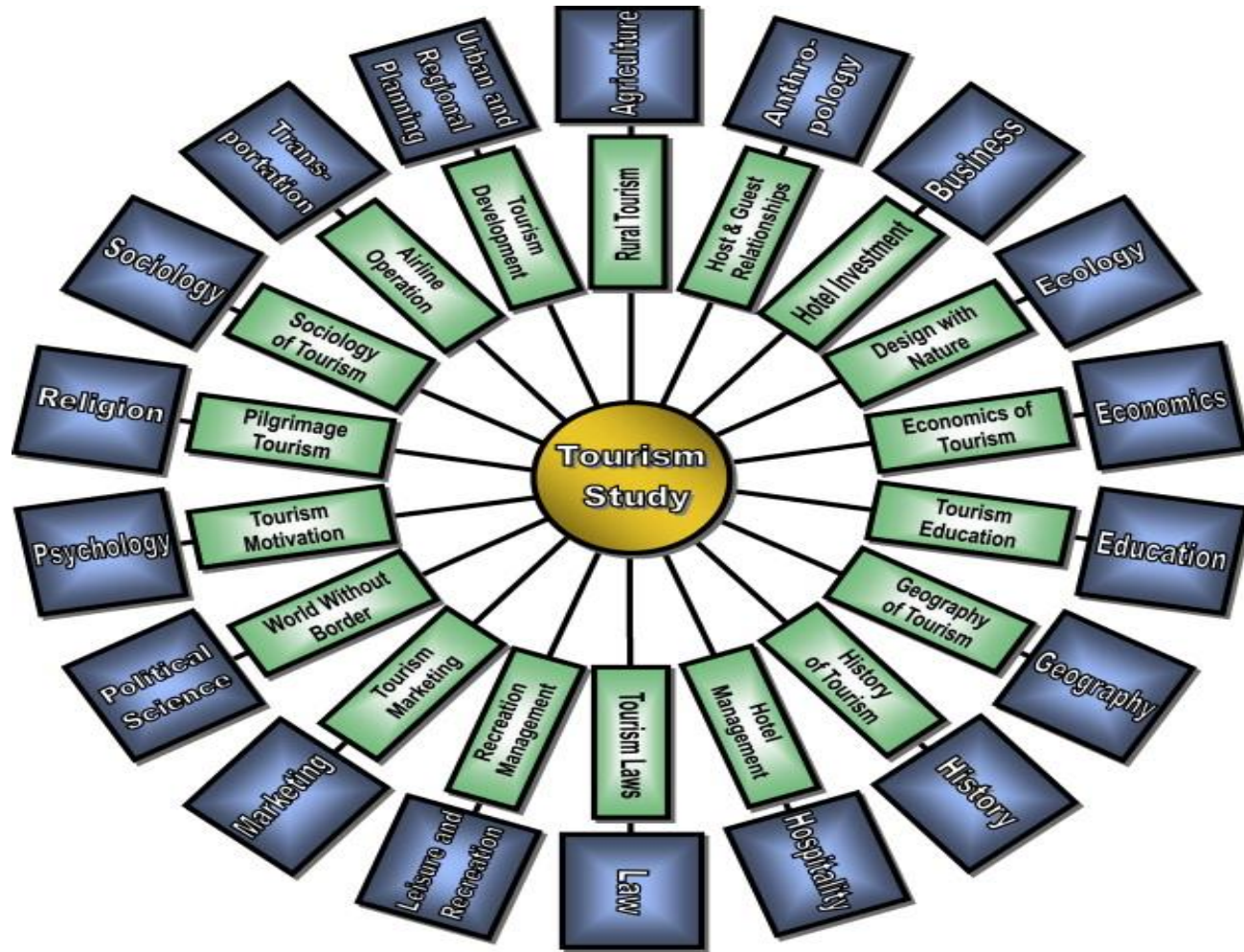


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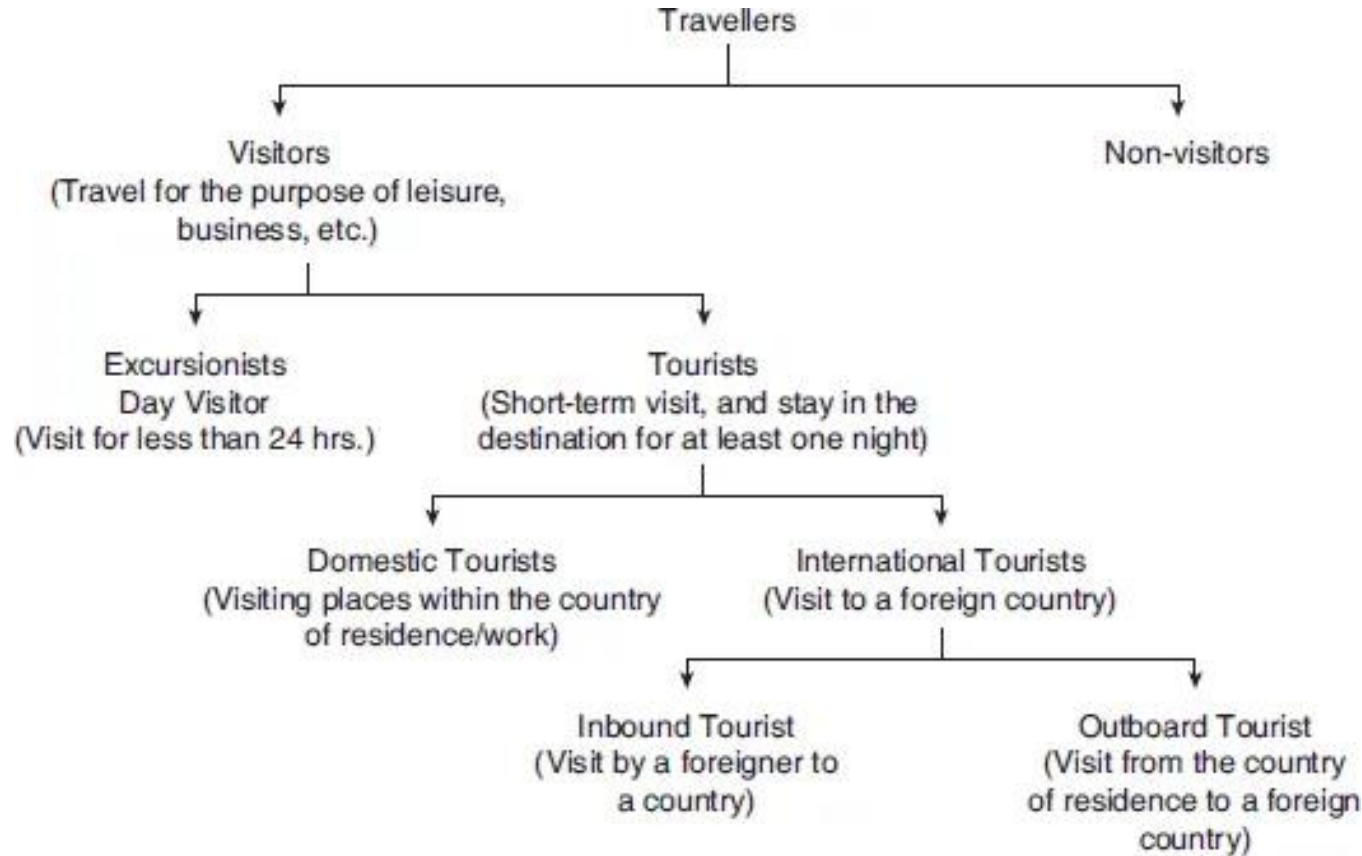






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# A case study on the impact of homestay businesses in empowering rural people in India





‘Psychographics’ have become a popular basis for anticipating consumer behaviour and their preferences. Attitudes, motivation, lifestyle, novelty-seeking, sensation-seeking personality and intra-personal constraints - all these are interconnected dimensions under the common umbrella of ‘Psychographics’. ‘Personality-based Psychographic Modelling’ in tourism is closely associated with Plog's 'Psychographic Model', a seminal tourism model, in which, Stanley Plog has delineated different types of tourists along a continuum i.e. normally distributed curve.

According to Plog, travellers' psychographics determine their travel patterns and preferences and destinations' popularity rise and fall because they appeal to specific types of tourists over time and they follow a relatively predictable **pattern of growth and decline in popularity**. Therefore, the model can be utilized as a **useful reference for planning and designing the tourism infrastructure** as well as for incorporating appropriate strategies for marketing tourism destinations from this model one can also predict the tourists' preference in choosing the suitable destination. Although the model does not help to forecast where travellers are likely to visit, it is highly effective in suggesting where they would ideally like to visit.

According to the personality-based traits, Plog's theory has classified tourists into three major types i.e. (i) Allocentric, (ii) Midcentric, and (iii) Psychocentric and if still ambiguous in decision, it can be further divided down into (iv) Near-Allocentric and (v) Near Psychocentric. In Plog's Theory, each typology has been segregated and can be marked easily.