

**Yashwantrao Chavan  
Maharashtra Open University**



**V74/V101: B. Sc. (Hospitality and Tourism Studies)**

**BTH 331/HTS 504: PRINCIPLES AND  
PRACTICES OF TOURISM MANAGEMENT**



ज्ञानगंगा घोरोघरी

**YASHWANTRAO  
CHAVAN  
MAHARASHTRA  
OPEN  
UNIVERSITY**

**BTH 331  
HTS 504**

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**V74:B.Sc. in Hospitality and Tourism Studies [B.Sc. (HTS)]  
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# **PRINCIPLES AND PRACTICES OF TOURISM MANAGEMENT**

**YASHWANTRAO CHAVAN MAHARASHTRA OPEN UNIVERSITY  
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# Principles and Practices of Tourism Management

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# INTRODUCTION

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Tourism is travel amusement, leisure or business purposes. The World Tourism Organization has defined tourists as people who 'travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.' Tourism is a popular worldwide leisure activity. It is one of the world's biggest businesses with a turnover as large as that of the oil industry. Modern tourism started in the 1950s, after the invention of jet planes. It is, hence, a young industry. Yet, it is among the fastest growing in the world.

In India, the tourism industry is growing. India receives more than 5 million annual foreign tourist arrivals and 562 million domestic tourist visits. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India. It has launched the famous 'Incredible India' campaign. To enhance the tourism sector in India, the Government is renovating the land, rail, sea and air transport facilities, as well as promoting ecotourism all of these are discussed in detail in the book.

This book, *Principles and Practices of Tourism Management*, developed by Yashwantrao Chavan Maharashtra Open University, provides detailed information on all important aspects of tourism. It is divided into five units with each unit being presented in the self instructional format. The first unit begins with an introduction to the basic concept of tourism. It deals in detail with the history of tourism. The general tourism trends, the various types of tourists and the relation between tourism, entertainment and leisure have been discussed in detail. The second unit deals with tourism in India. It discusses motivation, the various travel motivators and tourism as a service industry. The third unit is concerned with tourism activity, inter-regional and intra-regional tourism, inbound and outbound tourism and the various forms, nature and characteristics of the tourism industry. The characteristics of tourism products, the tourism product system, tourism product life cycle and the potential areas for innovation in tourism have also been dealt with in details.

The fourth unit discusses tourism and transportation. It explores the various modes of transportation like air transport, land transport, rail transport and water transport. It also gives about the management of the transport system in India and the various choices of modes of transport available to tourists.

The fifth unit describes the need for tourism planning and discusses the various steps in the process. It elaborates various tourism organizations and tourism information offices. The unit finally discusses the tourism policies of India, tourism marketing and tourism promotion.

The book follows the self instructional material format with each unit beginning with an introduction to the topic followed by an outline of the unit objectives. The topic is then explained in detail and in an organized manner to facilitate ease of understanding. The content is presented in simple language, with 'Check Your Progress' questions placed at frequent places to test the reader's understanding. At the end of each unit, a list of key terms, a summary as well as questions are provided for reinforcing the learning.



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# UNIT 1 : CONCEPT OF TOURISM AND INDUSTRIAL BACKGROUND

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## *Structure*

- 1.0 Introduction
- 1.1 Unit Objectives
- 1.2 Tourism: The Basic Concept
  - 1.2.1 Definition of Tourism
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## 1.0 INTRODUCTION

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We travel to various places for various purposes. In this manner we come to know the people, their culture, values, civilization as well as the art forms. This not only fills our hearts with joy but also enlightens our minds and souls.

We take you to the world of tourism through this unit. You will learn various things: how it all began; what tourism is all about; what are the trends in tourism; which places are the most visited and how various advancements have boosted the tourism activities.

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## 1.1 UNIT OBJECTIVE

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After going through this unit, you will be able to:

- Discuss the definition of tourism
- Describe the various approaches to the study of tourism
- Explain the scope of tourism
- Analyse the history of travel and tourism
- Modern trends in tourism and types of tourists
- Discuss modern trends in tourism and types of tourist
- Analyse the scope of tourism, recreation and leisure, and their interrelationship

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## 1.2 TOURISM: THE BASIC CONCEPT

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*Fig. 1.1 Tourists Appreciate Beauty of Nature*

Tourism, simply put, is the act of visiting a place—far off or near—by for pleasure. Here, the act of visiting a place would consist of travelling to and staying at that place.

People usually travel in their free time or take a break from their daily routine; for example, school picnics, camping, family vacation, etc. Tourism involves many factors like communication, culture, people, services, goods hotels, etc. All these factors come under the umbrella of tourism and individually play a very important role in it.

Tourism has been just a simple activity that involved visiting places. Today, tourism has become an industry that is revolutionizing the world economy. Its potential to generate foreign currency revenue and offer ample work opportunities has made it a high priority for governments and entrepreneurs. Tourism is seen as great contributor for exchange of cultures, world peace, upliftment of lesser known regions and social and economic development. India started systematically planning for its tourism industry nearly three decades ago and today has a fair share of the tourism industry of the world.

## 1.2.1 Definition of Tourism



*Fig. 1.2 Tourists Capturing Nature's Beauty*

'Tourism' is very difficult to define. From time to time, there have been many definitions to suit the purpose or situation.

Hunziker and Krapt defined tourism as 'The sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity.'

Tourism has been defined as, 'Temporary movement to destinations outside the normal home and work place, the activities undertaken during the stay and facilities created to cater for the needs of tourists' this definition is due to Mathieson and Will.

Schullard has defined it as: 'Tourism is an industry that comprises the sum total of operations mainly of an economic nature which directly relate to entry, stay or movement of foreigners inside and outside a certain country, city or region.'

According to Robert Macintosh, '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.'

At the 1991 WTO Ottawa Conference on Travel and Tourism Statistics, the demand side concept was accepted as the defining approach, and 'tourism' was defined as, '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.'

Goldener and Ritchie pointed out that before defining tourism and its scope, it is essential to consider the various groups and sections affected by tourism. Their view is vital to the development of a comprehensive definition. They identified four different factors of tourism:

- (i) **The tourist:** The tourist looks for various psychic and physical experiences and satisfaction. The nature of these will largely determine the destinations chosen and the activities enjoyed.
- (ii) **The businesses:** They provide the tourists with goods and services. Businesspeople view tourism as an opportunity to make a profit by supplying goods and services that the tourist market seeks.
- (iii) **The government of the host community or area:** The governments view tourism as a wealth factor in the economy in their jurisdiction. Their view is related to the incomes their

citizens can earn from this business. Governments also take into account foreign exchange receipts from international tourism as well as the tax receipts from tourist expenditures, either directly or indirectly. The government plays an important role in the development, promotion and implementation of tourism policy.

- (iv) **The host community:** People at tourist spots usually see tourism as a cultural issue and source of employment. For example, the effect of the interaction between large numbers of international visitors and local residents may be beneficial or harmful, or both. This led Goldener and Ritchie to say that, tourism may be defined as ‘the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors.’

There is a lot of difference between travel and tourism. A displacement of people should occur for tourism to occur. It is essential that an individual travels from one place to another, using any means of transportation. Hence tourism involves travelling. But all travelling is not tourism.

In order to characterize travel as tourism, the following criteria must be met:

- The journey should involve travel to a place other than home.
- The journey and stay are at a place other than that residence and work. Tourism must increase activities which are other than those of the residents and working people of the areas through which tourists travel.
- The visit to the destination should be temporary and short-term (less than a year) in nature. The traveller must have the intention of returning within a few days, weeks or months. The displacement can be with or without an overnight stay and the visit must be for any purpose other than permanent residency.

The term tourist has many working definitions and they all seem to involve the basic fact that people travel. Many of these definitions include people who travel but not necessarily for leisure; these include people who travel for business purposes or students who travel to undertake a course or even a patient who travels to avail of medical help. It is argued that even though their prime motive is not pleasure, they do make use of local goods and services such as transport, accommodation, food, etc., and at times also indulge in some leisure activities like shopping, sightseeing, etc. and so it is appropriate to label such persons as tourists. People who go on pilgrimages or for performing religious ceremonies, for example-Muslims on Hajj, Christians who visit the Vatican City, etc.-are also counted as tourists.



*Fig. 1.3: Vatican City St. Peter's Square, the basilica and obelisk, from Piazza Pio XII (Source:Wikipedia)*



### *Box 1.1 Quotes on Tourism from Around the World*

- ‘Tourism is the largest employment sector in most countries and a fast entry vehicle into the workforce for young people and women in urban and rural communities, directly, or through its strong multiplier effect on related services, manufacturing or agriculture.’

—Stated by the United Nations World Tourism Organization (UNWTO) in the World Tourism Barometer, Volume 7, No 2, June 2009.

- In the Chief Ministers, Conference held on 30 October 2001, the then Prime Minister of India, Shri Atal Bihari Vajpayee, had stated, ‘Tourism is a major engine of economic growth in most parts of the world. Several countries have transformed their economies using the tourism potential to the fullest ... Tourism has great capacity to create large-scale employment of diverse kind—from the most specialized to the unskilled. And all of us know that generation of massive productive employment opportunities is what India needs the most now.’

- ‘Tourism has become one of the major international trade categories. The overall export income generated by international tourism, including passengers transport, reached US\$ 1.1 trillion in 2008, or US\$ 3 billion a day. Tourism exports account for as much as 30 per cent of the world’s exports of commercial services and 6 per cent of the overall export of goods and services. Globally, as an export category, tourism ranks 4th after fuels, chemicals and automotive products. For many developing countries it is one of the main sources of income and the number one export category, creating much needed employment and opportunities for development.’

—As described in Tourism Highlights, 2009 Edition, published by UNWTO.

## **1.2.2 Approaches to the Study of Tourism**

Just as there are different viewpoints in defining tourism, there are different approaches to studying it. The different approaches are as follows:

- **Product approach:** In this approach, the tourism product is at the focus to understand how it is produced, marketed and consumed. This approach is quite elaborate since the number of tourism products is unlimited.
- **Historical approach:** This approach seeks to analyse the evolution of tourism. Here we study early tourism activities, innovations, the reasons for growth or decline, etc.
- **Institutional approach:** Here, the various institutions like travel agencies, hotels, governments, etc. involved in tourism the subject of study. The operations and management of these organizations are also studied.
- **Managerial approach:** This approach studies the various management skills required to run a tourism organization. They include planning, marketing, research, costing, etc. This approach must be studied, whether on its own or along with another approach to seem tourism industry.
- **Economic approach:** Looking ‘Tourism’ as an industry, many use the economic approach to study the demand, supply and balance of payments aspects of tourism. This is an important approach for economists to study the impact of tourism on the world economy and predict its future.
- **Geographical approach:** Geography and climate plays important note in attracting or repelling tourists. The geographical aspect studies the climate, environment, etc. of the

tourist location. It is important for learning ways to sustain environmental tourism.

- **Sociological approach:** Sociologists study the tourism behaviour of people and groups the approach aims at studying the social aspects of the tourist and the host country.
- **Systems approach:** The systems approach seeks to study the entire tourism system Tourism involves various interrelated organizations that produce goods and services for tourist, and which combine to form the tourism system. The systems approach studies the micro and macro presenting of the country and the world. This approach also encompasses a little bit of every approach since it is important to know all the aspects of tourism.

### 1.2.3 Scope of Tourism

Tourists, when they get involved in tourism, affect the tourism destination in economic and social ways. Their activities, behaviour and attitude influence the local surroundings in some way or other. Tourism is an experience which in turn is a result of the interaction between the tourist and the local people while consuming the goods and services they offer. For example, the interaction of tourists with hotel staff, car drivers, shopkeepers, tourist guides, etc., all build up as an experience for the tourist. It is this complete and comprehensive experience that determines the level of satisfaction experienced by the tourist.

It is, therefore, important that local community or government ensures that the best possible goods and services are offered to the tourist.

### Tourism-the economic view

Tourism is now widely accepted as one of the largest industries and its growth is creating rapid social, economic and environmental changes which require detailed understanding and foolproof measures to manage it.

Tourism is essential for many countries. The income generated by the sale of goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment in the service industries associated with tourism all help in the growth of the economy. These service industries include transportation services such as railways, cruise ships and taxis; accommodation and eateries such as hotels, restaurants and bars; entertainment venues, and other hospitality industry services such as spas and resorts.

Tourism is slowly emerging as a major area of study among students all over the world and its development and management hold many career opportunities for students. At the global level tourism generated US\$ 6,201 billion in 2005 and is expected to grow to US\$ 10,678.5 billion by 2015.

From the economic perspective, tourism is the sum of all expenses incurred by a tourist within the geographical area of the tourist destination for purchasing goods and services. The economic aspect of tourism is very important for any government because it generally employment and income.



*Fig. 1.4* Tourists at Great Canyon



## (i) Income generation

In terms of economic consideration, tourist can be of two types:

- **International tourism**

This refers to the travel between two or more countries for tourism. These are further classified as in-bound and out-bound international tourists.

In-bound international tourists are those who will enter a country; for example, a tourist from France coming to India is an in-bound tourist for India. Out-bound tourists are those who leave a country; for example, people from Sri Lanka going on a holiday to China are out-bound tourists for Sri Lanka and inbound for China.

It is these in-bound international tourists who are of prime importance to the government of any country as they bring in business and employment.

- **Domestic tourism**

Any tourism-related travel that takes place within the boundaries of a country by its residents is known as domestic tourism.

Earnings from in-bound tourists increase the gross domestic product (GDP) of a country and helps in its economic development. This part will be explained in detail Unit 3. In domestic tourism, exchange of local currency takes place between two regions of the same country. This type of tourism is beneficial to the individual region though not to the country as a whole.

## (ii) Employment generation

Tourism is emerging as the fastest growing industry in the world. It employs over 230 million people and is expected to employ an astonishing 296 million people across the globe by the year 2018.

According to WTTC, India, China and the US lead the total number of people employed in the wider travel and tourism sector.

### *Box 1.2 Employment Forecast by the WTTC, Progress and Priorities 2008/09*

'The contribution of the travel and tourism economy to employment is expected to rise from 238.3 million jobs in 2008-8.4 per cent of total employment, or one in every 11.9 jobs to 296.3 million jobs-9.2 per cent of total employment or 1 in every 10.8 jobs by 2018.'

As we have already seen, tourism is all about an experience which is created by the goods and services at the host destination. A large number of people are needed to deliver these goods and services. Within the tourism industry there are small industries or sections that work together; for example, transportation and hospitality are important sections of tourism. Each section of the tourism industry requires people such as drivers, engineers, reservation agents, cabin crew, pilots, etc. Hotels, tour operators, shop owners, etc.

An increase in tourism results in an increase in employment opportunities for the local population. It is, therefore, important for the tourism industry to sustain and grow at a fast rate.

India is known as the land of hospitality, where we treat guest as god, 'Athiti Devo Bhav'. In order to treat the guest well we need to have quality service professionals who can represent the Indian tradition.

In order to insure this, various training institutes have been set up where people can pursue courses in hospitality.

## CHECK YOUR PROGRESS

1. What is tourism?
2. What are the various viewpoints of tourism as defined by Goldener and Ritchie?
3. What are various approaches to study of tourism?
4. Why is tourism important for the government of a country?

## 1.3 TOURISM THROUGH THE AGES

History shows that since the beginning of time, man has been travelling. The early humans travelled from one place to another in search of food and water, often changed locations in order to protect themselves from wild animals and were on a constant lookout for safe shelter. They did not have modern day modes of transport. All they had were their legs and their determination.

They travelled across forests, harsh lands and open fields. Travel, was dangerous and difficult. People slowly began to create routes that eventually turned into unorganized roads or paths.



*Fig. 1.5 Table Mountain Cape Town, South Africa*

Let us look at the different phases in the history of travel.

### 1.3.1 Travelling During Pre-historic Times

- **Paleolithic age**

People in this age travelled almost every day. This was by required to survive. While on the lookout for basic needs they created paths and understood their importance. Soon people learned to domesticate animals and used them as a means of transportation by riding on their backs. Gradually, the invention of fire and tools made them more secured and stable and objective of travel shifted towards 'exploring' from 'survival'. Wooden sledges, pulled by people or animals, are known to have been used in Northern Europe in this period.

- **Neolithic age**

The wheel was invented during this time. This marked the beginning of means of transport and revolutionised the travel scenario. The credit for invention of the wheel goes to the Sumerians of Babylonia. They also invented money and thus began the era of transport and trade. Roads were protected, rest houses were built and traders could now pay for travel and accommodation. Carts were made and people could travel smoothly as speed was not an important factor then. Sailing vessels were also built by Egyptians around 4000 BC.

- **Between 3000 and 1200 BC**

The seas were being explored and people went on voyages for trade. The Egyptians realized the importance of the river Nile and settled along its banks. The river Nile was used to create trade routes and passages. Beginning in 2700 BC, the pharaohs began to take advantage of the abundance of good building stone in the Nile valley to build their pyramids. This included the Step Pyramid of Djoser, the Sphinx, the three great pyramids at Giza and the pyramid complex at Abusir. These great outdoor wonders began attracting large numbers of visitors as early as the New Kingdom from 1600 to 1200 BC. During trade visits to Egypt, travellers would spend a day at the pyramids, and this marked beginning of the need to travel purely for joy. Tourists would inscribe their names on monuments to indicate they had visited the place.

*Table 1.1 Development of Travel Around the World through Different Ages*

<b>Period</b>	<b>Stage of travel</b>
* Paleolithic age (30,000 to 10,000 BC)	<ul style="list-style-type: none"> <li>• Pathways created by walking</li> <li>• Animals (donkeys, horses, camels) used</li> <li>• Reaslied need to explore new territories</li> </ul>
* Neolithic age (10,000.BC to 2,000 BC)	<ul style="list-style-type: none"> <li>• Wheel invented</li> <li>• Invention of trade supplemented tourism</li> </ul>
Between 3000 to 1200 BC	<ul style="list-style-type: none"> <li>• Sea travelling enhanced long distance travel</li> <li>• Use of horse carriages and chariots</li> </ul>
Roman Empire	<ul style="list-style-type: none"> <li>• Building of roads</li> <li>• Beginning of tourism</li> </ul>
End of Dark Ages and beginning of Renaissance (15th to 16th century)	<ul style="list-style-type: none"> <li>• People travelled solely for religious purposes</li> <li>• Exchange of culture, arts and science</li> <li>• Rebirth of pleasure travel</li> </ul>
17th to 18th century	<ul style="list-style-type: none"> <li>• The Grand tour</li> </ul>

*\*Source:* A. K. Bhatia, (2003), Tourism Development-Principles and Practices (Second Edition). New Delhi: Sterling Publishers.

## 1.3.2 Travelling during the middle ages

Travellers wanted to explore distant lands and learn about other civilizations. During this period many set sail to discover hidden treasures too. This was the age of explorers like Marco Polo and Alexander the Great. On reaching India, Alexander the Great found well-maintained roads lined with tree which offend shades. Along a 1920 km long and 19 m wide highway, people used to travel used to travel in palanquins, chariots, on horses, bullock carts, elephants and camels. Travellers kept an diary of their travel experiences. They also helped other voyagers with scribbled route maps and guides. While on land, people were dependent on animal-drawn transport.

- **The Roman Empire**

The Romans are believed to have developed quality roads (around 150 BC) and transport networks. They had a good road system that was connected with Egypt in the south and the southern shores of the Mediterranean Sea and the Persian Gulf in the east. In this period, a lot of travel literature was published giving details about maps, routes, distances, etc., for the amateur traveller. The Romans are also considered to be the first pleasure travellers, who made trips to Egypt and the Mediterranean region. Tourism gained momentum and thus medicinal baths (spas) and seaside resorts were invented slowly, other facilities were added for enjoyment. The Olympic Games in Greece were an important tourist attraction. Public holidays were declared so that people could go there for sightseeing. Tourism became popular in Europe and many resorts and spas developed.

The world faced a major setback when Roman Empire fell. Trade and Concept of Tourism and Industrial Background commerce were hit and the tourism industry no longer grew. During the Dark Ages, between 600 AD to 1600 AD only the brave would dare to travel. At the end of the Dark Age, people started travelling again to visit holy places for pilgrimage.

Christianity soon spread and people from different parts of the world set to visit the Holy Land. People would use guides and travel agents to reach their destination. A few places demanded permit papers from pilgrims. These were similar to modern. Churches provided accommodation and food to travellers. As the resources of the churches were exhausted and people began to trust inns for their stay. Mobilization of people increased and a huge exchange of customs and culture took place. The importance of education, art and culture was • realized. . This led to onset of the Renaissance period.



*Fig. 1.6 Rome is famous for Coliseum*



*Fig. 1. 7 Egypt is the home to Sphynx*

**Box 1.3** *Seven Wonders of the Ancient World*

The Great Pyramids of Egypt, including the Sphinx  
The Hanging Gardens of Babylon, Iraq  
The Tomb of Mausolus at Halicarnassus, Turkey  
The Statue of Zeus at Olympia, Greece  
The Colossus of Rhodes in the Harbor at Rhodes, Greece  
The Great Lighthouse (Pharos) in Alexandria, Egypt  
The Temple of Artemis at Ephesus, Turkey

• **Era after Renaissance**

During the Renaissance period, Italy was the major hub of culture and trade. A lot of urbanization took place. The political scenario led to a lot of wars, which eventually caused the end of the Italian Renaissance. It was during this period that many people moved to Italy and France to for study and training. During the 17th and 18th centuries, many educationists, scholars and businessmen travelled to Europe, especially France and Italy. This was termed as the 'Grand Tour'. It was fashionable to study and visit Europe. The Grand Tour-which initially began as a purpose for education-slowly turned into a pleasure trips.

**Box 1.4** *Description of Grand Tour as given in 'A Geography of Tourism'*

One of the interesting aspects of the Grand Tour was its conventional and regular form. As early as 1678, Jean Gailliard, in his book titled 'Compleat Gentleman', had prescribed a three-year tour as customary. A generally accepted itinerary was also designed, which involved a long stay in France, especially in Paris, almost a year in Italy visiting Genoa, Milan, Florence, Rome, and Venice, and then a return by way of Germany and the Low Countries via Switzerland. Of course there were variations to this itinerary, but this was the most popular route. It was generally believed that there was little more to be seen in the rest of the civil world after Italy, France, and the Low Countries, but plain and prodigious barbarism.

**\*Source:** H. Robinson, (1976), *A Geography of Tourism*, London: Macdonald and Evans, p.13.

### 1.3.3 Travelling During the Industrial Age

Travel before the Industrial Age, as we have already seen, was more of an outcome of religious practices, trading and the need to learn. Very few people indulged in tourism for pleasure. Only the rich had the capacity to splurge on recreation and leisure.

The Industrial Revolution brought with it many economic and social reforms. The era of urbanization led to the growth of small and big industries. People moved to cities and spent a lot of time at work. Soon the population increased and there was an urgent need to take short breaks from city life. Annual holidays enabled people to move out of the chaotic city lives and spend time at quiet resorts. Soon 'tourist spots' came into being. They were nearby towns, lakes or even parks.

The Industrial Age also witnessed a huge change in the transport industry. Railways were introduced in Europe and gradually tracks were laid around the world. Roads and highways were also built. This enabled faster travel within the limits of a country. In Europe, railways also ran between countries. More and more people took to travelling, which generated interest in touring. This was the beginning of modern tourism.

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## 1.4 TOURISM IN THE TWENTIETH CENTURY

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*Fig. 1.8 World Wars reduced the growth of Tourism industry*

The twentieth century was a period for the growth of tourism, especially in Europe, as there was an emergence of the middle class who would frequently travel for pleasure or business. People would enjoy vacations with family and friends. Industries were set up and many people had a good income to spend on leisure activities. People were also motivated to travel when the concept of paid holidays was introduced at workplaces.

Development of new transport system enabled movement of tourist on mass scale. The introduction of luxurious hotels, pull man coaches and trains like the 'Blue Riband' and 'Orient Express' motivated people to travel for pleasure. The introduction of new transport modes, especially in Europe and America, made people travel to far off places. The basic infrastructure was developed



in the early twentieth century with the advent of many industries. Better facilities in terms of roads also gave rise to domestic travel. With a good income and enough time at their disposal, people did not mind indulging in travel. By 1901, the number of people crossing the English Channel from England to France or Belgium had crossed 0.5 million per year.

After World War I, there was considerable technological development in transport systems. The airplane and motorcar brought about revolution in the way people travelled. The introduction of motorized cars and improved roads led to the growth of public and private transport. It became an important part of leisure holidays. The adventure and speed experienced while travelling motivated people to try these modes of transport. They soon took to these modes and travelled frequently. The Americans and Europeans were more than thrilled to travel by this new means of transportation. Highways and bridges were built, that brought geographical areas closer. This trend, however, was disrupted due to the advent of World War II.

The second half of the twentieth century witnessed an increase in the number of travellers due to modern transportation systems. It was seen as the jet age and the deregulation of the airline industry made it affordable to travel by air. Aviation technology advanced during World War II and thus the potential was available for an economically viable civil aviation industry. The distance travelled by air grew fast, promoting international and domestic tourism.

Soon the economic and political situations stimulated the growth of tourism. Tourism generated good income for the economy and therefore was encouraged by governments. Tourism policies and procedures were formulated. Now more and more people from different nations were participating in tourism and travelling. New destinations gained importance as tourist places.

In the year 1950 there were about 25 million international tourists. This figure jumped to 51 million in just five years. In 1960, twelve countries accounted for about three quarters of all international tourist arrivals in the world. The US and Germany were the most visited countries that showed maximum international arrivals as they offered better standards of living. The development of transportation and communication in these countries also led to the growth of tourism. However, it was cheap air travel combined with the idea of package tours that international mass tourism grew by large volumes after 1963. This growth continued and till today the US and Germany hold a spot in the list of the top ten most visited international tourist destinations.

During the 1960s and 1970s, extensive economic development took place in the industrialized countries. Even the developing countries felt progress in their economies and as a result many of their residents took to international travelling. In 1974, the world witnessed a negative growth in tourism due to the energy crisis it was facing.

International tourism has since seen very high growth and development. According to UNWTO, Europe and the Americas were the main tourist-receiving regions between 1950 and 2000. Both regions represented a joint market share of over 95 per cent in 1950, 82 per cent forty years later and 76 per cent in 2000. Intra-regional tourism is highest between the US and Canada.

The last decade of the twentieth century saw of new countries emerging on the list of international tourist arrivals. France and China received 72 million and 27 million international tourists, respectively in the year 1999.

### ***Box 1.5 Importance of Europe as a Tourism Destination***

Europe is the world's most important tourist destination and the most important tourist generating region. The number of international arrivals in Europe rose from 25.3 million in 1950 to 414 million in 2003 and may rise beyond 700 million in 2020. It is estimated that about 20 per cent of tourism comes under the category of business travels.

Besides industrialization, considerable government initiatives in terms of policies, rules, formation of international organizations, etc., helped the growth of tourism. Formation of organizations like World Tourism Organization, International Air Transport

Association, etc. enabled governments of countries to develop strategies and policies by providing tourism forecasts and trends.

A few factors can be considered important for the rapid growth of tourism in the twentieth century. These are as follows:

- **Social factors:** Tourists today are influenced by trends in tourism and accordingly decide their place of visit. People's concepts of travel and leisure have changed. Unlike earlier days when travel and luxury was just limited to the affluent, today it has become a part of life for many middle-class people too. Tourists are more open-minded and they have a more liberal opinion about travel. With different types of tourism emerging, the choices have become unlimited. Globalization has played an important role and people do not mind travelling to far off countries to see exotic tourist destinations.
- **Technological factors:** Technology plays an important role in the development of any industry, and field of tourism is no exception. Technological advancements in the transportation system is a boon for tourism. Due to improvements in transportation, the geographical boundaries have come disappeared and people can travel to any place. It is not a dream anymore to travel even to the remotest of places. It is mainly the rail and airport systems that have helped people undertake their dream vacations.

Besides, the impact of technology in communication systems has made people aware about destinations across globe. The Internet has also changed the way people travel. With all kinds of tourism information available on the net, tourists are well informed about destinations.

- **Economic factors:** The disposable income of a common man has increased, which has resulted in higher purchasing power. In the developed nations, a large number of people can easily afford to take long or short term annual holidays. Many have their own weekend homes or farm houses, which serve as quick getaways for them. Tourism is no more a simple affair. People have different holiday motivators and ideas. Pursuit of unusual hobbies in distant places is also possible, like skiing in Switzerland or scuba diving at the Great Barrier Reef

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## 1.5 GENERAL TRENDS IN TOURISM

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Tourism is increasing throughout the world at a rapid speed. The demand for tourism can be measured in terms of tourist arrivals. Further, the income generated by them is measured as tourism receipts. For identifying general trends in tourism, we need to analyse the data on international tourist arrivals and domestic arrivals.

International travel has been growing at an exponential rate since the mid 20th century. The international tourist arrivals of 25 million in 1950 increased to a mind boggling figure of 922 million arrivals in 2008.

Looking at the international tourist arrival trends, region wise it can be seen in Table 1.2, that Europe continued to have the highest number of tourist arrivals since 1960. With 50.4 million tourists in 1960 to 441.5 million in 2005, Europe dominated the world in terms of tourist arrivals. During this period, development was particularly strong in Asia and the Pacific (13 per cent on average a year) and in the



Middle East (10 per cent) while the Americas (5 per cent) and Europe (6 per cent), grew at a slower pace and slightly below the world's average growth rate. Europe's share declined by over 10 percent since 1950, whereas the Americas lost 13 percent.



*Fig. 1.9 Rhyne Cologne*

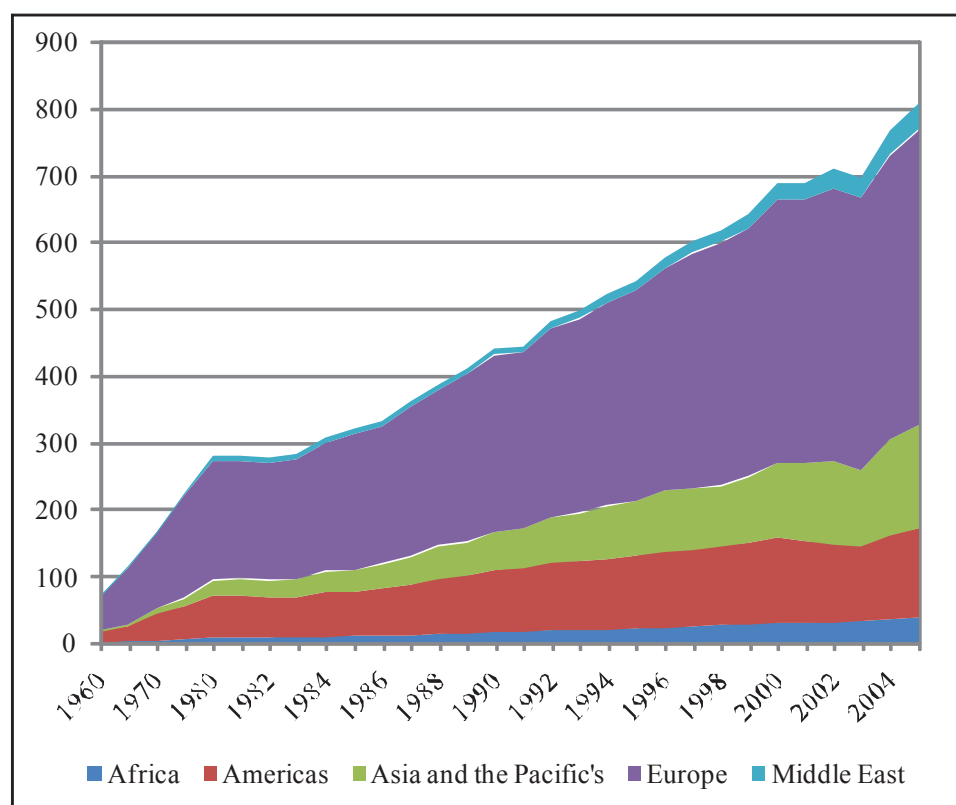
*Table 1.2 Number of International Tourist Arrivals from 1960 to 2005, Region Wise*

	World	Africa	Americas	Asia and the Pacific's	Europe	Middle East	World	Africa	Americas	Asia and the Pacific's	Europe	Middle East
	International tourist arrivals (millions)						Change over previous year (%)					
1960	69.3	0.8	16.7	0.9	50.4	0.6						
1965	112.9	1.4	23.2	2.1	83.7	2.4						
1970	165.8	2.4	42.3	6.2	113	1.9						
1975	222.3	4.7	50	10.2	153.9	3.5						
1980	278.1	7.2	62.3	23	178.5	7.1						
1981	278.6	8.1	62.5	24.9	175.5	7.6	0.2	13.2	0.3	8	-1.7	7.3
1982	276.9	7.6	59.7	26	175.3	8.3	-0.6	-6.6	-4.5	4.5	-0.1	8.8
1983	281.8	8.2	59.9	26.6	179.6	7.5	1.8	8.4	0.4	2.3	2.4	-9.5
1984	306.8	8.9	67.4	29.5	193.4	7.7	8.9	7.5	12.5	10.8	7.7	2.3
1985	320.1	9.7	65.1	32.9	204.3	8.1	4.3	9.2	-3.4	11.6	5.7	5.6
1986	330.2	9.4	70.9	36.8	206.2	6.9	3.2	-3.1	8.9	12.1	0.9	-14.9
1987	359.7	9.9	76.6	42.1	223.9	7.2	8.9	5.1	8	14.3	8.6	4
1988	385	12.6	83	48.7	231.6	9.1	7	27.7	8.4	15.8	3.4	26.2
1989	410.1	13.9	86.9	49.4	250.7	9.2	6.5	10.3	4.7	1.4	8.3	1.9
1990	439.5	15.2	92.8	56.2	265.6	9.6	7.2	9.7	6.8	13.7	6	4.3
1991	442.5	16.3	95.3	58	263.9	8.9	0.7	7.2	2.7	3.3	-0.7	-7.1
1992	479.8	18.3	102.2	65.8	282.2	11.3	8.4	12.2	7.3	13.4	6.9	25.9
1993	495.7	18.9	102.2	72.3	290.8	11.4	3.3	3.3	0	10	3	1.4
1994	519.8	19.3	105.1	80.1	303.1	12.1	4.9	1.9	2.9	10.7	4.2	6.3
1995	540.6	20.4	109	82.4	315	13.7	4	5.9	3.7	3	3.9	12.9
1996	575	22.2	114.5	90.4	332.1	15.8	6.4	8.9	5	9.7	5.4	15
1997	598.6	23.2	116.2	89.7	352.9	16.7	4.1	4.2	1.5	-0.8	6.3	5.8
1998	616.7	25.6	119.1	89.4	364.6	18	3	10.4	2.5	-0.4	3.3	7.9
1999	639.6	27	121.9	98.7	370.5	21.5	3.7	5.5	2.4	10.5	1.6	19.5
2000	687	28.3	128.1	110.5	395.9	24.2	7.4	4.7	5.1	12	6.9	12.4
2001	686.7	29.1	122.1	115.7	395.2	24.5	0	3	-4.7	4.7	-0.2	1.4
2002	707	30	116.7	124.9	407	28.5	2.9	2.8	-4.4	7.9	3	16.1
2003	694.6	31.6	113.1	113.3	407.1	29.5	-1.7	5.3	-3.1	-9.3	0	3.7
2004	765.1	34.5	125.7	144.2	424.4	36.3	10.1	9.1	11.1	27.3	4.3	22.8
2005*	806.8	37.3	133.5	155.4	441.5	39	5.5	8.3	6.2	7.8	4	7.6

*Source:* World Tourism Organization, *Tourism Market Trends*, 2006.

**Table 1.3** Average Annual growth (%) in Tourism

	World	Africa	Americas	Asia and the Pacific	Europe	Middle East
1950-2000	6.8	8.3	5.8	13.1	6.5	10.1
1950-2005*	6.5	8.1	5.4	12.5	6.1	10.1
1950-1960	10.6	3.7	8.4	14.1	11.6	12.3
1960-1970	9.1	12.4	9.7	21.6	8.4	11.5
1970-1980	5.3	11.6	4	13.9	4.7	14.3
1980-1990	4.7	7.8	4.1	9.3	4.1	3.1
1980-1985	2.9	6.1	0.9	7.4	2.7	2.7
1985-1990	6.5	9.5	7.3	11.3	5	3.5
1990-2000	4.6	6.4	3.3	7	4.1	9.6
1990-1995	4.2	6.1	3.3	8	3.5	7.3
1995-2000	4.9	6.7	3.3	6	4.7	12
2000-2005*	3.3	5.7	0.8	7.1	2.2	10



**Fig. 1.10** Growth Pattern of International Tourist Arrivals, 1950-2005\*

**Source:** UNWTO\* Indicates Provisional Data

*Table 1.4 Number of International Tourism Receipt During  
(in US\$ and Euros) the Period 1950 to 2005\**

	World	Africa	Americas	Asia and the Pacific's	Europe	Middle East	World	Africa	Americas	Asia and the Pacific's	Europe	Middle East
	International Tourist Receipts (US\$, Billions)						International Tourist Receipts (EURO, Billions)					
1950	2.1	0.1	1.1	0.0	0.9	0.0						
1960	6.9	0.2	2.5	0.2	3.9	0.1						
1965	11.6	0.3	3.4	0.5	7.2	0.3						
1970	17.9	0.5	4.8	1.2	11.0	0.4						
1975	40.7	1.3	10.2	2.5	25.9	0.9	32.8	1.0	8.2	2.0	20.8	0.7
1980	104.4	3.4	24.7	11.2	61.6	3.5	75.0	2.4	17.7	8.1	44.2	2.5
1981	106.1	3.7	27.8	13.2	57.1	4.4	95.0	3.3	24.9	11.8	51.2	3.9
1982	100.2	3.4	25.7	13.3	55.5	2.2	102.2	3.5	26.2	13.6	56.7	2.2
1983	103.4	3.5	26.3	14.0	55.2	4.4	116.2	3.9	29.6	15.7	62.0	5.0
1984	112.2	3.2	32.0	15.1	57.2	4.7	142.2	4.1	40.5	19.2	72.5	5.9
1985	119.1	3.1	33.3	16.2	62.2	4.2	156.1	4.0	43.7	21.3	81.6	5.5
1986	145.0	3.6	38.4	21.0	78.5	3.5	147.4	3.6	39.0	21.3	79.8	3.6
1987	179.1	4.6	43.1	28.0	99.0	4.5	155.2	4.0	37.3	24.2	85.7	3.9
1988	207.9	5.5	51.3	36.7	109.9	4.3	175.8	4.7	43.4	31.1	93.0	3.7
1989	265.6	5.7	60.2	40.9	153.8	5.1	241.1	5.2	54.7	37.1	139.6	4.6
1990	270.2	6.4	69.3	46.5	142.9	5.1	212.2	5.0	54.4	36.5	112.2	4.0
1991	283.4	6.0	76.3	48.0	147.8	5.3	228.7	4.8	61.6	38.7	119.3	4.2
1992	326.6	6.8	83.6	56.2	172.4	7.5	251.6	5.3	64.4	43.3	132.8	5.8
1993	332.6	6.9	89.2	61.5	167.1	8.0	284.0	5.9	76.1	52.5	142.7	6.8
1994	362.1	7.6	92.4	72.0	180.9	9.3	304.4	6.4	77.7	60.5	152.1	7.8
1995	410.7	8.5	98.4	80.7	212.2	10.9	314.0	6.5	75.3	61.7	162.2	8.3
1996	446.0	9.7	108.2	91.0	224.6	12.5	351.2	7.6	85.2	71.7	176.9	9.8
1997	450.4	9.5	114.4	88.9	223.7	13.8	397.1	8.4	100.9	78.4	197.3	12.1
1998	451.4	10.2	115.2	77.7	234.6	13.7	402.7	9.1	102.7	69.3	209.2	12.2
1999	464.5	11.0	119.9	84.1	233.6	16.0	435.9	10.3	112.5	78.9	219.2	15.0
2000	481.6	10.5	130.8	90.2	232.5	17.6	521.4	11.4	141.6	97.7	251.7	19.0
2001	469.9	11.5	119.8	92.9	227.5	18.1	524.7	12.9	133.8	103.7	254.0	20.2
2002	488.2	12.0	113.5	101.4	241.9	19.4	516.3	12.7	120.1	107.2	255.8	20.5
2003	534.6	16.1	114.2	98.4	283.4	22.5	472.6	14.3	101.0	87.0	250.6	19.9
2004	634.7	19.2	132.0	129.5	328.5	25.5	510.3	15.4	106.1	104.1	264.1	20.5
2005*	682.7	21.5	144.6	140.8	348.3	27.6	548.7	17.3	116.2	113.1	279.9	22.1

*Source : World Tourism Organization, Tourism Market Trends, 2006.*

The receipts from international tourism has shot up from US\$ 2.1 billion in 1950 to US\$ 682.7 in 2005 for the world. The annual growth of international tourism form 1950 to 2005 has been 6.5 percent. International tourist receipts grew faster than world trade in the 1980s and now constitute a higher proportion of the value of world exports than all sectors other than crude petroleum/petroleum products and motor industry.

We see from the table that the regions of Americas, Asia Pacific and Europe are the most dominating regions in the world for tourism industry. The Americas and Asia Pacific together generate receipts equal to that of Europe. Europe has been a constant forerunner in tourism receipts since 1960. There has been a rise in the earnings of Asia and the Pacific, however, Africa lags behind and still needs to develop its tourism potential.

The years 1982 and 1983 witnessed a drop in tourism receipts, but otherwise the tourism industry has been showing constant growth.

## 1.5.1 World's Top Ten

We are witnessing a revolutionary boom in the tourism industry in the 21st century. Global

mega-trends are revolutionizing the tourism industry. The World Tourism Organization conducts various surveys to analyse trends in tourism and has declared the top travelled to international destinations.

You can see in table 1.5 and 1.6 the world's top ten tourist spot according to arrivals and in terms of income generated respectively. Destinations are judged in two categories-the number of foreign arrivals and the number of international receipts, i.e., their foreign exchange earnings. It can be seen that France topped the list in arrivals in 2014 and 2015.

The US, is in the second spot, with an impressive increase of 5.6% to the previous year. Spain, China and Italy with 3rd, 4th and 5th ranks, respectively have experienced smaller increase in visitors than the previous year.

Table 1.5: World's Top Tourist Destination (Wikipedia)









Rank	Destination	UNWTO Region <sup>[3]</sup>	International tourist arrivals (2015) <sup>[1]</sup>	International tourist arrivals (2014) <sup>[4]</sup>	Change (2014 to 2015) (%)	Change (2013 to 2014) (%)
1	 France*	Europe	84.5 million	83.7 million	▲ 0.9	▲ 0.1
2	 United States	North America	77.4 million	75.6 million	▲ 5.6	▲ 5.0
3	 Spain*	Europe	68.2 million	64.9 million	▲ 5.0	▲ 7.0
4	 China	Asia	56.9 million	55.6 million	▲ 2.3	▼ 0.1
5	 Italy*	Europe	50.7 million	48.6 million	▲ 4.4	▲ 1.8
6	 Turkey	Europe, Asia	39.5 million	39.8 million	▼ 0.8	▲ 5.3
7	 Germany*	Europe	39.0 million	33.0 million	▲ 6.0	▲ 4.6
8	 Mexico	North America	32.1 million	29.3 million	▲ 9.4	▲ 21.5
9	 United Kingdom	Europe	32.0 million	33.0 million	▲ 6.0	▲ 4.6
10	 Russia	Europe, Asia	31.3 million	29.8 million	▲ 5.0	▲ 5.3

International tourism receipts grew to US\$1,260 billion in 2015, corresponding to an increase in real terms of 4.4% from 2014.



Fig. 1.11 Champ Elysee

*Table 1.6 World's Top Tourism Destinations According to International Tourism Receipts (Wikipedia)*

Rank ↕	Destination ↕	UNWTO Region <sup>[3]</sup> ↕	International tourism receipts (2015) <sup>[1]</sup> ↕	International tourism receipts (2014) <sup>[4]</sup> ↕	Change (2014 to 2015) (%) ↕	Change (2013 to 2014) (%) ↕
1	 United States	North America	\$204.5 billion	\$191.3 billion	▲ 6.9%	▲ 7.8%
2	 China	Asia	\$114.1 billion	\$105.4 billion	▲ 8.3%	—
3	 Spain	Europe	\$56.5 billion	\$65.1 billion	▼ 13.2%	▲ 3.9%
4	 France	Europe	\$45.9 billion	\$58.1 billion	▼ 21.0%	▲ 2.8%
5	 United Kingdom	Europe	\$45.5 billion	\$46.5 billion	▼ 2.3%	▲ 11.8%
6	 Thailand	Asia	\$44.6 billion	\$38.4 billion	▲ 16.0%	▼ 8.0%
7	 Italy	Europe	\$39.4 billion	\$45.5 billion	▼ 13.3%	▲ 3.6%
8	 Germany	Europe	\$36.9 billion	\$43.3 billion	▼ 14.9%	▲ 4.9%
9	 Hong Kong (China)	Asia	\$36.2 billion	\$38.4 billion	▼ 5.8%	▼ 1.4%
10	 Macau (China)	Asia	\$31.3 billion	\$42.6 billion	▼ 26.4%	▼ 1.1%

The WTO also releases data on spending by various countries. China spent 261 billion dollars and continues to be the biggest spender on tourist activities. Table 1.7 tells the whole story.

*Table 1.7 World's Top Ten Spenders on Tourism in the Year*

Rank ↕	Country ↕	UNWTO Region <sup>[3]</sup> ↕	International tourism expenditure (2016) <sup>[10]</sup> ↕	International tourism expenditure (2015) <sup>[1]</sup> ↕
1	 China	Asia	\$261 billion	\$250 billion
2	 United States	North America	\$122 billion	\$112.9 billion
3	 Germany	Europe	\$81 billion	\$77.5 billion
4	 United Kingdom	Europe	\$64 billion	\$63.3 billion
5	 France	Europe	\$41 billion	\$38.4 billion
	 Russia	Europe	-	\$34.9 billion
6	 Canada	North America	\$29 billion	\$29.4 billion
7	 South Korea	Asia	\$27 billion	\$25.0 billion
8	 Australia	Oceania	\$27 billion	\$23.5 billion
9	 Italy	Europe	\$25 billion	\$24.9 billion
10	 Hong Kong	Asia	\$24 billion	--

Thus, it can be seen that tourism is a continuously growing industry. The trends of tourism indicate that people are now moving away from their own regions and exploring other regions; visiting the Asia Pacific is a trend today. In 2015, there were 1.186 billion international tourist arrivals worldwide, with a growth of 5% as compared to 1.133 billion in 2014. According to UNWTO (World Tourism Organisation) the analysis and forecast *ca;ed Vision 2020* was reported in 2001.

You may be surprised to know that the road, the oldest mode, continues to be most popular mode of transport. In the year 2000, which witnessed 696 million international arrivals, 340 million used road transport, 275 million air, 25 million rail and 47 million used water transport. This and was so because a lot of international tourism activity was seen in Europe, where road and rail transport is used more than to air, for travelling.

The World Travel and Tourism Council (WTTC) have predicted that globally around 296.2 million person will be employed in tourism industry by 2018. Other than the numbers that indicate tourism trends, the different activities that tourists are undertaking also show a shift from the usual leisure and are pleasure travel. With a demand for green tourism and adventure sports, countries are developing their infrastructure to meet these demands. Different needs of tourists are giving rise to activity-based tourism, which is described in detail in Unit 3.

Following are the trends of tourism as predicted by the World Tourism Organization in 2016.

- **Long-term trends Vision 2030**

The strongest growth by region will be seen in Asia and the Pacific, where arrivals are forecast to increase by 331 million to reach 535 million in 2030 (+4.9% per year). The Middle East and Africa are also expected to more than double their number of arrivals during this period, from 61 million to 149 million and from 50 million to 134 million respectively. Europe (from 475 million to 744 million) and the Americas (from 150 million to 248 million) will grow comparatively more slowly.

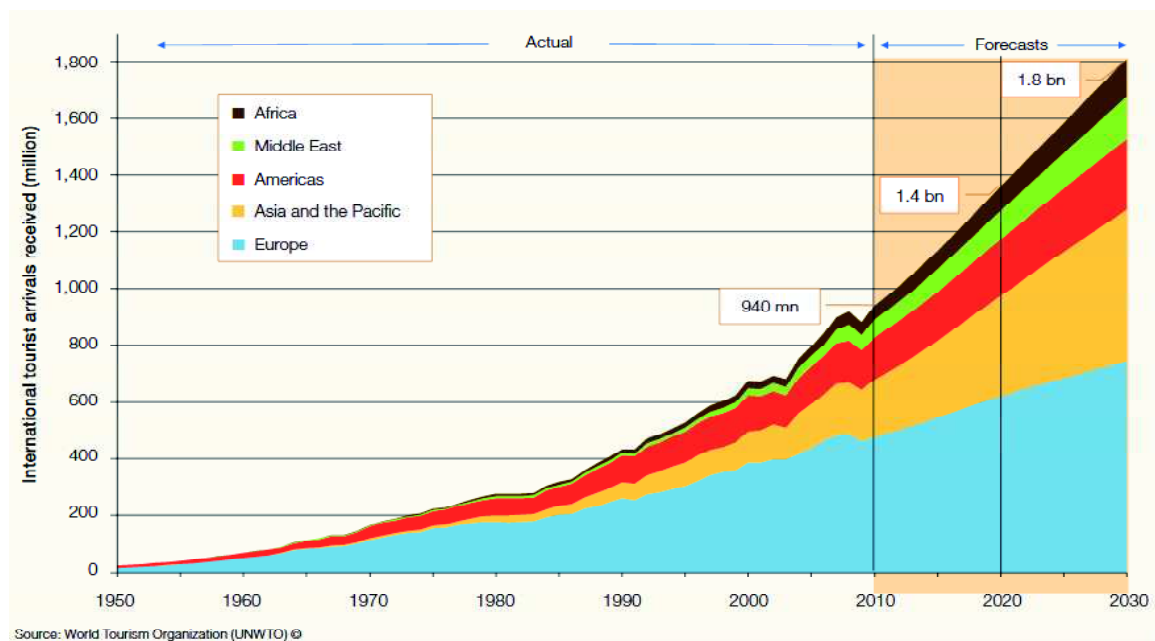
Thanks to their faster growth, the global market shares of Asia and the Pacific (to 30% in 2030, up from 22% in 2010), the Middle East (to 8% from 6%) and Africa (to 7% from 5%) will all increase. As a result, Europe (to 41% from 51%) and the Americas (to 14% from 16%) will experience a further decline in their share of international tourism, mainly because of the slower growth of the comparatively mature destinations in North America, Northern Europe and Western Europe..

***Box 1.6 World Tourism Organizations 'Tourism 2030 Vision'***

According to *Tourism Towards 2030*, the number of international tourist arrivals worldwide is expected to increase by an average of 3.3% a year over the period 2010 to 2030. Over time, the rate of growth will gradually slow, from 3.8% at the beginning of the period to 2.9% in 2030, but this is on top of growing base numbers. In absolute numbers, international tourist arrivals will increase by some 43 million a year, compared with an average increase of 28 million a year during the period 1995 to 2010. The international tourist arrivals worldwide are expected to reach 1.4 billion by 2020 and 1.8 billion by the year 2030.

International tourist arrivals in the emerging economy destinations of Asia, Latin America, Central and Eastern Europe, Eastern Mediterranean Europe, the Middle East and Africa will grow at double the rate (+4.4% a year) of that in advanced economy destinations (+2.2% a year). As a result, the number of arrivals in emerging economies is expected to exceed those in advanced economies before 2020. In 2030, 57% of international arrivals will be in emerging economy destinations (versus 30% in 1980) and 43% in advanced economy destinations (versus 70% in 1980).





### UNWTO tourism towards 2030: International tourism by region of destination

	International tourist arrivals received (million)					Average a year (%)					Share (%)	
	Actual data			Projections		Actual data		Projections			2010	2030
	1980	1995	2010	2020	2030	1980-'95	'95-2010	2010-'30, of which				
								2010-'20	2020-'30			
<b>World</b>	<b>277</b>	<b>528</b>	<b>940</b>	<b>1,360</b>	<b>1,809</b>	<b>4.4</b>	<b>3.9</b>	<b>3.3</b>	<b>3.8</b>	<b>2.9</b>	<b>100</b>	<b>100</b>
to advanced economies <sup>1</sup>	194	334	498	643	772	3.7	2.7	2.2	2.6	1.8	53	43
to emerging economies <sup>1</sup>	83	193	442	717	1,037	5.8	5.7	4.4	4.9	3.8	47	57
<b>By UNWTO regions:</b>												
<b>Africa</b>	<b>7.2</b>	<b>18.9</b>	<b>50.3</b>	<b>85</b>	<b>134</b>	<b>6.7</b>	<b>6.7</b>	<b>5.0</b>	<b>5.4</b>	<b>4.6</b>	<b>5.3</b>	<b>7.4</b>
North Africa	4.0	7.3	18.7	31	46	4.1	6.5	4.6	5.2	4.0	2.0	2.5
West and Central Africa	1.0	2.3	6.8	13	22	5.9	7.5	5.9	6.5	5.4	0.7	1.2
East Africa	1.2	5.0	12.1	22	37	10.1	6.1	5.8	6.2	5.4	1.3	2.1
Southern Africa	1.0	4.3	12.6	20	29	10.1	7.4	4.3	4.5	4.1	1.3	1.6
<b>Americas</b>	<b>62.3</b>	<b>109.0</b>	<b>149.7</b>	<b>199</b>	<b>248</b>	<b>3.8</b>	<b>2.1</b>	<b>2.6</b>	<b>2.9</b>	<b>2.2</b>	<b>15.9</b>	<b>13.7</b>
North America	48.3	80.7	98.2	120	138	3.5	1.3	1.7	2.0	1.4	10.4	7.6
Caribbean	6.7	14.0	20.1	25	30	5.0	2.4	2.0	2.4	1.7	2.1	1.7
Central America	1.5	2.6	7.9	14	22	3.8	7.7	5.2	6.0	4.5	0.8	1.2
South America	5.8	11.7	23.6	40	58	4.8	4.0	4.6	5.3	3.9	2.5	3.2
<b>Asia and the Pacific</b>	<b>22.8</b>	<b>82.0</b>	<b>204.0</b>	<b>355</b>	<b>535</b>	<b>8.9</b>	<b>6.3</b>	<b>4.9</b>	<b>5.7</b>	<b>4.2</b>	<b>21.7</b>	<b>29.6</b>
North-East Asia	10.1	41.3	111.5	195	293	9.9	6.8	4.9	5.7	4.2	11.9	16.2
South-East Asia	8.2	28.4	69.9	123	187	8.7	6.2	5.1	5.8	4.3	7.4	10.3
Oceania	2.3	8.1	11.6	15	19	8.7	2.4	2.4	2.9	2.0	1.2	1.0
South Asia	2.2	4.2	11.1	21	36	4.3	6.6	6.0	6.8	5.3	1.2	2.0
<b>Europe</b>	<b>177.3</b>	<b>304.1</b>	<b>475.3</b>	<b>620</b>	<b>744</b>	<b>3.7</b>	<b>3.0</b>	<b>2.3</b>	<b>2.7</b>	<b>1.8</b>	<b>50.6</b>	<b>41.1</b>
Northern Europe	20.4	35.8	57.7	72	82	3.8	3.2	1.8	2.2	1.4	6.1	4.5
Western Europe	68.3	112.2	153.7	192	222	3.4	2.1	1.8	2.3	1.4	16.3	12.3
Central/Eastern Europe	26.6	58.1	95.0	137	176	5.3	3.3	3.1	3.7	2.5	10.1	9.7
Southern/Medit. Europe	61.9	98.0	168.9	219	264	3.1	3.7	2.3	2.6	1.9	18.0	14.6
<b>Middle East</b>	<b>7.1</b>	<b>13.7</b>	<b>60.9</b>	<b>101</b>	<b>149</b>	<b>4.5</b>	<b>10.5</b>	<b>4.6</b>	<b>5.2</b>	<b>4.0</b>	<b>6.5</b>	<b>8.2</b>

Source: World Tourism Organization (UNWTO) ©

(Data collected by UNWTO, September 2011)

\*Source: World Tourism Organization (<http://www.e-unwto.org/doi/pdf/10.18111/9789284418145>)

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## 1.6 MAJOR LANDMARKS IN THE HISTORY OF TRAVEL

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The following list of events summarizes the major trends in the tourism industry from antiquity till today. The list was first published in *Travel Trade*, the first and the oldest travel magazine, published in the US. The list has been updated by Pran Nath Seth, author of the book *Successful Tourism Management*, which is also the source of the information given below.

### **One million years ago**

*Homo erectus* (the species of man who stood ‘erect’) originated in Eastern and Southern Africa, migrated to the Middle East and Asia.

### **2,50,000 years ago**

Early *homo sapiens* (the current species of humans, who developed ability to “think”.) evolved from *homo erectus* and stayed in Africa, Asia and Europe.

### **2000 BC**

Phoenicians began maritime trading and navigation in the Mediterranean Sea. Setting up of caravan serais in the Orient, India, etc. People travelled in groups for companionship.

### **1500 BC**

Aryans entered the Ganges Valley.

### **336-323 BC**

Alexander travelled from Greece to the Indus in Asia, with his army.

### **500 AD**

Polynesians from the Society Islands sailed to Hawaii, covering a distance of 2000 miles.

### **500-1100**

Vikings established trade and explored Iceland, Greenland and the coast of North America.

### **1271-1295**

Marco Polo travelled to India, Java, Sumatra, Sri Lanka and wrote about his travels.

### **1325-1295**

Ibn Batuta, a Moroccan traveller and historian, made a pilgrimage to Mecca, visited India, China, Spain and Timbaktu in Africa. He was one of the first travel writers.

### **1513**

Christopher Columbus explored the New World.



## **1519**

Ferdinand Magellan sailed west from Spain to tour the globe. He died on the way in the Philippines but some of his crew members managed to complete the mission.

## **1600**

The British came to India and established the East India Company.

## **1605**

The hackney coach was introduced in London.

## **1768-1780**

James Cook, a naval officer, explored North America and discovered New Zealand, Australia, New Caledonia and Hawaii.

## **1801-1850**

- The steam locomotive was invented in England that was capable of pulling heavy coaches.
- Fair weather roads capped with bituminous were built at the same time in England by Mc Adam and Telford.

## **1826-1850**

- First passengers carried by rail in the UK. Thomas Cook organized a special train journey for a group of people. This was the first ever instance of mass tourism.
- The first modern hotel called Tremont House was built in 1829.

## **1850-1900**

The American Express Company founded in 1873.

## **1900-1950**

- The Wright brothers invented the airplane around 1903.
- Deutsche Lufthansa started their first scheduled air passenger service from Berlin to Leipzig in 1918.
- Lindberg flew solo from New York to Paris in 1927.
- Pan American Airways flew their first international commercial mail flight from Key West, Florida, to Havana, Cuba, in 1927.

## **1950-2000**

- Great Britain produced Comet-first passenger jet plane in 1954.
- Boeing Commercial Airplane Company produced B 707, the first jet built in the US, in 1958.
- The first journey made to the moon in 1969 by Armstrong, Aldrin and Collins.
- Pan American Airways flew the first Boeing Jumbo Jet 747 from New York to London with 352 passengers on board in 1970.
- British Airways and Air France began their passenger service on the supersonic Concorde airplane in 1978.

- Alaska Airlines became the first carrier to accept bookings online and take payment via a website on the Internet in 1996.

## 2001

Dennis Tito took the world's first paid space vacation.

### CHECK YOUR PROGRESS

5. Which are the factors responsible for the rapid growth of tourism in the twentieth century?
6. List the top five major players in the tourism market.
7. Which are the top ten tourist destinations in 2008, in terms of international tourist arrivals.

## 1.7 TYPES OF TOURISTS

It has been argued that the word 'tourist' has origin dating back to 1292 AD. It has been derived from the Latin word *tornus*, meaning a tool for describing a circle or a turner's wheel. From *tornus* the word 'tour' was developed, and from *tour* we got the word *tourist*.

In the first half of the 17th century, the term was used for travelling from place to place, a journey, an excursion, a circuitous journey touching the principal parts of a country or region.

In the 19th century the word 'tourist' was defined as a person who travels for the pleasure of travelling, or out of curiosity.

According to the Oxford dictionary, the word 'tourist' is defined as a person who travels for pleasure. Thus, it can be said that tourists indulge in travelling.

In other words, a tourist is a person who goes to another place or where he is sent there (for example by a company) out of interest, he is not employed. Thus a tradesman or military person who travels for their trade are not 'tourists' as per the Oxford dictionary. Business tourists may go to a place for a conference, a workshop or further education. Private tourists

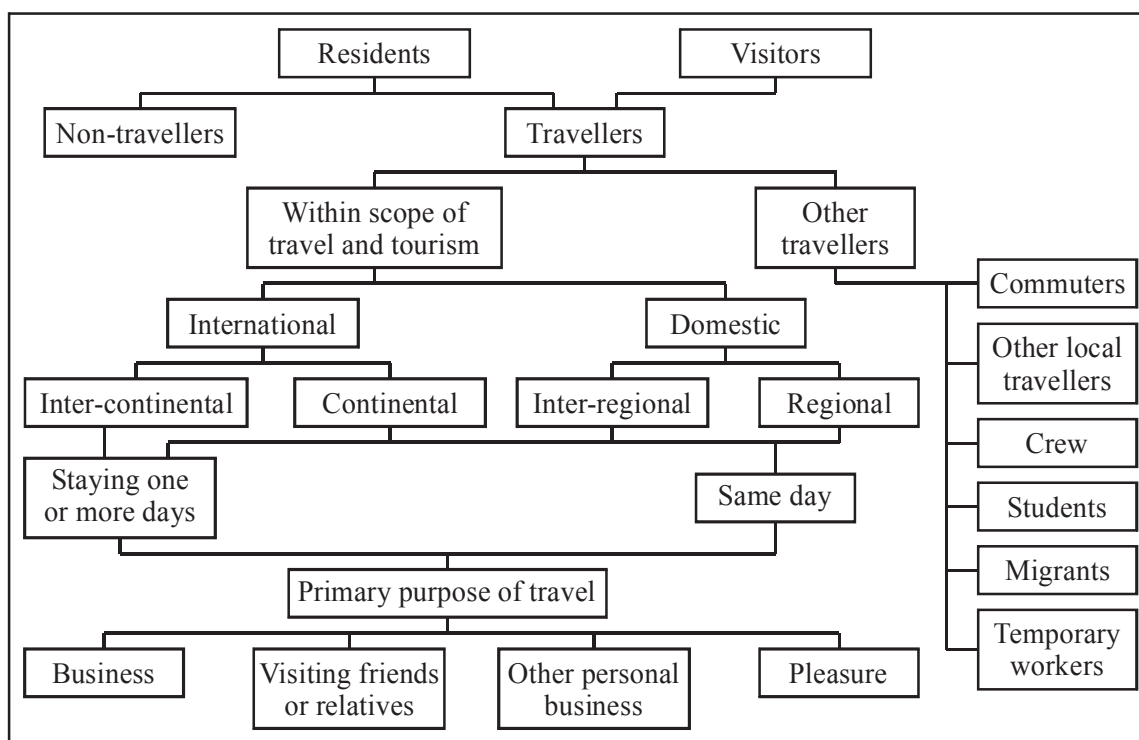
may go there for adventure, recreation, education, pilgrimage or any person travelling between two or more localities within his or her own country of residence or in another country, is termed as a tourist. The term 'visitor' is used instead of tourist for the calculation of tourism statistics.



*Fig. 1.13 Typical tourist*

Tourists can be classified in a number of ways. These are as follows:

Figure 1.14 is a graphical presentation of the various types of tourists and travellers you can see around you.



*Fig. 1.14 Classification of Travellers*

## 1. By location

According to the location, a tourist can either be a domestic or an international tourist.

### (a) Domestic tourist

The following definition of a domestic tourist was proposed by the International Union of Travel Organizations (IUOTO) in the year 1974:

'For statistical purposes, the term 'domestic tourist' designates any person who travels within the country where he resides to a place other than his usual place of residence for at least twenty-four hours or one night, for a purpose other than exercising a gainful activity and which may be classified under one of the following headings:

- Leisure
- Business, family, mission, meeting

This definition was, however, not adopted as an official one but it can be used to understand the scope of a domestic tourist.

The internationally accepted definition of a domestic tourist is, 'Any person residing in a country who travels to a place within the country, outside his/her usual environment for a period not exceeding twelve months, and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.'

Domestic visitors include:

- Tourists (overnight visitors): Visitors who stay at least one night in a collective or private accommodation in the place visited.
- Same-day visitors: Visitors who do not spend one night in a collective or private accommodation in the place visited.

Definition of a domestic tourist in India is given as follows:

'A person who travels within the country to a place other than his usual place of residence and stays at hotels or other accommodation establishments run on commercial basis for not less than twenty-four hours or one night and for more than six months at a time for any of the following purposes:

- (a) Pleasure (holiday, leisure, sports, etc.)
- (b) Pilgrimage, religious and social functions
- (c) Business conferences and meetings, and
- (d) Study and health

The following are not regarded as domestic tourists:

1. Persons arriving, with or without a contract to take up an occupation or engage in activities remunerated from within the country.
2. Persons coming to establish more or less permanent residence in the country.
3. Persons visiting their home town or native place on leave or a short visit for meeting friends, attending social or religious functions, etc. and staying in their own homes or with relatives or friends and not using any sightseeing facilities.
4. Foreigners residing in India.

## **(b) International tourist**

A person visiting a place not in his own country is termed as an international tourist. Such a tourist does not exceed his stay by more than twelve months and whose purpose of travel is other than the exercise of an activity remunerated from within the place visited. For example, in case of international trade fairs, if visitors from a foreign country are selling their goods to local residents, then they are engaging in a remuneration activity. Hence, they are not foreign tourists. An international tourist is preferred to a domestic tourist because of the foreign exchange earnings he brings with him.

The United Nations Conference on international Travel and Tourism (Rome 1963) defined the term 'visitor' 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.'

This definition covered tourists, i.e. temporary visitors staying at least twenty-four hours in the country visited and the purpose of whose journey can be classified either as:

- Leisure (recreation, holiday, health, study, religion, and sport)
- Business, family, mission, meeting
- Excursionists, i.e. temporary visitors staying less than twenty-four hours in the country visited (including travellers on cruises)

The above definition, however, excludes travellers who, in the legal sense, do not enter the country, like air travellers in transit.

The definition of an international visitor and tourist followed in India is given as follows:

- **Foreign visitor**

'A foreign visitor is any person visiting the country on a foreign passport whose main purpose of

visit is other than the exercise of an activity remunerated from within the country or establishment of residence in the country.'

This definition covers two categories of visitors-'Tourists' and 'Same Day Visitors'.

- **Foreign tourist**

A foreign tourist is a person visiting India on a foreign passport, staying at least twenty-four hours in the country, the purpose of whose journey can be classified under one of the following categories:

- (i) Leisure (recreation, holiday, health, study, religion and sport)
- (ii) Business, family mission, meeting

The following are not considered as 'foreign tourists':

- (i) People who arrive in a particular country, with or without a contract, to engage in an occupation or take up activities which are remunerated for from within the country
- (ii) People who come to reside in the country
- (iii) 'Same day visitors' i.e., temporary visitors who stay less than twenty-four hours in the country (including travellers on cruises)



*Fig. 1.15 Torist in India (Jaipur Hawa Mahal)*

## 2. By purpose

Another broad classification of tourists is done according to purpose, which includes:

- **Business**

Tourists who travel on work are either sent by their employers or are invited by the host country.

- **Pleasure**

These are holiday makers who travel for leisure.

### 3. By age,

According to the age group, a tourist can either be in the category of the youth or empty nesters.

- **Youth**

These are Youngsters between the ages of 18 to 25 years. They have low disposable incomes and love to travel.

- **Empty nesters**

Parents aged 45 to 55 years who do not have children living with them and have high disposable incomes.

### 4. By socio-economic group

- **Budget traveller**

This category of tourists has a strict budget and does not spend on anything other than the basic travelling, food and accommodation. They try and look for the most cost-effective accommodation.

### 5. By type of tourism

- Pilgrimage: for example, a visit to the Vatican or Mecca.
- Adventurous: for example, foreigners trekking in the Himalayas.
- Medical: for example, foreigners travelling to Chennai hospitals for medical treatment.

## CHECK YOUR PROGRESS

8. What are the various ways by which tourists can be classified?
9. Define domestic tourists;
10. Define “empty nesters”

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## 1.8 TOURISM, RECREATION AND LEISURE

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Tourism, as we learnt earlier in this unit, is travelling for pleasure. A lot of working men and women take breaks from work in order to disassociate from the hectic schedule for some time and enjoy by travelling to places where they can relax and rejuvenate themselves. So it can be said that when we have free time or when we are done with our basic responsibilities or priorities we plan pleasure trips. Leisure is this free time that we have after doing all the necessary chores to survive. Recreation are the activities we indulge in during our free time.

The following are some working definitions from the book 'The Economics of Recreation, Leisure and Tourism' by John Tribe to help understand and distinguish between leisure, recreation and tourism:

- **Leisure**

Discretionary (or free time) is the time remaining after sleeping, and doing necessary household

and personal chores which can be used in a chosen way.

- **Recreation**

These are pursuits undertaken in leisure time. Recreational pursuits include home-based activities such as reading and watching television and those outside the house which include sports, theatre, cinema and tourism.

- **Tourism**

Visiting a place for at least one night for leisure and holiday, business and professional or other purposes is called tourism. Visiting means a temporary movement to destinations outside the normal home and workplace.

- **Recreation, leisure and tourism organizations**

Home-based recreation includes the following:

- Listening to music
- Watching television
- Gardening
- Reading
- Hobbies
- Exercise

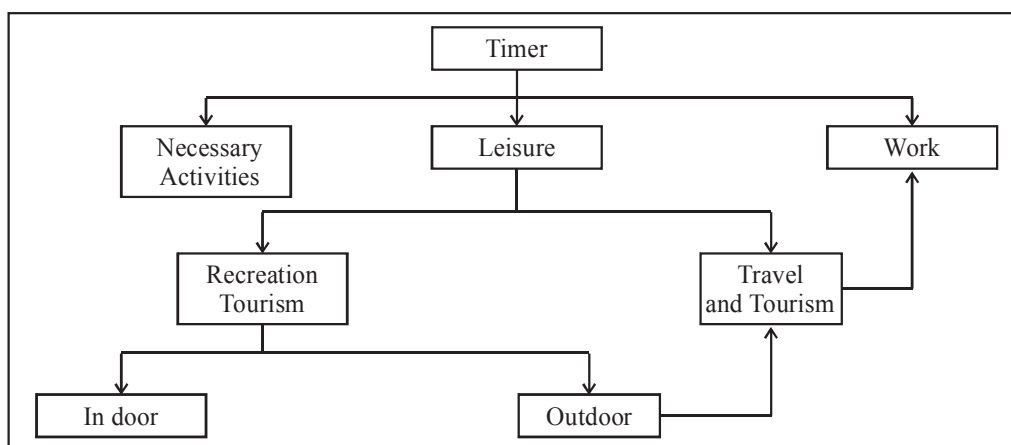
Out-of-home recreation includes the following:

- Sports
- Hobbies
- Shopping
- Entertainment

Tourism includes the following:

- Visiting a destination other than your place of work or stay
- Accommodation at the destination
- Recreation at the destination
- Eating and drinking at the destination

Looking at the above definitions, it can be said that all recreational activities, whether home-based or not, and all tourism activities are undertaken in leisure time.



**Fig. 1.16** Placement Time of Leisure and Recreation

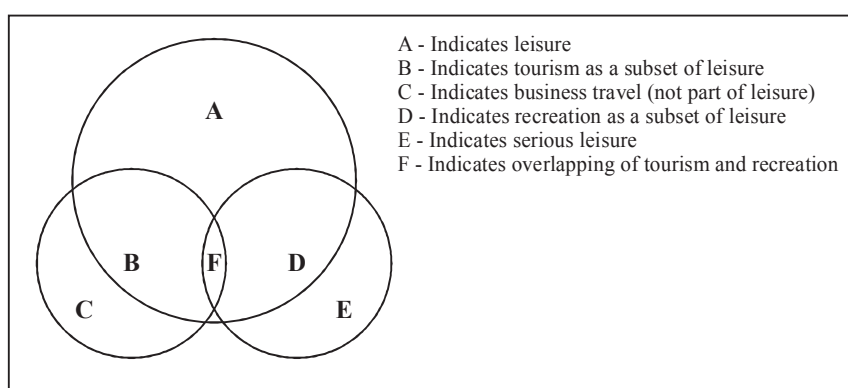
Further, let us differentiate between recreation and tourism:

Recreation is defined as activities undertaken will fully for personal pleasure or enjoyment in a person's 'leisure time'. This includes all home-based activities like reading or gardening, and outdoor activities like sports or picnics.

If we go by the universally accepted definition of tourism which says that visits are termed as tourism if they are for more than twenty-four hours away from the place of work, while recreation activities are for less than twenty-four hours, we can say that tourism is an outdoor activity. So activities like visit to a friend's place for less than one day is an outdoor recreation and when this stay extends overnight it is called tourism For example, a day trip to Goa is recreation and an overnight stay in Goa is tourism.

Tourism may therefore be interpreted as only one of a range of choices or styles of recreation expressed through either travel or a temporary short-term change of residence. Tourism includes visits for holidays, sports, health, education, religion, business and visits to family and friends.

Many, however, like to club together outdoor recreation and tourism. The dividing line between recreation, leisure and tourism is a blurred one. The following figure will help us understand the interrelationship between recreation, leisure and tourism.



**Fig. 1.17** Interrelationship between Tourism, Recreation and Leisure

**\*Source:** Colin Michael Hall and Stephen Page, *The Geography of Travel and Recreation*

The interrelationship between tourism, recreation and leisure continues to be a common subject for debate between economists and tourism scholars. Figure 1.17 helps us to understand the interdependence between leisure, tourism and recreation. It is agreed tourism and recreation are generally regarded as subsets of the wider concept of leisure. According to Alan A. Lew, Colin Michael Hall and Allan M. Williams, ‘It is through studying leisure as a whole that the most powerful explanations are developed. This is because society is not divided into sports players, television viewers, tourists, and so on. It is the same people who do all these things.’

However, there are blurred lines which show their overlapping in a much narrower sense. We know that leisure is free time distinguished from work away. Tourism, however, includes business travellers who are away for more than twenty-four hours. Thus, there is an element of work in tourism which in cannot be termed “leisure”. This leads to an overlap of tourism and leisure and separates work-oriented tourism from leisure tourism.

An overlap definitely exists between tourism and recreation. Conventionally tourism was seen as a phenomenon of recreation. As Crompton and Richardson noted, ‘Traditionally tourism been regarded as a commercial economic phenomenon rooted in the private domain. In contrast recreation and parks have been regarded as a social and resource concern rooted in the public domain. Outdoor recreation studies have focused on public-sector concern such as, wilderness management, social carrying capacity and non-market valuation of recreation experiences. In contrast tourism tends to concentrate on traditional private sector concerns such as economic impacts of travel expenditures



travel patterns and tourist demands and advertising and marketing.'

The overlap is a result of the distinguishing between recreation and leisure in economic terms. Tourism is an industry and the generation of income from it is of prime importance. Recreation also generates income (domestic), which is reused within the economy. According to Colin Michael Hall and Stephen Page, 'Tourism primarily leads to leisure and business travel activities which center around visitors to a particular destination, which will particularly involve an infusion of new money from the visitor into the regional economy.' According to Helber, 'In this sense tourism can be viewed as a primary industry which, through visitor spending, increases job opportunities and tax revenues, and enhances the community's overall economic base. On the other hand, recreation generally refers to leisure activities which are undertaken by residents of an immediate region, while their spending patterns will involve recycling of money within the community associated with day, overnight and extended stay recreation trips.' Outdoor recreational activities that generate income are also tourism, and thus, they overlap.

These overlaps result in the merging of concepts of recreation and tourism. According to Colin Michael Hall and Stephen Page, 'Little success has been afforded to those attempting to differentiate between recreation and tourism and such distinctions appear founded on the assumption that outdoor recreation appeals to the rugged, self-reliant element in the population whereas tourism caters to more overtly for those seeking diversion without too much discomfort.'

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## 1.9 SUMMARY

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- Tourism is an activity or process of travelling to places other than that of our residence.
- Travel could be to a different country or within our own country.
- The travel done is not for any remuneration purposes but for reasons like business, pleasure, pilgrimage, etc.
- The early human had to travel not out of choice, but for his survival. This need-based travel led to the creation of paths, invention of the wheel and, eventually, to well-developed roads.
- It was the small innovations in the transport system that increased the mobility of people.
- Gradually travel became essential for purposes of trade and commerce, which led to the exchange of goods and cultures.
- Sea travel became popular and people wanted to travel to explore lands and far off places.
- Soon touring around places became a part of travel. Traders would often visit monuments or structures. Rest houses and resorts were built for the traders.
- Roads were built during the Roman Empire and the affluent would often travel with family for pleasure.
- With the advancement in technology, motorcars and trains were introduced.
- Travelling within the country and to distant places soon became possible.
  
- The aviation industry came into being and it changed the scenario of international travel
- Industrialization increased per capita income and now people can afford to splurge on travel and tourism
- By the first half of the twentieth century, tourism was a mass movement, and many people were travelling to other countries. The market for international travel was picking up.

Since then it has been growing and will continue to grow.

- Tourism is now viewed as an industry and is believed to soon become the biggest contributor to the world economy.
- More than pleasure, people now have different reasons to travel, like sports, pilgrimage, and business.
- New trends of tourism like green tourism, wedding tourism and health tourism are picking up.
- People from various backgrounds and with different tastes and preferences prove to be unique in their way as tourists. These travellers are usually distinguished on the basis of their age, socio-economic background, purchasing power, etc.
- Tourism is usually done in free time. Recreation is also something that is indulged in when we are through with our daily chores. Tourism is a type of recreation which-involves doing the activity over a greater span of time. The tendency of outdoor recreation to generate income overlaps with tourism, which is a high income generating industry.
- Tourism has to flourish, it has to be supported by good marketing, safe means of travel and easy travel procedures. A tourist's mindset has to be understood in order to plan for tourism
- The industry has a huge potential and cannot be ignored while considering the country's growth.

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## 1.10 KEY TERMS

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- **Tourism:** The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.
- **Excursionist:** A traveller who spends less than twenty-four hours at a destination. He is also known as a same day visitor.
- **UNWTO:** The World Tourism Organization (UNWTO) is a specialized agency of the United Nations and a leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how.
- **WTTC:** The World Travel and Tourism Council works to raise awareness about travel and tourism as one of the world's largest industries.
- **Leisure:** Discretionary time (or free time) is the time remaining after sleeping and doing necessary household and personal chores which can be used in a chosen way.
- **Recreation:** Pursuits undertaken in leisure time. Recreational pursuits include home-based activities such as reading and watching television and those outside the house including sports, theatre, cinema and tourism.
- **Domestic tourism:** Any travel that takes place within the boundaries of a country for tourism by its residents is known as domestic tourism.
- **International tourism:** This refers to travel undertaken between two or more countries for tourism.
- **Mass tourism:** Mass tourism basically means the transport of large number of people in a short period of time to places of leisure interest. Mass tourism has been possible due to

the technological advances in transport industry.

- **Tourist:** Any person on a trip between two or more countries or between two or more localities within his or her own country of usual residence.
- **Long haul travel:** It refers to the travel between continents. Approximately 5000 km of distance is called long haul travel. The flight time for such travel is usually seven hours or more.

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## 1.11 END QUESTIONS

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1. Explain the different approaches to tourism as suggested by Goldener and Ritchie.
2. What criteria are to be kept in mind in order to characterize travel as tourism?
3. Explain the relation between tourism and employment.
4. Explain the concept of 'Grand Tour'.
5. What was the tourism industry like prior to the World Wars?
6. Give a detailed account of the World Tourism Organization's 'Tourism 2020 Vision'.
7. Define tourism and explain its scope.
8. How can we differentiate between recreation, leisure and tourism?
9. How are tourism and recreation related?
10. Give at least three definitions of Tourism clearly mentioning the name of its proponent.
11. Which are the salient features of tourism in the twentieth century?
12. Explain what you understand about the general trends in tourism.
13. What are the major landmarks in the history of travel?
14. What are the various ways in which tourists can be classified? Explain.
15. Which are the top ten tourism destinations? Briefly explain them.
16. Which are known as Seven wonders of the Ancient World? How many of them are still existing?

### Activities

1. Visit the UNWTO website [www.unwto.org](http://www.unwto.org) and read the current UNWTO World Tourism Barometer, under the facts and figures section.
2. List down the current seven wonders of the world. Present a case study on their selection process.

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## 1.12 FURTHER READING

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- (1) Bhatia, A.K. 2003. *Tourism Development-Principles and Practices*, Second Edition. New Delhi: Sterling Publishers.
- (2) Goldener, Charles R. and J.R. Brent Ritchie. 2009. *Tourism: Principles, Practices,*

*Philosophies*. New Jersey: John Wiley & Sons.

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## UNIT 2 PSYCHOLOGICAL DIMENSIONS AND MOTIVATION OF TRAVEL

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### *Structure*

- 2.0 Introduction
- 2.1 Unit Objectives
- 2.2 Introduction to Tourism in India
  - 2.2.1 India's Tourism Trends and Statistics
  - 2.2.2 Places of Tourist Interest in India
  - 2.2.3 India as a Heritage Tourism Destination
  - 2.2.4 Future of the Indian Tourism Industry
- 2.3 Definition of Motivation
  - 2.3.1 Understanding Travel Behaviour
  - 2.3.2 Understanding Travel Motivation
  - 2.3.3 Travel-Needs Model
- 2.4 Travel Motivators
  - 2.4.1 H. Peter Gray's Travel Motivators
  - 2.4.2 McIntosh's Travel Motivators
  - 2.4.3 General Travel Motivators
- 2.5 Tourism as a Service Industry
- 2.6 Summary
- 2.7 Key Terms
- 2.8 End questions
- 2.9 Further Reading

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## 2.0 INTRODUCTION

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Whenever we do something, there is a purpose behind it. We call this “purpose” as “motivation”. Is it true about tourism also? Why do people travel? Earliest groups of mankind during pre-civilization period, travelled for sustenance and survival, if the source of food emptied out, they would move to a new location. With development of agriculture, the requirements of “hunter-gatherer” era got revolutionised. During the “hunter-gatherer” era, everyone was required to work (to hunt or to pick fruits and berries). With agriculture, a group of farmers in the community would work for food for the entire community. Thus another group of persons got free from the requirements of

hunting or gathering. Such “freed” group could pursue other avenues of life. Some became artists, some other became scientist or astrologers, some other became merchants and so on. Thus the motivation to travel got developed as diverse as that for studying a distant civilization or to trade with a distant country or tribe. Some group which had plenty of resource could travel for pleasure.

In modern world, people travel for a large number of reasons. In the present Unit, we would learn how tourism evolved in India and where it is heading. We would learn about motivation, in general as well as motivation particularly to travel. The important of tourism as a service sector industry would also be highlighted.

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## 2.1 UNIT OBJECTIVES

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After going through this unit, you will be able to:

- State the psychology of a tourist
- Discuss about tourism in India
- Analyse the factors that motivate people to travel
- Describe tourism as a service industry

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## 2.2 INTRODUCTION TO TOURISM IN INDIA

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*Fig.2.1 Taj Mahal is one of the wonders of the medieval world*

India enjoys a rich diversity of culture, language, geographical feature and people. It has always been famous for its rich heritage and culture. The country has lots to offer in terms of locations, activities, cultures, monuments, handicrafts and cuisine. The age old image of India being the land of elephants and maharajas has changed. Tourists are learning more about India and want to explore every region of it. India, today, fascinates tourists from every corner of the world; a trip to India is every tourist’s dream.



The policy makers have not taken cognizance of tourism as important industry till end of Second Five Year Plan. It is since then that tourism came to be regarded as a major tool for earning foreign revenue. In the Seventh Five Year Plan, a tourism was officially given importance and a few places were selected to be promoted as tourist destinations. Since then, efforts are being made at the state level to cash in on tourism as an industry. Gradually, the growth of the tourism industry of India has been gaining momentum and it has been growing over the years. India's tourism industry has, however, not grown or developed uniformly throughout the country. Certain states-like Goa, Kerala and Rajasthan-have been promoting tourism aggressively, while many others have not, although the scope does exist. The Indian government, having realized the importance and role of tourism in generating revenue and employment, has formulated policies to promote tourism in India.

## **2.2.1 India's Tourism Trends and Statistics**

Tourism is an important service sector generating substantial amount of foreign exchange. In spite of having considerable potential, India's share of global tourism is relatively small in volume-about 0.40 per cent only.

### **1. International tourism statistics**

India received 5.37 million (provisional) foreign tourist arrivals during the year 2008 as compared to the 5.08 million in 2007. The year 2008 registered a growth of 5.6 per cent. India had 2.29 international tourist arrivals back in the year 1996 and a share of 0.40 per cent of the world's international tourist arrivals. In almost a decade, India's foreign tourist arrivals doubled, showing a positive future for tourism in India.

The foreign exchange income were estimated at US \$ 11. 75 billion in 2008, registering a growth of 9 .5 per cent over the previous year. In rupee terms, it generated Rs 50, 730 crore during 2008. India earned US \$ 2,832 million in international tourism receipts in 1996 constituting 0.65 per cent of international tourism receipts. Even though the number of tourist arrivals doubled in a decade, India recorded an estimated thirty times higher earnings. This shows that the average tourist expenditure increased manifold, contributing significantly to the country's GDP. India's tourism revenue is expected to grow by 42 per cent during 2007-2017.

India ranked 41 in terms of international arrival and ranked 23 in terms of tourism receipts (from international tourism) in 2008. In the Asia Pacific region, it ranked 11th and 6th, respectively in 2008 in international tourist arrivals and international tourism receipts.

According to the Travel and Tourism Competitiveness Report 2009 published by the World Economic Forum, India is ranked 11th in the Asia-Pacific region and 62nd, overall, in a list of 133 assessed countries in 2008, up three places since 2007. In terms of travel India stands 9th in the index of relative cost of access (ticket taxes and airport charges) to international air transport services, and has almost the lowest costs in the world. According to the India Brand Equity Foundation, the contribution of travel and tourism to GDP is expected to be 6.0 per cent (US\$ 67.3 billion) in 2009 rising to US\$ 187.3 billion by 2019.

According to Visa Asia Pacific data (March 2006), India is the fastest growing market in Asia Pacific in terms of international tourist spending. An amount of US\$ 372 million was spent by international tourists in India during the period October-December 2005, as per the data.

**Table 2.1** India s International Tourist Statistics for the Year 2008

Destination	International tourist arrivals						International tourism receipts				
	Series	In '1000			Change (%)		Share (%) in Asia Pacific	In Million US \$			Share (%) in Asia Pacific
		2006	2007	2008	06 / 07	07 / 08*	2008*	2006	2007	2008*	2008*
India	TF	4,447	5,082	5,367	14.3	5.6	2.9	8,634	10,729	11,832	5.7

**Source:** World Tourism Organization (UNWTO)

**Note:** \*indicates provisional data

TF indicates international tourist arrivals at frontiers (excluding same day visitors);

## 2. Domestic tourism statistics



**Fig. 2.2** Toruist enjoying camel ride in Rajasthan

The urban middle class has emerged as important consumer group resulting in substantial growth of domestic tourism during last few years recorded 562.92 (provisional) million domestic tourists in 2008, recording a growth of 6.9 per cent over the previous year. Domestic tourist arrivals are recorded by the statistical cells established at accommodation units in every state/union territory. The state of Andhra Pradesh had the highest number of Indian visitors in the year 2008 (Table 2.2). The state has the famous Tirupati temple, which draws so many tourists. As for foreign visits, Delhi is in the first position (Table 2.3).

Table 2.2 (Source: Wikipedia, *Tourism\_in\_India* accessed on 06 Aug 2017)

**Share of top 10 states/UTs of India in number of domestic tourist visits in 2015<sup>[27]</sup>**

Rank	State/Union Territory	Number	Share in %
1	Tamil Nadu	333,459,047	23.3
2	Uttar Pradesh	204,888,457	14.3
3	Andhra Pradesh	121,591,054	8.5
4	Karnataka	119,863,942	8.4
5	Maharashtra	103,403,934	7.2
6	Telangana	94,516,316	6.6
7	Madhya Pradesh	77,975,738	5.4
8	West Bengal	70,193,450	4.9
9	Gujarat	36,288,463	2.5
10	Rajasthan	35,187,573	2.5
Total of top 10 states		1,197,367,974	83.6
Others		234,605,820	16.4
Total		1,431,973,794	100

Table 2.3

**Share of top 10 states/UTs of India in number of foreign tourist visits in 2015<sup>[28]</sup>**

Rank	State/Union Territory	Number	Share in %
1	Tamil Nadu	4,684,707	20.1
2	Maharashtra	4,408,916	18.9
3	Uttar Pradesh	3,104,062	13.3
4	Delhi	2,379,169	10.2
5	Rajasthan	1,489,500	6.4
6	West Bengal	1,475,311	6.3
7	Kerala	977,479	4.2
8	Bihar	923,737	4.0
9	Karnataka	636,502	2.7
10	Goa	541,480	2.3
Total of top 10 states		20,620,863	88.4
Others		2,705,300	11.6
Total		23,326,163	100

(Source: Wikipedia, “Tourism in India”, accessed on 20 July 2017)

## 2.2.2 Places of Tourist Interest in India

Almost all states of India have well-known tourist destinations. Each state has different attraction for tourists.

### (i) North India

#### (a) Himachal Pradesh

- (i) Famous for its many hill stations like Shimla, Manali, Dharamshala, etc.
- (ii) A mecca for adventure sports like skiing, river rafting, trekking and mountaineering.
- (iii) Has the Kalka-Shimla railway-a world heritage site.

#### (b) Jammu and Kashmir

- (i) Srinagar, the capital of the state, is known for its house boats on the Dal lake.
- (ii) Leh, Ladakh is a famous adventure tourist destination.
- (iii) Gulmarg is famous for golf and skiing.
- (iv) Famous for the Hindu shrines of Vaishno Devi and Amarnath.

#### (c) Punjab

- (i) This land of five rivets is very beautiful.
- (ii) Famous for its rustic villages and endless wheat farms.
- (iii) Some famous cities are Amritsar, Ludhiana and Jalandhar.
- (iv) Amritsar has the famous Golden temple and is also close to the Indo-Pakistan Wagah border.
- (iv) Birth place of the world famous tandoori chicken.

#### (d) Uttarakhand

- (i) Haridwar is a holy place known for Har ki Pauoli and it's 'Maha aarti'.
- (ii) Chardham of Uttaranchal the four most popular Hindu temples-Badrinath, Kedarnath, Gangotri and Yamunotri.
- (iii) The Valley of Flowers is a world heritage site.
- (iv) Nainital and Mussorie are the famous hill stations of this area.
- (v) Corbett National Park is a very well known reserved sanctuary for tigers in the region.

#### (e) Uttar Pradesh

- (i) The famous Taj Mahal one of the wonders of world is located in Agra.
- (ii) Lucknow, the capital city, is known for its rich culture, cuisine and art.
- (iii) The historical Fatehpur Sikri belongs to the Mughal period. It is also a world heritage site.
- (iv) Varanasi is a famous holy city of India.
- (v) Other famous cities include Ayodhya, Mathura and Jhansi.

**(f) Rajasthan**

- (i) The land of the kings is the most frequented tourist destination.
- (ii) It is a haven for people interested in culture.
- (iii) It has a lot of exotic handicrafts to offer.
- (iv) It is famous for its palaces, forts, festivals and fairs.
- (v) Jaipur, the capital city, is known for its famous monument, the 'Hawa Mahal'.
- (vi) Udaipur, the city of lakes, is a beautiful tourist destination.
- (vii) Other famous cities include Bikaner, Jaisalmer and Jodhpur.
- (viii) The most famous hill station of Rajasthan is Mount Abu.
- (ix) Ranthambore is one of the most famous National Park of India.

**(ii) West India**

**(a) Goa**

- (i) It is known for its beaches like Donna Paula and Calangute.
- (ii) It is famous for its adventure sports.
- (iii) Goa's famous attractions include Dudhsagar Falls and the Basilica off Bom Jesus, which is a world heritage site.

**(b) Madhya Pradesh**

- (i) It is called the 'heart of India'.
- (ii) The world heritage site Khajuraho, well known for its erotic sculptures, lies here.
- (iii) Gwalior city is famous for its historical monuments.
- (iv) It has the famous Kanha National Park.

**(c) Maharashtra**

- (i) Mumbai is the capital city of the state and is one of the cosmopolitan cities of the country. It is known for its Hindi film industry and Victoria Terminus, which is also a world heritage site.
- (ii) The city of Aurangabad has many famous monuments.
- (iii) Alibaug is a famous island of the state.
- (iv) The Ajanta and Ellora caves are world heritage sites.

**(d) Gujarat**

- (i) It is well known for its culture and food.
- (ii) Its famous cities include Ahmedabad, Gandhinagar and Surat.

**(iii) East India**

**(a) West Bengal**

- (i) Kolkata, the capital of the state, is known for its palaces.
- (ii) Bishnupur is famous for its terracotta and sandstone architecture.
- (iii) Darjeeling, a famous hill station at the foot hills of Himalaya, lies in this region.

**(b) Bihar**

- (i) It is well known for its rich culture and heritage and has many monuments across the state.
- (ii) The Mahabodhi Temple located here is a world heritage site.
- (iii) The Barabar caves are the oldest rockcut caves in the country.
- (iv) The Khuda Baksh Oriental Library is the oldest library of India.

**(c) Orissa**

- (i) It is famous for its Konark sun temple, Udaygiri and Khandagiri caves.
- (ii) It is also well known for its dance forms, festivals and handicrafts.

**(iv) North-East India**

**(a) Assam**

- (i) Guwahati is the capital of the state. It has many temples and wildlife sanctuaries.
- (ii) Assam has two famous national parks-Manas and Kaziranga, and both have been declared as world heritage sites.
- (iii) The important Brahmaputra river runs through this state.

**(b) Sikkim**

- (i) It is home to the famous Kanghenjunga mountain.
- (ii) Gangtok is Sikkim's capital city.
- (iii) It is a must visit for adventure lovers.

**(v) South India**

**(a) Andhra Pradesh**

- (i) The famous city of Hyderabad lies in Andhra Pradesh. It is known as 'the city of Nizams'. Hyderabad is a modern day city which boasts of its heritage.
- (ii) Vishakapatnam is known for its beaches. The Yarad beach is famous.
- (iii) Tirupati is a world famous religious centre. The birth place of Lord Venkateshwara, it is the most popular domestic tourist destination of the country.

**(b) Karnataka**

- (i) Bangalore is the IT city of India and is also the state's capital.
- (ii) It is a popular metro of the country.
- (iii) Hampi and Pattadakal are the two world heritage sites in Karnataka.
- (iv) Mysore is famous for its Mysore Palace and Daserra celebrations.
- (v) The famous Jog waterfalls is in Karnataka.

**(c) Kerala**

- (i) It is popularly known as 'God's own country'.
- (ii) This state has the maximum number of international tourists.
- (iii) It is known for its backwaters at Thekkady, Allepey and Kovalam
- (iv) Munnar is a famous hill station in the region.
- (v) Kerala is considered a haven for ayurvedic treatment.

- (vi) The Kerala State Tourism Board was awarded the 2009 Pacific Asia Travel Association (PATA) Gold Award in the Marketing (State/City destination) category.
- (vii) It has also won the CNBC award for the Best Travel Destination and Best State Tourism Board.

**(d) Tamil Nadu**

- (i) Madurai the city of temples, receives many foreign visitors.
- (ii) The capital city, Chennai is one of the metros of the country and is known for its beaches.
- (iii) Tamil Nadu's famous hill stations include Kodaikanal and Ooty.
- (iv) Kanyakumari is the southernmost tip of India and is a famous tourist destination.
- (v) The Nilgiri Mountain Railway has been declared a world heritage site.

**Table 2.4** Ranking of Major Places Visited by Domestic Tourists Travelled for the Purpose of Leisure, Holiday, Religion and Pilgrimage for the Year 2002

Rank	Place	Percentage of tourists
1	Tirupati / Tirumala	10.38
2	Puri / Jagannath / Bhuwaneshwar	7.87
3	Vaishno Devi	7.49
4	Bangalore / Mysore	5.64
5	Haridwar	4.82
6	Delhi	4.73
7	Nainadevi / Chamundadevi / Chintpurni	3.66
8	Mathura / Vrindawan	3.65
9	Ajmer Sharif	3.53
10	Amritsar	3.12
11	Allahabad	2.85
12	Sabarimala / Mona	2.75
13	Shirdi	2.70
14	Darjeeling	2.59
15	Balaji	2.56
16	Kolkata	1.96
17	Badrinath / Kedarnath	1.82
18	Chennai	1.66
19	Mumbai	1.66
20	Agra	1.59

*Source: Ministry of Tourism and Culture, Survey by NCAER (2002, 2003).*



## **(vi) Union Territories**

### **(a) Pondicherry**

- (i) It is a union territory near Tamil Nadu.
- (ii) It is famous for its French inhabitants and Auroville Ashram.

### **(b) Delhi**

- (i) It is the capital of India.
- (ii) It is home to many famous monuments like the Jama Masjid, Red Fort, Purana Qila, Qutub Minar, Humayun's Tomb and Tughlaqabad Fort.
- (iii) The Lotus Temple, a popular Bahai temple, is also located here.
- (iv) It also houses the Parliament of India.

### **(c) Andaman and Nicobar Islands**

- (i) These are world famous islands.
- (ii) It offers sports like scuba diving.

### **(d) Daman and Diu**

- (i) It is famous for its beaches.

### **(e) Lakshadweep Islands**

- (i) These are a cluster of beautiful islands.

## **2.2.3 India as a Heritage Tourism Destination**



*Fig. 2.3 Qutub Minar is famed for its height and symbolizes city of Delhi*

India has a rich historic, cultural and spiritual heritage which has been drawing millions of international tourist. The country is fast becoming a preferred destination among European and American tourists because of its cultural heritage. India houses around thirty UNESCO world heritage sites. The Government of India is strongly promoting the country as a heritage destination. States

rich in historical monuments, temples, palaces and forts are being given special incentives to help boost India's image as a heritage destination.

**Box 2.1 UNESCO World Heritage Sites in India**

1. Kaziranga National Park, Assam
2. Manas Wildlife Sanctuary, Assam
3. Mahabodhi Temple Complex, Bodh Gaya, Bihar
4. Humayun's Tomb, Delhi
5. Qutub Minar and its monuments, Delhi
6. Red Fort, Delhi
7. Basilica of Bom Jesus and other churches, Goa
8. Champaner-Pavagadh Archaeological Park, Gujarat
9. Group of Monuments at Hampi, Kamataka
10. Group of Monuments at Pattadakal, Kamataka
11. The Kandariya Mahadev Temple, Madhya Pradesh
12. Buddhist Monuments at Sanchi, Madhya Pradesh
13. Rock Shelters of Bhimbetka, Madhya Pradesh
14. Khajuraho Group of Monuments, Madhya Pradesh
15. Ajanta Caves, Maharashtra
16. Chhatrapati Shivaji Terminus, Mumbai, Maharashtra
17. Elephanta Caves, Mumbai, Maharashtra
18. Ellora Caves, Maharashtra
19. Konark Sun Temple, Konark, Orissa
20. Keoladeo National Park, Rajasthan
21. Desert National Park, Rajasthan
22. Great Living Chola Temples at Thanjavur, Gangaikonda, Cholapuram and Darasuram, Tamil Nadu
23. Group of Monuments at Mahabalipuram, Tamil Nadu
24. Nilgiri Mountain Railway, Tamil Nadu
25. Agra Fort, Agra, Uttar Pradesh
26. Fatehpur Sikri, Uttar Pradesh
27. Taj Mahal, Agra, Uttar Pradesh
28. Nanda Devi and Valley of Flowers National Park, Uttarakhand
29. Mountain Railways of India, Darjeeling, West Bengal
30. Sundarbans National Park, West Bengal

*\*Source: Wikipedia*

*[http://en.wikipedia.org/wiki/List\\_of\\_UNESCO\\_World\\_Heritage\\_Sites\\_in\\_India](http://en.wikipedia.org/wiki/List_of_UNESCO_World_Heritage_Sites_in_India)*

The following are some heritage sites in India that are popular among tourists:

- **Taj Mahal:** Located in Agra, Uttar Pradesh, this monument has brought pride to India by being chosen as one of the seven modern wonders of the world.

- **Madurai:** A city in the state of Tamil Nadu, it is famous worldwide for its many temples.
- **Delhi:** India's capital, Delhi is a mix of history and modernization. Famous monuments like the Qutub Minar, Red Fort and Jama Masjid are located in Delhi.
- **Rajasthan:** The many forts and palaces of this state attract thousands of foreign tourists.
- **Mahabalipuram:** Known for its sculptural and architectural sites, it also houses the famous granite caves.
- **Khajuraho:** Known worldwide for its erotic (kamasutra) sculptures that date back to the medieval period, it is a famous world heritage site.

The government is encouraging heritage palace and home owners to convert their properties into heritage hotels to give the tourist a feel of living in the bygone era. India has around eighty-three heritage hotels. Refer to Appendix I for guidelines on classification of heritage hotels.

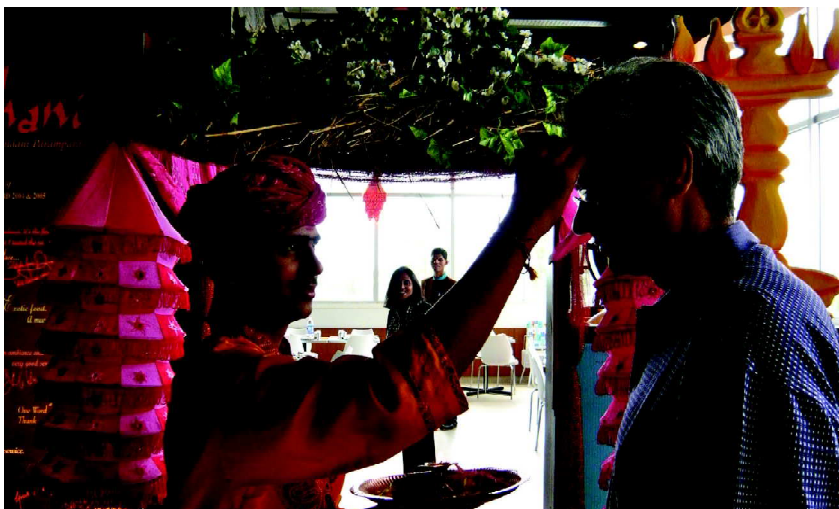
### CHECK YOUR PROGRESS

1. How has tourism's contribution to the Indian economy increased?
2. Explain about the organization which records domestic tourist arrivals in India.
3. Name at least 5 of the places of tourist attraction in India.
4. Name at least 5 UNESCO world heritage sites in India.

## 2.2.4 Future of the Indian Tourism Industry

If the government takes proper initiatives, the Indian Tourism industry may grow at 42 per cent in a decade. Some such initiatives which will definitely assure a good future for the Indian tourism industry, are discussed here.

- (i) The government created a body called the India Tourism Development Corporation in 1966 for the development and expansion of the Indian tourism industry.
- (ii) The government has set up special overseas marketing cells that have been organizing road shows as a way of promoting India as an incredible land to travel to. A lot of importance is being given to the safety and security of the tourist and the same has been conveyed to them through awareness programmes and ad campaigns.



*Fig. 2.4 The unique way Indians welcome their guests like gods fascinates Tourists*

The Ministry of tourism is also involving citizens of India through an appeal to take care of their guests with the true spirit of 'Atithi Devo Bhava'. It has developed a seven-point programme which it asks every Indian to follow (Box 2.2). The programme expects people to train fellow citizens who serve tourists in some manner or other.

The biggest ad campaign 'Incredible India', was planned to reach millions of tourists across the world.

### **Box 2.2 The Seven Point Programme**

*Atithi Devo Bhavah* is a seven-point programme of hospitality and training that must be embraced by each and every one of us. Here is a little insight into each one of the seven points:

*Samvedan Sheelta* or Sensitization: Educate various sections of the tourism industry on how each one of them contributes to the growth of the tourism industry.

*Prashikshan* or Training and Induction: Teach people how to approach and interact with a tourist, as this forms the 'moment of truth' in any service industry.

*Prerna* or Motivation: Motivate people to participate in this programme through various measures like awards/recognition for the best worker in the segment.

*Pramani Karan* or Certification: Certification to ensure that the standards shall be maintained at all times in the training programme.

*Pratipushti* or Feedback: Obtain feedback from the tourists about the service they have received and the experience they have had.

*Samanya Bodh* or General Awareness: The mass media communication campaign will be undertaken to create general awareness among the public about the necessity and the benefits of the Atithi Devo Bhavah programme.

*Swamitwa* or Ownership: Adopt the Atithi Devo Bhavah movement as your own, fellow Indians, for many livelihoods are dependent on tourism.

**\*Source:** Ministry of India (<http://www.atithi.org.in>)

The Ministry of tourism has planned three important products in the term of wellness tourism, caravan tourism and helipad tourism. India ranks second in terms of medical tourism. A number of reasonably priced wellness centres are being introduced and many hospitals are offering good deals to attract foreign clients. Many hospitals predict a rise of about 40 per cent in their international clientele, mostly coming from the UK, US and Germany.

Constant funding is being provided and efforts are being made to support industries like travel, handicraft, catering, accommodation, telecommunication, etc. which play a vital role in facilitating tourism.

The importance of developing regional tourism is being addressed by the government by setting up state tourism centres. Lesser known states, in terms of tourism, have been sanctioned funds for this purpose.

The terrorist activities across the globe hamper the flow of tourist in the world. The government is looking at adopting measures to promote the positives of the country and put the negatives like terrorism in the background. After the terror strike in Mumbai in 2008, the Tourism Ministry responded by announcing a campaign, The 'Visit India Year 2009'. Foreigners visiting India during the period

April 2009 to December 2009 were given attractive incentives. Complimentary value additions were shared between airlines, hotels, tour operators and State governments. The scheme was widely publicized by the Ministry through its website and other marketing channels.

The value additions include:

- (i) Complimentary international air passage for the travelling companion
- (ii) One night's complimentary stay in the hotel booked by the tourists
- (iii) One complimentary local sightseeing tour in any one city of visit
- (iv) One complimentary rural eco-holiday in the country

### ***Box 2.3 Incredible India Campaign***

The biggest marketing campaign by India to boost tourism was developed by its Tourism Ministry in the year 2002. Prior to 2002, the government did not take serious measures to promote tourism in a big way. It resorted to the age-old techniques of pamphlets, brochures, etc. However, this one campaign has changed the tourism history of India. The idea behind the campaign was to build an image of modern India by way of highlighting its cultural diversity. As part of the campaign, a series of television commercials and print ads were released. The success of the campaign was evident in the first year itself; India recorded a 16 per cent rise in tourist traffic. **Incredible India** created waves in the international and local market. It was appreciated by critics and some said it made them view India as a magical destination to visit. The campaign has also won many awards:

1. The Global SASI (Shop America Salutes Innovation) Award given by the National Geographic Society, USA, for innovation in creating long-lasting, sustainable, authentic shopping opportunities for travellers and residents of India alike.
2. The Incredible India International Television Commercial for 2008 won the Grand Prix Award which is the main prize of the International Tourism Film Festival organized by Comite International des Festivals du Film Touristique (CIFFT) Individual state tourism departments also created television advertisements as part of the campaign to promote their states. The state ads were shown mostly in India to make people aware of their country's beautiful regions.

### ***Box 2.4 India Tourism Development Corporation (ITDC)***

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

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

The authorized capital of the Corporation is Rs 75 crore and the paid-up capital as on 31.3.2005 was Rs 67.52 crore. 89.9748 per cent of the paid-up equity capital of the Corporation is held in the name of the President of India.

The Corporation is running hotels and restaurants at various places for tourists, besides providing transport facilities. In addition; the Corporation is engaged in the production, distribution and sale of tourist publicity literature and providing entertainment and duty-free shopping facilities to the tourists. The Corporation has diversified into new avenues/innovative services like FFMC, engineering-related consultancy services, etc. The Ashok Institute of Hospitality and Tourism Management of the Corporation imparts training and education in the field of tourism and hospitality.

Presently, ITDC has a network of eight Ashok group hotels, six joint venture hotels, two restaurants (including one airport restaurant), twelve transport units, one tourist service station, thirty-seven duty-free shops at international as well as domestic customs airports, one tax-free outlet and two sound and light shows.

Besides, ITDC is also managing a hotel at Bharatpur and a restaurant at Kosi on behalf of the Department of Tourism. In addition, it is also managing catering services at Western Court, Vigyan Bhawan, Hyderabad House and National Media Press Centre at Shastri Bhawan, New Delhi.

*\*Source: Ministry of Tourism, Government of India (www.tourism.gov.in)*

### CHECK YOUR PROGRESS

5. Elaborate on the 'Atithi Devo Bhavah' campaign.
6. Which prestigious tourism products were developed by the Tourism Ministry ??
7. Explain the idea behind the Incredible India campaign.

## 2.3 DEFINITION OF MOTIVATION



*Fig. 2.5 Goa Beach*



### 2.3.1 Understanding Travel Behaviour

Even though the mood of a person is beyond prediction, one can study aspects of people's behaviour to understand why they behave in a certain manner. Behaviour is a result of:

- The motives, forces or drives that the action satisfies
- The attitudes and information that the person uses to decide what his response should be in a given situation

Thus, it can be said that certain types of motives are the forces behind a person's behaviour. A 'motive' is a person's basic pre-disposition to reach for or to strive towards a general class of goals whereas motivation can be defined as 'a force within an individual that compels him or her to do something to fulfil a psychological or a biological desire'; for example, a businessman taking a spa holiday to take a break from his daily routine and relax. Here his motive to do so is a biological one—he sees the holiday as a stress buster. Every rational person has a reason behind what he/she does.

Attitudes, on the other hand, are negative or positive reactions towards objects, people or acts. Attitude towards an object is likely to depend upon the following:

- The basic motive with which the object is associated
- The degree to which the object is received as being instrumental in satisfying or locking these motives

To take an example, the motive of recreation makes an individual go for a drive to a hill station. His attitude towards the traffic on roads would be negative as it stops him from satisfying the motive. On the other hand, the person shows a positive attitude towards clear weather which is favourable for a relaxing drive.

We can attribute decisions of a person to travel certain motivational forces. These motives, called 'travel motives', are an important aspect of the travel behaviour. People may have various reasons for taking a holiday like rest, visiting family, meeting new people, etc. However, all of these reasons are not necessarily the real travel motivators. Many of them could be the attraction towards the facilities and services of the destination; for example, a person says he visits a resort because it offers ayurvedic massages. The real motive here is to relax the body, and the ayurvedic massage at the resort is a means of satisfying that motive.

Somewhere deep down there are many social, economical and psychological situations that give rise to different motivations.

### 2.3.2 Understanding Travel Motivation

John Wiley has identified sources of ideas for motivation to travel. Historical and literary accounts of travel and travellers is one such source. The discipline of psychology and its long history of trying to understand and explain human behaviour is a rich source of writing for travel motivation. And finally, on current practices of tourism industry researchers, particularly those involved in surveying visitors, offer some additional insights can study how we analyse travel motivation.

#### 1. Historical travel accounts

We have seen that people have been travelling for survival since antiquity. The study of historical evidence helps us map the motives to travel with places they visit.

The motive to survive can be declared as the basic and the first ever human motive to travel. However, the invention of money changed the travelling motive to the need for quality life through trade and commerce. Trading resulted in exchange of goods and cultures. This helped people establish themselves and improve their life style. Some also had a motive to explore new places by travelling to unknown lands.



Soon the Romans who, then, were among the world's most affluent and prosperous people, took to travelling as a break from work life. They owned summer resorts and often visited spas. It was also fashionable then to visit the Egyptian monuments, and get souvenirs for people back home. The Romans also viewed travelling as a way of socializing and making new friends. This involved eating and drinking together at their own resorts. So the motives for Romans to travel were prestige, pleasure and social interaction.

Pilgrimage were the principal motive to travel during middle ages, as they were attracted towards spiritual and religious needs. These religious motives were soon combined with pleasure and the pilgrims indulged in local sightseeing after satisfying their religious needs.

With the advent of the Grand Tour, travel motives for people were more about social status. The wealthy sections of society travelled far and wide to educate themselves. Here education and family status were the prime motives.

The Industrial Revolution changed the way people behaved, including the motives to travel. Urbanization caused people to build towns and cities which eventually were populated more than they could actually accommodate. To disassociate themselves from the crowd, individuals started to go on holidays and vacations. Technological advances in transport, communication and infrastructure made travelling easier. People became richer and economies also flourished. With enough money at their disposal, people did not mind travelling to distant places and having fun and relaxing. The main motive during the Industrial Revolution was recreation. Recreation still remains the foremost motive behind travelling. Other motives that can be seen today are education, business, social status and curiosity to meet new people and experience new cultures.

## **2. General psychology**

We can seek answer to the question “why do people travel?” from Psychology, which is the science of behaviour and human mind. Tourism psychology tries to find answers to questions like the following:

- Why do particular members of a family travel and others do not?
- Why do people prefer a particular destination to another?

Psychologists have developed theories or used certain approaches to find answers to these questions. Many of these theories have a strong motivation component that tries to explain human behaviour in general terms. We can apply these motives to travel also. For example, looking at Maslow's Theory Hierarchy of Needs we could say the need for self-esteem motivates travel behaviour to some extent, as today travel is associated with prestige by the society.

By narrowing down the scope of psychology to understand-travel behaviour we can say that individuals travel for more than one reason and, for the majority, tourism is the outcome of a combination of motivations. It has been observed that human motives are largely influenced by their personality type, education, upbringing and past experiences.

## **3. Current market research/tourism forecasts**

A market research which consists of tools like surveys, questionnaires to understand buying pattern and statistical tools, is often conducted to understand what customer wants. In the tourism industry, tourist surveys are the best way of knowing tourist travel motives. Most surveys have questions like the following:

- Why did you choose to visit this place?
- Will the quality of service be the reason for your next visit?
- What do you expect the next time you visit?

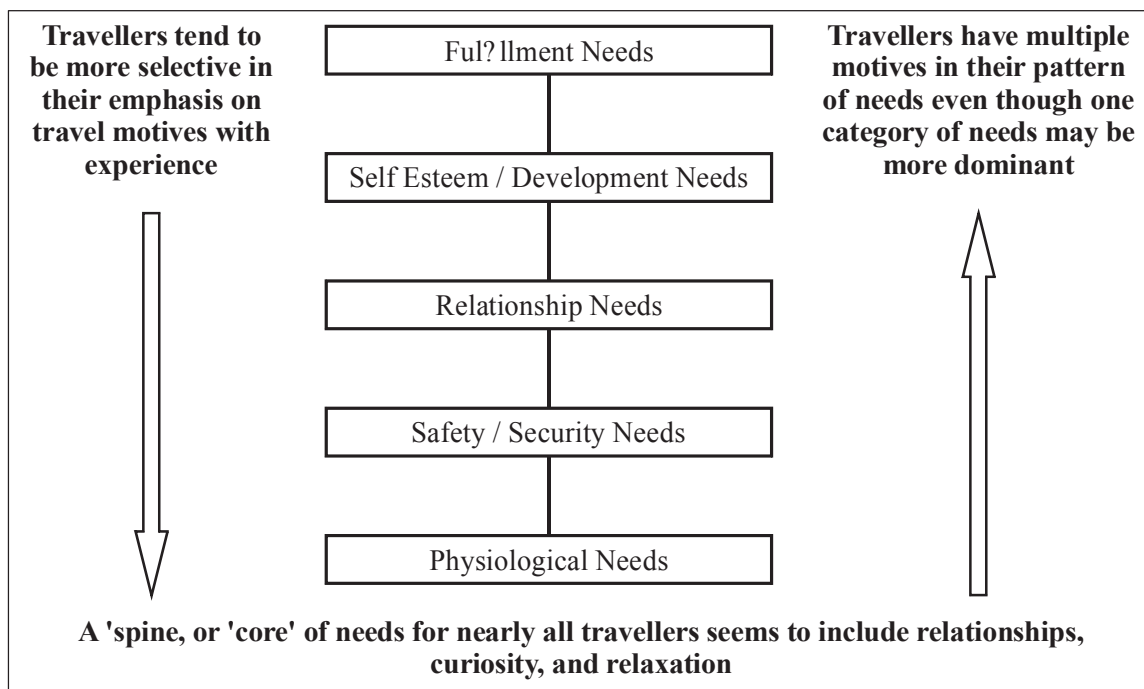
These questions help gauge what the tourist is thinking and what he expects. Different trends also help us analyse the motives of the tourist. For example, the rising trend of cruise tourism tells us that tourists want to go on a cruise to satisfy their motive of luxury travel and social status.

### 2.3.3 Travel-Needs Model

The Travel-Needs model was formulated by Pearce (1992). This model says that people have a travel career just like their work career. There is a hierarchy of travel motives which is reflected in their travel behaviour.

Just like in a caves, people start at a “level”, they may be “demoted” or “promoted” in life cycle due to availability of money, health issues, company of other persons, etc. The Travel-Needs model was further modified and developed on the lines of Maslow's Hierarchy of Needs Theory. The model emphasized on the hierarchy, starting from below, motives with satisfied being while moving up. Recent versions however discard the hierarchy approach and concentrate more on the changing patterns of motive. It means that certain levels of the Travel-Needs model work together to create a travel motivation. The model also considers a destination as a place where vastly different experiences are possible. A traveller does not want to visit a place that has standard destination features; they would rather select from various activities on offer at a place, according to their personal and motivational profile.

The model requires individual tailoring according to the situation for assessment of different motives for that situation (see Figure 2.6).



*Fig. 2.6 Travel-Needs Model*

*\*Source: Adapted from Charles. R Goldener and J. R Brent Ritchie. Tourism: Principles, Practices, Philosophies (11th Edition). John Wiley & Sons, New Jersey, 2009, page 261.*

#### CHECK YOUR PROGRESS

8. Explain John Wiley's study on sources of ideas for motivation to travel
9. What may be considered as the main motive behind travelling?
10. Explain the travel need model.

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## 2.4 TRAVEL MOTIVATORS

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‘Motives’ are the psychological, social, economic or biological reasons for a person’s behaviour. Therefore, it is simple to understand that the motives that encourage travel are travel motives. Motives are influenced by psychological, social and biological experiences. Mathieson and Well (1982) indicated that the tourism consumer is, by purpose, an active information seeker in his travel planning. His decision-making is based on his motives and motivated tourists may seek information that is relevant to their needs through friends and relatives, travel guidebooks, TV travel channels, and the Internet, (Peter and Olson, 1999).

According to Funders and Murray, the international search conducted by tourist is a dynamic process because he/she depends on it to get planned for travel. According to Shih (1986), a traveller's vacation is a complex process that involves the traveller's attitudes, perceptions, experience, motives, or benefit sought. According to Mok and Armstrong (1996), tourists generally have limited knowledge about a destination, especially if they have not previously visited the location and are n symbolic information acquired from either the media or from often social groups.

It is essential for tourism professionals to understand what are the various reasons that result in the travel behaviour of a person. Discussed below are travel motives described by tourism scholars and the general travel motivators that have been derived from them.

### 2.4.1 H. Peter Gray's Travel Motivators

According to Professor Gray, there are two dominant travel motivators:

#### (i) Wanderlust

“Wanderlust” is the term for desire to exchange known with unknown, or the “curiosity”. Of course we move from state of ignorance to knowledge for most instances. Sometimes, we encounter promoting which shelters our belief about some facet and we find what we took for granted was actually a myth. That is why word “exchange” is used here. The example of movement from “knowledge” to “ignorance” can be found in the fact that most people believed swans to be white, till they encounter a black one in Australia. People want to leave familiar faces and things and look for new cultures, places and people. They want to experience new seasons and visit historical monuments from the past. There is an urge to learn about the unknown.

#### (ii) Sunlust

The term “sunlust” is used to describe the motive of a traveller to experience something different than what he or she is used to. This may be to fulfil his biological or social needs. There is no ‘curiosity’ or ‘wonderlust’ as he/she knows what he will be getting. For example, a person from South Africa goes for a holiday to Switzerland only to experience the snow. Medical tourism facilities is which also a result of sunlust, where patients have to depend on certain medical facilities which are offered by a country other than their owmn.

### 2.4.2 McIntosh's Travel Motivators

According to McIntosh, there are four travel motivators:

#### (i) Physical motivators

These are related to a person's body. Motives of relaxation, rest, treatment of a disease, etc. are

all related to the well-being of the physical body. Sports are also a major motive in this category. For example, the motive of treatment of a medical problem gives rise to medical tourism.

### **(ii) Cultural motivators**

These motives are an outcome of the person's desire to explore new cultures. Meeting new people, learning different traditions, understanding their cultural heritage, etc. result in heritage, cultural and rural tourism.

### **(iii) Interpersonal motivators**

Interpersonal motives are the need to meet relatives, make new friends, be in a peaceful environment, etc. People with such motives fall in the backpacker tourist category, who venture out into the unknown to explore. Independent women travellers also have such motives.

### **(iv) Status and prestige motivators**

It is a common practice that a person who has travelled a lot of places has experience of meeting variety of people and has great stories to share. This helps him get social recognition and built his/her self esteem. Such motives give rise to cruise tourism, wedding tourism, etc.

Business and education interests also fall in this category. People like to travel to different countries for business and to undertake educational courses. Many also travel to pursue their hobbies.

## **2.4.3 General Travel Motivators**

The motives just explained, although true, cannot explain the variety of tourism seen today. The following general motives have been derived from the one's explained in the previous section but are more specific and elaborate:

- **Spiritual and religious motives**

Ancient civilizations of all religion have reference of pilgrimages. In Ramayan, there is a reference of Shrawan who was taking parents for pilgrimage. People travel to religious places to seek solace. Since the Middle Ages, people have been going on pilgrimages and visiting places of religious significance. Such motives have given rise to pilgrimage tourism. People coming to India to visit temples or people travelling to Europe to see cathedrals and churches are all examples of pilgrimage tourism.

Spiritual motives arise from the need to relax the mind. Yoga tourism is fast gaining popularity for this reason spiritual motives. Spiritual motives also result in cultural tourism as many adopt other cultures to fulfil.

- **Health**

To be and remain healthy is every person's motive. Today, money and technology are instrumental in combining this motive with travel. The desire to be fit and beautiful makes people travel to different parts of the world where there are superior facilities to satisfy such motives. Medical tourism, ayurvedic tourism and spa tourism are the result of this health motive. There are places where climate suits the TB patients, hence sanatoriums are built at such places. Also there are some places where Sulphur is found in water sources, which cures skin diseases. People travel to such places for getting medical benefits.

- **Pleasure**

Pleasure is to delight oneself. Pleasure, to most people, is moving away from the usual environment for sometime to indulge in fun and enjoyment. Today, pleasure is the most common motive seen in travellers. The hectic and chaotic life suddenly starts choking a person and the need to take a break arises. Many tourist service providers try to cash in on this motive. Readymade tours, luxury travel, Internet bookings, etc. have gained importance as they make travel planning easy for a person today. Most forms of tourism are a result of the pleasure motive.

- **Ethnic and family**

As families and relatives reside in different parts of the world today, there is a strong desire to visit them often. This desire gives birth to the motive of visiting family and relatives. Often clubbed with pleasure, it has brought about a rise in visits to friends and relatives (VFR) tourism.

Ethnic motives are the motives to meet new people and make friends. Many culture-rich destinations are popular as they satisfy ethnic desires. The term 'holiday pal' or 'tour friend' are coming into being due to ethnic motives. These motives look at fulfilling the relationship needs of the Travel-Needs model proposed by Pearce.

- **Recreation and rest**

We call these activities which refresh body and mind as “recreational”. Rest is to laze around and relax. These motives arise due to today's stressful lifestyle. Rest and recreation motives please the mind. It is more about visiting a peaceful and healthy environment. The recreation and rest motives make a person stay in one place and engage in various activities. Pleasure, on the other hand involves sightseeing, local travelling, shopping, etc. Examples of recreation and rest motives are VFR tourism, spa tourism, cruise tourism, etc. These motives look at fulfilling the physiological needs of the Travel-Needs model of Pearce.

- **Culture**

As we saw under “wonder lust”, there is an innate desire of a person to learn. Watching a natural phenomena like rivers emanating from melting glaciers, volcano eruption, solar eclipse, etc. Satisfies these urges. Visiting different lands, encountering new cultures, and meeting new friends satisfy the cultural motive. The urge to see historical and cultural places has always been there. People read and hear about foreign lands which arouse the need to visit them. Curiosity generates interest in music, dance, painting, monuments, folklore, etc. Education also develops curiosity. Mega cultural events like trade fairs, music concerts, national celebrations, Olympic games, etc. attract many curious tourists.

Shopping tourism, heritage tourism, culture tourism, rural tourism, culinary tourism, music and dance tourism, etc. are a result of the curiosity to explore cultures. These motives look at fulfilling the self-development or self-esteem needs of Pearce's Travel-Needs model.

- **Status and prestige**

These motives look at fulfilling the self-development or self-esteem needs of Pearce's Travel-Needs model. The satisfaction of the ego and personal development are important here. Many people travel because they like to narrate their travel experiences and learnings to friends, family and relatives. People think taking foreign tours will give them an important standing in the society. Many also travel because they think it is fashionable to do so. People also travel to show. They stay their financial standing in plush hotels, visit far off places, indulge in expensive activities, etc. Shopping tourism, cruise tourism, adventure tourism and wedding tourism are all a result of the status and prestige motives. For people in developing countries, status and prestige tend to be one of the important travel motives.

- **Professional or business**

Nowadays, professional travel motives are fast gaining momentum. The world is becoming smaller due to the technological advancements in transport. It is no more a dream to have business setups or professional meets in far off countries. Attending conventions, holding exhibitions and conducting training sessions in other countries are all possible. Looking at the scope of business tourism, many countries have built special convention centres and exhibition halls to attract business clients. Accommodation facilities are also giving business travellers good deals. For business travellers, pleasure is a secondary motive. These motives look at fulfilling the self-development or self-esteem needs of the Travel-Needs model.

- **Education**

Education is a travel motive for the younger generation. People used to travel to Italy to learn painting from masters like Rembrandt and Michelangelo. They take up courses, attend student seminars and go on field visits to different places. This motive is often a part of status and prestige motives. However, not all want to educate themselves just for the society to know. Most have a sincere education motive. Many governments have eased education formalities in order to encourage students. These motives look at fulfilling the self-development or self-esteem needs of the Travel-Needs model.

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## 2.5 TOURISM AS A SERVICE INDUSTRY

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Tourism, as we already know, has a major impact on the economy of any country. It generates employment opportunities, promotes local handicrafts and helps earn foreign exchange revenue. It is not appropriate to label tourism as a single industry. Tourism is an amalgam of a lot of individual industries that come together and work towards a common cause of tourists satisfaction.

Tourism is a subjective experience and a combination of products and services and not a single product. What we mean by “subjective experience” is that different persons experience the same things in different way. A snow fall may be a beautiful experience to one person and a horrible uneasy experience to another who can not enjoy the cold weather. For a tourist it is the goods and services on offer at the destination as well as on the journey, that creates an experience called ‘tourism’. Goods refer to the physical items that a tourist can touch, smell or see; for example, souvenirs, handicraft items, transport, food, rooms, etc. Services, on the other hand, are all those activities or actions performed by various tourism professionals in order to please the tourist and make his or her stay memorable. Services are intangible, which means they can only be felt and experienced. A tourist cannot see, touch, feel or even sample the service before purchase. At times the process of making goods available to the tourist is also called service. The characteristics of service as a product or the characteristics of tourism as a service industry are identified by the following:

- Intangibility
- Inseparability
- Heterogeneity
- Perishability

These are discussed in detail in Unit 3 in the section on 'Elements and Characteristics of the Tourism Product'. Examples of some services are guides, who pass the knowledge of the place to the tourists, neat and clean rooms to stay in, the handicraft makers who let the tourists know about the local crafts and ethnic arts and the car renting facility for tourists.

There are many industries that contribute to tourism; however, we will study only the important ones. These are:



## **(i) Accommodation**

Accommodation refers to the facility of providing shelter to people for one night or more. Shelter here does not only mean covered areas to stay in, it also has to have certain basic amenities like bed, bathroom, food, comfort and safety. If you stayed at a horrible place where you experience bed-bugs, bad smell, noisy surroundings and you could get a marvellous view of the total solar eclipse, which was the main motive of your travel, your net tourism experience is likely to be labelled as “bad”.

A tourist will always require some place to stay while he is exploring a destination. A place which does not have the facility of accommodation will never attract any tourists. Accommodation is one of the basic, or you can say, main, concern of a tourist while choosing a place to visit. Let us examine the various types of accommodation that are available to tourists.

### **(a) Star hotels**



*Fig. 2.7 Burj Al Arab has become the most famous landmark for Dubai*

These are hotels with a star rating indicating the level of luxury and comfort on offer. Star hotels are graded or given a star based on the guest facilities and services provided by them. A official star rating ranges from 5 star deluxe, the highest, to 1 star. Star hotels have anywhere between 200 to 1000 rooms at a given location. These hotels employ well-trained professionals. Such hotels are usually preferred by tourists who are very rich and demand the best facilities.

Star hotels are commonly found in metro cities which are frequently visited by rich tourists and business travellers. Lately star hotels are being constructed in smaller towns and cities that have the potential to attract tourists. For example, in India the Taj Maha is the most frequently visited monument. There are many star hotels in the city of Agra meet their demands. The small town of Shimla, which is an important tourist place, also has star hotels. Some distinguishing facilities provided by star hotels are in-room bars, laundry facilities, world class restaurants, concierge services, etc.

### **(b) Budget hotels**



*Fig. 2.8 Budget Hotel Room*



As the name suggests, these hotels fit in every tourist's budget. Most tourists have limited budgets and they cannot afford to spend a large amount on accommodation alone. These hotels meet the basic accommodation criteria. They are small hotels with a maximum of 100 rooms. Such hotels are found in every town, city and tourist place and meet the demands of the average tourist.

Facilities at a economy or budget hotel vary since they do not follow any type of rating. However, the common ones include room with attached bath, room service, parking, car rental services, etc. Many highway hotels fall under the budget hotel category.

### (c) Guest houses



*Fig. 2.9 Guest House*

These are places that provide accommodation to tourists who want a decent stay minus the many facilities. Such places are not often run professionally; they run to make profit and also serve the tourist who wants a taste of the local culture. People who have large houses or enough rooms to accommodate tourists start such a place. Here the rooms are just like you would find them in local homes and the food is easily comparable to a home-cooked meal. The stay here is comfortable, if not luxurious.

Guest houses are usually preferred by tourists who are going to stay for a long duration as they are more economical and do not make one miss one's home. Many students prefer such places, which are often referred to as 'paying guest accommodation'.

### (d) Tent accommodation



*Fig. 2.10 Tent Accommodation*

Tent accommodation means staying in temporary tents. Tents are the popular choice for tourists who are camping. Here the idea is basic accommodation with adventure.

Besides, camping takes place on high mountains or wild jungles where it is not feasible to have concrete buildings. Such accommodation requires relatively low investment as compared to all the other types of accommodation.

Tents provide a change to the adventure enthusiast from the usual hotels. However, not many prefer tents due to the lack of facilities; for instance, bathroom are a major concern. They usually have to be shared and if an option of attached bath is available, it is expensive. Tents are affordable only if you do not attach five star facilities with it. Mobile tents are also available which one can carry around. These are simple shelters to protect one from the environment. In India, tents are commonly found in tourist adventure zones, such as the banks of rivers during rafting camps or in national parks and forests.

### (e) Resorts



*Fig. 2.11 Tourist Resot, Maldives*

Resorts can be defined as places of stay that provide a variety of recreational activities. These are usually located in the natural surroundings; you will seldom find them in cities. For example, beach resorts, park resorts, hill resorts, etc.

There are many types of resorts to suit the pocket of every tourist. Resorts offer much more than accommodation---they provide a complete holiday experience. Tourist come to beaches and spend time in resorts that have in-house activities to keep them engaged. The tourist is not interested in sightseeing as the trip is more about relaxation and recreation. For example, most beach resorts provide for activities like scuba diving, water sports, etc. Hill resorts provide in-house yoga sessions, adventure sports like trekking, etc. Some common facilities found in all types of resorts are room with a view, local food, indoor and outdoor sports, etc.

Resorts are seasonal in nature. They do not get business throughout the year. They have a peak season and a lean season. Most people come to resorts with families. It acts as a place to bond and spend time with family while taking part in different activities.

### (f) Other types

Other types or alternate accommodations include places like youth hostels, dormitories,

dharamshalas, church houses, etc. Youth hostels like the YMCA or YWCA hostels offer rooms at very affordable rates to young students or people. A dormitory is a large room with many beds in it. It is these beds that are sold at cheap rates. Dormitories are preferred by tourists, usually alone, who are on the go and want to spend the night and move out early next morning. Dharamshalas are places of stay maintained by the locals or religious institutes to provide accommodation to tourists whose main motive is pilgrimage. Nowadays, to meet their costs, they are also open to the general public. Church houses or convent houses are places of stay attached to churches. Dharamshalas and church houses do not operate for profit. They charge enough to break even. They also provide simple food.

Temporary stays are places developed or certified by the government to provide accommodation. This is done in case of major events taking place in the area which are expected to attract huge crowds. To meet the accommodation needs of these people, the government tries to arrange for temporary stay. One common scheme under this is that of 'Bed and Breakfast', where the government encourages local households to provide basic accommodation and food facilities to tourists who are expected. For example, when events like the Olympics Games, Kumbh Mela, Commonwealth Games, etc. are scheduled, they attract many visitors and it is not practically and economically feasible to arrange for hotels for all of them. So the authorities look for alternate temporary accommodation.

## **(ii) Food service operators**

Food is another basic need of any individual to survive. As for tourists, they rely on different food service operations to get their daily meals. It is not right to combine accommodation and food service operators because both offer different products and services to the guest. However, many accommodation units do not serve food at all. Moreover, food service operators do not exist only for tourists. They cater to the local population too. There are many food service operators who offer different services and facilities according to the type of customer.

### **(a) Restaurants**



*Fig. 2.12 Restaurant*

Restaurants are either independent or attached to hotels. For individual restaurants, there is a grading system. They are graded according to the services offered. However, this grading is found only in the major cities. Restaurants serve all types of food and refreshments. There are some which

specialize in a particular type of cuisine and some which just serve everything. Restaurants provide a place to sit and eat through many restaurants provide other facilities to attract customers; for example, open air restaurant candle-light dinners, restaurant on terraces with a view of the city, etc.

A recent concept of Self Service Restaurants is catching up where you order and take your food from a counter. These places are popular as they are less expensive.

### **(b) Take-away establishments**

These are food counters that serve you packaged food. There is no provision to sit and eat. Such places are cheap as the cost of running them is low. People who do not have the time to sit and eat or want to carry food, prefer such places.

### **(c) Highway food stalls**

These are popularly known as dhabas in India. The idea here is to serve food for people on the go. Many people undertake long road journeys, and it is these highway food stalls that provide them fresh food. Food at these eateries is usually wholesome. More often than not they have a set menu. Here, mostly local food is served. These days, however, dhabas are becoming innovative and often offer a variety of cuisines.

### **(d) Street food stalls**

These are small joints offering the most economical meals. Often referred to as road side or street side food stalls, they offer everything from the local food to international cuisines to quick snacks. A majority of the local public depends on them Tourists also enjoy the food offered by such stalls. The food here may not be hygienic but it is definitely tasty.

## **(iii) Transport**

Tourists depend on transport services to reach and move around a place. A safe, efficient, and comfortable transport system is another important criterion for a tourist. Tourists have limited time on their hands and want to see as many places as possible within that limited time. In a large country like India which has tourist places scattered all around, a fast and efficient transport system is essential. Only if the right means to cover these distances in the minimum time are available will there be a boom in tourism. India fortunately has a good transport system in place considering its vast expanse.

### **(a) Road transport in India**



*Fig. 2.13 Shivneri Bus, Maharashtra*



Road transport is the most used means due to its accessibility. Every remote place in the country is well connected by roads, even if their condition is not always the best. Roads are also the preferred mode for intra-city transport as they are ideal for short-distance travel. The services of luxury buses and rented cars are becoming popular. Road transport is usually managed by local authorities. Private operators have a chance here to boost their business by providing quality transport to tourists.

### **(b) Rail transport in India**



*Fig. 2.14 Deccan Queen Indian Railways*

Rail transport is what the majority of Indians depend on for long-distance travel. The well-knit railway network in the country is commendable. It connects every town, city and village of the country. India has many high-speed trains to cut short the distance between important cities. There are special luxury trains for tourists that offer a combination of travel and luxurious facilities. Many suburban trains are also helpful for intercity transfers. Domestic tourists depend on trains for interstate travel but many foreigners prefer air transport for it offers speed and comfort.

### **(c) Air transport in India**



*Fig. 2.15 Air India Boeing 787 Dreamliner*

Air transport is no doubt the fastest way of reaching a place. For India, air transport is very important because it is the only way for international tourists to get here: Even though air transport is expensive, many do not mind spending money in order to save time. It is also the only transport system where service staff attend to the tourists' needs.

India needs to improve on its transport facilities to help develop tourism. By simply introducing non-stop trains, luxury buses and car facilities, one cannot expect tourists to avail them. Basic facilities such as clean railway stations, good roads, on-time trains, on-board safety, etc. are essential for the tourist to have a memorable journey. The link transport service is also important. For example, an international tourist reaches Mumbai by air. He requires some transport at the airport to take him to Pune city. After inquiring with the local authorities he takes a taxi to reach the bus stop where he will get a luxury coach to Pune. On reaching the bus stop, he takes the bus and goes to Pune. These are called link transport services. Nowhere did the tourist get stranded because of poor transport facilities. Such services have to be in place for the mobility of tourists.

#### **(iv) Tour operators**

It is often true that a holiday requires less time than planning for it. In today's fast-paced life, holidays often have to be squeezed in, but many do not have the time to plan it. Tour operators are an answer to this problem.

Tour operators are people or agencies that put all the different aspects of a tour together and sell it as a package to the tourist for a fixed amount. They plan routes, book rooms, reserve tickets and arrange for transportation as part of the package. Tour operators devise an itinerary for the tourists. An itinerary is a detailed description of the tour. It is listed day-wise, sometimes time-wise too, in a chronological order.

Tour operators do not have any product of their own; they are just intermediaries that market the available services to tourists. For example, a car rental agent cannot efficiently market his product to the tourist. Therefore, he ties up with a tour operator to use his service. This way, his services reach the tourist without any marketing effort of his own.

A tour operator plays a major role in ensuring a smooth tour. The tour operator is useful to both the tourists and the service providers. It acts as a link between them. Tour operators and other service providers like hotels, airlines, transport agencies, etc. enter into a contract or come to a common consensus which will benefit all of them. While many tourists want to explore new places they do not have the right information or knowledge to go about it. For example, you want to visit Paris. You may manage to get the information of what to see there but certain information like where to stay, how to move about in the city, which are the good shopping areas, etc. may be difficult to find out. Here the role of a tour operator comes in. He not only answers all your above queries but also tries to get the best deals. His link with local service providers gets him good rates and in turn benefits you. Moreover, in case of any problems you can always turn to the tour operator.

Many tour operators offer customized according to services the preferences, interests and budget of the tourists. They also have escort services, which means one person accompanies the tourist throughout the trip. He also plays the role of a guide and tour manager. Many hotels, airlines, and the even railways are now offering packages as part of their services. For example, the luxury Palace on Wheels train not only provides transport, it is a well-planned itinerary of Rajasthan that includes accommodation, sightseeing, guide services, etc.

To ensure that tourists are given the best services and they are not cheated or harmed in any way, the Government of India has laid down certain guidelines for becoming a tour operator. The following are the various types of tour operators:

##### **(a) Inbound**

Inbound tour operators organize local tours for international tourists. They may or may not have their offices abroad. Today, it is possible to strike a deal with overseas clients over the Internet or phone.

## (b) Outbound

Outbound tour operators organize international tours for the local citizens. One of the marketing techniques they use is the availability of local food abroad.

## (c) Domestic

Domestic tour operators organize domestic tours for local people. This is for travel within the country.

Tour operators specialize in one or more of the above types. However, each type has different operational procedures and travel boundaries. Only if a tour operator has the manpower to deal with it is possible to cater to all types of tourists.

## (v) Travel agents



# The heritage tour itinerary

**DAY-1:**  
The journey will start at 10:00 am at Bhopal, breakfast will be served on the way to Sanchi. We will be travelling in an ordinary bus, to maximize our interaction with the locals so that we get acquainted with the culture of the place. By 12:00 pm we'll reach sanchi. After checking in into hotel Sambodhi and a quick lunch, we will be moving on to see the sanchi stupa, books will be provided to know the site better. After visiting the buddhist monument we'll be visiting the nearby museum and the jain temple. At 8:00 pm we'll be moving back to the hotel. Dinner will be served. cost of hotel/room(a room will be shared by 4 people):2500/- (625 per person) bus ticket/person:37/- cost of book: 50/- food budget/day/person:500/- total distance travelled: 48.3 kms total money spent:1212/-



**DAY-2:**  
Wake up call at 8:00 am. After breakfast at the hotel we will be moving on to Bhopal by bus. Sightseeing in Bhopal and visiting the world famous taj-ul-masjid and the gouhar mahal. Conveyance mode will be the city bus(AC). Lunch at a hotel. At 5:00 pm we'll be moving on to the bhopal station, for an overnight journey to jalgaon via punjab mail express. Quizzes and games will be organized in a way that does not disturb the fellow passengers. Dinner will be served on the way. We'll be Reaching jalgaon at 11:59 pm. Checking into the hotel Sai sagar(AC room)which is 0.2 kms from the railway station. Cost of the bus:37/- Train ticket: 285/- Food:500/- City bus:100/- Cost of hotel room:1000/-(250 per person) Total distance travelled:471.3 kms Total money spent:1172/-

**DAY-3:**  
Wake up call at 8:00 am after breakfast we'll be moving towards ajanta caves via taxi. Briefing session by the guide on reaching ajanta caves. Guided tour in 29 the caves till 5:00 pm, lunch break will be from 1:00 pm to 2:00 pm. Then we will be checking in to the hotel regal plaza in Aurangabad. Taxi fare: 2000/-(500 per person) Total distance travelled: 155.1 kms Guide:200/- Cost of hotel: 1000/-(250 per person) Cost of food:500/- Total money spent: 3700/-



**DAY-4:**  
Wake up call at 8:00 am after breakfast moving to the city for sight seeing and knowing about its history. Lunch at 1:00 pm. After lunch at 2:00 pm we'll be moving on to elora caves. Again we'll be taking a guided tour in the caves to know everything about it. At 6:00 pm we'll be moving back to the hotel. Cost of taxi: 200/- Cost of food: 500/- Guide:200/- Cost of hotel:1000/-(250 per person) Total money spent: 1150/- Total distance travelled:80 kms



**DAY-5:**  
Early morning wake up call at 5:00 am. Then we'll be moving to the station to board jai shatabdi express at 8:00 am. We'll be reaching mumbai at 1:00 pm from there via taxi to elephanta caves. Checking into the hotel near the caves and moving on a guided trip, returning back to hotel and dinner. Train ticket:1500/- Taxi:1200/- Guide:300/- Hotel: 900/- Food:500/- Total distance travelled:366.2 kms Total money spent: 2825/-

**DAY-6:**  
Wake up call at 8:00 am. Breakfast in the hotel. A 12 kms cycling trip will be organized from elephanta caves to mumbai. On reaching mumbai a trip will be organized to the juhu beach and the islands near mumbai. Lunch on the way. Checking in to the hotel and dinner. Cost of bicycle: 500/- Food:500/- Hotel:2000/- Bus:200/- Total distance travelled : 20 kms Total money spent: 1700/-



**DAY-7:**  
Wake up call at 8:00 am. Breakfast in the hotel. After breakfast we'll be moving on to visit the famous Ganesh temple and nearby sites. Lunch on the way. Evening at the Marine Drive and gateway of India. Returning back to the hotel and dinner. Bus:100/- Hotel:2000/- Extra:300/- Food:500/- Total distance travelled:12kms Total money spent: 1400/-

Fig. 2.16 Travel Intenery



A travel agent ideally looks after your transportation needs like booking a train ticket, arranging for an airport pickup, reserving a seat in a bus, etc. Travel agents have an in-depth knowledge of trains, flights, bus services, etc. that operate between different destinations. For example, you walk into a travel agent's office and tell him to book you a train ticket for Indore. He should be able to give you all the information about trains going to Indore and at the same time suggest other means of transport available.

A travel agent also sells tours of different tour operators for a commission. These days, however, the line between a travel agent and a tour operator is fading. The concept of a travel agent is much older than that of a tour operator. The tour operator came into being because of the tremendous growth in tourism. A tour operator finally turns to a travel agent to take care of all the travel needs. The tour operator only markets and convinces you to buy a package. The consequent activities are carried out by the travel agent.

It is possible for a travel agent to act as a tour operator too. Many travel agents these days also offer to book hotels, arrange for local transport, etc. They would, not necessarily, be able to plan the entire trip. However, the main role of a travel agent is that of ticketing. Every aspect of ticketing booking, cancelling and refunds-is handled by him. The travel agent also facilitates visas, passports, travel insurance, etc.

## **(vi) Local community**

The local people of a given destination come in direct contact with the tourists. How they behave, interact, what they produce, how they serve, etc. matters while creating an image of the place. For example, if a traffic policeman sees tourists who seem to be lost, he should be kind enough to help them out by showing them the right way.

Students, policemen, bus drivers, officers at monuments, guides, shop owners, etc. are the people the tourist interacts generally with, and it is imperative on their part to always try to help and guide the tourists. We will now look at different people of the local community who come in contact with and provide services to tourists.

### **(a) Guides**

Local guides help tourists understand the local culture and history by explaining the significance of a tourist spot. Most local guides are certified by the government.

### **(b) Handicraft makers**

Most tourists like to take home with them some artefacts as souvenirs. The people involved in making such handicrafts serve the tourists and also create opportunities for themselves. It is important that these people do not exploit tourists.

### **(c) Shop owners**

Shop owners sell local handicrafts or other items of daily need. They stock their shops keeping in mind the type of tourists who frequently come there, and also have arrangements for accepting payments through traveller's cheques, international credit cards, and so on.

### **(d) Other entrepreneurs**

A place that is known for its tourist spots usually has a number of flourishing small businesses. Food stalls, newspaper vendors, fruit sellers, etc., serve tourist in some way or other and play an important part in the overall growth of tourism in the country.

## CHECK YOUR PROGRESS

11. Which, according to H. Peter Gray, is the most dominant travel motivators ?
12. What are the main features of tourism as a service industry?
13. Name some industries that are a part of tourism.

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## 2.6 SUMMARY

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- India is a vibrant country rich in heritage and culture and an emerging tourism hot spot. Every region of this land has its own charm and magic. All types of tourists can be satisfied here.
- India is gaining popularity as a heritage tourism destination given its many world heritage sites. The government too is pushing it as a heritage and wellness destination.
- Some great marketing campaigns like Incredible India and Visit India 2009 were launched to educate the world about India and motivate them to travel to India.
- The tourism industry is service oriented and its services cannot be measured or quantified. These can only be experienced by the tourist and his or her satisfaction finally determines whether the services were up to the mark.
- Tourism is supported by a number of individual businesses which play an important part to boost tourism. These are accommodation, food service operators, transport systems, travel agents, tour operators and the local community.
- The '*Atithi Devo Bhava*' campaign was launched for the general public and tourism professionals to serve guests in the best possible manner. After all, their experience decides if they will return or not.
- Tourists have many reasons for travelling like relaxation, fun, meeting new people, adventure, etc.
- The fulfilment of certain needs motivates people to travel. Psychology helps us study human behaviour, as well as the motivators travel. There are many theories of motivation. Travel motivation has been explained with to the Travel-Needs model, which was combined with Maslow's Needs Hierarchy theory.
- There are various kinds of travel motivators. Since the early ages, people have been motivated by specific reasons to travel. Be it leisure, recreation, pilgrimage or business, unless there is a motivation behind it, no travel is possible.

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## 2.7 KEY TERMS

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- **Attitude:** A negative or positive reaction towards objects, people or acts.
- **Motivation:** A force within an individual that compels him/her to do something to fulfil a psychological or biological desire.
- **Health motives:** The desire to be fit and beautiful makes people travel to different parts of the world where superior facilities are available to satisfy such motives.
- **Ethnic and family motives:** Family motive is the desire to visit family and relatives. Ethnic motive is the motives to meet new people and make friends.

- **Itinerary:** Itinerary is a detailed description of a tour. It is listed day-wise, sometimes time-wise too, in a chronological order.
- **Tour operators:** People or agencies who put together all the different aspects of a tour and sell it as a package to the tourist for a price.
- **Travel agent:** A travel agent handles every aspect of ticketing, such as booking, cancelling and refunds. The travel agent also facilitates visas, passports, travel insurance, etc. The travel agent can also be a tour operator.
- **Resorts:** These are places of stay that provide a variety of recreational activities. Resorts are located in natural surroundings and are seldom found within cities limits.

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## 2.8 END QUESTIONS

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1. Gives reasons why India should be promoted as a heritage tourism destination.
2. Explain the objectives, functions and importance of ITDC.
3. Discuss the general travel motivators.
4. What do you understand by the Travel-Needs model?
5. What do you understand by status and prestige motives?
6. What kind of tourism do recreation and rest motives give rise to?
7. Discuss India's tourism statistics.
8. List the names of ten leading tourist places in India and write a short note on each.
9. Explain travel behaviour and travel motivation of tourists.
10. Explain in details how 'Tourism is a service industry'.
11. Analyse the role of tour operators promoting tourism.

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## 2.9 FURTHER READING

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1. Pearce, P.L. 1982. *The Social Psychology of Tourist Behaviour*, England: Oxford Pergamon Press.
2. Goldener, Charles R. and J.R. Brent Ritchie. 2009. *Tourism: Principles, Practices, Philosophies*, New Jersey: John Wiley & Sons.
3. Roy, K.C. and C.A. Tisdell. 1998. *Tourism in India and India's Economic Development*, New York: Nova Science Publishers.
4. Kamal Kumar 2010, *Principles and Practices of Tourism Management*, Delhi: Vikas Publishing House, (for YCMOU.)

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# UNIT 3 TOURISM—TYPES, FORMS, PRODUCTS AND ATTRactions

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## *Structure*

- 3.0 Introduction
- 3.1 Unit Objectives
- 3.2 Tourism Activity
- 3.3 Forms of Tourism
  - 3.3.1 Domestic Tourism
  - 3.3.2 Inbound Tourism
  - 3.3.3 Outbound Tourism
  - 3.3.4 Activity-Based Forms of Tourism
- 3.4 Nature and Characteristics of Tourism Industry
  - 3.4.1 Constituents of the Tourism Industry
  - 3.4.2 Demand System in Tourism
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- 3.5 Tourism Product
  - 3.5.1 Definition of a Tourism Product
  - 3.5.2 Elements of a Tourism Product
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- 3.6 Tourism Product System
  - 3.6.1 Tourism Product Life Cycle
- 3.7 Potential Areas for Innovation in Tourism
  - 3.7.1 Innovations in Tourism
  - 3.7.2 Barriers to Innovation
- 3.8 Summary
- 3.9 Key Terms
- 3.10 End Questions
- 3.11 Further Reading

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## 3.0 INTRODUCTION

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Whenever we learn a new subject in a systematic manner, we begin by defining it. We then try to find classification of different building blocks or concepts which are concerned with the subject we are learning. Hence when we are studying ‘Tourism’, we began with the definition of the term in this unit of this course. In the second unit we introduced you with the important concepts like “motivation to travel” and “tourism as a service industry”. We take a step ahead in this third unit.

We will introduce you with classification of tourism. We will explore what characterises tourism industry. Further, we would view tourism industry from “product” perspective (in contrast to the “service” angle introduced in the last unit). What are the tourism product? What are their sentient features? What comprises a tourism product? These are some of the questions we would ponder upon and find answer to.

Everything is born and everything dies. So should be true about tourism products too. This means tourism products should have a “life cycle”. We will discuss this in this unit.

Creativity is a beautiful, interesting concept which can be applied to anything under the seen. Why not to Tourism too? We will arouse your interest in making you wonder how innovative approaches may be applied to tourism studies.

You must have, by now, got a clear idea how important these concepts are for you to become a successful professional in field of tourism. So brace yourself and enjoy the Unit!

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## 3.1 UNIT OBJECTIVES

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After going through this unit, you will be able to:

- Define tourism activity
- Discuss the various types and forms of tourism
- Explain the nature and characteristics of tourism industry
- Elaborate the elements and characteristics of tourism products
- Define the tourism product system
- Discuss potential areas for innovation in tourism
- Explain the barriers to innovation

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## 3.2 TOURISM ACTIVITY

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*Fig. 3.1 Ganpati Pule Beach*

Tourism is promoted as a whole package by countries that have different areas and tourist destinations. Generally, tourism activity is seen in those places that have been developed as a tourism zone. Tourism activity refers to all those activities and actions carried out by the tourist within the vicinity of a tourist area, for which it is known. It comprises activities such as sightseeing, trekking, walking, shopping, and so on. For example, we could say that mountaineering is a tourism activity of the Himalayas and visiting the palaces of Rajasthan is a heritage tourism activity. Shopping is a known tourism activity in Dubai.

In other words, we could say that a tourism activity of a region shows the form of tourism it offers based on the activity type. Tourism is an activity of great importance, both economically and in terms of the pleasure it gives to holidaymakers worldwide. Tourism activity of a given area helps to determine how much the area is appreciated as a tourist zone.

Lately, there has been a change in the tourism activity demanded by the tourists. For example, earlier, strolling along the beach was considered a tourism activity while now parasailing and, water sports are the activities demanded in addition to the existing activities. The substantial growth of tourism activity combined with both, the spread of the 'pleasure periphery' to embrace more distant and exotic destinations and the increase in popularity of activity adventure forms of tourism, clearly marks tourism as one of the most remarkable economic phenomenon.

## Responsible tourism activities

While tourism activities are desirable, they should follow certain guidelines, such as the following:

- Tourism is carried out in a relatively undisturbed setting.
- Negative impacts of tourism are minimized.
- Tourism assists in conserving the natural and cultural heritage.
- Tourism is capable of provoking positive, social, cultural and moral change.
- Tourism actively involves local communities in the process providing benefits to them.
- Tourism contributes to substantial development and is a profitable business.
- Tourism is carried out from the perspective of sustaining the environment.
- The national security is not compromised
- The communal harmony is preserved by tourism
- The tourism builds a positive image of the country or region

## Tourism activity and the local community

Although tourism is favourable from the point of view of the economy, the local community usually is quite skeptical about it. Even though constant tourism activity improves the economic and social conditions, the locals consider it as a disturbance in their life. The host community is often annoyed due to traffic jams, pollution and chaos caused by tourist crowds. Locals try to use illegal ways of benefitting from the tourist by way of cheating on quality, increasing prices, etc.

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### 3.3 FORMS OF TOURISM

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The three basic forms of tourism as classified by the United Nations in 1994 are:



### 3.3.1 Domestic Tourism



*Fig. 3.2 Nashik Kumbha 2015*

Domestic tourism is when residents of the given country travel and tour within the geographical boundaries of the country. The expenditure and activities are done in the country by the residents. They purchase in local currency and are familiar with aspects of language, culture, geography, etc. Domestic tourism forms a major part of the country's entire tourism industry. It is not very beneficial to the entire country's economy but to the state or regional level economy. A person from Orissa holidaying in Himachal Pradesh is an example of domestic tourism.

In India, domestic tourism has been around for ages in the form of pilgrimage. Given the various temples, shrines and other religious places, people often travel to visit them. Railways are the most preferred mode of travel for the domestic tourist of India.

### 3.3.2 Inbound Tourism

According to the United Nations 'Inbound tourism is the tourism of non-resident visitors within the economic territory of the country of reference. Inbound tourism consumption comprises the consumption of non-resident visitors within the economic territory of the country for reference and /or that provided by residents.'

Foreigners travelling and touring a country is known as inbound tourism. It can also be called by the country as 'international' tourism. For example, tourists from America, Canada, etc., who come to India are inbound tourists for India.

Inbound tourism is favoured by all the countries as it has a direct impact on the overall economy of the country. Inbound tourism results in the generation of foreign revenue which increases the GDP of the country. All development plans and policies of the tourism department of a country are directed towards growth of inbound tourism.

### Inbound tourism in India

Tourism in India has an annual pattern; tourists visit India during particular times of the year. The peak tourism months in India are during winter from November to January and the lean season is from May to September. India has a good market of VFR (visiting friends and relatives) tourists; in 2002, India experienced about 38 per cent VFR of the total tourist arrivals from the UK.

Compared to other destinations, tourists stay in India for a period of four to five weeks. Factors such as terrorism, politics and weather conditions play an important role in inbound tourism.

### International tourism receipts

**International tourism receipts** are the revenue earned by a destination country from inbound



tourism and cover all tourism receipts resulting from expenditure made by visitors from abroad, such as for lodging, food and drinks, fuel, transport in the country, entertainment, shopping, and so on. This concept includes receipts generated by overnight as well as by same-day trips, which can be substantial as will be the case with countries where visitors from neighbouring countries do a lot of shopping for goods and services. It excludes, however, the receipts related to international transport contracted by residents of other countries (for instance, ticket receipts from foreigners travelling with a national company). These receipts are covered in the separate category.

**International fare receipts**, which for the most recent years, is estimated at about 18 per cent of the total tourism and fare receipts. **International tourism expenditure** is the expenditure on tourism outside their country of residence made by visitors (same-day visitors and tourists) from a given country of origin.

### 3.3.3 Outbound Tourism

According to the United Nations, 'Outbound tourism is the tourism of residents' visitors outside the economic territory of the country of reference. Outbound tourism consumption comprises the consumption of resident visitors outside the economic territory of the country of reference and provided by non-residents.'

Outbound tourism is when the residents of a given country travel to a different country. Outbound tourism is expenditure as the local currency is spent abroad. Example, people from India holidaying in China is outbound tourism for India. Outbound tourism can be classified into two other types, inter regional and intra regional

#### (i) Inter regional

Inter regional tourism is when travel takes place between residents of two or more regions; for example, European residents travelling to Asian countries. In inter regional tourism system we can see that the economic objective for the destination country is to increase its share of income, employment, and so forth, while for the tourism industry it is principally to increase profits. Inter regional travel is long haul travel as distances between most continents are very huge.

Inter regional travel is gaining popularity as more people are now open to spending more and exploring far off distant places. Inter regional travel brings about a lot of cultural exchange and results in wide exchange of ideas. This type of travel is favoured as it brings with it a lot of foreign currency and employment.

#### (ii) Intra regional

Intra regional tourism takes place when residents of a particular region travel to countries within the said region. In Europe, there are many countries; when people from these countries travel to other countries within Europe, it is called intra regional. A person from Germany holidaying in Italy is an example of intra regional tourism. Associations such as PATA are specifically formed to promote intra regional travel within the region. Such tourism results in fewer disturbances between the cultural and social ways of the hosts and the guests.

### Intra regional tourism statistics

Of the total international tourist movements within Europe and North America, at least 74 per cent are intraregional. For Africa, it may be estimated that nearly 40 per cent of tourist flows are intra regional. In America, the US and Canada alone account for nearly 50 per cent of all international tourist traffic in the region, where intra regional tourists' movements are predominant. In South Asia, intra regional tourist movement may be estimated at 20 per cent to 30 per cent of the total tourist

traffic in the region. In Europe, intra regional tourism accounts for over 73 per cent of international tourist movements.

*\*Source: The Business of Tourism: Concepts and Strategies, A.K. Bhatia.*

### CHECK YOUR PROGRESS

1. Explain what tourism activity is.
2. Explain the guidelines to be followed while carrying out tourism activities.
3. What are the basic forms of tourism as classified by the UN?

### 3.3.4 Activity-Based Forms of Tourism

While the previously discussed classification of tourism have been on the basis of geographical areas, there are other forms of tourism categorized on the basis of their activities. The following are activity-based forms of tourism that have been around since long time and some activity-based forms of tourism that are relatively new and popular among most tourists.

- **Leisure tourism**



*Fig. 3.3 Rock Climbing*

Leisure tourism is probably the most common type of tourism around the world. People travel and tour because they have free time. Relaxation is the prime motive while choosing a place to visit irrespective of what type of monument or culture is available at the destination. As discussed previously, leisure was the main reason why tourism was started.

- **Medical tourism**

Tourists' visiting a foreign land for medical purposes is termed as medical tourism. Medical tourism can be traced to the 18th century when people thronged spas and seas for treating ailments. Today, with so many health problems on the rise and the need for more and more medical service, a shift has been seen in the way people choose to get treated. They no longer are limited to their 'family doctors'; learning to trust doctors in far away places, who offer cost-effective answers to their health

problems, is the new trend. India has a huge potential for medical tourism. It is expected that medical tourism in India will hold a value around US\$ 2 billion by 2012. Medical institutes in India offer great medical facilities for foreigners at prices almost half of what they would pay in their countries. Chennai experiences the maximum number of foreign medical patients in India.

- **Ecotourism**



*Fig. 3.4* Niagara Falls

Ecotourism with a noble cause is tourism that socially or ecologically conscious tourists undertake. It involves visiting places that are rich in flora and fauna and working towards their conservation. It is an attempt to make life more natural on this planet. Ecotourism is also known as ecological tourism.

An important part of ecotourism is the promotion of recycling, energy efficiency, water conservation and creation of economic opportunities for the local communities. Ecotourism is very important so that future generations can experience the wonderful environment we have today. It is an attempt to answer today's major problem 'Global Warming'.

In India, ecotourism is experiencing growth. Many parks like the Gir Forest and Kanha National Park are important spots for ecotourism.

- **Adventure tourism**



*Fig. 3.5* Paragliding

In adventure tourism, which is a subject of leisure tourism, tourists visit a place that offers a range of adventure sports. It is also known as extreme tourism.

People who have the zeal to experience the most adventures and difficult tasks undertake adventure tourism. This kind of tourism is very popular amongst the youngsters. They usually form groups of like-minded people and visit a destination of thrill activities such as trekking, camping, mountaineering, river rafting, rock climbing, paragliding, parasailing, and so on are all grouped as adventure sports or activities. India is emerging as the destination for adventure tourism. North India offers some of the best adventure packages. Be it white water rafting in the Ganges or mountaineering in the Himalayas or trekking in Ladakh, as an adventure tourism destination, India has loads to offer.

- **Pilgrimage tourism**



*Fig. 3.6 Haj*

Pilgrimage has been around since ages. In early days, tourism was all about visiting places of religious importance for pilgrimage or worship purposes. The exchange of culture and customs gave way to evolution of modern tourism. Today, pilgrimage tourism is all about visiting a place of religious significance with a little intent of leisure activities. Tourists, after their pilgrimage, often visit local tourist spots and do some shopping.

India as a religious or pilgrimage destination is popular. The many temples draw a lot of attention from tourists. The Hajj to Mecca, trips to The Vatican City, visiting shrines of Vaishno Devi are all examples of pilgrimage tourism.

- **Wildlife tourism**



*Fig. 3.7 Tourists Enjoy Wildlife Corbett National Park Uttarakhand*

People accustomed to urban life style years for life in jungle to watch wild animals in their natural habitat. This gives rise to wildlife tourism.

There is no doubt that Africa by far is the most preferred destination for wildlife tourism, given its endless boundaries of jungles and forests. The African Safari is the most famous holiday experience since ages. People are taken to the interiors of the forests to view the rare and endangered wild animals. Many countries have developed man-made safari parks to create the African experience at home.

Besides Africa, many other countries also have world famous national parks that preserve the almost extinct wild animals. For example, the Gir Forest of India has an endangered species of tiger; The Yellowstone National Park in the US is also a very famous wildlife tourism spot.

## • **Heritage tourism**

We learn about historical events and the desire to see the places, architectures monuments, sculptures and heritage sites leads us to heritage tourism. A tourist visiting these cities to get a taste of history is what heritage tourism is all about. Mostly, people of western origin like to visit heritage sites or destinations because of the lack of heritage in their own country.

India is promoted as a heritage destination by the government. With its huge collection of Moghul period monuments, ancient temples and variety of palaces, tourists like to visit India to understand heritage. For example, India is famous amongst heritage tourists for one of the seven wonders of the world, 'The Taj Mahal', and also for its temple city 'Madurai'.

Promoting heritage tourism is a good idea because this way the precious heritage sites can be preserved for years to come. India has promoted International tourist to take ride to “Palace on the wheel” train which takes them to places like Agra and Jaipur. The heritage buildings are also being converted into heritage hotels where tourist can experience the ambiance of the era of the yore.

## • **Culture tourism**

Culture tourism can be explained as travelling to a land rich in culture in order to understand and study local culture and people. Many people try to club heritage tourism with culture tourism.

Culture tourism is more “people oriented” where the idea is to interact with the local population so as to learn about their traditions and practices. For a better experience of culture tourism, the tourist involve themselves in the local practices; for example, a foreign tourist in India taking active part in the ‘maha aarti’, while on a cultural visit to the town of Haridwar or tourist involving themselves in a traditional Indian wedding.

Westerners show much interest in Indian culture and have urge to experience it. India as a cultural destination is very popular in the world. Many regional fairs and festivals draw tourists to India.

The following are some of the popular fairs and festivals of India are:

- (a) The Camel Festival, Rajasthan
- (b) Taj Mahotsav, Agra
- (c) Diwali,
- (d) Suraj Kund mela

Tourists also come to India just to get a taste of the many regional cuisines it offers. Indian food with unique spices, already is popular in the world and people now are interested in trying the traditional food made in India.

Many African countries are also visited for their cultural practices, particularly, the African villages, as their dance and food customs are enjoyed.



- **Mass tourism**

Mass tourism usually refers to transport of a bulk of people in a short period of time to places of leisure interest. Mass tourism has been possible due to the advances in the transport industry. The jet plane, the speed trains or even the high speed cars have made it possible for many people to tour together in minimum time. The rising number of international tourists that many countries witness today can be called mass tourism.

These days many tourists visit places in groups so as to have more enjoyable travelling experiences. In India, it is very common for operators to arrange international group tours consisting of about forty to fifty people.

In the mid 19th century, Thomas Cook took about 500 people on a train from Leicester to Loughborough for an anti-alcohol rally. This was considered to be the world's first mass tourism movement.

- **Cruise tourism**



*Fig. 3.8 Cruise Ship*

A cruise ship offers a unique experience in itself. It houses a large number of passengers and offers such luxury as star quality restaurants, swimming pools, auditorium, helipad, etc. Thus travelling itself is the focus of tourism activity. This form of tourism is called 'Cruise Tourism'. On a cruise ship, decks are graded as per the room facilities. Depending on the budget of the traveller, rooms are allotted.

Cruise tourism has been a fad in the US and Europe for some time now. However, till now it was just about moving within the continent or country. It involves a domestic journey. But nowadays, people are cruising between countries. They take a cruise in one country and land on the port of another. Mediterranean cruises are very well known.

In India, cruise tourism is almost non-existent. Water transport is not given much importance and thus not many cruise ships start from India. Cruise tourism, however, is the most popular type of tourism for Indians. It is common for an outbound Indian to take a cruise from Singapore or Malaysia.

The Indian Government is taking measures to promote cruise tourism within India and make it a good market in the next few years.

- **Environment-friendly tourism**

In this form of tourism, the tourists try to choose a destination with the most eco-friendly practices. They would prefer staying in a hotel that makes use of solar energy or travel in a non-polluting vehicle or eating at a restaurant that recycles its waste. This in a way encourages countries to adopt such eco-friendly practices.

Environment-friendly or Green tourism is different from ecotourism in the sense that ecotourism is more about the natural habitat and its preservation and green tourism is more about engaging in practices that further do not hamper nature. A survey revealed that about 44 per cent of Americans want to undertake green tourism and encourage others too. They are willing to pay a premium price if it demands.

The following are a few 'green' practices adopted by the world:

- (a) Many restaurants use a local recycling company to convert their used cooking oil into fuel.
- (b) Clubs offer free parking space for visitors with hybrid vehicles.
- (c) Restaurants avoid use of plastic and switch to recycled products instead.

In India, the green revolution is setting in: Not many practise it in spite of being aware.

- **Space tourism**



*Fig. 3.9 Space Tourism the Future*

Space tourism is the recent and futuristic phenomenon of tourists paying for flights into space. The sense of adventure and urge to experience the ??? silence in the empty space, weightlessness. Space tourism can be declared as the most expensive type of tourism and a picking up trend amongst tourists. A flight to space can cost anything between US \$ 20 to 35 million. As of now, only the Russian Space Agency provides transport into the space.

The first space tourist was Dennis Tito, a businessman from the US, who paid for his maiden flight in space in 2001. His journey lasted eight days on board Soyuz TM-32, the International Space Station, and Soyuz TM-31.

Numerous space trip organizations are being set up looking at the potential of space tourism. Usually, space tourists get into a contract for a research activity with some third party so that the trip expenses can be shared. The tourists need to be physically and mentally fit and sound, as they have to experience severe changes in acceleration, weight, etc.



- **Winter tourism**

People enjoy snow, skiing, sledging, and views of snow-capped mountains during winter. Hence “winter tourism” which is a form of tourism during winter normally in hill-stations has become a category by its own.

As of now, winter tourism is popular due to the sports one can enjoy at that time. Activities such as skiing, sledging, snow festivals are organized to attract tourists. Special tours are conducted where the tourists are given a basic lesson in the sport. Winter tourism is popular amongst tourists who belong to a country with warm climate or even a country where winter sports are not encouraged; for example, a resident of Singapore taking a skiing holiday to the US or people from Northern Canada visiting Kenya to enjoy the warm climate they seldom get to experience or Indians going to the US during fall.

- **Culinary tourism or gourmet tourism or food and wine tourism**

After exploring cultures and history, the tourists now want to learn in depth about world cuisines. This has given rise to the new trend of culinary or gourmet cuisines. Connoisseurs of food are getting adventurous in terms of food. The urge to try different flavours, new spices and learn new cooking methods takes these food lovers around the globe. Such a demand has given rise to food and wine fairs in many countries. Travelling to enrol in a course to learn a particular cuisine is also catching up.

- **Wedding tourism**

A recent entrant in the list of tourism trends is wedding tourism, which involves people getting married in a foreign land as per its local customs and traditions. A particular culture or custom might be of interest to someone and he may decide to getting married in that particular way. This is enjoyed by people whose own culture calls for a single low affair wedding ceremony. Usually, to spice up their wedding and make it a memorable one people like to practise intricate customs.

As of today, India is the place to be if one wants to get married the traditional way. Many local tour organizers offer special wedding packages in India for the foreigners. There is no doubt that foreigners are mesmerized by the Indian culture, and they do not mind indulging in some by way of marriage. Wedding packages are a combination of traditional wedding ceremonies in exotic locations and a honeymoon package. The trip organizer not only makes the usual arrangement for a trip, but also goes about shopping for and arranging things for the wedding, with the tourist. Such a package is irresistible for most foreigners.

Wedding tourism may also lead to heritage or adventure tourism where people want to marry in or at a historical place like a palace or even in the sky or under water for the sake of adventure.

- **Shopping tourism**

Most tourists shop while on a holiday but the motivation to travel only for shopping and to get the best deals is a recent one. Shopping culture around the world is picking up. Tourists want to buy things directly from manufacturers, artisans and handicraft makers. Shopping festivals or trade fairs are held across the globe to bring in exchange of cultures too. Most countries which do not have any natural or man-made tourist spots try to attract tourists by organizing shopping festivals where international and local goods are available at great discounts. Tour organizers combine these shopping tours with some sightseeing activities to rope in more customers.

Some of the famous shopping festivals are:

- (a) Dubai Shopping Festival
- (b) Malaysian Shopping Festival

- **Independent women tourism**

Traditionally, women travel in company of male-friends or relatives and even women friends. However a new concept of tourism called independent women tourism is getting popular. Here independent women travel alone, in company of groups of unknown people and get acquainted with one another during the trip. It helps them leave aside responsibilities and have fun alone.

This trend of independent women travellers can also be seen in India. The tourism interest could be shopping, food, adventure or even pilgrimage. For example, well-known tour operators conduct all-women tours during the Dubai Shopping Festival or special pilgrimage trips for the elderly ladies.

One such group called Women on Wanderlust was started by a woman traveller who was looking for travel companions. She got an overwhelming response and now her business caters to many women from India.

Many countries are analysing this trend and conduct women-oriented activities during slack tourist season to attract women travellers; for example, spa festivals where big discounts are offered or shopping festivals or fairs.

- **Visiting family and relatives (VFR) tourism**

The world is getting closer but families are moving apart. With today's extensive globalization, people move out of their family homes to different countries for work or study purposes. Eventually, they tend to settle there and start their own family. Due to this, a lot of travel takes place to visit family and relatives. Such travel is usually backed by a tourism motive. Thus, visiting family and relatives tourism is all about catching up with family members and having a good time.

- **Music and dance tourism**

Music and dance tourism involves travel to places rich in music and dance forms, in order to learn them. Music and dance tourism can be considered as a branch of cultural tourism. Tourists mostly have a business intention; they learn the form and go back to their country to spread it by way of conducting classes.

- **Pop-culture tourism**

Tourists visiting a place because they read about it or saw it on TV is termed as pop-culture tourism. Media-print and electronic-are responsible for such tourism. When people read articles like 'Ten best places to visit before you die' or 'A video o'n the ten best beaches of the world', they are motivated to visit those locations. The naming of the seven wonders of the world in year 2007 was also an online contest through which people voted for their favourite place or monument on earth.

- **Armchair tourism or virtual tourism**

Armchair tourism does not involve any physical travelling. New countries and places are explored by reading books or by surfing the Net. The travel is imaginary.

### **CHECK YOUR PROGRESS**

1. Which are some activity-based forms of tourism?
2. Who hold the distinction to be the first space tourist?

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## 3.4 NATURE AND CHARACTERISTICS OF TOURISM INDUSTRY

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*Fig. 3.10 Family Picnic*

Is tourism an industry? You may say it is not, because no tangible product comes out and because there are many industries, like transport, hospitality, tour operation, etc. which are concerned with tourism. A hotel not only caters to a tourist but also a “One-layer” (hence non-tourist). Hence whether a hotelier is a tourist industrialist or not can not be decided. Similarly a tour operator may cater to immigrants also who are non-tourists. Hence it can be debatable which industry to count.

On the other hand, people who refer to tourism as an industry justify it by saying that tourism earns revenue, generates employment, works towards the upliftment of the society and contributes towards the country's economy. Tourism does the same like the other industries; thus, it 'is' an industry.

Tourism serves different purposes for different people. For a tourist it is an experience of travel leisure, recreation, etc. For governments, hotels and tour operators it is an industry since it helps generate income and creates employment opportunities as they 'sell tourism'. Most countries are slowly accepting tourism as an industry and adding it to their accounts. However, in India, tourism was declared as an industry by the government in the Seventh Five Year Plan.

All those firms, organizations and establishments producing goods and services, specifically to meet the needs of the tourists, come under the umbrella of tourism industry. The industry comprises different sectors and a variety of products. Businesses such as hotels, restaurants, attractions, entertainment and travel agents are part of the industry. These businesses are considered to be within the scope of the tourism industry to the extent to which they supply tourists and excursionists rather than locals or non-visitors.

Earlier, tourism was considered as a set of businesses that through a common network served the travellers. These businesses were mostly operated by the private organisations without any interference from the government. Today, because of the economic impacts involved, profits and employment generation and earning of foreign income, it is declared as an industry. Governments of indi-

vidual countries now play a major role by providing basic infrastructure facilities and finance. They are also adopting policies, making plans for it, giving incentives, etc., for its development.

The tourism industry differs from other industries in the following ways:

- It involves movement of people and goods and is dependent on the likes and dislike of consumers, political unrest, etc.
- The customer has to come to the product and not the other way round. For example, people have to visit the Taj Mahal and not the other way round.
- It takes advantage of natural values and many of them are fixed and immobile.
- It is not a manufacturing unit. It is a sum of different industries that sell services.
- Being a service industry, its product is perishable.
- It is highly seasonal
- It is governed by both the climatic conditions in tourists' country and the country he plans to travel to.

### **3.4.1 Constituents of the Tourism Industry**

The constituents of the tourism industry are varied, ranging from small-scale businesses operating at the local level to huge chains operating at the global level i.e., the Oberoi group and the 'mom and pop' stores, all come under tourism industry.

The following are the major components of tourism:

- Transport
- Accommodation
- Catering
- Intermediaries
- Travel agents
- Tour operators

The following are the secondary components of tourism:

- Hawkers
- Shops and emporiums
- Publishing industry (guides, maps, etc.)
- Handicraft sellers

These constituents are further categorized as:

- Direct service providers, i.e., those who directly serve the tourists without the help of any intermediary such as transport, airlines, restaurants, entertainment, and so on.
- Support service providers, i.e., those who support the direct service providers to serve the tourist such as laundry agents and reservation call centres.
- Another category is of the organizers, marketers and planners of tourism who indirectly create a zone for the direct, and support service providers to serve the tourists such as build roads, supply trained manpower, develop ad campaigns, and so on.

These different constituents are closely linked to each other. This linkage is there in spite of competition within one set of constituents. Often, there are conflicts between these groups like the disagreement of rates between airlines and tour operators.

*Box 3.1 Elements of the Tourism Industry*

- **Tourism resources**
  - Natural resources
  - Human resources
- **General and tourism infrastructure**
  - Means of communication and travel Social installations
  - Basic installations
  - Telecommunications
- **Receptive facilities**
  - Hotels, guest houses, towns and villages
  - Condominiums
  - Complementary residences
  - Residencies for receptive personnel
  - Food and beverage installations
- **Entertainment and sports facilities**
  - Recreational and cultural facilities
  - Sports facilities
- **Tourism reception services**
  - Travel agencies
  - Hotel and local promotional offices
  - Information offices
  - Car hire
  - Guides, interpreters

*Source: Sessa (1983) adapted from Tourism & Development, K.K. Sharma. Sarup & Sons, New Delhi, 2005.*

### **3.4.2 Demand System in Tourism**

Demand for tourism arises when the travel motivators of a person urge him or her to satisfy the need to travel. As you saw in Unit 2, the motivators of travel are the primary reason why people choose to travel and indulge in tourism.

For a destination, the needs and wants of a tourist form the demand for tourism, for which the destination makes policies and plans. When tourism tends to be outward oriented in the sense that it looks at satisfying the tourist, then it is a demand-led tourism system. Factors that lead to tourism demand are more or less the motivators of travel of a tourist.

A demand-led tourism system indicates that tourism is being given a priority in the country and major steps are being taken to develop it. Such a system poses opportunities and challenges at the same time; challenges because chances are that the tourist may opt for another destination if a destination's response to the demand is not quick.

### 3.4.3 Supply System in Tourism

All the goods and services that are required by a tourist constitute the supply side of the tourism system. These can be categorized into:

- Natural supplies such as landscape, rivers and waterfalls
- Infrastructure supplies including roads, water supply and electric lines
- Facilities such as shops, vehicles, restaurants and airports
- Operating supplies like the businesses who supply certain goods and services, travel agents to book tickets, guides to take around and hotels to provide rooms.

A supply system has to be very efficient in terms of meeting the demand. Supply should exist at all times to meet unexpected tourism demand. Besides the right supply, there has to be a match between the demand and the supply by marketing efforts.

#### CHECK YOUR PROGRESS

6. What are the reasons against calling tourism an industry?
7. Name the major constituents of tourism industry.
8. What are the secondary components of tourism industry?

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## 3.5 TOURISM PRODUCT

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*Fig. 3.11 Beach Picnic*

### 3.5.1 Definition of a Tourism Product

When a tourist travels on a tour, he undergoes a variety of experiences, from the time he leaves home to the time he gets back. He or she gets physical and psychological satisfaction. A product is defined by the combination of physical and psychological satisfaction that the buyer experiences. The product for a



tourist is the complete experience from the time he leaves home till the time he steps in again. The tourism product, thus, is a total of all goods and services that the tourist experiences while travelling and touring. For tourism, the goods and services could be a country's landscape, the guides, historical monuments, restaurants, attractions, etc. The tourist product is vast and can be seen as an amalgamated product, as the sum total of a country's tourist attractions, transport, accommodation, and entertainment which result in satisfaction of the tourist. The tourism product has intangible elements like atmosphere and ambience. Each of these components is provided by individual service providers such as guides, tour operators and airlines to the tourist directly.

Countries promote their tourist destinations by combining these products to offer choice to the tourists. Finally, the tourist selects individual components to meet his travel needs. A tourist product may have a different meaning to different people; for a restaurateur it is the food, for the hotel manager it is the room, and so on.

### **3.5.2 Elements of a Tourism Product**

A tourist expects three features from a tourism product. They are given as follows:

#### **(i) Attractions**

Attractions are an important feature that helps a tourist choose a particular destination over the other. These could be dance forms, flora and fauna, heritage sites, festivals, national parks, etc. In the absence of attractions, there are no tourists and as such no tourism exists. Attractions are broadly classified into site attraction and event attraction.

Site attractions could be a town, city, beach or desert. Event attractions are the festivals, games like Olympics or exhibitions. The Commonwealth Games 2010 is an attraction for Delhi. Further, attractions could be man-made or natural. Natural attractions are the mountains, lakes, valleys, etc. Man-made attractions are monuments like Taj Mahal, or an amusement park such as the Disneyland. A healthy mix of all these attractions in a country is likely to draw more tourists.

#### **(ii) Facilities**

Facilities are the amenities available at the tourist destination for the tourist. Attractions may make a tourist come to a destination the first time; but it is the facilities that help the tourist decide whether it is worth coming the next time or not. The standards of facilities are very important and need to be upgraded as per the demand. Facilities include availability of rooms, safe transport system, clean tourist spots, among other things. India has a good mix of attractions but unfortunately it is not able to provide the tourists with good facilities, which is the reason why not many tourists return to India.

#### **(iii) Accessibility**

Accessibility ensures easy mobility of the tourist from one place to another. This could be locally from one city to another or from one country to another. Accessibility calls for a good transport network so that the tourist is encouraged to travel to more places and explore tourist areas. Comfortable travel is the key requirement of a tourist; for example, convenient railway timings, coach services, airports, etc.

### **3.5.3 Characteristics of a Tourism Product**

A tourism product is unlike any other product produced in industries. It is the sum of goods and services, i.e., a combination of tangible and intangible. When we refer to tourism products, it is



mostly the service side that is discussed, since it constitutes an important part of the tourist's experience. The intangible tourism products are peculiar and have distinguishing characteristics such as perishability, intangibility and seasonal. Tourism product characteristics have their pros and cons and have the same characteristics all around the world.

- **A tourism product is non-material, i.e., intangible**

When we say a product is intangible, it means that the usefulness of a product is judged by the level of satisfaction achieved by using it. The absence of physical attributes like colour, size and packaging make it intangible. For example, the product of a guide is the knowledge and expertise he has about a place, which he shares with the tourist. In return, the tourist pays the guide for a product that he cannot see or touch. The tourist's level of satisfaction achieved after hiring the guide and spending time with him learning about the destination determines how useful the product was. A tourist can be happy or dissatisfied but as he has already purchased the product from the guide, he has to pay for it. However, he may choose to pay less than what was agreed upon in case of dissatisfaction.

- **A tourism product is produced and consumed at the same time, i.e., inseparability**

Take the above example of the guide; is it possible for the guide to deliver his services even before he has been hired by the tourist? No.

Tourism products are produced in the presence of the tourist and the tourist consumes them in front of the producer. The production and consumption of the product have to be simultaneous in case of tourism. They are inseparable and cannot be stored. For example, for a masseur to deliver his product, the client has to be present to consume it, as massages cannot be produced and stored for consumption for a later date. In this case, production can take place only when there is someone to consume it.

- **A tourism product has fluctuating demand, i.e., it is seasonal**

We often try to find out the weather of a place before deciding to go there for a vacation. This is because we want to make sure that the weather is welcoming and helps us have a good time. If we get to know that the temperature is too high or it is snowing, then probably we tend to select a place which does not have such an extreme climate. This shows how unstable the demand for a tourism product is. Climate here is a factor for deciding against the destination. Like climate, there are other factors too that cause a fluctuation in the demand for a tourism product. This character of a tourism product is called seasonality. Often, situations like riots, natural disasters and, inflation cause a rise or slack in the demand of tourism products.

- **A tourism product does not last long, i.e., it is perishable**

What happens when a hotel room is not booked for a night or a train berth is vacant?

Non-booking of the room and berth is seen as a loss and cannot be made up for even if the particular room or berth is booked for the coming entire year. This indicates the perishability of the tourism product. In some cases, the supply of products is continuous, it is not possible to store them if there are no buyers. Thus, this results in loss.

Similarly, it cannot be decided to produce a product only on the basis of its takers. For example, a train scheduled has to function even if there are only twenty passengers on it. It cannot be suddenly decided to cancel the train just because there have not been enough bookings. The perishability feature of the tourism product causes high damages to the producer and that is the reason why proper planning needs to be done to ensure there are tourists to consume the products.

- **A tourism product is assembled by many producers**

A tourism product is not the result of one service provider. As it was understood earlier, the tourism product is a mix of individual products and its combination depends upon the tourist. For a tourist it is the airline seat, the hotel room, the restaurant meal that makes up for a complete product. Here, even though these individual elements have different producers for the tourist, it is one entire product.

- **A tourism product is not owned by the tourist**

You buy a book by paying for it and now you become the new owner of the book. This is not the case in a tourism product. No ownership passes from the supplier to the buyer; it is only for a while that the benefits are enjoyed by the buyer. For example, when you rent a hotel room for a night you are allowed to use the room's air conditioner, its bed and toilet for that night. However, you cannot claim that you own the room by paying a night's charge. You only have the right to use the room and its facilities in a civilized manner and if you damage anything, you will have to pay for it. This indicates that even after paying for the product you do not own it.

- **The quality of a tourism product is subjective, i.e., heterogeneity**

A movie that you enjoy is not necessarily enjoyed by your friends. The degree of likeness for the movie is subjective, i.e., it differs from person to person. Similarly, the services of a guide may be liked by one tourist and disliked by another. The personality and preferences of a tourist determine the quality of a tourism product. As tourism is all about the tourist experience, only he or she can determine the usefulness of the product.

- **The tourism product cannot be taken to the consumer**

The tourism product, as you have learned, is produced and consumed at the same time. This means the producer and the consumer have to be present simultaneously. The tourism product is such that a consumer has to come to it and not the other way. For example, to see the Ajanta caves, a tourist has to go there and it cannot be brought to the tourist. Similarly, for a boat ride or for a holiday at the resort, the tourist has to make the move and not the product or its producer.

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## 3.6 TOURISM PRODUCT SYSTEM

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*Fig. 3.12 Daulatabad, Aurangabad*

The tourism industry is made up of a range of separate industry suppliers who offer one or more components of the final product. The product requires intermediaries to coordinate and combine the elements and is then sold to the consumer as a discrete package. Intermediaries like the tour operators, pick up goods from different producers and combine it into a package that helps in coordination and communication of the producers.

A tourism production system is a combination of economic activities such as producing and selling tourist products, the tourism product and the institutions that regulate the entire system. Production is a key component of the tourism production system. It works as a platform for interface between the different producers and consumers.

Tourism product producers are organizations or people who produce tourism goods and services. Infrastructure is also considered a tourism product that is built at the destination for tourist facilitation. Since the state and Central Government are involved in doing so, they are also the producers of the tourism product.

Within the tourist products, there are core tourism producers and non-core tourism producers. Core producers are very important people who produce for the economic sectors and without whom there would not be any tourism or they would not exist if there was no tourism. Non-core producers are firms who support the core tourism producers and exist even if the tourism industry did not exist in the country.

- **Core producers**

- (a) Accommodation
- (b) Travel intermediaries
- (c) Contractors, suppliers, consultants, etc.
- (d) Transport providers like airlines, cruise ships, and so on.

- **Non-core producers**

- (a) Restaurants
- (b) Retailers
- (c) Transport providers like rental car companies, and coach operators.

It can be seen that a restaurant is found even if the area does not have tourist activity or we find hotels only in places where tourists come and book a room. However, the non-core producer goods are equally essential since they support the entire production system. Without rental car operators, a tourist would not be able to go from the hotel to see a monument.

Further, these producers form alliances and enter contracts to support each other's business even if they are competitors, for example, a hotel and tour operator alliance, where the tour operator books all the tourists on his tour in the hotel and the hotel, in turn, provides the operator with rates cheaper than other hotels. Similarly, tour operators have alliances with each other where the tourists are handled by different tour operators in different areas; for example, a tourist is received by one tour operator in Rajasthan and his alliance counterpart in Delhi. The biggest alliance is seen between airlines who agree to carry passengers. Passengers in transit reach a mid-way destination by a particular airline and are then further flown by another airline. For example, a person may fly from Mumbai to Dubai by Emirates and from Dubai to London by Lufthansa. Alliances help airlines increase their market share. Similarly, the tourism product is an indispensable part of this system as it is the prime reason why the system exists and why a tourist will come to the destination. Availability of the tourism product is a prerequisite for the entire system.

The following are the tourism products:

- Monuments

- Atmosphere
- Beaches
- Tourist trains

The production system has producers and products. The system requires a proper procedure of making these producers and products reach the consumer. The procedure or regulations are usually formulated by the various tourist organizations - national and international. Within a country, the national tourist organization is usually the government that forms a tourism policy and carefully plans out the development of tourism. The process of developing tourism involves the coming together of the producers and tourism products. You have learned that infrastructure is a tourism product produced by the government and so it is a producer. Thus, the government plays the dual role of producer and regulator in the production system. Other organizations like the state government and local authorities are also a part of the system as they assist the government in making the tourism product available to the tourist. Tourist information offices are one such example.

The regulators and intermediaries are as follows:

- Travel agents
- Government bodies
- Private tourist bodies

### **CHECK YOUR PROGRESS**

9. What is a tourism product?
10. Name the elements of a tourism product.
11. What is a tourism production system?
12. Name some tourism products.

### **3.6.1 Tourism Product Life Cycle**

A product is introduced in the market to meet the needs of the consumer. However, consumer needs, wants and desires constantly change and creating the right service or product is not easy. Consumer behaviour and competitive forces typically carry products through a life cycle, so that a product that is successful at one point declines and 'dies' at a later time.

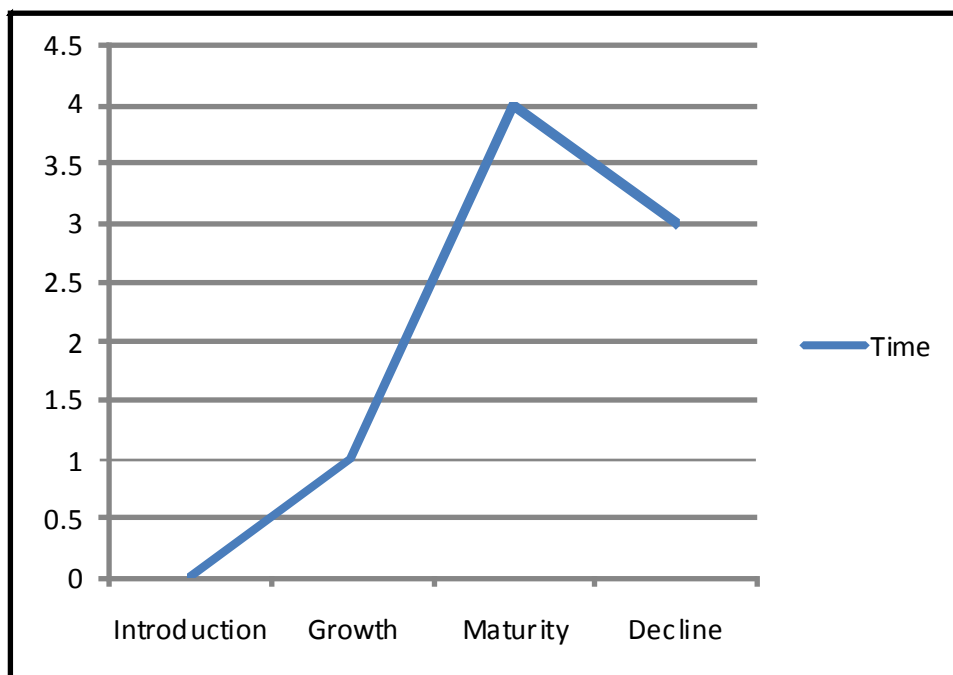
The product life cycle can operate at an individual product level or a product type, or at a product class level which logically is the market life cycle. At an individual product level the life cycle is a useful tool in product planning, so that a balance of products is kept in various stages of the life cycle. At product class level, we can use the product life cycle concept to analyse and predict competitive conditions and identify key issues for the management.

The four stages that a new product goes through from inception to decline are:

- (i) Introduction stage
- (ii) Growth stage
- (iii) Maturity stage
- (iv) Decline stage

The product is introduced; it grows, then matures and eventually declines. Because of the rapidly changing consumer lifestyles and technological changes, the life cycle for products and services becomes shorter. Each stage of the product life cycle has certain marketing requirements. At the point of decline the product needs action to resuscitate it and further expand its life. The product lifestyle is

best characterized as a useful concept for strategic planning and valuable tool for a marketing manager to use in analysing post-market behaviour and future marketing strategies. The ideas for the product life cycle have been applied in tourism through the Tourist Area Life Cycle (TALC). The concept of life cycle in tourism relates to the tourist destination rather than the tourism product as a whole. Like products, tourist destinations also have a finite life. Destinations go through a similar evolution process where product sales are substituted for visitors. Tourist destinations are usually in a constant process of change as they grow, develop and adjust to the market. Just as the product, once a destination reaches maturity it can extend itself by going through some changes and rejuvenating itself. This could involve adding more attractions or accommodations or targeting a new market. Even when their carrying capacity is reached, they are still subject to a range of improvement, analysis and redevelopment schemes. The tourism product in this sense is an always unfinished product. It always responds and adjusts to planning and marketing imperatives and opportunities. For example, restaurants are vulnerable to changing trends and tastes and so have to constantly revamp their menu or decor in order to provide the consumer a new service.



*Fig. 3.13 Product Life Cycle*

The following is a short description about the four stages of a product life cycle:

- (i) **Introduction stage:** This is when a new destination is discovered by the tourist or a new region is being developed by the authorities as a tourist spot. Initially, the destination is less frequented because of lack of infrastructure and facilities. For a tourist it is an opportunity to interact with the locals since they are the ones who welcome the tourist and provide basic facilities. The introductory phase of the product's life cycle requires high promotional expenditures and visibility as it is the most productive time to advertise a product or service. Operations in this period are characterized by high cost, relatively low sales volume, and an advertising programme aimed at stimulating primary demand.
- (ii) **Growth stage:** This stage starts to see a rise in the number of tourist arrivals; however, even though the number is not huge it can be said that the destination is being accepted by consumers. Tourists may arrive due to the promotions being done for the place or by word of mouth generated by people who have already been there. Acceptance of the destination means that there is a scope for more goods and services to be introduced, frequently making the market attractive to competitors. During the growth stage, the number of

outlets handling the product or service usually increases and often leads to establishment of a tourist organization to cater to the needs of the destination. The government may invest more in terms of infrastructure and creation of basic facilities. The locals also recognize the opportunity that lies ahead and try to provide assistance till big players enter the market. The government could either try and support the locals or call in private investors. There is use of technology and by the end of this stage most of the infrastructure is complete. Competitors enter the marketplace, but economies of scale are realized and prices of services may decline or are maintained.

Promotional activities are still carried out, but now the emphasis is on creating a brand or image for the destination rather than just aiming at a large number of visitor arrivals.

- (iii) **Maturity stage:** This stage attracts the maximum number of tourists. These could be a mix of first time visitors or repeaters. It is likely to be the longest stage but depending upon the tourism trends this could range from months, years or even decades.

At this stage of the destination life cycle, many outlets sell the product or service; they are very competitive, especially with respect to prices and quality of service. The different operators try to determine ways to hold on to their share of the market. Sales may still be increasing, but at a much slower rate as they are levelling off.

The local economy improves and population increases due to relocation of employees. The destination is at its peak and the time comes to set a carrying capacity of the place.

In order to maintain and protect the popularity of the destination, the service providers and government have to be vigilant in detecting changes taking place in the tourism trends. In response to changes, the service providers and government should be in a position to modify or improve certain facilities and services.

Promotional activities are carried out to exploit the tourism potential of the place.

The end of this stage leads to a phase of saturation. In the saturation stage, sales volume reaches its peak. There are negative impacts in the form of crime, pollution and frustration of the local people. Overcrowding causes shortage of facilities and services. Sometimes, prices may also become high due to negative supply and demand ratio. Many products stay at the saturation stage for years. Serious measures to sustain need to be implemented or it may lead to the decline stage.

- (iv) **Decline stage:** The decline stage is the last stage life cycle of a product. In this stage, demand for the product drops due to product monotony.

As a destination, it becomes boring and does not seem to offer anything new. The negative impacts overtake the benefits of the place. Tourists are attracted towards a new destination which is in line with the trends. The existing service operators also slowly leave the destination as the profits are not enough to sustain.

Decline stage arrives due to no action taken in the saturation phase. However, there is still hope to revamp the destination and promote it in a new way with more attractions, to extend the life cycle. This requires quick planning and implementation before the tourists completely forget the brand and choose new places to visit.

Let us take the examples of hill stations of India and analyse their life cycle stages. A hill station is seen as a getaway from the crowd and pollution of the cities and towns. People visit them for the peace and tranquillity they offer. Most hill stations were the discoveries of tired and stressed travellers, who were looking for place and people that did not remind them of daily life. Besides the idea of finding a new place, is also the high level of interaction it allows with the local people and culture. There are not many tourist-like facilities and the place is more close to nature. This is the 'introduction stage' of the hill station.



Slowly, the hill station has more visitors who were recommended by the person who discovered it. This also draws the attention of the authorities who see it as a potential place to develop as a tourist getaway. Locals also try to benefit by establishing their own small business. Gradually, the place becomes popular and a lot of outsiders start investing in it. The hill station suddenly has various spots like the sunset point, the local bazaar, the echo point, and others which are the brain child of the authorities to draw the crowd. This is the 'growth stage' of the hill station.

Finally, the hill station is completely commercialized and has the same feel of a city that one wanted to escape from. The locals vanish somewhere and the rustic rural experience of the hill station is lost. The air smells of pollution and the only noise you hear are vehicles honking. The hill station suddenly becomes the preferred place for the entire city to visit during a long weekend. The problems of a city like traffic jams, littered roads and, concrete structures are experienced. It no more offers what it was discovered for -peace and tranquillity.

Saturation sets in and eventually leads to decline, indicating the end of 'maturity stage' of the hill station.

The 'decline stage' for the hill station takes place because it does not feel like a hill station any more. People discover new places (which would also pass through the same stages) to satisfy their hunger for solace. The hill station is forgotten and there is not much scope for it to get back to its original charm. In fact, it would seem that the hill station was discovered to be ruined.

Since India has a wide range of mountains there is scope for developing a number of hill stations, thus, the ones that are ruined do not get any attention as the choice is wide. The government, however, has tried and restored certain hill stations as complete new destinations.

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### 3.7 POTENTIAL AREAS FOR INNOVATION IN TOURISM

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*Fig. 3.14 A moving walkway (on the right) and stationary platform take visitors through the signature attraction, a long acrylic underwater tunnel, Aquarium of the Bay (Source: Wikipedia)*

### 3.7.1 Innovations in Tourism

Tourism has had an illustrious past and currently has a dynamic present. What the future holds nobody knows, but let us look at some of the areas where employing smart and innovative methods will accelerate the growth of tourism in the near future.

We know tourism is influenced by a number of factors that are constantly changing. These include economic, technological and social. As preferences of the tourists change their ideas and motivations of travel change. We saw how industrialization brought about a good disposable income which was used for leisure travel. Similarly, the incomes will increase and people will look for new options and destinations of travel. Governments of countries constantly need to upgrade their tourism product by applying innovative methods and techniques. Competition is also a major factor for innovation in tourism. Effective coordination among different elements of the tourism industry is essential to stimulate structural changes and innovation in the tourism industry.

Innovation is not necessarily progress. It is a change in the old or discontinuation of the old. The idea of innovation is to bring about greater deal of satisfaction for the consumer. Today, when the tourism market is at the level of saturation, the tourist wants to have 'experiences' rather than just visit a resort or attend a fair. Customer feedback and interest are essential to create experiences for them. In fact, it is through customer suggestions that the most successful innovation ideas are born.

Customer orientation helps both the customer and the producer. The customer is more than happy to give his or her feedback for the same. Applying efficient communication methods to gain their feedback is required. Feedback forms, customer surveys, guest comment cards, are good ways of receiving the customer's complaints and suggestions. Further, a constant contact with customers helps to gain timely updates about their needs and desires.

A tourism product can be enhanced by way of changing its colours, fragrance, emotional attachment, etc., to create a new experience. For example, most tourists would take a day trip to Agra to visit the Taj Mahal. This did not help the local economy much since rooms were unsold and other businesses were not profitable. Introduction of the evening music and sound show at the Taj Mahal persuaded tourists to stay back and spend the night there. This innovation not only helped boost the local economy, but also attracted more tourists. Looking at the nature of the tourism product it is imperative to take into consideration the seasonal factors.

Innovations in tourism could be process based or product based. Process based refers to incorporating new distribution or marketing techniques. Product based is modifying the existing products. Today, however, it is easier to have process-based innovation since the tourism product is difficult to modify regularly.

Innovation is not only giving something new to the customer, but also employing a new method to offer the same to the customer. New forms of distribution like online bookings or toll free reservation numbers make it easier for the customer to book his holiday. Besides, strategic alliances with tourism and non-tourism firms are also a way to establish your network.

The current war and terror situations cause a setback in the tourism industry. Some innovators have used this as an opportunity and coined the term 'Dark Tourism'. Dark tourism refers to visiting places that have witnessed a series of deaths and destruction due to natural or human causes'. For example, a trip to the islands which were hit by Tsunami or the Afghan war zones which reflect the ruins of the war are a rage among the new adventure tourist. After the Mumbai terror attacks in 2008, India too realized that tourism would be hit the next year. Thus, it declared a scheme called 'The Visit India 2009' (as discussed in Unit 2), which offered attractive packages in collaboration with hotels and airlines.

After customer needs and competition, tourism forecasts are a major driver of innovation in this field. Forecasts based on statistics and surveys by various world tourism organizations serve as a ready guide book for the governments. Reinforcing promotions and using innovative policy directions to diversify products and markets could be used as a tool to hedge future risks and accommodate the

predicted demand.

Tourism trends show that mass tourism is soon fading away and people venture alone or with a friend to undertake tourism activities. Rather than limiting the trip to sightseeing, they want to indulge in some special form of activity like cycling, skiing or trekking. Thus, it is a wise idea to convert already popular tourism areas into activity or adventure tourist zones that offer a lot of recreation activities that one can indulge in after sightseeing.

Sustainability of tourism calls for innovation too. Techniques of preservation and enrichment of natural and cultural resources to ensure positive impact on environmental protection and community development has given rise to ecotourism, which draws a lot of tourists, and at the same time is useful in maintaining and protecting the environment.

### 3.7.2 Barriers to Innovation

The following are the barriers to innovation:

- **Politics:** Certain government rules and regulations pose a hindrance to tourism development. For example, before the liberalization of skies policy the tourism percentage was low, it was only after relaxation of the same that accessibility to most places is easy, which led to a growth in the industry.
- **Laws and regulations:** The state and country laws prohibit the use of innovative techniques to up-sell tourism products. For example, the rule of obtaining permit for serving alcohol at times makes it inconvenient to arrange for promotional events and parties at certain places.
- **Nature of the tourism product:** The perishability and heterogeneity of tourism products are barriers to innovation. Developing innovative techniques is difficult.
- **Lack of resources:** Some innovations cannot be employed due to the inability to source the right resources for the same. Resources in the form of human resource, technology, capital etc., are difficult to arrange at times.

#### CHECK YOUR PROGRESS

13. Which are the phases that a new product goes through from inception to decline?
14. What are some of the barriers to innovation?

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## 3.8 SUMMARY

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- The amount of tourist activity in an area or a region determines its popularity as a tourist destination.
- Tourism activities relate to all those things a tourist is involved in while he or she is on a holiday in a given country.
- The tourism activity affects the local community in many ways, both good and bad; its impact on the locals should not be ignored.
- While tourism can have many forms it is the area wise and activity-based forms that are the most talked about.
- Area wise tourism includes domestic tourism, inbound tourism, outbound tourism, inter-

nal and national tourism.

- The activity-based form of tourism has many types, some of which are heritage tourism, mass tourism and, leisure tourism.
- It can be said that tourism is an industry which works because of the many other small-scale industries under it. Its products are unlike a normal industry, but the economical and social impacts of tourism are enough to prove its role as an industry for any country.
- The products of tourism are unique and different from each other in many ways. They differ, from products of other industries, because of certain characteristics like perishability and, intangibility.
- The production system of the tourism products involves the producers the products itself and the regulators, who define an organized method for the system.
- A tourism product goes through certain stages from the time it has been developed as one. Introduction is when the product is newly found, the growth stage attracts tourists and infrastructure is built for meeting the needs of the tourists. During maturity the popularity of the product is at its peak and it sees a lot of commercialization. This eventually leads to saturation that causes a decline in the number of tourists and finally the place loses its charm as a tourist destination.
- It is here that different innovation techniques and methods should be applied to rejuvenate or revamp the product and present it to the tourists again.
- Innovation helps to satisfy the tourists more by giving them what they need. At times, innovation of new tourism products makes a destination stand out and give the tourist a new choice from the mundane.

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## 3.9 KEY TERMS

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- **Domestic tourism:** When residents of a given country travel only within the country.
- **Inbound tourism:** Foreign nationals visiting a country other than their own is inbound tourism for the country being visited.
- **Outbound tourism:** In relation to a given country, residents travelling to another country, ie., when the residents of a country go to another country for a holiday it is considered outbound tourism for that county.
- **Inter-regional tourism:** Travel takes place between residents of two or more regions.
- **Intra-regional tourism:** Tourism where residents of a particular region travel to countries within the region.
- **Ecotourism:** Responsible tourism that socially or ecologically conscious tourists undertake. It involves visiting places that are rich in flora and fauna and working towards their conservation.
- **Mass tourism:** The transport of large number of people in a short period of time to places of leisure interest. Mass tourism has been possible due to the technological advances in transport industry.
- **Tourism product:** A total of all goods and services that the tourist experiences while travelling and touring.

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## 3.10 END QUESTIONS

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1. Explain the concept of tourism product system?
2. What is meant by tourism activity?
3. Elaborate the concept of 'mass tourism'.
4. How does the tourism industry differ from other industries?
5. Explain in details the concept of the tourism supply system.
6. Who are core and non-core producers in the tourism production system?
7. Explain Tourism Product (Tourist Area) Life Cycle in detail.
8. Is tourism an industry? Give reasons to support your answer.
9. Analyse the characteristics of the tourism industry.
10. What are the various components of the tourism industry? Explain.
11. Explain the characteristics of tourism products.
12. Analyse the life cycle of Taj Mahal. Suggest ways of preventing it from entering the decline stage.
13. Find out the various activity-based forms of tourism most popular in the past one decade.

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# UNIT 4 TOURISM: PLANNING POLICIES, ORGANIZATION AND MARKETING

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## *Structure*

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- 4.1 Unit Objectives
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## 4.0 INTRODUCTION

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We have, as human beings, moved from “hunter-gatherer” style of living to the modern-day technology-driver life style. In this process of transformation we have seen various phases of development. As a nation, we have to look at the various natural resources we possess and think how to make the best use of these. Similarly we have to also study and analyse the “human resource” which we possess and see how best we can train, groom and utilize them for betterment of the nation as well as for their own welfare.

At the government level, we have to study the matters that concerns our economy. Tourism is an important corner stone of our economy. Hence our policy makers have to dwell upon the problem of how to frame a Tourism Policy which is in sync with the ethos of our nation and which would harness the tourism potential to generate optimal resources to the nation.

In this last Unit for the course we would study such government aspects of tourism. The important of this unit is your professional development can be easily seen. As a professional in the field of tourism, you need to know what the government policies are, why they are in place and what the government wishes to achieve through them. Knowing these would help you align yourself and your business with the policies and wishes of the government. You would be able to serve your organization as well as the society in a much better way.

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## 4.1 UNIT OBJECTIVES

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After going through this unit, you will be able to:

- Discuss the planning, marketing and promotion aspects of tourism
- Explain the Tourism Policy of India
- Discuss and explain the roles of various organisations of tourism
- Discuss the working of tourism information offices

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## 4.2 NEED FOR TOURISM PLANNING

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We have seen in this course that tourism is a very desirable industrial segment. This is realised by all the countries around the world and they are trying their best to enhance the industry in their respective countries, resulting in a cut-throat competition.

In order to successfully lure tourists to one country, its facilities and services need to be developed in accordance with the demand. This calls for tourism planning. Tourism planning ultimately leads to tourism development. It is a process of setting policies and procedures in order to meet the future demands of the tourists. When we plan for tourism we need to take into account the current situation, e.g. the number of hotels, list of monuments, types of beaches, what the demand would be like, the number of rooms required, the monuments tourists would like to visit and the beaches that could be developed as tourist spots. Then keeping in mind the current situation we need to develop effective methods of meeting these demands. Tourism planning should always look at bridging the gap between the present and future situations.

Tourism planning is the process which leads to tourism development as it is through the

planning process that the set development goals are achieved. Tourism planning may be defined as the creation and addition to facilities, and services to meet the need of the tourists.

Tourism planning needs inputs in the form of a tourism policy which takes into account the specific needs, features of culture, geography, nature of culture, people and geo-political realities and sets future goals and targets to be achieved. On the basis of the policy, plans can be developed to reach the goals. Policy serves as a vision and plan is the road to fulfil that vision. Thus, policies are usually long-term like ten years or fifty years, whereas plans are developed for a shorter period and continuously reworked upon till the vision has been met. we' could say policy determines 'what' should be done to develop tourism in the long-term, whereas plans are the 'how' it should be done solutions.

Tourism planning is a continuous and long-term process that calls for continuous upgradation and improvement of tourist destinations in order to increase their attractiveness for the tourists.

The United Nations Conference on International Travel and Tourism emphasized the need for planning in tourism and made the following recommendations to the governments of developing countries:

- Give high priority to projects that result in development of tourism.
- Seek assistance of the UN Special Fund for regional and sub-regional surveys of existing and potential tourist traffic estimates and forecasts with a view to the establishment of short-term and long-term plans for the development of tourist facilities.

Mill and Morrisson (1985) also stated five reasons to explain the importance of tourism planning. They are also follows:

- (i) Planning can avert negative impacts and all agents and actors associated with tourism should be involved.
- (ii) Tourism is symbiotic with conservation and recreation; tourism planning should be pluralistic, incorporating economic, social and physical planning activities.
- (iii) Tourism planning should be strategic, meaning that it should be capable of achieving the desired objectives through the process of planning and management.
- (iv) Tourism should be integrative, meaning that planning at the city level should also attempt to incorporate the objectives of national and regional plans.
- (v) Planning is a political process and should recognize the effects of politics on the planning process.

Some of the other reasons why tourism planning is necessary, especially in the developing countries, are given as follows:

- The first and foremost reason is that it boosts the economy of the country. Effective planning ensures proper methods and ways of working which help in increasing the number of tourist arrivals for a country.
- Works as a guideline to function for independent sectors that are involved in the tourism industry.
- Helps coordinate the activities of the independent sectors and makes them work in one direction.
- Helps generate foreign income that can be used for further development which will result in subsequent increase of the foreign income.
- Creates employment opportunities for all types of labour--directly or indirectly.
- More employment opportunities also result in increase of incomes.
- Helps in creating a positive worldwide image of the country.
- Identifies regions that are underdeveloped and helps in their development. For example,

for a long time Himachal Pradesh was famous for its two hill stations Shimla and Kulu. Today with the help of the government, different regions of the state have been developed as adventure tourism zones.

- Regional development helps boost their economic and social conditions.
- Helps in getting the people of the country together.
- Prevents uncontrollable mass tourism For example, the Taj Mahal is visited by a large number of tourists. All year round the monument sees lakhs of tourists. Since the monument is in a small city, effective tourism planning helps in avoiding shortage of resources by ways of building more hotels, organizing link transportation, etc.
- Environment planning and maintenance is also given importance.
- The lesser known crafts and skills of people are given recognition.
- Brings in use of technology and systems which help modernize the people. For example, check-in facilities at airports are beneficial for the travellers and at the same time the local people are introduced to such systems.
- Many facilities created for the tourists can be availed by the locals too.
- Identifies the need for infrastructural development which is helpful for local commerce and trade industry. For example, the building of the Mumbai sea link serves two purposes- acts as a tourist attraction and also helps smooth and efficient traffic movement.
- Brings together the public and private operators.
- Helps in improving the quality of the existing services.
- Planning results in implementation of rules and regulations that are important for smooth functioning.
- Ensures maximum utilization of resources.

### **CHECK YOUR PROGRESS**

1. What is the need for tourism planning?
2. Define tourism planning.
3. What-is a policy?

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## **4.3 STEPS IN THE PLANNING PROCESS**

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Let us now see what steps are to be taken for tourism planning. It is same as any other planning. It involves the domain of tourism.

Tourism planning should not only concentrate on how to find ways of earning profits or revenue, it should also think about the social and environmental effects of tourism. According to Goldener and Ritchie, tourism development must be guided by carefully planned policy, a policy built not on balance sheets and profit and loss statements alone, but on the ideals and principles of human welfare and happiness. A sound development policy can have the happy result of a growing tourist business, along with the preservation of the natural and cultural resources that attracted the visitors in the first place.

While planning we should have a specific target for arrivals and ensure that overcrowding does not occur and that environment does not get disturbed, leading to counterproductive results. Traffic

jams, commercialization of natural tourist spots, rise in price of basic commodities at tourist spots, etc., are some disadvantages of mass tourism at a place. A smart tourism plan tries to strike a balance between the environmental and social perils and economic development.

Tourism planning has to ensure proper planning of infrastructure, financial, human resource, social, environmental, economic, promotion and marketing aspects of tourism. Only when these aspects have been given importance in the tourism policy will their planning be possible.

A good plan always knows what end result has to be achieved and accordingly works in a systematic manner utilizing the resources to the maximum.

Planning involves the following logical steps:

- (i) **Identifying the area:** Depending upon the policies set for different areas to be covered, as part of the overall tourism development process, select any one area of interest to be studied and planned for.
- (ii) **Data collection:** Try and get data for the study area. Data is usually secondary, which is gathered from literature, surveys, statistics, etc. Some cases require field study to get current information, for example, number of operational resorts in an area or number of certified guides in the area, etc.
- (iii) **Analysing data:** On the basis of the data, the demand and supply for the tourism sector can be interpreted, for example, there are 1,000 rooms available and the forecast is of 2,000 rooms.
- (iv) **Defining goals and objectives:** Once the supply resources are known and the demand is calculated, we need to set specific goals and objectives to fill the gap. The goals and objectives have to be set with a time frame, for example, organizing for 1,000 rooms in six months.
- (v) **Making the preliminary plan:** Based on goals and the information collected, a tentative plan needs to be formulated. For the above example, a tentative plan would be identifying land for rooms to be built, work out finances indicating cost estimates, sketches for the structure to be developed, resources needed, effects on environment, etc.
- (vi) **Finalizing the plan:** The tentative plan then needs to be discussed amongst an expert panel. The feasibility, the profit, its impact on the local community are discussed and then approval is sought. Any recommendations are also considered.
- (vii) **Implementation of the plan:** The operations start. Resources are arranged and the physical activities take place.
- (viii) **Monitoring:** While the operations are going on there is a constant check done to ensure they are carried out as per the set standards and within the time frame.
- (ix) **Reviewing and modifications:** If any pitfalls are observed the necessary modifications need to be carried out. Any feedback is also considered to alter the operations.

Besides applying the above general steps of planning, tourism planning needs to plan section wise for effective results. Thus, specific planning in terms of tourism is:

- **Assessment of tourism supply and demand:** This requires gathering information for assessing the demand and supply of tourism products. Statistical data is used for finding out the demand, i.e., the present status. A list of all tourist attractions in a country will help in evaluating its supply of tourist products. A demand and supply knowledge is very essential for perfect planning.
- **Establishing objectives:** Data gathered gives a rough picture of what the situation is of tourism in the world and what the country has to offer to that. A set of objectives should be devised to compare the development process at every level. Tourism objectives should be a subset of the nation's overall objectives. Tourism objectives ideally should be of achieving high number of tourists through provision of great facilities and attractions.

- **Territorial planning:** This is very important in tourism. This calls for defining a carrying capacity of a tourist zone and protection of its cultural and natural assets. Carrying capacity is the number of people a tourist zone can accommodate in a given period. Such planning ensures that there is no concentration of people in one area. It is wise to develop a number of tourist zones within a country for the tourists to be divided properly.
- **Basic infrastructure:** This needs to be a part of all development processes because without the basic infrastructure there would be no attractions or facilities to be offered to the tourist. Infrastructure is a long-time investment and should be planned keeping in mind the forecast of tourism trends. It is not 'feasible to change or modify infrastructure every now and then.
- **Financial planning:** For any planning to be carried out the cash resources have to be calculated and allotted. Tourism planning involves planning for every tourist place in the country, and this requires a good investment. The results of the investment are usually reaped over the years in huge numbers.
- **Human resource planning:** For qualitative and quantitative services to be provided to the tourists, a huge number of trained manpower is needed. Planning for manpower is done by way of establishing training institutes. These ensure timely supply of professionals who are able to represent the country to the tourists.
- **Administrative structure:** If the tourism programme is to succeed the responsibility has to be assumed by some organization. Tourism planning should be the accountability of one organization or group, who is specially created to ensure timely and effective tourism planning. Setting up such departments or organizations help in professionally managing the planning process. By doing so it becomes the prerogative of the department which is responsible for all the coordination, monitoring and supervision in the planning process. Further, within the organization certain duties could be assigned at each level or department.
- **Marketing and promotion:** Planning leads to building infrastructure and creating facilities for the tourist. Once this is done the tourist should be made aware of what the destination has to offer. This is done through effective marketing and Promotion. The tourist is communicated the benefits, highlights and features of various tourist products in order to persuade him to try the product. You will further learn about tourism marketing and promotion in the last two sections of this unit.
- **Monitoring progress:** While carrying out planning is necessary, it becomes more necessary to keep monitoring its success. One of the reasons of setting objectives is to compare the results with it. This helps us gauge whether the planning has followed the desired path and whether targets are achieved.
- **Time factor:** One of the most important things involved with planning is the timeframe. There has to be a defined timeframe within which the planning should be carried out. The establishing of a time limit disciplines the process and makes it more competitive. Time factor should be defined while setting objectives.

### CHECK YOUR PROGRESS

4. What is the carrying capacity of an area?
5. List the logical steps in a planning process.

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## 4.4 TOURISM ORGANIZATIONS

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To translate tourism policy and plan into actions, a number of organisations need to be set up. The organisations are groups or team of employees/persons who work systematically, coherent and in a disciplined manner to achieve the goals or target set out to them. Such organisations are required to assess the ground realities, to do need-assessments, to read the pulse of masses. Some other organisations may be required to coordinate with other sectors like accommodation, road, building, electricity, communication, environment culture so that all departments work in harmony to achieve tourism goals. Some other organisations may be required to monitor the outcome. Some other teams may be set to ensure that parties (like hotels, transporters, etc.) do not indulge in immoral or illegal activities.

Tourism is a wide phenomenon and involves people and resources not only across the country but also the globe. In order to maximize the benefits, tourism needs organizations to be set up that can achieve economic, social and financial goals through systematic efforts. Tourism as an industry has thousands of organizations that have been set up at international, national, regional and area-wise levels. Besides these organizations are also classified depending upon their ownership; for example, government, educational institutes, regulators, suppliers, public sector units, etc. Therefore, it can be said that the tourism industry has horizontal as well as vertical organization levels. Vertically they are arranged in a hierarchy and horizontally (at the same level) depending on their services. Vertical hierarchy is as follows: ministry of tourism, state tourism organizations and area-wise tourist offices. Horizontally they could be clubbed as accommodation services, transport services, entertainment services, etc.

These organizations ensure various aspects of tourism like marketing, planning, development and logistics. Especially in case of tourism, organizations have to ensure a high level of cooperation with each other at each level to function effectively. They also depend on each other for data that may be useful for performing individual roles, for example, the dependence of individual governments of various countries on WTO for their statistical data, which is required to plan for the future.

The following is a discussion on the organizations based on geographical classification. There exist international tourist organizations and national tourist organizations. At national and regional levels all countries have tourist organizations. The number of tourist organizations depend upon many factors. For example, a country that has just begun developing its tourism industry will ideally have a centralized government owned organization since the high-level grass root planning and huge capital needs can only be taken care of by the public sector, whereas a country that already has a well-developed industry of tourism usually has many organizations-public and private--that have come into existence over the years.

The nature of organisation reflects the political system adopted by the country. A socialist or communist country may believe in state-owned centralised system and the organisations in such states will reflect this philosophy. The capitalist or federal countries may have philosophy of the state not interfering in business, except for providing protocols and “level playing fields”.

Organization of tourism, thus, is a complex process and is dependent on factors that vary from country to country or region to region. However, it is mandatory for each country to have an official tourist organization that lays down the rules and regulations of tourism for that country. The United Nations Conference on International Travel and Tourism held in Rome in 1963 considered the role of an organization in the development of tourism. The resolutions and recommendations of the conference are contained in the third party of the documents, which deals with tourism development. In the general resolution on the organization of tourism, it states that the conference:

- (i) Considers it incumbent on governments to stimulate and coordinate national tourist activities
- (ii) Is convinced that this task can in the main carried out through the medium of national



tourist organizations

- (iii) Recommends that national tourist organizations should be granted the authority and resources necessary to enable them to take effective action, as desired by the governments, for the development and promotion of national and international tourism.

The Conference discussed matters concerning the establishment of national tourism organizations. It was discussed that the governments of countries that do not have a national tourism organization in place should do so at the earliest for the social and economic benefits of the country. Once a national tourism organization has been formed, the government should ensure complete autonomy in exercising its functions, thus providing a wide scope for tourism development. At the same time, the government should supply adequate funds to the national tourism organizations in order for them to carry out their plans. The national tourism organizations also have to be given enough authority for them to meet their objectives in a timely and efficient manner.

#### **4.4.1 Definition and Functions of National Tourism Organizations**



*Fig. 5.1 UNWTO Logo*

National Tourism Organization is a body involved in framing and implementing the tourism policy of the country. A tourism policy is defined as a set of rules, regulations, objectives and strategies that are devised for developing the tourism industry of a country. The tourism policy provides a framework within which collective decisions are taken for successful growth of tourism. A policy lays down ways of attracting maximum tourists which lead to the social and economic development of the country and at the same time it also ensures there are no negative effects on the environment's cultural integrity.

National tourist organisation is a body responsible for execution of government's plans and policies on tourism. It may be a ministry or department (part of ministry) or a Corporation controlled by government. This organisation ensures that the benefits of tourism is passed to the less popular areas, while balancing the most popular spots getting their rightful share. It identifies new potential tour spots, ensures that tourist get essential services like electricity, transport, communication and tries to maintain inter-departmental coordination. These features are irrespective of the nature of political alignment of the countries.

##### **4.4.1.1 Functions of the national tourism organization**

The national tourism organization has the important function of directing the people and resources of the country to achieve maximum revenue through promotion of tourism.

At the Estoril Seminar in 1966 in England, it was agreed that the national tourism organizations would perform the following functions:

- **Research:** It is involved in researching the potential tourism markets and the marketability of the country tourism product.
- **Information and promotion within the country:** Setting up of tourism information centres in different parts of the country and also creating an awareness among various state governments about the benefits of tourism.
- **Regularization of lodging and restaurants standards:** It needs to ensure that the standards of services offered by various lodging and food operators are of utmost quality which will result in total guest satisfaction. Frequent training needs need to be taken care of Gradation of these operators is also necessary.
- **Control of activities of private travel agencies:** Monitoring the activities of the travel agents and emphasizing them to follow an ethical code of conduct for guest satisfaction.
- **Publicity overseas:** Setting up of overseas units for effective marketing and promotion of the country's tourism products in order to draw large numbers of international tourists.
- **Technical and juridical problems:** It should take active part in solving technical problems which may arise during infrastructural and administrative development. At the same time certain judiciary matters should also be actively handled by the national tourism organization.
- **International relations:** It should aim at building many international contacts that are helpful in spreading the country's tourism image. International relations are also a platform to share and discuss problems and issues related to tourism.
- **Development of selected areas:** It needs to identify and develop areas that have tourism potential. The infrastructure, administrative and resource needs have to be planned for. A survey should be carried out to identify what aspect of the area can be promoted. The development of the local community should also be taken into consideration.
- **Overall tourism policy and promotion:** It is involved in formulating a tourism policy for the country. As discussed previously, a tourism policy is very necessary for a country. This is the most important function of the national tourism organization.

## 4.4.2 International Tourism Organizations

Just as the national tourism organisation are controlled by the national governments, there is a need to have international tourism organisation, which work on global, pan-continental level. These would help generate market surveys, assist poor countries to develop their tourist infrastructure and provide a platform on which countries can share their problems and evolve solutions. The market information gathered by such organisation are valuable in planning by the member-states.

The following is a discussion on some of the important international tourism organizations:

### 4.4.2.1 United Nations World Tourism Organization (UNWTO)

The UNWTO is the leading and widely known tourism organization. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. The UNWTO is a recognized specialized agency of the United Nations and is headquartered at Madrid, Spain. It plays a major role in the development of responsible, sustainable and universally accepted tourism, especially keeping in mind the needs of the developing nations. Around 161 countries and more than 390 affiliate organizations form its member list. Affiliate members include private sector organizations, educational institutes, tour operators, etc.

The UNWTO emphasizes countries to adhere to its Global Code of Ethics for tourism that look at reaping the benefits of tourism in a positive manner without creating a negative impact on its environment and society.

The UNWTO has been around since 1925 when it was first set up in The Hague and was called the International Union of Official Tourist Publicity Organizations. After World War II it was moved to Geneva and renamed as International Union for Official Tourism Organizations (IUOTO). Finally it was given the name World Tourism Organization in 1975 at its first General Assembly that took place in Madrid. Since then Madrid serves as the headquarters of the UNWTO.

Later in 2003, the world tourism organization and the United Nations entered into a mutual agreement and now the world tourism organization is a specialized agency of the UN renamed as United Nations World Tourism Organization. India became a member of UNWTO in 1950 when it was known as IUOTO.

## Functions of UNWTO

The following are the functions of UNWTO:

- It advises and assists the governments of member countries on tourism-related issues like safety, manpower planning, policy making, and so on.
- Involved in human resource development by means of setting standards for tourism education institutes. It has its own accreditation for courses taught at various tourism educational institutes so as to encourage standardization of curriculum and create degrees that are comparable internationally.
- It conducts world tourism market research and is known for its statistics. It not only measures on a world wise basis but country wise too, indicating the tourism trends, forecasts and impacts.
- Promotes environment sustainability and develops measures of safeguarding the environment against possible tourism hazards.
- It is involved in communication and documentation of its world tourism research and surveys. It does that through the means of various publications and books like Yearbook of Tourism, Sustainable Tourism Guides and Forecast of Tourism Trends.
- It has developed the Global Code of Ethics for tourism for tourism organizations around the globe to follow.
- It attempts to facilitate world travel by way of standardizing visa and passport procedures and reducing government regulations for international travel.
- The UNWTO has representatives at regional levels that work in coordination with the top tourism officials of countries from that region. They meet to discuss problems and find possible solutions. They act as intermediaries between the UN and the countries for establishment of various tourism-related projects.

### 4.4.2.2 World Travel and Tourism Council



*Fig. 5.2 World travel and tourism Council Logo*

Established in 1990, WTTC is a body representing the worldwide private sector. It is the coming together of global business leaders from the world of travel and tourism. The members include presidents, CEOs, chairpersons and executives of top companies from the field of accommodation, catering, entertainment, recreation and travel. The Council holds annual members meeting; and its operations are carried out at the London based office. The Council's activities include economic research, global activities and regional initiatives. It acts as a voice of the private sector of the tourism industry in its dialogues with the governments around the world. It works at regional levels in coordination with the local governments and their members, with the objective of identifying and removing barriers of growth in tourism.

One of the important activities undertaken by WTTC is conducting extensive research for identification of contribution of tourism to the world economy and the economy of the various regions and countries. It produces annual forecast for 174 countries in collaboration with Oxford Economic Forecasting.

#### **4.4.2.3 International Air Transport Association**



*Fig. 5.3 IATA Logo*

IATA was primarily found to represent and serve the world airline industry. It is a global organization representing all the major international air carriers of the world. Offices of IATA are spread across the globe with the head office in Montreal, Canada and the executive office in Geneva, Switzerland.

IATA tries to standardize air travel procedures for the movement of travellers, freight and goods. It facilitates movement of passengers from one point to another on any combination of routes. A passenger is able to buy a single ticket for a journey which has different stopovers on different routes, in single currency. It also tries to maintain stable airline tickets and freight rates across the global. IATA publishes the World Air Transport Statistics annually which has research results, surveys, and passenger forecasts. By serving the air industry it serves the airlines by standardizing procedures and forecasts; the passengers by making air travel easy and safe; the government by their statistics and air travel tourist forecast and third parties like cargo agents and travel agents.

IATA has its own ticketing course which is recognized worldwide. The IATA course is very popular in India.

#### 4.4.2.4 Organization for Economic Cooperation and Development (OECD)



*Fig. 5.4 OECD Logo*

The OECD was founded in 1961 and is located at Paris, France. It works towards achieving the highest sustainable economic growth and employment while maintaining the financial stability of the member countries. The OECD has a tourism department that takes care of the tourism development aspects of the member countries which will help contribute to the world economy. The OECD does a yearly review of the tourism trends and issues for each country and publishes it as a report called the 'Tourism Policy and International Tourism in OECD'.

### 4.4.3 Regional Tourism Organizations

#### 4.4.3.1 Pacific Asia Travel Association



*Fig. 5.5 PATA Logo*

PATA has been established in 1951 to develop, promote and facilitate travel in the Pacific Ocean and South Asian region. More than 2000 organizations are members to PATA, representing governments, airlines, cruise ships, hotels, tour operators and other similar tourism operators.

PATA is a non-profit organization that focuses on creating travel opportunities in member countries and providing up-to-date information for its members in the fields of marketing, development, information, education, sustainability, and other travel-related activities. During the annual meetings, its members exchange ideas, seek solutions to problems, and participate in shaping the future of travel in Asia and the Pacific area. PATA assists small and upcoming destinations by providing expertise in planning and infrastructure development.

PATA emphasizes on protecting the environmental and cultural resources and accordingly

develops industry-wide initiatives. It has a special category of Gold Awards programme that are given to regions or countries that are successful in implementing projects that look towards conservation of the environment. PATA publishes the Hotel Directory and Travel Guide which lists all the hotels, resorts and travel agents of the Pacific region countries.

PATA heads its operations from the Bangkok office in association with the administrative headquarters in Oakland, California. It holds conferences during the first four months of the year at different venues giving a chance to the host country to showcase its tourism industry. India has been a member of PATA since 1957.

#### **4.4.3.2 Indian Ocean Tourism Organization**

The IOTO was formed in the interest of the countries in the Indian Ocean Region. It works towards enhancing regional cooperation and understanding through sustainable tourism. It was founded in the year 1995, has member strength of twenty-five countries and is headquartered at Perth, Australia. The vision is that every country in this region will optimize its own potential in a sustainable manner for the benefit of its people.



*Fig. 5.6 ETC Logo*

ETC is a non-profit body formed by the coming together of the national tourism organizations of various European countries. The commission works towards promoting international tourism within Europe by way of exchange of information on marketing techniques and development projects. It also undertakes travel and tourism related research. The activities of the European Travel Commission are supported by the European Commission.

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## **4.5 TOURISM INFORMATION OFFICES**

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### **4.5.1 Organization of Tourism in India**

When almost a major part of the world was benefiting from tourism did India realize it and set up its own tourism organization. Till then tourism was the responsibility of the transport ministry.

The Sargent Committee, headed by Sir Joh Sargent, set up in 1945, recommended that a tourism



organisation be established to look after tourism across India. It further recommended that tourist offices be established in India embassies and consults across the world.

Only in 1948, the new independent government took the first step towards development of tourism in India by setting up the Tourist Traffic Committee. As a result of the recommendations of the Sargent Committee that said India's tourist traffic development should be undertaken in a methodical manner by a separate organization, a separate branch of tourism was set up under the Ministry of Transport in 1949. Subsequently, four field offices were established in Mumbai, Kolkata, Delhi and Chennai by 1951. The duties of these field offices were broken down into four sections:

- (i) Tourist traffic section which dealt with five year plans, United Nations and its agencies, establishment of tourist bureaus, training guides, development of tourist centres.
- (ii) Tourist administration section which dealt with budgeting, setting up of tourist offices outside India, periodical inspection and delegation of financial powers to the tourist offices in India.
- (iii) Tourist publicity section which dealt with issue of publications, tourist literature, participation in fairs and exhibitions issue of advertisements
- (iv) Distribution section which dealt with distribution of the tourist literature within and outside India.

Shortly, nine other regional offices were opened each having one regional manager, one assistant manager, two clerks and one receptionist.

The functions of these tourist offices were laid down as follows:

- Advertise and publicize tourism by way of writing articles, talk shows on radios, conducting lectures, involving travel writers, etc.
- Making sure tourist facilities are up to date. Any problems should be attended to. Liaise with Central and state government for the same.
- Handle tourist complaints against transport operators, shopkeepers, etc., taking a decision to make the tourist happy.
- Look after the maintenance and upkeep of tourist monument and facilities by coordinating with the state governments and archaeological department.
- Organizing film shows at airports for tourists for publicity purposes.
- Distributing literature to travel agents, hotels, etc., and pasting posters at public places.
- Supervision and training of guides. Allotting them duties whenever necessary.
- Regular supervision and monitoring of all travel and tourism services such as hotels, restaurants, public transport, shops, and so on.
- Attending to personal and postal enquiries of India, and foreign tourists.
- Collection and compiling of detailed up-to-date information for dissemination to tourists.
- Preparation of handouts containing information on places of tourist interest for distribution among tourists.
- Assistance in expedition clearance of travel formalities of tourists arriving by air and sea.
- Issue of liquor permits, tourist introduction cards, railway concession forms, etc.
- Making various arrangements for departmental guests consisting of travel agents, writers, filmmakers including booking of accommodation, airline seats, arrangements for sightseeing, transport, entertainment, etc.
- Rendering non-financial assistance to important tourist groups, individual tourists, travel writers, etc., who are on tour in India.
- Publicize India's tourism to cruise ship passengers by way of film shows, cultural programmes, sightseeing, etc.

- Taking foreign tourists on a day tour of Indian homes.
- Supporting foreign media professionals in every way so that maximum coverage of the country is possible.
- Compilation of tourist statistics.
- Regular participation in meetings and conferences of WTO, PATA, etc.
- Monitoring and supervising the working of government tourist bungalows and youth hostels.

Shortly, tourist offices were set up abroad starting with the US, followed by Europe, Australia and Sri Lanka. These offices more or less had the same duties as that of the Indian tourist offices. However, there were a few additional duties that called for special promotion of Indian tourism to foreign tourists.

The offices were to perform the following:

- Rigorous promotion and advertising of tourism by way of print advertisements, writing articles in newspapers, campaigns, taking part in exhibitions, etc.
- They were required to establish and maintain contacts with travel agents, tour operators, airlines, tourism societies, etc.
- Provide information to tourists who seek information.
- Establish contacts with advertising agencies, travel writers, tourist offices of other governments, etc. for publicity purposes.

#### *Box 5.1 Marketing Objectives of Overseas Offices*

The Ministry of Tourism, Government of India, through its fourteen offices overseas promotes India in the tourism generating markets as an attractive tourist destination and projects various Indian tourism products, vis-a-vis other competing destinations to enhance India's share in the global tourism market. Integrated marketing and promotional strategy and a synergized campaign in association with the travel trade, state governments and Indian missions are launched for market promotion. The overseas promotional efforts include advertising in the print and electronic media, participation in fairs and exhibitions, organizing seminars, workshops, road shows and India evenings, printing of brochures and collaterals, brochure support/joint advertising with travel agents/tour operators, inviting the media and travel trade to visit the country under the hospitality programme, etc.

*\*Source: Ministry of Tourism-India.*

In 1958, a separate department of tourism was created under the transport ministry. The department handled all the major jobs of publicity, planning, administration and development. Finally in 1967, the Ministry of Tourism and Civil Aviation came into being. Later, the tourism department was shuffled between different ministries and finally it got its due importance by combining it with the ministry of culture. Since culture and tourism are very much related this decision was best in the interest of the tourism industry. In 1999, the Ministry of Tourism and Culture was established. Since then it has remained as it is. The tourism policy of 1982 was first of its kind for India. In 1992 the National Tourism Committee prepared a National Action Plan for tourism development. In 2002 another tourism policy was formulated.

Today, the Ministry of Tourism is the nodal agency to formulate national policies and programmes for the development and promotion of tourism. The ministry works in collaboration with the state governments, central ministry and private sector representatives.

## 4.5.2 Government Organizations in India

### Central Government

The Department of Tourism is the national tourism organization of India, under the Ministry of Tourism. Within the department of tourism is the Director General of Tourism's office which heads twenty field offices within the country and fourteen offices overseas and one project called the Indian Institute of Skiing and Mountaineering. The domestic tourism offices are responsible for imparting information to the tourists and also monitoring off field projects in their areas. The overseas offices are primarily involved in marketing of Brand India. The skiing and mountaineering institute conducts skiing courses in Jammu and Kashmir.

The ministry also runs the following two autonomous educational institutes:

- Indian Institute of Tourism and Travel Management (National Institute of Sports is a part).
- National Council for Hotel Management and Catering Technology (NCHMCT) and the Institutes of Hotel Management.

The India Tourism Development Corporation is the only public undertaking of the Ministry. It was set up in 1966 with a view to assist the development of tourist infrastructure. Since then it has played a committed role in the development of tourism, especially by developing tourism infrastructure in the backward areas. Today, it has a network of hotels, restaurants, catering units, duty-free shops, etc., which it maintains and looks after.

### State Government

Every state of India and its Union Territories have their own tourism departments which undertake the responsibility of policy formation and development of tourism for the state. They have tourist information centres set up at major transport centres such as bus stops and airports. The state governments take active part in developing their tourist places and promote them within the country.

## 4.5.3 Private Sector Tourism Organizations in India

### (i) Travel Agents Association of India

A non-profit organisation TAAI was founded in 1951 to organise the travel industries in the country and to guide it to work on firm business principles. It has now become the voice of the tourism industry. More than 2,400 agents are its members.

### TAAI Charter

TAAI endeavours to build in its constituents, and others it deals with, a commitment to:

- Apply superior technical skills to the job on hand
- Deliver the highest quality of service
- Act with responsibility within sound financial parameters
- Build trust and credibility in the marketplace

In fulfilling its mission and supporting traditional values as well as embracing change, TAAI's objectives are to work towards:

- A committed national membership
- Widening its area of influence by judiciously delegating authority and responsibility to regions, chapters and city committees
- Professional management of its affairs at all levels
- A responsive and well-equipped secretariat which benefits all members

The manner in which TAAI conducts itself on issues of trade principles and practices will determine its contribution to the travel and tourism industry.

*\*Source: TAAI website [www.travelagentsofindia.com](http://www.travelagentsofindia.com)*

## **(ii) The Federation of Hotel and Restaurant Association of India**

Popularly known as FIIRAI, it is the apex body of four regional associations representing the hospitality industry. It was formed in 1955 by merging the western, eastern, southern and northern region offices of the hotel and restaurant association. The main mission of FHRAI is to represent, promote and develop the Indian hospitality industry.

The following are the objectives of FHRAI:

- To unite the four regional associations and work towards encouraging, promoting and protecting by lawful means the interests of the Hotel and Restaurant Industry and raising the standards of the industry both at home and abroad.
- To consider policies, guidelines, legislations, by-laws and regulations that affect the industry and discuss with government authorities and initiate, support or oppose by lawful means such legislations or regulations by various means.
- To advise and inform members about national and international matters pertaining to the industry and disseminate statistical and commercial information through surveys and research. To print, publish and circulate papers, periodicals, books and other literature conducive to advance the interests of the industry.
- To assist in affording training facilities for hospitality personnel and for that purpose to promote and run a hotel institute.
- To convene national and international conferences in the interest of the hospitality industry and organize meetings to encourage friendship between members and to discuss questions of current importance.

*\*Source: FHRAI website [www.fhrai.com](http://www.fhrai.com)*

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

The Indian Association of Tour Operators (IATO) is the national apex body of the tourism industry founded in 1982. The Association promotes and aids the development of tourism in India. It has over 4000 members belonging to different sections of the industry including travel agents, hotels, airlines, government tourism departments/ development corporations, educational institutions, transport operators and both national and international tour operators. All its active members are recognized and approved by the Indian Government's Department of Tourism and have at least three years experience of handling international tourists to India, before being admitted to the IATO fraternity.

IATO has five categories of membership-Active, Allied, Associate, International and Honorary.

IATO 's affairs are managed by an executive committee, elected by the active members every two years. The executive committee is headed by the president with a team of six office bearers and nine executive members. The executive committee meets every month to discuss current tourism industry and membership issues. IATO networks through its State Level Chapters at the local level where all local issues are handled at the appropriate level. IATO members meet every month on the first Saturday, for interaction with each other.

IATO has thirteen specialized action committees, headed by a convenor, who is assisted by his committee members. Each committee has a focus area for which they work. The committees are:

- (i) Adventure Tourism Development Committee
- (ii) Civil Aviation, Press and PR Committee
- (iii) Domestic Tourism Development Committee
- (iv) Grievances Committee
- (v) Guides Coordination Committee
- (vi) Host Committee
- (vii) Hotel Relations Development Committee
- (viii) IATO News Committee
- (ix) Legal Affairs, Insurance and Consumer Committee
- (x) Privilege Card Development Committee
- (xi) Railways Coordination and Development Committee
- (xii) Surface Transportation Development Committee
- (xiii) Website Development Committee

The aims and objects of the society are as follows:

- To promote national integration, welfare and goodwill
- To take all steps which may be necessary for promoting, encouraging and assisting in the development of tourism throughout the country and to take initiatives to secure the welfare of the tourism trade in all respects
- To communicate with Chambers of Commerce, other mercantile and public bodies in India, Government Departments or Committees, International Air Transport Association and various foreign and local associations and corporations, companies and concerns and promote measures in the interests of the travel trade and nominate members to act on them
- To encourage and promote friendly feelings among the tour operators and travel agents on all subjects involving their common good and benefit
- To try to amicably settle the disputes of the members of this Association by referring the disputes for settlement to a sub-committee to be constituted for such. purpose by the Executive Committee
- To protect the interest of the members of this Association from the malpractices of foreign tour operators.
- To set up and maintain high ethical standards in the industry
- To undertake such welfare activities which the members cannot undertake individually
- To get affiliation with similar organizations in other countries
- To promote equal opportunities for all visitors to enjoy the tourism and travel facilities without distinction of race, colour, creed or nationality
- To organize overseas promotional tours jointly with various airlines and Government of India Tourist Office abroad and other similar organizations
- To conduct aiding and assisting seminars, group discussions, course of studies, cultural meetings
- To institute awards for excellence in tourism related activities
- To assist students by scholarship to pursue higher education, study and research particularly in the field of Development of Tourism and International Brotherhood, both in India and outside the country
- To institute chairs and fellowships in India
- To take initiative and ensure that the problems affecting any of the services relating to the

tourism trade are sorted out through the mediation of the Association, failing which joint legal action to be taken for and on behalf of the members of the Association for settling such problems

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

*\*Source: [www.iato.in](http://www.iato.in)*

### ***Box 5.2 Role and Functions of the Ministry of Tourism-India***

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

1. All policy matters, including:
  - (a) Development policies
  - (b) Incentives
  - (c) External assistance
  - (d) Manpower development
  - (e) Promotion and marketing
  - (f) Investment facilitation
  - (g) Growth strategies
2. Planning
3. Coordination with other Ministries, Departments, State/Union Territory Governments
4. Regulation
  - (a) Standards
  - (b) Guidelines
5. Infrastructure and product development
  - (a) Central assistance.
  - (b) Distribution of tourism products
6. Research, analysis, monitoring and evaluation
7. International cooperation and external assistance
  - (a) International bodies
  - (b) Bilateral agreements
  - (c) External assistance
  - (d) Foreign technical collaboration
8. Legislation and parliamentary work
9. Establishment matters
10. Vigilance matters



11. Official language - implementation of official language policy
12. Budget coordination and related matters
13. Plan-coordination and monitoring
14. Over all review of the functioning of the field offices
15. VIP references
16. Integrated finance matters
17. Overseas marketing work
18. Welfare grievances and protocol

The Directorate General of Tourism is responsible for the following functions:

1. Assistance in the formulation of policies by providing feedback from the field offices.
2. Monitoring of Plan Projects and assisting in the plan formulation.
3. Coordinating the activities of field offices and their supervision.
4. Regulation:
  - (a) Approval and classification of hotels and restaurants, Incredible India Bed & Breakfast (IIB&B) units
  - (b) Approval of travel agents, tour operators and tourist transport operators; etc.
5. Inspection and quality control
  - (a) Guide service
  - (b) Complaints and redressal
6. Infrastructure development:
  - (a) Release of incentives
  - (b) Tourist facilitation and information
  - (c) Field publicity, promotion and marketing
  - (d) Hospitality programmes
  - (e) Conventions and conferences
7. Human resource development
  - (a) Institutions
  - (b) Setting standards and guidelines
8. Publicity and Marketing
  - (a) Policy
  - (b) Strategies
  - (c) Coordination
  - (d) Supervision
9. Assistance for parliamentary work Establishment matters of the Directorate General of Tourism excluding those of Group 'N' officers and those requiring the approval of Secretary/Minister

*\*Source: Annual Report 2008-09 of Ministry of Tourism India  
(<http://www.tourism.gov.in/annualreportE08-09.pdf>)*

**Table 5.1 Domestic India Tourism Offices**

<b>Regional offices</b>	1	New Delhi
	2	Mumbai
	3	Kolkata
	4	Chennai
	5	Guwahati
<b>Other offices</b>	1	Patna
	2	Jaipur
	3	Bangalore
	4	Varanasi
	5	Agra
	6	Bhubaneswar
	7	Port Blair
	8	Imphal
	9	Shillong
	10	Hyderabad
	11	Kochi
	12	Goa
	13	Aurangabad
	14	Khajuraho
	15	Naharlagun (Itanagar)

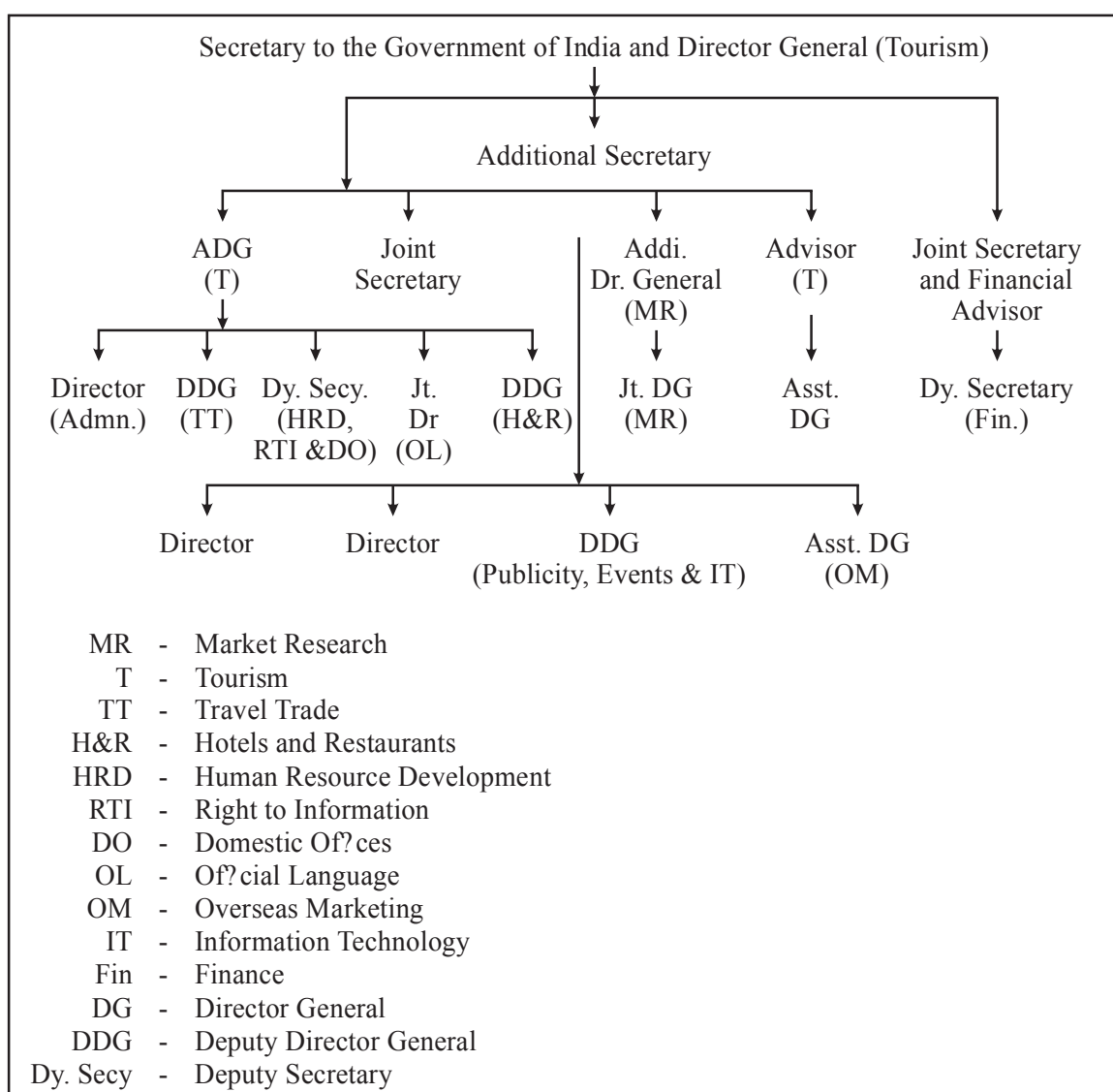
*\*Source: Ministry of Tourism-India.*

**Table 5.1 International Tourism Offices of India**

<b>S.No.</b>	<b>Operation/Station</b>	<b>Countries Covered</b>
	<b>AMERICA.</b>	
1	New York	All states on the East Coast of USA, South America up to Columbia/Venezuela
2	Los Angeles	All states on the West Coast of USA up to Panama
3	Toronto	Canada and Greenland
	<b>UK</b>	
4	London	UK, Ireland and Iceland
	<b>EUROPE</b>	
5	Frankfurt	Germany, Poland, Czech Republic, Slovakia, Austria, Romania, Bulgaria, CIS countries, Israel
6	Paris	France, Switzerland, Spain, Portugal Netherlands, Luxembourg, Belgium, Scandinavian countries Italy, Greece, Malta
7	Amsterdam	
8	Milan	

S.No.	Operation/Station	Countries Covered
	<b>WEST ASIA</b>	
9	Dubai	KSA, UAE, Iran, Syria, Kuwait, Qatar, Bahrain, Jordan, Yemen, Lebanon, Iraq, Egypt, Turkey
10	Johannesburg	South Africa, Kenya, Mozambique, Tanzania, Zimbabwe, Mauritius, Madagascar
	<b>AUSTRALIA</b>	
11	Sydney	Australia, New Zealand; Fiji and The Pacific
12	Singapore	Singapore, Malaysia, Thailand, Brunei, Indonesia, Vietnam
	<b>EAST ASIA</b>	
13	Tokyo	Japan, South and North Korea, The Pmlippines
14	Beijing	Mainland China, Taiwan, Hong Kong, Laos, Mongolia and Macau

\*Source: Ministry of Tourism—India.



\*Source: Annual report of Ministry of Tourism India 2008-2009.

Fig. 5. 7 Organizational Chart of Ministry of Tourism-India

## CHECK YOUR PROGRESS

6. What is a National Tourism Organization?
7. Name five international tourism organizations.
8. List down the location of the overseas tourism office of India.

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## 4.6 TOURISM POLICY OF INDIA: AN EXPLORATORY STUDY

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### 5.6.1 Tourism Policy, 1982

- **Dimensions of tourism:** In 1981, 290 million people spend Rs 84.8 crore on travelling. In India alone, 5 million commuted by railways, which was an indication of the strength of domestic travel movement within the country.
- **Parameters of tourism:** The mass movement of people generated the tourism industry. This led to better facilities to ensure tourist satisfaction which in turn generated more travel. Tourism is flexible; it can be an individual enterprise or a multi-million dollar industry. Tourism promotes the exchange of ideas and facilitates interaction, and consequently, in the long run, can be used to promote world peace.
- **Stages of tourism development:** From 1956, coinciding with the second Five year Plan, to the Sixth Five Year Plan, there was constant and planned development of the country's tourist facilities. In 1952, India received only 0.066 per cent of tourists around the world. In 1981, the figure rose to 8.53 lakhs, excluding tourists from the subcontinent. The foreign exchange, which was Rs 7.7 crore in 1951 jumped to Rs 702 crore in 1981-a performance not matched by any other industry.
- **Objectives:** The government's objectives to develop tourism are as follows:
  - (a) To develop national unity and foster international harmony through travel
  - (b) To preserve the country's cultural heritage.
  - (c) To bring about socio-economic benefits to the states, in terms of employment opportunities and income generation, among other things.
  - (d) Exchange viewpoints with the outside world and giving direction and opportunity to the country's youth.
  - (e) Mould the youth of the country through activities such as sports adventure.
- **Domestic tourism:** The passenger traffic carried by the railways and road transportation is indicative of the size of India's domestic tourism. The country should look at bettering the facilities for domestic tourists.
- **International tourism:** The importance of international tourism in earning foreign exchange as well as creating goodwill should be recognized, and high priority should be given to that.



*Fig. 5.8 Traditional Dance of Maharashtra, LAVANI*

- **Cultural tourism:** India's historical and archeological monuments are the biggest factor for attracting foreign tourists. Tourist facilities should be upgraded at those sites.
- **Tourism-A common endeavour:** International tourism is the domain of the Central Sector and domestic tourism that of the state sector. However, the Central Government will supplement the efforts of both sectors, if and when necessary.
- **Impact of tourism:** According to a report by the Committee on Export Strategy, while India's total exports in 1979 constituted for 0.42 per cent of the world's total export the same year, its share in the world tourism receipts was 0.58 per cent and 0.76 per cent in 1980 and 1981 respectively. This showed that the tourism industry in India has greater potential for revenue generation than its other industries.
- **Plan of action:** To maximize the benefits of tourism, it will be necessary to judiciously determine investment priorities. The emphasis should be on schemes that yield greater returns and generate social benefits. Tourism should be used as a means to foster greater harmony among the country's youth through exchange of views and ideas. Tourism facilities, especially accommodation, as regards the lower and middle class of the society, need to be augmented, especially with reference to pilgrimage tourism. It will be necessary to extend fiscal and other incentives to other segments of the tourism industry that are similar to those given to other export-oriented industries.
- **Conservation and development:** Importance should be given to the conservation and development of India's cultural and natural heritage that comprises India's major tourism resources. However, a proper balance should be maintained between development and conservation.
- **A new ethos and value:** India has a long history of social and cultural values, and a spiritual quality rarely found elsewhere. This is what the country's tourism should try and

project. Its subsequent benefits—cultural, social and economic—should give a new sense of direction to its development.

- **Conclusion:** There is hope that this policy will be widely accepted and will bring prosperity to the country's populace.

## 4.6.2 National Action Plan, 1992



*Fig. 5.9 India Gate, New Delhi*

The following are the key features of the National Action Plan, 1992:

### 1. Objectives

The objectives of the new Action Plan for Tourism are delineated as follows:

#### (a) Socio-economic development of India

Tourism conferred considerable socio-economic benefits to the community thereby uplifting the quality of life. It can further foster development even in the areas where other economic activities would be difficult to sustain.

#### (b) Increasing employment opportunities

Tourism industry generates employment, directly and indirectly, for about 13-14 million persons. Employment opportunity should be at least double the present level before the turn of the century.

#### (c) Developing domestic tourism especially for the budget category

Domestic tourists form the bulk of world tourist traffic. In India also, facilities for domestic tourist will be improved and expanded, particularly the budget category so as to ensure an affordable holiday for them.

#### (d) Preservation of national heritage and environment

Tourism can be developed in a manner that our cultural expression and heritage are preserved in all its manifestations including support to arts and crafts. Preservation and enrichment of environment should also form an integral part of tourism development.



### **(e) Development of international tourism and optimization of foreign exchange earnings**

International tourism contributes substantially to foreign exchange earnings and keeping in view the country's requirements, tourism will be so developed that foreign exchange earnings would increase from Rs 2,440 crore to Rs 10,000 crore by end of the century.

### **(j) Diversification of the tourism product**

While retaining the traditional image of cultural tourism that India enjoys, diversification of the tourism product would continue, particularly in the field of leisure, adventure, convention and incentive tourism, thereby responding to the changing consumer needs.

### **(g) Increase in India's share in world tourism**

Presently the foreign tourist arrivals in India constitute only about 0.4 per cent of the total foreign tourist movement all over the world. One of the objectives of the action plan would be to increase India's share to 1 per cent within the next five years.

## **2. Strategy for Development**

The strategy for achieving the objectives is outlined as follows:

- Improvement of tourism infrastructure
- Developing areas on a selective basis for integrated growth along with marketing of destinations to ensure optimal use of existing infrastructure
- Restructuring and strengthening the institutions for development of human resources
- Evolving a suitable policy for increasing foreign tourist arrivals and foreign exchange earnings

## **3. Improvement of tourist infrastructure**

The government has made substantial contribution in the service sector which is best left to private initiative and investment. The policy now would be to encourage private investment, both domestic and foreign, for accelerated growth. The role of Ministry of Tourism would be to conceptualize and deal with policy issues.

## **4. Accommodation**



*Fig. 5.10 The Taj Mahal Palace and Gateway of India Mumbai*

Hotels form an important and vital segment of the tourism infrastructure in the country. It has been estimated that the present capacity of 44A05 hotel rooms in the approved category needs to be at least doubled in the next three years. The government has already initiated steps in this direction. Fiscal concessions had been given under Section 80 HHD of the Income Tax Act whereby 50 per cent of the income earned on account of the foreign exchange earnings of the hotel are exempt from income tax and the remaining 50 per cent also exempt if reinvested in the tourism industry. This has had a positive impact on the pace of growth of hotels. However, this trend is particularly noticeable in metropolitan cities and commercial cities than in tourist destinations per se. In order to stimulate growth at tourist places also, the government has given a concession that hotels set up in rural areas, hill stations, pilgrim centres and specified tourist destinations will be exempt from expenditure tax and 50 per cent of income tax for ten years.

The government is also giving an interest subsidy on loans for construction of hotels. It is 1 per cent for loans up to 7.5 lakhs for 4 and 5 star hotels and 3 per cent for all other approved hotels. The interest subsidy for all 4 and 5 star hotels and all hotels in metropolitan cities will now be discontinued. In special areas and specified destinations, however, the interest subsidy will be increased to 5 per cent for all 1, 2 and 3 star hotels to stimulate their growth.

There are many palaces, big and small, and have lies which can be very conveniently converted into hotels. Many of these are in the state of disrepair and their conversion into hotels will assist in the preservation of this national heritage. It has, therefore, been decided to encourage the growth of these heritage hotels. In relaxation of their norms, the Tourism Finance Corporation of India will now advance loans for heritage hotel projects of Rs 50 lakhs and above. The government will also give an interest subsidy of 5 per cent on loans advanced for construction of new heritage hotels. A new scheme will be launched whereby this category of hotels will also be given a capital subsidy of Rs 5 lakhs or 25 per cent of the cost, whichever is less. For have lies located in rural areas, there is an added incentive of 10 years holiday from expenditure tax and 50 per cent from income tax. It is hoped that these concessions will spur a rapid growth of heritage hotels in the country.

## **5. Encouraging domestic tourism**

Measures are afoot to facilitate domestic tourism; a new scheme for development of camping sites will be started especially for the low budget tourists. Central assistance is being provided to enable State Tourism Development Corporations investing in tented accommodation and other facilities necessary for setting up adventure camps. A scheme of Paying Guest Accommodation will also be introduced in as many places as possible to provide affordable and hygienic accommodation, both for domestic and foreign tourists. Similarly, classification rules will be suitably altered to recognize apartment hotels as these also provide affordable holidays to the domestic tourists. Further rules will be amended to provide recognition to tour operators engaged in domestic tourism. In fact, it will be prescribed that all recognized tour operators/travel agents do a certain percentage of their turnover in domestic tourism. These measures will, no doubt, give a fillip to growth of low-budgeted tourism.

## **6. Pilgrim tourism**

Pilgrim flows account for a very large percentage of domestic tourism. Infrastructure facilities for tourists for pilgrim centres need to be substantially improved. For this purpose, the Central Government will earmark a sum of Rs 5 crore as Central assistance every year to enable State Tourism Development Corporations/private entrepreneurs to set up or improve accommodation facilities, way-side amenities and transport systems at important pilgrim centres.

## **7. Craft villages**

The Surajkund Crafts Mela and Shilpgram, Udaipur, have been a tremendous draw with the

tourists. Looking at the success of these centres, the government intends to set up Crafts Villages in different parts of the country and provide a boost to the traditional handicrafts of these regions.

## 8. Fairs and festivals



*Fig. 5.11 Cherry Blossom Festival Japan*

The fairs and festivals not only reflect the vast cultural heritage of India but have over the years become a big attraction for tourists. These have been identified by the Ministry of Tourism and assistance is given to develop and publicize them to attract even foreign tourists. Fairs like Pushkar Fair, Sonapur Cattle Fair, Kite Festival, Alleppey Boat Race, Dussehra Festival in Mysore and Kulu and others have already become a big attraction for tourists. The ministry will give liberal financial assistance to develop these traditional fairs and festivals all over the country and promote them aggressively in the international markets.

India's rich culture and heritage has been one of the major attractions for the international tourists who visit our country to experience different cultures, traditions and customs. At important tourist centres there are no structured arrangements for organizing cultural evenings which could provide an experience or a glimpse of Indian culture to the visiting foreign tourists. It will be the endeavour of the government to have a tie-up with the Zonal Cultural Centres for making arrangements at important tourist destinations to organize cultural evenings, son-et-lumieres, craft bazars, food plazas and fairs and festivals all round the year. Such activities will be organized in coordination with the Department of Culture and Archaeological Survey of India.

## 9. Road transport

The other important segment of tourist infrastructure is road transport. The government will be importing coaches for Buddhist circuit in Uttar Pradesh and Bihar as also 300 air conditioned units for the travel trade at concessional duties over the next two years. This will ensure that the tourist coaches are adequately equipped to meet the needs of the tourist. It is recognized that international quality luxury coaches/cars are essential for facilitating tourist movement to different parts of the country. Unfortunately most of the existing transport units are now old and have outlived the utility

and need to be replaced. The government will introduce some suitable scheme by which this important felt need in tourism can be fulfilled.

## **10. Travel trade**

Travel agent and tour operators constitute an important segment of tourism industry. Looking at the size of the country it is imperative to encourage the travel trade in such a fashion that more and more people could come within the fold of travel trade. It would be the endeavour of the government to streamline and liberalize rules and procedures for recognizing travel agents and tour operators.

## **11. Facilitating tourist movement**

The government has announced liberalized charter policy and the Director General (Civil Aviation) automatically grants permission expeditiously for charter flights in keeping with the guidelines prescribed. Charter flights have significantly added to tourism traffic to the country and it is hoped that they will be disbursed to tourism destinations in different parts of the country. The recently introduced air taxi scheme will augment the efforts of the national carriers and facilitate movement of tourists within the country. Foreign tourists are greatly attracted to travelling by the railways and the Palace-on-Wheels in Rajasthan has been an unqualified success. The government has recently announced a new tourist train on the lines of the Palace-on-Wheels to operate in the coming tourist season between Goa and Mysore. Efforts will also be made to encourage tourist movement by water transport. The private sector will be encouraged to introduce cruises both river runs and along the coastal stretches.

## **12. Foreign investment**

Hotels and tourism-related industry have been listed as item—4 in the Appendix III of the new Industrial Policy which provided for automatic approval of foreign investment in equity up to 51 per cent. With this liberalization, it is imperative that special efforts are made to attract foreign investment in the tourism sector. The government has set up a committee under the chairmanship of the Principal Secretary to the Prime Minister to negotiate with parties abroad for investment in the country. Another sub-committee to service the main committee will be set up in this Ministry chaired by the secretary to obtain and concretize foreign investment in the tourism sector.

## **13. Convention tourism**

Convention and conference tourism has assumed a great significance. In order to encourage convention tourism it would be desirable to set up fully integrated convention complexes in the country so that more and more international conferences and conventions could be attracted to India. It would be the endeavour of the government to set up a convention city with all facilities of international standards.

## **14. Developing areas on a selective basis for integrated growth**

Hitherto central assistance for development of tourism infrastructure to the states has been spared thinly over a large number of schemes/projects. Consequently, the desired level of development in places which have high potential has not taken place. Given this scenario, it has been decided that instead of spreading resources thinly, only special circuits/ destinations will be taken up for intensive development. In the first instance, the government of India has identified fifteen circuits/ destinations for concentrated development both through Central assistance and investment by state governments/ private sector. These circuits are listed in Point 18. As and when circuits/destinations reach the prescribed level of development, new circuits/destinations could be added so that there is uniform spread of tourist facilities in different parts of the country.

The Government in conjunction with selected state governments also proposes to notify a few Special Tourism Areas for integrated development of tourism facilities. The proposed Special Tourism Areas will be similar to the scheme of setting up notified Export Processing Zones designed to give a fillip to industries catering to export production. The selected Special Tourism Areas would have identifiable boundaries notified by the State governments where land would be allotted for hotels and tourism related industries at concessional rates to prospective investors according to the Master Plan prepared. A Special Area Development Authority would be constituted by the state governments to administer the Special Tourism. Areas with full delegation of powers under different statutes of the state government. The Special Area Development Authority would prepare the Master Plan for the area and provide single window clearance facility to the investors. The state government would provide basic infrastructure in terms of roads, transport, bus terminals, wayside amenities, electrical grids, water supply, law and order and municipal services. The Central Government would provide infrastructural support such as airports and airline services, railway stations, communications network and post/telegraph/banking services. Both the Central and state governments would grant exemption from specified Central/State Taxes and freeze rates on water and electric supply for at least ten years in order to attract investment.

The selection of Special Tourism Areas would be done by the Central Government in consultation with those state governments who are willing to offer the maximum facilities for the successful functioning of such Special Tourism Areas. Special efforts will be made to attract foreign investment in these areas. A scheme for giving assistance for Specialized Tourism Areas will be started to provide financial assistance for equity and other tourism-related activities in such areas as are specified by the government.

The government will lay special emphasis on the development of island tourism in places such as Andaman and Lakshadweep. A decision has recently been taken to selectively open out some of the islands for tourism purposes. This will be done keeping in mind the carrying capacity and the need to preserve the environment. The emphasis will be on high-value low-volume tourism traffic to the selected islands and the facilities to be provided would blend with the natural beauty of the islands.

## **15. Restructuring and strengthening institutions for manpower development**

At present there are fifteen institutions on hotel management and catering technology and sixteen food craft institutes in the country. The combined turnover of trained personnel is estimated at 8,500 in the accommodation and hospitality sector as against the annual requirement of 2,800 trained personnel. The government will, therefore, restructure and strengthen the training programme to meet this shortfall.

The food craft institutes which provide general training to the students have served a useful purpose in the initial years: There is an urgent need to supplement these activities with certain specialized institutes •like Chef training Institutes. A National Culinary Institute will be set up to meet the requirements of trained manpower in the country and the region

The Institutes of Hotel Management and Catering technology have fulfilled an important need and students from these institutes find ready employment in the hotel industry. However, a survey has shown that these students take up jobs mainly in the metros. Consequently, the hotel industry in the smaller places does not get trained manpower. To correct this imbalance, regional institutes would be set up. Students will be admitted on regional basis and encouraged to take up jobs in these areas.

The Indian Institute of Tourism and Travel Management will be strengthened both in staff and equipment to become the premier institution for providing trained manpower for the travel trade in the country. National Universities will also be involved in this effort and would be given financial and other assistance for introducing courses in the country.



## 16. Marketing and overseas publicity

In the field of marketing and overseas publicity, the Department will coordinate its activities with Air India and other agencies operating in foreign countries to obtain optimum results. Emphasis will now be on direct promotion by way of going directly to the consumer. Familiarization tours, joint operations with departmental stores and other organizations; and assistance to tour operators promoting India will constitute the major planks of the publicity strategy.

The marketing of India as a generalized destination has obvious drawbacks since foreign travellers do not get in-depth focus of local tourist attractions. A major change in the strategy is specific destination marketing which concentrates on specified circuit/destinations in the overseas publicity programme. This year, for example, through special concentration on South India, tourism flows were increased by almost 35 per cent to South Indian, destinations and helped diversify tourism away from the traditional destinations.

In many countries, tourism trade fairs have become an annual feature where different segments of the tourism industry interact with one another and the tourism product is sold to wholesalers and retailers. Often, a large number of consumers also participate in such trade fairs. In order to promote tourism in India, a tourism trade fair could be held once in three years where the indigenous industry and foreign travel agents/tour operators could fruitfully interact.

The government has introduced tourist information service--TOURNET-in their domestic offices and certain selected countries. It is proposed to make available a computerized multilingual tourist information service which could be installed at different outlets like airports, hotels and trade counters apart from the tourist offices of the Government of India. The service could give instant information on the mode of transport, food, accommodation, place of interest and cost of services in different languages to the tourists visiting the country.

## 17. Summary of the action plan

Based on the prescription contained in the foregoing paragraphs, a summary outline of the Action Plan for Tourism proposed to be implemented is indicated in the subsequent paragraphs.

The items which pertain to the Ministry of Tourism are as follows:

- (a) Creation of Special Tourism Areas as notified zones for intensive investment and development.
- (b) Starting the Scheme for giving Assistance for Specified Tourism Areas (ASTA) for providing finances for tourism and tourism-related industry in specified areas/circuits.
- (c) Special category of heritage hotels/health resorts to be created and provided:
  - Technical/consultancy help
  - Loans from financial institutions
  - Interest subsidy
  - Marketing and operational expertise
- (d) Tourist trains to be started on important tourist routes based on the success of the Palace-on-Wheels.
- (e) River cruises to be operated in specified circuits.
- (f) Revamping of foreign offices to make them more accountable in terms of specified targets.
- (g) Information revolution; information system to be revamped to provide positive projection of India in all leading markets.
- (h) Special airline/hotel packages for selected tourist destinations.
- (i) Provision of information counter for airlines, trains, hotels, tourist information at major international airports.



Items which pertain to other Ministries:

- (a) Tourist facilities at major international airports such as:
  - Immigration
  - Customs
  - Luggage
  - Money changing facilities
  - Airport coaches/taxis
- (b) Liberalized charters through announced policy and automatic clearance.
- (c) Open sky policy for routes on which Air India does not operate or operates in a limited fashion.

## **18. Circuits-cum-destinations identified for intensive development**

- (a) Travel circuits
  - (i) Kulu -Manali -Leh
  - (ii) Gwalior - Shivpuri - Orchha -Khajuraho
  - (iii) Bagdo gra-Sikkim -Darjeeling -Kalimpong
  - (iv) Bhubaneshwar-Puri -Konark
  - (v) Hyderabad-Nagarjunasagar-Tirupati
  - (vi) Madras -Mamallapuram -Pondicherry
  - (vii) Rishikesh -N arender N agar -Gangotri –Badrinath
  - (viii) Indore -Ujjain -Maheshwar -Omkareshwar- Mandu
  - (ix) Jaisalmer -Jodhpur-Bikaner -Barmer
- (b) Destinations
  - (i) Lakshadweep Island (it) Andaman Islands
  - (ii) Manali (Solan-Nalah)
  - (iii) BekalBeach
  - (iv) Muttukadu Beach
  - (v) Kangra (Pong Dam)

### **4.6.3 National Tourism Policy, 2002**

The National Tourism Policy, 2002 is built on the strength of the National Tourism Policy, 1982. The current policy initiated towards making tourism a means of employment generation, empowerment of women, development of rural areas, conservation of the environment and promotion of social integration.

#### **1. Introduction**

The policy document seeks to enhance employment potential within the tourism sector as well as to foster economic integration through developing linkages with other sectors.

Broadly the Policy attempts to:

- Position tourism as a major engine of economic growth;

- Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism
- Focus on domestic tourism as a major driver of tourism growth.
- Position India as a global brand to take advantage of the burgeoning global travel trade and the vast untapped potential of India as a destination.
- Acknowledges the critical role of private sector with government working as a pro-active facilitator and catalyst.
- Create and develop integrated tourism circuits based on India's unique civilization, heritage and culture in partnership with states, private sector and other agencies.

Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and 'feel India from within'.

The policy document takes into consideration seven key areas that will provide the thrust to tourism development. These are given as follows:

- (i) Swagat (Welcome)
- (ii) Soochana (Information)
- (iii) Suvidha (Facilitation)
- (iv) Suraksha (Safety)
- (v) Sahyog (Cooperation)
- (vi) Samrachana (Infrastructure Development)
- (vii) Safai (Cleanliness)

## 2. Tourism and National Development in India

### Current situation and prospects

In its modern form, since the end of World War I, tourism has grown into one of the world's largest industries with a growth rate in excess of 5 per cent p.a. over the past twenty years. International tourism flows across frontiers reached US\$ 698 million in 2000 while receipts from these flows reached US\$ 595 billion (including receipts from international transport fares). Estimates prepared by the World Tourism Organization indicate that global domestic tourism flows are at least ten times greater than international tourism flows indicating that there were at least 6,980 million domestic arrivals in 2000. Globally, tourism accounts for 11 per cent of the global GDP and 8 per cent of the world trade employment. In most countries with a large population, domestic tourism is the foundation of a viable and sustainable tourism industry. Much of the growth of global tourism has been generated by domestic tourism, which tends to be more focused on rural destinations. With a growing interest in the intangible culture of different countries (i.e., lifestyles, cuisine, ceremonies, music, religious beliefs, traditions, customs, and history), there is a strong potential to encourage international tourism in the rural areas as well. India's share of global international tourism at 2.64 million foreign arrivals through its borders in 2000 is relatively small in volume (about 0.38 per cent) but almost twice as high in terms of US\$ receipts (about 0.69 per cent).

On the other hand, India's share of global domestic tourism is much higher (around 4.6 per cent of estimated global domestic tourism). While the proportion of global US\$ receipts from international tourism increased from 0.57 per cent in 1990 to 0.69 per cent in 2000, this compares with a share of 1.37 per cent in 1981. In contrast, India's neighbours in South and South-East Asia have more effectively utilized tourism for economic growth and employment creation. A forecasting study undertaken by the World Tourism and Travel Council indicates that between 2001 and 2011:

- Global Gross Domestic Product will increase from 10.7 per cent to 11 per cent.
- Global employment contribution will increase from 207.1 million to 260.4 million jobs or 9 per cent of total global employment.

- The global value of tourism related exports will increase from US\$ 1,063.8 billion to US\$ 2,538.3 billion or 12.8 per cent of global export value.
- global capital investment in tourism will increase from US\$ 657.7 billion to US\$ 1,434 billion or 9.3 per cent of global investment.

Forecast data from the World Tourism Organization shows that the share of tourism volumes and related receipts, Gross Domestic Product, employment, and export earnings is expected to move away from the developed countries towards the less developed countries as a result of favourable economic, motivational, technological, and policy factors.

**Table 5.3** Forecast change in the Share of International Tourism Arrivals between Developed and Developing Regions

Regions	2000	Share%	2010	Share%	%AAG
Developed Regions of the World	528	78.45%	730	69.79%	3.29%
Less Developed Regions of the World	145	21.55%	316	30.21%	8.10%
Total	673	100.00%	1046	100.00%	4.51%

**Source:** WTO Forecasts.

WTTC's status paper, 'The India Imperative' has analysed Indian tourism in the light of the latest Tourism Satellite Accounting Research TSAR (2001) and projections for the year 2011. Subject to addressing key policy issues highlighted in the paper, WTTC has identified India as one of the foremost growth centres in the world in the coming decade.

- The development priorities of the Government of India up to 2012 are to place the economy on a significantly higher growth path that will deliver greater economic benefits in the context of the new global economic and security order, but also enhance human well-being, achieve social equity, sustainability, and efficiency. To achieve this overall development goal, the Government of India has embarked upon a strategy that involves a radical departure from past policies, and institutional arrangements in order to optimize and release the potential of its natural, human, financial and technical resources.

One of the sectors of the economy considered to have particular potential is tourism. Tourism is seen to be a priority sector because it is:

- Able to maximize the productivity of India's natural, human, cultural and technical resources, and is sustainable development.
- Labour intensive and cottage or small industry based, providing employment that is of a high quality thus contributing to higher quality of life.
- Capable of being primarily focused on rural areas with appropriate and relatively low cost programmes.
- Has extensive forward and backward economic linkages that build overall income, employment (especially for women, youth, and disabled persons bringing greater social equity, and justice), investment, and raises Central, state, and local government revenue.
- Is able to deliver significant levels of hard currency as an export industry.
- Able to promote understanding, peace and contribute to national unity and regional stability.

The potential of the tourism industry in providing jobs is enormous. The capability of the travel and tourism to provide jobs in India is at least triple of what it is presently. The socio-economic progress of a country is also dependent on the tourism industry as the industry's revenue capital ratio

is extremely high. According to an estimate, the tourism industry has much more employment potential than even the industrial and agricultural sectors as for every investment of Rs 1 million, it creates forty-seven direct and eleven indirect jobs.

## SWOT Analysis

The contribution of the tourism sector to the national development priorities and strategies has so far been relatively limited. A review of the sector's competitive strengths and weaknesses, opportunities, and threats indicates that it has considerable growth potential. The main results of the analysis are:

- India's great competitive strength from the tourism point of view is its ancient and yet living civilization that gave rise to four of the world's great religions and philosophies, and brought travellers and trade several millennia ago. The rich natural and rural landscape of India is punctuated with the built heritage of its ancient past and more modern structures of the present and its hopes for the future. India's contacts with other civilizations is reflected in the rich cultural diversity of its people through its languages, cuisine, traditions, customs, music, dance, religious practices and festivals, its holistic healing traditions, art and craft.
- The main competitive constraints facing the tourism sector are the low priority that the sector has been given by the government. In the past it was unable to effectively link its role in relation to national development priorities, undue focus was laid on the international market at the expense of domestic tourism, the poor quality of the environments surrounding many of India's main tourist sites, the security scenario in the region that affects the perception of India as a safe and secure destination, the quality of facilities and services at attractions, the quantity and quality of transportation service, and related infrastructure, facilitation of entry to India by international tourists, the multiplicity and high level of taxation, limited availability of tourist information in-source markets and at destination, limited scope, accuracy and reliability of market data for planning and management, insufficient marketing of India in its domestic and international markets, lack of attractive project financing, restrictive land use policies that limit the availability of suitable land for tourism development, limited and poor facilities and services outside the major cities, especially in rural areas, and the lack of community participation leading to in some cases hostility to tourism. The low priority accorded to tourism has meant that it has played only a marginal role in India's development programmes to date and this is reflected in the limited budgets, limited cooperation and coordination capabilities, and an inability to implement strategic initiative and projects.

Notwithstanding the constraints (which themselves present opportunities), the key competitive opportunities are to:

- (a) Leverage the huge potential of its domestic urban population to develop rural tourism
  - (b) Leverage its strength as one of the world's ancient civilizations in the context of its rich and diverse natural heritage to increase its share of the huge international travel market, especially the fast growing long haul segment of this market.
  - (c) Leverage India's strength as one of the world's largest economies for business, trade, meetings, conventions, incentives, events, and exhibition based tourism.
- The main internal threats to the development of the tourism sector are failing to effectively resolve the above identified constraints. These are security, safety and health situation; failing to involve communities in the decision-making process for tourism development; and failure to adopt and implement sustainable development and management principles and practices at tourism sites, especially in the rural and natural areas of the country. From an external point of view, the main threats are not effectively addressing the fierce

and ever-increasing competition from competing countries, over-reliance on a few well-worn international and domestic travel markets, unbridled growth of international tourism that is characterized by high volumes, low economic yields, and high levels of adverse socio-cultural, and environmental impacts, and further regional conflicts such as that resulting from the September 11 event of 2001.

India possesses a rich and diverse range of unique tangible and intangible cultural, natural, and man-made tourism resources, many of which are world class in quality, and most of which are located in rural areas. The tourism resources of the country have the potential to attract significantly higher levels of market demand from the domestic and international markets provided that sustainable site management practices and principles are adopted and applied, and the other constraints identified above are effectively resolved. Provided that the identified constraints and opportunities are addressed, and appropriate plans prepared to handle the internal and external threats, then it is considered that Indian Tourism should focus on:

- (a) Substantially increase the proportion of the urban resident leisure and pilgrimage tourism to rural areas not just in terms of volume, but also in terms of length of stay and expenditure.

For example, the total urban resident leisure and pilgrimage domestic market is estimated to increase from 22.5 million in 2001 to 50 .5 million by 2012 and it would be a key objective to encourage these to visit the rural areas through appropriate strategies.

- (b) Substantially increase the volume of high-yielding (high average per capita expenditure) international tourists from the priority regional and long haul source markets based on the identified travel interests.

### **3. Tourism development goals, objectives and strategies**

The tourism industry, unlike many other industries, is a composite of several service providers. These service providers are generally in the private sector. In addition, public sector institutions such as the national or state departments of tourism are involved in the planning, development and management of tourism. The participation of different private and public agencies make the tourism industry a complex phenomenon requiring a strong cooperation and coordination for it to be developed and expanded along lines that will contribute to the overall national development objectives. Left to itself the industry will develop naturally, but not necessarily optimally or sustainably, and without any clear links to the broad development objectives of the country.

If the growth of the tourism industry is not kept under check, it could cause serious problems. It would damage India's socio-cultural structure, degrade its intangible natural and cultural heritage, and result in serious economic impacts such as weakening of inter-industry linkages and high costs of importation.

On the other hand, if the tourism industry is well planned, managed and developed at all levels of the government along with the private sector, the socio-cultural structure and position of India will become much stronger. This would valorise the intangible and tangible natural and cultural heritage, and further result in positive economic impacts like stronger inter-industry linkages, enhanced income and employment opportunities especially in rural areas and comparatively lower import costs.

The vehicle for achieving the positive benefits of tourism, mitigating the negative effects, and delivering sustainable industry development framework of India's national development priorities is the preparation and implementation of a comprehensive national tourism policy. The overall goal and strategy for the development of the tourism industry is to ensure that its development is closely tied to the national development priorities of the country. In this context the Government of India's vision for the development of the tourism sector is given as follows:

'Achieve a superior quality of life for India's people through tourism, which would provide a unique opportunity for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation.'

## **(i) Key objectives**

To achieve the overall vision for the development of tourism, five key strategic objectives need to be achieved. They are given as follows:

- (a) Positioning and maintaining tourism development as a national priority activity.
- (b) Enhancing and maintaining the competitiveness of India as a tourism destination.
- (c) Improving India's existing tourism products and expanding these to meet new market requirements.
- (d) Creation of world class infrastructure.
- (e) Developing sustained and effective marketing plans and programmes.

## **(ii) Positioning tourism as a national priority**

The following are the ways in which tourism is positioned as a national priority:

- Inclusion of tourism in the Concurrent List of the Constitution of India. This will provide a constitutional recognition to the tourism sector, help in channelling the development of tourism in a systematic manner and enable the Central Government to legislate for tourism development. The proposal for including tourism in the Concurrent list was circulated to the State Governments and discussed at the Chief Minister's Conference. Majority of the states have agreed to the proposal.
- To provide effective linkages and close coordination between departments, a group of ministers for tourism has already been constituted.
- Constitution of a Tourism Advisory Council with key stakeholders to act as the 'think tank'.
- Prepare the basis for the adoption of the Tourism Satellite Account System based on SN3 protocol for the national accounts.
- Plan and implement a professionally managed integrated communications strategy to be called the 'National Tourism Awareness Campaign'.

## **(iii) Enhancing India's competitiveness as a tourist destination**

The following points should be kept in mind to enhance India's competitiveness as a tourist destination:

- Implement visa on arrival and consider strategies for the fast issuance of visas and permits, including electronic visa approaches and improved processing of arrivals by customs and immigration officials.
- Computerization of the issuance of visas by Embassies/High commissions.
- Air capacity available to India is woefully short during peak travel months ranging from October to March and especially from main tourism originating destinations like North America, Western Europe and South East-Asia. Additional seat capacity from the major destinations would provide a major impetus to tourism and economic development. An analysis by the Indian Council for Research on International Economic Relations (ICRIER) reveals that the benefits of the additional seat capacity whether provided by the national carrier or any other international carrier would have a significant benefit for national economy.
- Improve the standard of facilities and services at the nation's international and major domestic airports by employing professional property management agencies to manage the physical premises on an outsource basis, and speeding up the privatization/leasing of airports.



- There is a need for creation of special tourism police force for deployment at major tourist destinations. This will provide travellers security through a spirit of courtesy and hospitality.

#### **(iv) Improving and expanding product development**

In relation to the development of products that are related to the special interests of the target markets, the product development strategy should be able to include the following:

- India has a unique cultural heritage. It has a vast array of protected monuments spread through the length and breadth of the country. There are twenty-two world heritage sites in India, out of which sixteen are monuments. The conservation, preservation and integrated development of the area surrounding these monuments provide a rare opportunity for growth and expansion of cultural tourism in India.
- Develop sustainable beach and coastal tourism resort products based on a more flexible approach to development in the coastal zone. There is a need for identifying a series of government sites on the West Coast of India, free of encroachments, for the development of beach resorts with sites to be offered on long-term lease at preferential times. These sites should primarily be in the regions of Goa, Kerala, and North Karnataka due to the accessibility by air.
- Develop and position the Kochi and the Andaman and Nicobar islands as international cruise destinations. This positioning is supported by their proximity to international cruise routes, their exotic appeal and the need for high-quality, low-impact ecotourism activities on the islands and develop a dedicated cruise terminal.
- Capitalize by packaging India's unmatched variety of traditional cuisines that are today becoming increasingly popular in the world. The linkages and ripple effects created by a rapidly expanding restaurant sector can have dramatic implications for the Indian economy, implement private public partnership of the Culinary Institute of India that will research and document ancient culinary traditions, create a highly skilled workforce of culinary professionals that can populate not only hotel and catering establishments in India but also internationally, serving to promote India internationally through a non-traditional medium, and encourage Indian entrepreneurs to establish restaurants of Indian ethnic cuisine internationally, by conceiving an innovative incentive scheme.
- Actively promote the development of village tourism as a primary tourism product to spread tourism and its socio-economic benefits to rural and new geographic areas.
- Key geographic regions for development and promotion of endemic tourism should be identified. The optimum locations appear to be North Eastern states, Uttarakhand, Rajasthan, Ladakh, Kutch, Chattisgarh, and the plantations regions (tea, coffee).
- India has some of the greatest variety of fauna in the world that has perhaps not been exploited to its full potential for tourism. In this context, the wildlife sanctuaries and national parks need to be integrated as an integral part of India's tourism product, and priority needs to be given to the preparation of site and visitor management plans for key parks, after a prioritizing of parks. Tentatively, these would be Corbett National Park, Kanha National Park, Ranthambore, Mudumalai, Nagarhole, Kaziranga, Periyar, Bharatpur, Little Rann of Kutch, Chilika and Sundrabans. The quality of tourist facilities available at the parks should be enhanced, in particular, improved visitor information/interpretation centres, and usage of elephant/tiger as the brand of Indian wildlife tourism
- The Himalayas and its huge rivers are a famous adventure tourism destination in India. Adventure sports in the mountains should be developed and promoted. White water and more sedate great river rafting offer a unique tourism product, while regulations and certification for adventure tourism operators should be introduced so they meet minimum safety and conservation standards.

- The domestic tourism market is mostly local or regional in nature and prefers recreational pursuits. Recreation and leisure are vital components of the quality of life, particularly in urban areas, and need to be organized.
- India, despite its size, significance and attributes with world cities such as New Delhi and Mumbai, receives a miniscule proportion of the global meetings, incentives, and convention and exhibition markets with only ninety-seven international conventions bringing about 25,000 people in the last year. It is imperative not just for India's tourism development but also for the development of international and domestic trade and commerce, that India constructs a world class international convention centre in Mumbai.
- India is a region of the world's greatest bio-diversity, with a variety of unique natural locales, and is therefore, a perfect candidate for ecotourism. In this context, ecotourism should be made a priority tourism product for India with the focal points located in Himalayas, North eastern states, Western ghats, Jharkhand, Andaman and Nicobar islands, and the Lakshadweep islands. Tour operators need to be encouraged to promote ecotourism, which should also be made a grassroots community based movement, through awareness, education and training of the local community as guides and interpreters.
- India today is being re-discovered by the world at large for the depth of its understanding of physical, mental, emotional and spiritual manifestations of the world and humankind. In particular, India has traditions that focus on the holistic healing of individuals and on elevating the individual to a higher plane of consciousness and awareness. This can be India's most unique tourism product-holistic healing and rejuvenation of the individual from every dimension-physical, mental, emotional and spiritual and in doing so, it will capture the essence of the best of Indian philosophy and culture for international and Indian visitor alike.
- India has come to have a series of lodging products that can become one of India's immediate Unique Selling Propositions. In this context, steps should be taken to establish a scheme for providing seed capital to entrepreneurs for the development of such unique accommodation products to be funded and administered at the state level, with adequate controls.
- India is a veritable shopper's paradise and the retail trade provides enormous forward and backward linkages throughout the economy. In this context, shopping should be recognized as an integral part of the tourism experience and a most valuable contributor to the revenues. The development of dedicated shopping centres for traditional crafts, designed along the lines of ethnic villages such as Dilli Haat and Shilpgram need to be encouraged. The availability of information on where to procure specific crafts and produce reliable, unbiased shopping guides, enhanced funding support to reputed NGOs promoting the handicrafts sector should be provided, a directory of traditional crafts should be produced and promoted, touting should be controlled through regulation and legislation, and the 'Made in India' brand should be promoted.
- India has unique events, fairs and festivals, some of which are well established such as Pushkar, Desert festival of Jaisalmer, Kumbh Mela, etc. In this context, this sector should be promoted as a unique product of India; the 'Festivals of India' programme should be re-introduced in the top twelve future markets for India. Initially, there should be an annual event in the UK and the USA, followed by triennial events in each of the other markets.
- Business travel is also a form of tourism and typically occurs in urban environments and should be recognized accordingly. Urban quality, along the lines specified for regional and site master plans, including tourism interests and requirements in the urban planning process should be improved, and New Delhi and Mumbai should be positioned as 'world class cities' and the level of physical infrastructure, urban ambience and public services developed befitting such as status.

- A series of themed cultural attractions should be developed based on outstanding site planning and design, a National Register of key cultural sites for tourism should be prepared and published, and Delhi should be positioned as the cultural capital of India, supported by an ongoing and vibrant calendar of events.

The development of this recommended niche-based special-interest product mix will position India as a unique world-class destination.

## Creation of world class infrastructure

India's physical infrastructure is the very foundation on which tourism is built, and this ranges from ports of entry, to modes of transport to destination, be it airways, roads, railways, or waterways, to urban infrastructure supporting tourism facilities such as access roads, power and electricity, water supply, sewage, and telecommunications amongst others. In this context, the strategic actions in relation to road, railways, waterways, airport facilities are identified as follows:

### (a) Development of integrated circuits

The financial assistance provided by the Ministry of Tourism to various states has been unsuccessful in creating an impact with relation to the international standards of tourism infrastructure. The emphasis, therefore, has to be on identifying travel circuits and converging all resources and expertise for developing these circuits as international standard destinations.

### (b) Roads

Almost 70 per cent of the tourists travel by roads in India. Thus, a good road network is crucial for the success of tourism the country. Various tourist circuits also depend completely on roads. The plans laid down by the government for developing roads support tourism. The need of the hour is to develop roads that connect the major tourist destinations and World Heritage Sites. The Ministry of Road Transport and National Highways will collaborate with the Ministry of Tourism in this effort.

### (c) Railways

The Indian Railway system can be an enormous asset in the development of the tourism and hospitality industry in the country. India has 7,000 railway stations and 11,000 trains. The foreign tourists have a special fascination to travel by trains to experience the country both at leisure and close personal contact with the indigenous people. The unqualified success of the 'Palace-on-Wheels' substantiates the contention. For the vast majority of domestic tourists it is the railways, which is the most affordable means of travel, linking the length and breadth of the vast and often enhancing subcontinent. Railway services are equipped not only to meet the travel needs of domestic and foreign tourists, but also have the infrastructure and land resource to contribute significantly to the growth of hotel accommodation in the country.

The following measures are necessary:

- Introduction of special tourist trains with a preset itinerary and with private sector participation.
- **Tourist trains:** Experienced private sector organizations need to be encouraged to introduce special tourist services between important destinations. In concept these special coaches may be privately owned by organizations who will design, build, manage and market the product. To improve the financial viability and promote investment, accelerated depreciation should be allowed on such investments.
- **Railway hotels:** The Indian Railways have a plan for establishing a hundred hotels at railway stations serving specific tourist centres. The private sector should be trained to operate these hotels on long-term leases. These hotels could provide clean and inexpensive accommodation for the budget tourists. The proposal to construct a hundred hotels with hundred rooms in three years will add 10, 000 rooms and help significantly reduce the gap between supply and demand for hotel rooms.

- **Heritage railway buildings:** The Indian Railways owns a number of heritage structures. Effectively maintained and marketed, these would not only serve as railway stations, but also as places of tourist attractions. Some of these structures are Mumbai CST and Churugate and Lucknow railway stations.



*Fig. 5.12 Palace on the wheel Interior*

- **Hill railways:** India is the proud possessor of five hill railways, which can compare with the best hill railway system in the world. Of these (Darjeeling, Nilgiri, and Shimla are encrypted by UNESCO as world heritage sites. It is essential to tap the enormous tourist potential of these products by developing these special tourist trains.
- **Railway heritage tourism:** Special tourism trains like Royal Orient, Budh Parikrama, Palace-on-Wheels and Fairy Queen are extremely popular with tourists, as they are steam hauled tourist trains. Steam traction is still operative in India and for special tourist segment it should be continued in perpetuity, otherwise skills to operate this kind of technology would die.
- **Other trains:** More trains like Shatabdi and Rajdhani with a special tourism and hospitality focus should be planned both for the foreign and domestic tourists.

#### **(d) Waterways**

India's 7,000 km coastline remains untapped for the promotion of cruises. There is immense potential for this activity in the East, South and West India. Apart from the ocean-going cruise lines ( a circuit being contemplated by potential Indian operators in Mumbai - Goa- Lakshadweep - Kochi - Colombo - Maldives), the potential for river cruises in India needed to be developed for the north-eastern states, (Brahmaputra and Ganges) and Kerala. India is blessed with a vast coastline as well as several navigable rivers that have tourism significance. To capitalize on this, the strategic actions are to liberalize after due study the regime governing operation of passenger services along India's coastline, as this can form both a means of transport as well as a tourist attraction; and harness the potential of India's mighty rivers, especially the Ganges and the Brahmaputra as a means of transport as well as unique tourism products.

#### **(v) Strategies for effective marketing**

The competition for travellers from the source markets, identified for India, is fierce and to effectively compete in these markets India will have to shift its current traditional marketing approach to one that is more aggressive and competitive. In this context, India will have to use an array of marketing tools and strategies to:

- Differentiate itself from the competing destinations, including developing a unique market position, image and brand that cannot be held by a competitor.
- Undertake an extensive qualitative and quantitative market research programme . in the target source markets.
- Identify and assemble a highly attractive product offering tailored to the interests of each source market, and develop and implement on-going cost-effective promotion programmes in each source market in partnership with various states and the private sector of the tourism industry in India and the source markets. Of special importance is the formulation and implementation of a village tourism programme that would be primarily targeted at the domestic urban market in India but which could also attract the international market.
- Establish an effective and on-going market representation presence with the travel trade in each source market.
- Establish an Internet portal in various languages to service the information, product description, and product sales requirements of the target market segments in each source market, and to connect these directly with the preferred suppliers.

### **Creating an India tourism brand position**

In the international market, India requires a positioning statement that captures the essence of its tourism product to convey an 'image' of the product to a potential consumer and which will become the India 'brand'. A good example of this positioning approach is Thailand's 'Amazing Thailand' brand, Malaysia's 'Malaysia, Truly Asia' brand, The Philippine's 'Festival Islands brand', and Egypt's 'Land of the Pharos brand. These more or less powerful positioning statements serve to effectively differentiate each of these destination countries from their competitors, and provide an effective umbrella under which the whole marketing effort may be organized and implemented on a partnership basis. India's positioning statement and branding should focus on what makes India unique and unmatched in the tourism world. This is almost certainly related to its great competitive strength, i.e., its ancient Vedic civilization with a cultural heritage that continues to live in a largely unchanging and vibrant manner even today, especially in its rural areas. In the domestic market, where the focus of interest is rural or village tourism, a different positioning statement is required. This has to be related to the concept of 'returning to or rediscovering ones' roots' in order to escape the complexities and pressures of India's cities for the calm green of the rural countryside and the simplicity of the traditional village. The development of a powerful positioning image and brand position for India in its international and domestic markets require an adequate research by a professional agency, and industry 'buy in' if it is to be successful. This research is being undertaken.

### **Market research**

An extensive market research programme in India's primary source markets is an essential first step to establish the present image of India as a destination in relation to its competitors, ensemble of products likely to be of interest to the markets in each primary source country, issues such as pricing, concerns about security, health, safety, and quality, basic information on how to arrange a trip to India, including visa issuances, currency, and telecommunications and transportation services; and the influence of media, Internet portals, and the buying behaviour of the customer.

The results of this market research will help guide the formulation and implementation of the overall marketing strategy, the formulation and implementation of product development and promotion strategies, and the indicators that should be used to measure the success of the strategies.

### **Digital technology for marketing**

The Internet has a great impact on the marketing of travel and tourism than any technology since the invention of television. It has already established itself as a crucial channel via which tourism organizations can promote their destinations and products offered by their service providers.



The implications of the Internet and other growing interactive multimedia platforms are far reaching. Indian tourism will be utilizing both the Internet and the other emerging interactive technologies and capitalize on these new channels. The benefits to be gained include cost-effective global distribution and new opportunities for closer and eventually self-financing partnerships between public entities and private operators.

### **Summary of National Tourism Policy, 2002**

India's tourism industry through the capacity of its tourism resource, facilities and services and as yet relatively untapped market potential has considerable scope for expansion and development. The Tourism Policy elucidated above aims at setting up a framework that will allow the various stakeholders to fully develop the potential of tourism and to harness this to the national development priorities.

## **4.6.4 An Exploratory Study of the Tourism Policy of India**



*Fig. 5.13 A Tourist Kiosk*

### **(a) Tourism Policy, 1982**

In independent India, the first tourism policy was implemented in 1982. The Policy laid down guidelines and directions for the development of tourism. It aimed at presenting India as the ultimate holiday destination to the world. Measures suggested to do so were:

- Tourism as a means to achieve world peace
- Heritage and culture to be used to the maximum for attracting international tourists
- Tourism as a means to develop employment opportunities and help stabilize the economy
- Involving the youth and implementing their fresh ideas and at the same time giving them employment opportunities
- Development of tourist circuits through a selective approach

The biggest hurdle for the Policy to be implemented was the fluctuating status of the tourism department. Even after it was declared as a part of the civil aviation ministry, the tourism department



has been moved, to be handled by other ministries. At one point it was a part of the agriculture ministry after which it was associated with the Ministry of Parliamentary Affairs. This shuffling of the tourism department disturbed its working, which resulted in non-achievement of any of the tourism policy objectives.

The policy acknowledged the fact that domestic tourism had huge potential and aimed at domestic tourism development but did not suggest enough ways of doing so. It looked at new methods for attracting international tourists but not for domestic tourists.

The policy suggested exploiting the tourism potential of the heritage sites and cultures but did not mention their sustainability and maintenance. The harmful impacts to the environment and heritage sites were ignored.

Though growth of tourism was the essence of the Policy, not enough areas were highlighted where the entire process could be initiated. Infrastructure being the most important thing for tourism growth to take place, the Policy lacked on suggesting remedies for building the required infrastructure.

Private sector involvement was encouraged in the Policy, but it just remained on the papers. No such involvements were noticed for a long time.

Involving the youth was a good idea in the Policy, but youth needed to be directed. Vague suggestions and objectives were the major drawbacks of the Policy.

## **(b) National Committee on Tourism**

The National Committee on Tourism was established by the Planning Commission in the 1986. The Committee was given the job of evaluating the economic and social impacts of tourism and accordingly was to give suggestions for its development. The Committee submitted its report in 1988 with the following recommendations:

Diversify the image of tourism in India; it should not only be promoted as a place for culture tourism. It recommended touching upon areas of adventure sports and wildlife tourism.

- Formulating a development strategy on the principles of low-cost economy, higher levels of productivity, improvement in efficiency of infrastructure and promoting competition
- Setting up of special tourist circuits rather than taking up infrastructure and development work all over.
- Heritage sites to be restored and developed as tourist spots, especially palaces and have/is to be converted into possible accommodation areas.
- It emphasized on development of tourism in such a manner that the process would help eradicate poverty.
- It suggested liberalization of the Indian skies in order to encourage foreign airlines that would help meet the future tourism needs.
- The carrying capacity of tourist areas to be assessed and adhered to while planning the development. This would prevent any negative impact on the environment.
- The saturation of European and North American tourism to be used as an opportunity to attract tourists to India.
- Changes in the organizational structure of the department of tourism

On the basis of the recommendations of the National Committee on Tourism, a National Action Plan was drafted in 1992.

## **(c) National Action Plan, 1992**

The National Action Plan was a better statement of procedures and suggestions for the growth of tourism in comparison to the Tourism Policy of 1982. It was devised with seven objectives in mind:

- (i) Socio-economic development of areas
- (ii) Increasing employment opportunities
- (iii) Developing domestic tourism, especially for the budget category
- (iv) Preservation of national heritage and environment
- (v) Development of international tourism and optimization of foreign exchange earnings
- (vi) Diversification of the tourism product
- (vii) Increase in India's share in world tourism

The National Action Plan was well formulated and it touched upon all areas that needed attention for the development of tourism. With its special focus on development of special tourist circuits, the development work was now concentrated in specific areas and not wide spread. This meant that infrastructural work would be faster with the ready availability of funds and resources. The involvement of the foreign hands also was going to be fruitful as this ensured a constant cash flow. The Plan encouraged pilgrim tourism which would ultimately benefit in promoting domestic tourism

It was suggested that local crafts and cultures were to be showcased by way of festivals, fairs and craft villages. The Plan aimed at utilizing the benefits of air taxi scheme for better tourist movement within the country. It also involved introducing more special trains for tourists as the earlier ones were a success. Looking at the growth in business tourism, the Plan proposed to set up convention centres; however, that has not materialized till today.

An important suggestion of overseas marketing was made to make the world aware of brand India. It was proposed to instil multilingual tourist information service at various tourist convenience places in order to serve them with ready information. These have not been installed yet.

The Plan also felt the need for more trained personnel for the organization and announced the opening of more training institutes. This was also done to meet the shortage of personnel that was forecasted due to growth in tourism. Safety and security of tourists was not emphasized. In all, the National Action Plan had very good strategies; however, not many were implemented.

## **(d) National Tourism Policy, 2002**

The National tourism policy was drafted in 1997 and finally approved in 2002. With the advent of technology and increase in globalization, a need was felt to formulate a new policy that would aim towards tourism development using the latest technology and new government policies. The current policy was also a means of covering up certain drawbacks of the 1982 policy. The 1982 policy:

- Did not consider the role of private sector and foreign investment
- Did not emphasize much on promoting domestic tourism
- Was formulated in a closed economy and had some rigid licensing procedures

The objectives of the policy were:

- Positioning and maintaining tourism development as the national priority
- Enhancing and maintaining the competitiveness of India as a tourism destination
- Improving India's existing tourism products and expanding these to meet new market requirements
- Creation of world class infrastructure
- Developing sustained and effective marketing plans and programmes

The policy document took into consideration seven key areas around which the development process was supposed to work. These were:

### **(i) Swagat**

Translated in English, it literally means 'welcome'. Emphasis here is to welcome the guest with warmth and affection. The guest should feel he is important and wanted. At the same time, swagat also refers to the kind of hospitality rendered to the tourists based on which he or she builds his or her positive or negative experience. The idea of swagat is to ensure a memorable trip for the tourist.

This is ensured by way of proper facilitation of the tourists. Every tourism professional has to display cordial service and affection to the tourist that he or she is bound to be happy. Well-informed staff who can help the tourists with right information need to be put on duties.

### **(ii) Soochna**

Translated in English it literally means 'giving of information'. This is an important step as it deals with marketing of tourism. When marketing takes place there is a great deal of information passed on to the tourist, which he or she uses to decide whether the marketed destination is meant for him or her. Soochna refers to marketing of the destination but at the same time it also means parting with important destination information that will help or facilitate the travel. This is made possible through ad campaigns, road shows, websites, brochures, tourism information offices, etc.

### **(iii) Suvidha**

Translated in English it literally means 'facility'. Basic facilities that a tourist expects are necessary for an area to develop. These include accommodation, guide services, local transport, availability of clean toilets and drinking water.

### **(iv) Suraksha**

Translated in English it literally means 'protection'. In tourism, suraksha is not only for tourists, but also the environment. A tourist decides to travel to an unknown land and needs some kind of reassurance for his or her safety. Tourism development also means development of safety measures for the tourists. This aspect is with reference to one of the principles we read about earlier, based on the tourism policy.

As for the environment, maintenance and sustainability is required. The environment needs to be protected from overpopulation and uncivil habits of people.

### **(v) Sahyog**

Translated in English it literally means 'cooperation' or 'support'. For tourism to flourish, a smooth operating system needs to be in place which is possible only through coordination between various bodies involved in tourism. Cooperation between the public and private sectors, active role of district and state-level institutions, coordination between departments, etc., are essential.

### **(vi) Samrachna**

Translated in English it literally means 'orderly creation'. For tourism, it refers to a systematic and orderly development of the infrastructure.

### **(vii) Safai**

Translated in English it literally means 'cleanliness'. Cleanliness is an important factor to satisfy the tourists. Clean tourist spots, roads, transport facilities makes the area look beautiful.

Major recommendations of the Policy that have been implemented are as follows:

- Creation of Himalayas as the icon adventure destination of India. The region has introduced many adventure sports to boost tourism
- In conjunction with United Nations Development Programme, rural tourism has also been given importance and many regions have been identified for this purpose.

- Setting up of the National Tourism Advisory Council in 2008.
- A cruise shipping policy has been formulated and the port of Cochin is being developed as cruise tourism port. Other cruise projects have been sanctioned for development of cruise tourism
- Ecotourism areas have been identified and they are being marketed.
- The Policy also suggested improving facilities at airports by way of leasing or privatization. Recently, two major airports have been privatized following this recommendation.
- Medical tourism in India has a lot of potential. All efforts are being made to develop it. A special medical visa has been introduced for the same.
- The holistic healing and rejuvenation concept of tourism is being promoted as wellness tourism by the ministry.
- As part of the India Tourism brand positioning the 'Incredible India' campaign was introduced and it received great appreciation from the world. The brand was also effective in attracting tourists.
- Working on the lines of the visa on arrival system, recently, the Advance Passenger Information System to facilitate security clearances has been introduced on pilot basis on all Air India flights coming from various locations to Delhi.
- States of Andhra Pradesh, Karuataka, Goa, Kerala, Maharashtra, Himachal Pradesh, Rajasthan, Jammu and Kashmir, Uttar Pradesh, Delhi, Punjab, Madhya Pradesh and Orissa have deployed Tourist Police Force in one form or the other.

The Policy's recommendation of legislation for the tourism department has not been acted upon yet. It was calculated that the air capacity from major tourism destinations was low; hence, that needs to be increased for the passenger traffic to increase.

Areas of Indian cuisine development and convention centres have not yet been touched by the ministry.

The Policy does not suggest ways of tourist safety and security. Especially after the recent terrorist attacks, the world sees India as an unsafe place. No suggestions have been put forth for dealing with such situations. Special tourist police groups have been allotted to tourist spots only in certain sates of the country.

Other countries have also realized the tourism potential. Most of them offer attractive packages which turn out to be much cheaper than a domestic package in India. Thus, Indians prefer to take an international holiday which costs the same as a domestic holiday. The Policy has no answer to this problem

## **Summary of the National Tourism Policy, 2002**

There have been policies since a long time but the tourism of India seems to be shaping up only recently. In the last four decades India's share of world tourists has remained static at 0.38 per cent.

The loophole in the entire tourism system is the lack of coordination amongst tourism organizations and their facilitators. A framework needs to be developed which will be led by the government, driven by the private sector and which takes care of community development. An important factor missed out by the policies is upgradation of civic facilities. Proper civic administration by way of good governance should be ensured to facilitate the tourist.

While utilization of heritage sites is an effective tool for attracting tourists, at the same time they and their nearby areas need to be free from any degradation. Sustainability is the keyword. The strategies and plans of tourism should be such that they harm the environment the least. Overexploitation of resources and tourists flocking a place to the carrying capacity should be

avoided. Conservation of the local community and safeguarding of its social and economic stability are the duties of both the government and the public sector. For many private operators it is all about profits and they seem to lend a deaf ear to all the talks about environment conservation. No one engaged, directly or indirectly, in the industry should be allowed to secure short-term gains by resulting in what has been called the darker side of tourism

Eco tourism is an answer as well as a great opportunity for India given its rich natural resources. Such type of tourism will also ensure the proper maintenance of the environment. Lack of proper infrastructure in many tourist places results in underutilization of its carrying capacity. These places need to be attended to urgently to keep the tourist flow constant.

In order for the tourists to be given the best of services without them feeling cheated, the travel agents and tour operators should follow a code of ethics which could be monitored by the Tour and Travel Associations. Local community and people need to be made to realize the importance of tourism in their area; their effective participation is the key to tourist satisfaction.

Tourism in India has picked up very fast in the last five to six years. In order for this growth to remain untouched, India has to partake in this revolution in a meaningful way. By modifying strategies, utilizing technology and employing effective techniques of implementation, India can look forward to a bright tourism future.

Finally, besides tourism being used as a tool for the social and economic welfare of the people of the country it should also be used as a tool to promote world harmony and peace.

### **CHECK YOUR PROGRESS**

9. What were the objectives of the Tourism Policy 1982?
10. What are the seven key areas (7S) of the tourism policy of 2002?
11. Name the various elements of a tourism product.

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## **4.7 TOURISM MARKETING**

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The trends in human economics have moved from better system to modern electric transaction era. The earliest civilisations would exchange goods (were agricultural products) and services (like building houses) with another goods or services. This "better" system got modified with introduction of "money". With agricultural and industry advancing, a lot of goods could be produced with little effects and market would get flooded with them. More suppliers meant more competition. To lure customers, the art and science of "marketing" got developed. With industrialisation another trend got developed too. People had more spare time and were living to spend money and time for vacation, marrying these two trends we get "tourism marketing".

Slowly, there were new products and services introduced for the tourists. This resulted in competition and today tourism is one of the world's most competitive markets, growing at jet speed. Destinations seek to attract more and more tourists and as a result many organizations and companies become a part of the industry, in the form of hotels, entertainment, tour operators, etc. Tourism marketing is more complex than it seems because of the wide variety of products it involves and also consumers act on the basis of their travel motivators. Marketing helps in identifying and accordingly satisfying the demand of the market. Thus, for the travel and tourism industry marketing is a very important activity.

## 4.7.1 Definition of Marketing and Tourism Marketing

Marketing brings together the consumers and the producers to undertake and exchange an activity. It looks at the decision-making process of both. This includes the decision of the producer, of how to create, distribute and deliver and the decision of the consumer to choose among the various options available.

Simply stated, marketing is the 'art of selling goods to consumers'. Most people would probably say that marketing has something to do with selling or advertising. However, marketing is a very broad concept, of which advertising and selling are only two features. Marketing is goal oriented, strategic and directed. Marketing today is more than an activity; it is a complex management process.

There are several definitions of marketing developed by experts in the field. Some of them are given as follows:

Philip Kotler, the marketing guru, defines it as, 'marketing concept holds that the key to achieving organization goals consists in determining the needs and wants of the target markets and delivering the desired satisfactions more effectively and efficiently than competitors.'

According to Carl Dysinger, marketing is defined as, 'finding out what the consumer wants and selling it to him at a profit'.

The Institute of Marketing defines marketing as, 'the creative management function which promotes trade and employment by assessing consumer needs and initiating research and development to meet them. It coordinates the resources of production and distribution of goods and services; determines and directs the nature and scale of the total effort required to sell profitably the maximum production to the ultimate user.'

The American Marketing Association defines it as 'an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.'

All these definitions point out the basic features of the concept of marketing, i.e., identifying the needs of the consumer and working towards satisfying them and at the same time accomplishing organizational goals.

Tourism marketing as defined by Krippendorf states that, 'marketing in tourism means systematic and coordinated execution of business policy by tourist undertaking whether private or state owned at local, regional, national or international level to achieve the optimal satisfaction of the needs of the identifiable consumer groups, and in doing so to achieve an appropriate return.'

## 4.7.2 Tourism Product

The first condition of marketing is to have a product in place that needs to be marketed. In Unit 3, you learnt that a tourism product is the sum total of all the experiences he or she has from the time of leaving the house to the time they return.

Elements of a tourism product

A tourist expects three features from a tourism product, namely:

- (i) Attractions
- (ii) Facilities
- (iii) Accessibility

Keeping in mind the different elements that make a tourism product, the marketer has to plan his marketing strategies in order to woo the consumer.



### 4.7.3 Market Segmentation and Target Market in Tourism

Market is a term used for referring to the present and future customers of the product. Present customers are the new or existing customers and the future customers are the prospective ones who will eventually purchase the product.

Within a market, it is necessary to segment the customers for ease of supply and marketing of the product.

Let us take example of a flagship project of Indian Railways called "Palace on the Wheel". It is a luxury experience which takes tourists to places like Agra to visit Taj Mahal.

It is support to be extremely luxurious experience and hence it has been focussed on internal and tourists from developed countries like the U.S. and European countries. Thus the target market is Europeans and North Americans. Accordingly all the promotional and the activities would be designed.

For tourism marketing it is necessary to divide the present and potential market on the basis of meaningful characteristics and concentrate promotion, product, and pricing efforts on serving the most prominent portions of the market-the target market.

An effective market strategy will determine exactly what the target markets will be an attempt to reach only those markets. It is possible to select and narrow down the target market as far as possible. For example, in case of Palace on Wheels, only the rich countries of Europe could be targeted instead of the entire continent.

Target markets are defined as follows:

- Geographically, National, regional, urban, rural, city wise, etc.
- Demographically, Age, income, education, race, nationality, family size, family life cycle, gender, religion, occupation, etc.
- Psycho-graphically, Values, motivations, interests, attitudes, desires, personality types, etc.
- Behavioural, Patterns of purchase, loyalty to brands, etc.

Target markets help organizations concentrate their resources in one area without wasting time on others. While target markets are classified in four ways, there is an additional classification, product based in terms of tourism marketing. Product-based market looks at the length of stay, type of holiday, mode of travel, etc.

The psycho-graphical market is the most beneficial from the tourism point of view. One of the factors of psycho-graphic is motivation. You learnt about travel motivators and their importance is Unit 2. Targeting a market in terms of its motivation is very difficult; however, once such market is identified then it proves very fruitful. For example, within India we know there is a lot of potential for pilgrim tourism, but when it comes to segmentation of the country on the basis of its religious motivations it seems difficult, since people of all religions are scattered around the country. It would then make sense to identify one religion and its corresponding pilgrim destination. Further, narrowing down to an area that has a good population of people belonging to the target religion has to be done.

Data helpful for market segmentation in tourism

The tourist product is a mix of many services offered and goods sold to the tourist. It is indeed a difficult task to segment the market and calculate a target market within it for the tourism product. At times, data and statistics can be useful to study travel trends. The following is a list of data that can be used:

- **Travel statistics:** The data on the highest spending country, in terms of tourism can be used to market a new kind of tourism or a new destination. It can be understood that the

country has many takers for tourism and it is a good market to promote a new travel destination.

- **Historical trends:** A socio-economic group's travel trends can be helpful to understand their needs which will make it easier to market the relevant tourism product.
- **Surveys:** A survey of tourists that visit a particular destination will help in understanding what kind of tourists come to that place. This information can be used to market the particular destination only to such groups.

Data of members belonging to a particular club or organization can highlight the interests of members which can be used to market a tourism product to them

#### 4.7.4 Tourism Marketing Mix

Once the market has been segmented and the target market is identified, an organization looks at penetrating the market by using a set or combination of marketing tools. These tools are to be mixed in such a way that the organization obtains the optimal use of financial and manpower resources available at its disposal. This mixture is known as 'marketing mix'.

Marketing mix is defined as a set of variables that complement each other and are used by a marketer to achieve the targeted results. Kotler defined marketing mix as, 'the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.' In general, marketing mix for tangible goods consists of four variables:

- (i) Product:** This includes features like weight, colour, smell, quality, and also the other product aspects like after sales service and repairs.
- (ii) Price:** All aspects related to price, i.e., discounts, delivery, instalments, credit, etc. The right price must look at satisfying the consumers and the organization.
- (iii) Promotion:** It refers to communicating the benefits of the product to the consumers; benefits in terms of the price or unique product features. This is done by way of advertising, telesales, personal selling, sample offers, sales promotion, campaign, merchandizing, etc.
- (iv) Place:** It refers to identifying the target market and promoting the product there through various distribution channels. It could be done through retail outlets, warehouses, wholesalers, transportation, etc.

These are usually referred to as the four Ps of marketing. This term was coined by McCarthy in 1960. A marketer can adjust or change any one or more of these Ps so that the product's attractiveness could be increased in order to lure the consumer. The four Ps provide a framework for a marketing plan.

Tourism product as we know is a sum of all tangible and intangible products. The general marketing mix looks at marketing of the tangible goods. For a tourism product, there exists the tourism marketing mix.

The tourism marketing mix has three additional Ps in it making it the 7 Ps of tourism marketing. These are given as follows:

- (i) Product
- (ii) Place
- (iii) Price
- (iv) Promotion
- (v) People
- (vi) Process
- (vii) Physical evidence

- **People:** The services rendered to the tourist are provided by the people. Skilled and trained people are an important aspect of tourism marketing.
- **Process:** Process refers to the way goods are produced. But in case of services, they are produced and consumed at the same time. Thus, process of service is in front of the tourist. The way the process is managed determines the satisfaction level of the guest. This is an integral part of tourism marketing.
- **Physical evidence:** These are the features tourists admire of a tourism product, example, beauty of the mountains, decor of the hotels, colour of the trees, etc. Physical feature are very important from tourism marketing point of view.

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## 4.8 TOURISM PROMOTION

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Promotion is an important part of the marketing mix. It refers to any communication by the organization to the target market or the consumer regarding the marketing of the organization or any of its products. The information given in a promotion is genuine and in the interest of the consumer. It is true in every sense and is not false or misleading for the consumer.

A promotion is carried out to create awareness about an organization or its product in the market. Promotion is carried out with certain objectives that:

- Make suppliers trust the organization and continue supplying material
- Make employees work for the organization
- Make financiers invest in the organization

Promotion for an organization would talk about its achievements, new collaborations, or diversification plans, whereas, promotion for a product talks about the benefits, features, usefulness, or uniqueness.

A good promotion should:

- Inform the prospective customers about its products and persuade them to try make it correct
- Inform existing customers about any changes in products
- Generate interest in the offer even amongst the customers outside the market
- Persuade existing customers to continue using the product

Promotion can be done in the following ways:

- Advertisements
- Public relations
- Promotional events
- Publicity
- Travel writing and literature
- Others

In tourism just having a unique or satisfying product is not enough. The features or benefits of the same need to be communicated to the prospective consumers, in order for them to distinguish and make a choice. The existence of a tourism product has to be known by the consumer. A promotion in tourism needs to persuade, inform and influence the consumer. A consumer may be aware of a destination but may not have any knowledge of its tourism product; here promotion plays a major role in informing about the wide range of products and the destination has to offer. For tourism, promotion is done in the following ways:

- **Advertisement**

Advertisements are a paid medium of communication using the media. The form of media could be print or electronic. Usually space in the paper, air time on the radio or a hoarding on buildings is paid for in order to advertise. Advertisements are no personal form of messages.

Advertisements today are the best way of promotion as they cover a wide area. Their reach is global. When the target market is not defined and the idea is to reach maximum number of consumers, then advertisement is the right choice. Advertisements are economical if you calculate it in terms of the reach. Advertisement also need not be one time; they can be used over and over with a good frequency.

Advertising is a good medium of promotion for tourism because the various aspects of the tourism products like beauty, colour and music can be shown. An electronic TV advertisement that captures the live moments of a tourist place and showcases to the world has a great impact on the consumer. For example, a video of the camel festival of Rajasthan or the Boat Race of Kerala could be captured or dramatized and made into an audio visual for the consumer to see and experience the feel of the place. This creates an urge to see the place. The audio visual acts like a teaser for the consumer. An audio visual backed by a jingle or a special kind of music creates a lasting effect on the consumer and makes him recognize the product immediately.

Today, most organizations resort to advertisements as their mode of communication for the tourism product. Print ads are used widely for domestic communication and hoarding and TV ads are used internationally. Advertisements usually do not carry a lot of text in them. Thus, what will go in the advertisement has to be short and sweet to make an impact.

Print advertisements are unable to show the live scenario to the tourist; however, they should carry a visually appealing photograph of the tourism product which the mind retains even after a day for example, an image of a woman dressed in a traditional Indian outfit or the image of the Taj Mahal. The destination is identified with these images by the consumer, while deciding on a place to travel.

Advertisements on the radio are audio based and have to entice the consumer just by the sound or voice. In this case, a jingle or traditional music plays an important part. For the tourism product radio ads are not very helpful in persuading consumers.

Advertising campaigns are very popular for promoting tourism, for example, Go Goa, Incredible India or Malaysia Truly Asia. Campaigns are planned ads (print or television) which are repeatedly shown or printed over a period of time. For example, the Go Goa advertisement on television was shown every morning for six months. The audio visual may be assorted but the frequency and time frame is fixed.

An advertising campaign requires a lot of planning before being finalized because it involves a set of ads to be used in different media forms.

India's first ever tourism campaign, Incredible India, was created specifically for the international market. It involved a set of TV advertisements, print ads and hoardings on buses and buildings, outside India. The campaign had an amazing impact and this was measured by the number of international tourist arrivals the subsequent year. Incredible India campaign was also promoted in India for a short while to create awareness among the citizens of the brand.

- **Public relations**

Public relations are planned and deliberate associations with different groups which will help in promotion of the tourist product. It is the art of maintaining relations with people or organizations with the prime motive of product promotion. In case of tourism, public relations between different tourism product providers is very important because they ultimately are a link to gaining business, for example, hotels maintain a good PR with tour operators, which results in getting business from the tour operator every time his package is bought by a tourist. Similarly, on the international level, the governments should have a good PR so as to promote each other's tourism products.

PR activities are a nice way for people to know that you are in the business but gains from PR are usually less. PR is also maintained with media groups so that they can write or publicize about the product for free as per their discretion.

- **Promotional events**

Promotional events are temporary events that are devised to highlight a particular aspect of the country or a product. These are done on a national or international level.

It is a good way of attracting tourists on the spot. A very popular way of conducting these events is by showcasing a part of the product in areas other than where it belongs, for example, organizing Indian food festivals in European countries or holding Indian cultural events in Australia for the people. Promotional events within a country could also be organized. For example, celebrating Durga Puja on a grand scale in Rajasthan or a Kerala food festival in Delhi is good way of highlighting Regions within the country.

Many restaurants and hotels also organize theme-based food or decor to attract consumers and increase their sales. Giving away of free holiday packages is a very common international promotional activity done by countries.

- **Publicity**

Publicity is an unpaid form of advertisement. It can be via the media or personal. Publicity is not done by the marketer or the organization. It is an opinion, advice or suggestion of the media, person or a group. For example, you recommending a restaurant is publicity of the restaurant without they asking you to do so. Publicity is mostly done without the knowledge of the organization who manufactures the product or in the case of tourism, the service provider or the tourism product. In the above example the restaurant is unaware about its publicity.

However, some publicity events are deliberate attempts of the organization, like press releases or press conferences. These are a result of good PR and such publicity is not paid for.

Sponsoring is a way of publicity where the money is not paid directly for advertising. For example, a company sponsoring a cricket match pays by way of giving a cheque to the winning team. Here, the organization gets good coverage on television and newspapers without paying directly for them. Some journalists may write an article or shoot a small video about the product which also helps them in filling the space or time slot by playing or printing it. Publicity is a result of good public relations.

Another very important and effective kind of promotion is the oral publicity or the word of mouth publicity. The example we saw above is a type of oral publicity. It is a way of passing on information to another person.

Oral publicity is usually done by consumers who have tried the product. They share their experiences-whether bad or good with friends and family.

Oral publicity can be unfavourable in terms of negative publicity. A dissatisfied consumer will discourage the potential consumer from using your product, whereas a happy consumer is the ideal positive publicity medium. Therefore, in tourism there is always the pressure of keeping the tourist happy by way of rendering good services.

A tourist who is very happy with all the aspects of the product, i.e., attractiveness, facilities, and accessibility is sure to go back home and encourage more people to try your tourism product.

Word-of-mouth publicity can also be ensured for a long time by being in touch with the consumer. Letting them know your latest offers, wishing them on birthdays, offering special anniversary, discounts etc., are ways of reminding the consumer about you. He is not only encouraged to try your product again but this time encourages others too.

In case of tourism product there is no other effective way of non-paid promotion than word of

mouth. Prospective tourists get information or recommendations from people who they know, and thus, they are sure about the authenticity of the information and do not hesitate to try the tourism product.

- **Travel writing and literature**

Travel writing refers to writing about destinations in a very appealing and persuading manner that the reader is enthralled and there is an urge in him or her to take a trip to the place written about. Though travel writing can be a part of advertisements, publicity, public relations, etc., it is dealt as a different promotion type because of its impact on tourism. Travel literature is the most trusted medium of information that a tourist seeks today. There are ample travel magazines, websites, journals that are formed just to learn about one another's opinion about a place he or she visited.

Many governments sign travel writers and ask them to visit the country and go back home and write about the experience in local newspapers or magazines.

- **Others**

These include all other ways of promotion that are not very useful in the tourism promotion and seldom used. However, we will study it in brief since these may be handy at some point in time to you:

- (a) Personal selling: This refers to sending representatives from the organization to personally promote the product on an individual basis to the prospective consumer.
- (b) Merchandising: These are activities conducted within the organization (in house) to make consumers aware of its products. For example, in a hotel you may find leaflets or sign boards indicating that there is a food festival going on in one of the restaurants. This is merchandising.

### **CHECK YOUR PROGRESS**

12. Name the 7 Ps of tourism marketing mix.
13. What are the features of a good promotion?
14. Name the various methods of promotion.

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## **4.9 SUMMARY**

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- Tourism planning is a way of ensuring that the future demands of tourists will be met by applying strategies and techniques today. It also is a sign that the country will grow in terms of its foreign revenue and the overall socio-economic scenario will mature.
- Planning is a complex process that takes into consideration every organization that will play a part towards the development of tourism. At the same time, planning also considers all the urban and rural areas of a country that have the potential to develop as a tourism product.
- A tourism product is the summation of all the goods and services that work towards making a tourist's visit worthwhile.
- Attractiveness, feasibility and accessibility are the characteristics of a tourism product.
- Tourism planning calls for formulation of a tourism policy as the first step that brings out the key objectives required to be met while deciding on the planning process and ultimately guides the entire process.



- A policy basically works as a framework for the planning process.
- Devising a policy is the job of a national tourist organization which has been set up especially for looking after matters related to tourism. This national tourist organization acts as the apex body of tourism of the country.
- Further under it, it may have many other departments or sections to divide the work and responsibilities. This is known as organization of tourism
- Tourist organizations are also international or regional which consists of member countries that use this common platform to find solutions to tourism-related problems.
- India, too, has its own organization of tourism in the form of the Ministry of Tourism that devises tourism policies and leads the tourism department under it.
- The Ministry has set up various tourism information offices across India and the globe in order to provide Indian tourism-related information to people.
- These offices perform a major role in the development of tourism by marketing, administration. and host of other activities.
- India had its first tourism policy in 1982 and a subsequent action plan in 1992. In 2002, India revised its earlier policy and developed a new one based on the recent tourism trends and challenges.
- Today, having historical monuments, scenic beaches and lush forests is not enough to expect tourists to come and visit the country. What is needed is to make a presence felt in the tourism market amongst other competitors.
- As tourism is a growing industry every country tries to cash in on it by way of marketing and promotions.
- The tourism product is widespread and so every aspect of it has to be communicated to the potential tourists by applying marketing gimmicks.
- Marketing and promotion are two different activities. Promotion is a part of marketing and an important one since it is the tool used to reach the potential tourists. Marketing calls for a high level of management skills like analysis, surveys and planning.

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## 4.10 KEY TERMS

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**Tourism planning:** The process leading to tourism development as it is through the planning process that the set development goals are achieved. Tourism planning may be defined as the creation and addition to facilities, and services to meet the needs of the tourists.

- **National tourist organization:** A department, body, entire ministry or cooperation responsible for proper and timely execution of the government's plans for promotion of tourism It is involved in framing and implementing the tourism policy of the country.
- **Tourism policy:** A set of rules, regulations, objectives and strategies that are devised for developing the tourism industry of a country. The tourism policy provides a framework within which collective decisions are taken for successful growth of tourism
- **Tourism marketing:** The systematic and coordinated execution of business policy by tourist undertaking whether private or state owned at local regional national or international level to achieve the optimal satisfaction of the needs of the identifiable consumer groups, and in doing so to achieve an appropriate return.
- **Tourism product:** The sum total of all goods and services that the tourist experiences while travelling and touring. For the tourist, it is the complete experience from the time he leaves home till the time he steps in again.

- **Marketing mix:** A set of variables that complement each other and are used by a marketer to achieve the targeted results.

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## 4.11 END QUESTIONS

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1. State the functions of the National Tourist Organization.
2. What are the main functions of UNWTO?
3. Briefly explain the need for organization in tourism
4. What were the recommendations of the Sargent Committee?
5. What is tourism marketing mix?
6. Why is market segmentation needed?
7. What is word-of-mouth publicity?
8. Write a short note on 'advertisements as a tool for tourism promotion'.
9. Write a note on UNWTO and IATA.
10. What is market segmentation?
11. Why is tourism planning necessary? Explain.
12. What are the steps involved in the process of planning? Elaborate.
13. Explain the functions of tourist offices in India.
14. Explain the role and functions of the Indian. Tourism Ministry.
15. Analyse the features of the National Tourism Policy, 2002.
16. What are the duties or roles of the tourism information offices of India, in and outside the country?

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# ANNEXURE I

## GUIDELINES FOR CLASSIFICATION OF HERITAGE HOTELS

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**Definition:** 'Heritage hotels' cover running hotels in palaces/castles/forts/have lies/hunting lodges/residences of any size built prior to 1950. The facade, architectural features and general construction should have the distinctive qualities and ambience in keeping with the traditional way of life of the area. The architecture of the property to be considered for this category should not normally be interfered with any extension, improvement, renovation; change in the existing structures should be in keeping with the traditional architectural styles and constructional technique harmonizing the new with the old. After expansion/renovation the newly built up area added should not exceed 50 per cent of the total built up (plinth) area in including the old and new structures. For this purpose, facilities such as swimming pools, lawns etc. will be excluded.

### **Heritage hotels will be sub-classified in the following categories:**

**Heritage:** This category will cover hotels in Residences/ Have lies/Hunting lodges/ Castles/ Forts/Palaces built prior to 1950: The hotel should have a minimum of five rooms (ten beds).

**Heritage classic:** This category will cover hotels in Residences/ Have lies/Hunting lodges/ Castles/ Forts/Palaces built prior to 1935. The hotel should have a minimum of fifteen rooms (thirty beds).

**Heritage grand:** This category will cover hotels in Residences/ Have lies/Hunting lodges/Castles/ Forts/Palaces built prior to 1935. The hotel should have a minimum of fifteen rooms (thirty beds).

**Room and bath size:** No room or bathroom size is prescribed for any of the categories. However, general ambience, comfort and imaginative re-adaptation would be considered while awarding sub-classification classic or 'grand'

### **Special features**

**Heritage:** General features and ambience should conform to the overall concept of heritage and architectural distinctiveness.

**Heritage classic:** General features and ambience should conform to the overall concept of heritage and architectural distinctiveness. The hotel should provide at least one of the under mentioned sporting facilities

**Heritage grand:** General features and ambience should conform to the overall concept of heritage and architectural distinctiveness. However all public and private areas including rooms should have superior appearance and decor. At least 50 per cent of the rooms should be air-conditioned (except in hill stations where there should be heating arrangements). The hotel should also provide at least two of the under mentioned sporting facilities.

**Sporting facilities:** Swimming pool, health club, lawn tennis, squash, riding, golf course provided the ownership vests with the concerned hotel. Apart from these facilities, credit would also be given for supplementary sporting facilities such as golf, boating, sailing,

fishing or other adventure sports such as ballooning, parasailing, wind-surfing, safari excursions, trekking etc. and indoor games.

## Cuisine

**Heritage:** The hotels should offer traditional cuisines of the area.

**Heritage classic:** The hotel should offer traditional cuisine but should have four to five items which have close approximation to continental cuisine.

**Heritage grand:** The hotel should offer traditional and continental cuisine.

**Management:** The hotel may be managed by the owning family and/or professionals.

*Note: Classification in any of the above categories will be given keeping in view the overall standard of the property. The hotel could be judged by the quality of service and the years of experience that the owner/staff have had in the business.*

## General features

There should be adequate parking space for cars. All public rooms and areas and the guest rooms should be well maintained and well equipped with quality carpets/area rugs/ good quality duries, furniture, fittings etc. in good taste and in keeping with the traditional lifestyle.

If carpeting is not provided, the quality of flooring should be very good (This is not suggest that old and original flooring, whether in stone or any other material, should be replaced unnecessarily). The guest rooms should be clean, airy, pest free, without dampness and musty odour, and of reasonably large size, with attached bathrooms with modern facilities (for example, flush commodes, wash basins, running hot and cold water, etc.). There should be a well appointed lobby and/or lounge equipped with furniture of high standard, with separate ladies and gents cloak rooms with good fittings.

## Facilities

There should be a reception, cash and information counter attended by trained and experienced personnel. There should be money changing facilities and left luggage room. There should be a well equipped, well furnished and well maintained dining room on the premises and, wherever permissible by law, there should be an elegant, well equipped bar/permit room. The kitchen and pantry should be professionally designed to ensure efficiency of operation and should be well equipped. Crockery, cutlery, glassware should be of high standard and in sufficient quantity, keeping in view the lifestyle and commensurate with the number of guests to kitchen must be clean, airy, well lighted and protected from pests.

There must be a filtration/purification plant for drinking water. There must be three tier washing system with running hot and cold water, hygienic garbage disposal arrangements, and frost free deep freezer and refrigerator (where the arrangement is for fresh food for each meal, standby generator will not be insisted upon).

## Services

The hotel should offer good quality cuisine and the food and beverage service should be of good standard. There should be qualified, trained, experienced, efficient and courteous staff in service and clean uniforms and the staff coming in contact with the guests should understand English. House-keeping at these hotels should be of the highest possible standard and there should be a plentiful supply of linen, blankets, and towels, etc., which should be of high quality. Each guest room should be provided with a vacuum jug/flask with bacteria free drinking water.

Arrangements for heating/cooling must be provided for the guest room in seasons. Places which have telephone lines must have at least one phone in the office with call bells in each guest room arrangements for medical assistance must be there in case of need. The staff room ratio must be in keeping with the number of guest room in each property. These hotels must be run a professional basis while losing none of their ambience and services.

The hotel should be environment friendly. The gardens and grounds should be very well maintained. There should be an efficient system of disposal of garbage and treatment of wastes and effluents. The hotel should present authentic and specially mimeographed local entertainment to the guests. They should also have, wherever possible, arrangements for special services such as wildlife viewing, water sports, horse/camel/elephant riding or safaris etc.

*Note: The Ministry of Tourism, Government of India reserves the right to amend and revise the above guidelines from time to time.*

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# ANNEXURE II

## GOVERNMENT OF INDIA MINISTRY OF TOURISM GUIDELINES FOR RECOGNITION AS AN APPROVED TOURIST TRANSPORT OPERATOR

[WITH EFFECT FROM 27.08.2007]

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1. The aims and objectives of the scheme for recognition of Tourist Transport Operators are to encourage quality standard and service in this category so as to promote tourism in India. This is a voluntary scheme open to all bonafide tourist transport operators to bring them in organized sector.
2. **Definition:** A Tourist Transport Operator Organization is one, which provides tourist transport like cars, coaches, boats etc. to tourists for transfers, sightseeing and journeys to tourist places etc.
3. Applications for **recognition** shall be addressed to the **Additional Director General**, Transport Bhawan, No.1, Parliament Street, New Delhi- 110 001.
4. The **recognition** as an approved Tourist Transport Operator shall be granted by the Ministry of Tourism, Government of India, New Delhi initially, **for five years**, based on the **Inspection Report/Recommendations** of a Committee comprising of **concerned Regional Director and a member of ITTA**.
5. Applications for **renewal/extension** shall be addressed to the Regional Director of the concerned region as per the following addresses:-
  - (a) The Regional Director (East), India Tourism, "Embassy", 4, Shakespeare Sarani, Kolkata -700 071, West Bengal.
  - (b) The Regional Director (West), India Tourism, 123, M. Karve Road, Opp. Church Gate, Mumbai- 400 020, Maharashtra.
  - (c) The Regional Director (North), India Tourism, 88 -Janpath, New Delhi 110 001.
  - (d) The Regional Director (South), India Tourism, 154, Anna Salai, Chennai-600 002, Tamil Nadu.
  - (e) The Regional Director (North-East), India Tourism, Amarawati Path,(Opposite Dispur Post Office), Christian Basti, G. S. Road, Guwahati- 781 006, Assam.
6. The renewal/extension thereafter shall be granted for five years after Inspection conducted by a Committee comprising of concerned regional Director and a member of ITTA, on an application made by the Tourist Transport Operator along with the requisite fee I documents.
7. Documents received from applicants after scrutiny in all respects will be acknowledged by the Regional Director concerned. The inspection for renewal shall be conducted by the Inspection team within a period of two months from the receipt of complete application, failing which it will be deemed as renewed.



8. The following conditions must be fulfilled by the Tourist Transport Operator for grant of recognition by Ministry of Tourism:
  - (i) The application for grant of recognition shall be in the prescribed form and submitted in duplicate.
  - (ii) The applicant should have been in the tourist transport hire business for a minimum period of one year at the time of application.
  - (iii) The Tourist Transport Operator has operated in the above period a minimum number of four tourist vehicles with proper tourist permits issued by the concerned STNRTA for tourist vehicles. Out of these four tourist vehicles, at least two must be cars. The Tourist vehicles and the related documents should be in the name of the company.
  - (iv) The applicant has adequate knowledge of handling the tourist transport vehicles for transferring tourists from the Airport, Railway Stations etc. and for sight-seeing of tourists both foreign and domestic. The drivers should have working knowledge of English and Hindi/local languages.
  - (v) The drivers of the tourist vehicles have proper uniform and adequate knowledge of taking the tourist for sightseeing.
  - (vi) The applicant should have proper parking space for the vehicles.
  - (vii) The Tourist Transport Operator is registered with the appropriate authority for carrying on the business of operating tourist transport vehicles.
  - (viii) The minimum office space should be 200 sq.ft. Besides the office may be located in neat and clean surroundings and equipped with telephone, fax, computers etc. There should be sufficient space for reception and easy • access to the toilet facilities.
  - (ix) The turn-over by the firm from Tourist Transport business should be a minimum of Rs 5.00 lakhs duly supported by a Certificate issued by Chartered Accountant.
9.
  - (a) For Ex-Defence personnel the condition of being in the business of tourist transport vehicles for one year is relaxable to six months and having four vehicles is relaxable to two tourist vehicles provided the candidate is sponsored by the Director General of Resettlement, Ministry of Defence, New Delhi. However, the ex-Defence personnel who apply under this scheme must themselves operate the tourist transport business and should not be hireman of other financiers.
  - (b) The condition of being in operation for one year for recognition as an approved tourist transport operator can be relaxed to six months and number of tourist vehicles to three in the case of those applicants who have their business at the centres identified and declared for the purpose by the Ministry of Tourism from time to time. A current list of such centres can be made available on request.
10. The Tourist Transport Operator is required to pay a non-refundable fee of Rs 3,000/-while applying for the recognition for Head Office and each Branch Office. The same fee is payable at the time of renewal of Head Office as well as Branch Offices. The fee will be made payable to the Pay & Accounts Officer, Ministry of Tourism in the form of a Bank Draft.
11. The applicant should be income tax assessee and should submit copy of acknowledgement certificate as proof of having filed income tax return for current assessment year.
12. The decision of the Government of India in the matter of recognition hall is final. The Government of India may in their discretion refuse to recognize any firm or withdraw/withhold at any time recognition already granted without approval of the competent Authority. Before such a decision is taken, necessary show cause notice would invariably be issued and the reply considered on merit. This will be done after careful consideration and

generally as a last resort circumstances in which withdrawal is resorted would also be indicated.

13. Tourist Transport Operator granted recognition shall be entitled to such incentives and concessions as may be granted by Government from time to time and shall abide by the terms and conditions of recognition as prescribed from time to titre.

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# ANNEXURE III

## NATIONAL TOURISM POLICY, 1982

(PRESENTED BY MINISTER OF TOURISM IN THE LOK SABHA  
AND THE RAJYA SABHA ON NOVEMBER 3, 1982)

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### Dimensions of Tourism

Tourism has become a global phenomenon in last 30 years. Better and faster means of communications have resulted in massive movement of people throughout the world drawing them closer through experiencing and appreciating one another's culture and life style. To give an idea of dimensions of world travel in 1981 there were about 290 million world travellers who spent US\$ 106 billion (RS. 84.800 crores). In India alone 5 million people, excluding city commuters, are carried daily by the railway over their vast networks indicating the strength of domestic travel movement within the country

### Parameters of Tourism

The parameters of tourism are wide and far reaching. From a small beginning of individuals, travelling alone in search of adventure, knowledge, trade and pilgrimage; the mass movement of people all over the world has given rise to a highly sophisticated, multi-disciplinary industry- tourism - to develop and promote tourist activities, to service the tourist :facilities so as to ensure visitor - satisfaction and thus generate more travel Because tourism promotes exchange of ideas and views and :facilitates interaction of people and their culture, it can be a potent instrument for achieving national integration, better international understanding and ultimate peaceful co-existence for the people of the world.

Despite its worldwide operations, tourism can function in the smallest of setting as effectively and efficiently as in wide-ranging, multi-national operations. It has thus the flexibility of adjustments of situations, which few industries possess. Tourism can thus be an individual endeavour or it can employ thousands in a single operation. It can be small enterprise or a multi-million project. Tourism is thus both labour-intensive and capital-intensive activity. In economic terms, tourism is a major source of foreign exchange earnings for many countries. It can help correct adverse trade balances and regional imbalances, create employment opportunities and give direct stimulus to the socio-economic development of backward areas in a country.

However, there are pitfalls as well. Unregulated tourism can cause many problems, unbalanced social change and economic development, social tensions and environmental pollution, distortion of life-styles and cultural decay- indeed the destruction of the very entity on which tourism is built.

### Stages of Tourism Development

Tourism development in India has passed through many stages. At government level the development of tourist facilities was taken up in a planned manner from 1956 coinciding with the Second Five Year Plan. The development approached has evolved from isolated planning of single unit facilities in the Second and Third-Five Year Plans to integrated development in the Fourth Plan (Gulmarg and Kovalam project), and thereon to integrated area development in the planning of single unit facilities in the Second and Third-Five Year Plans to integrated development in the Fourth Plan (Gulmarg and Kovalam project), and thereon to integrated area development in the Fifth and Sixth Plans.

The many attractions of India hold virtually an unlimited potential for tourism development. The endeavour therefore will be to convert this vast potential into reality through well-planned, well-defined and fully integrated national Program memes of tourism development

The performance in the field of tourism over the past 30 years has been quite impressive. In 1952, 25 million world travellers crossed national frontiers to visit other countries as tourists. Of these, India received 16,829 or only 0.066 percent. In 1981 while the world tourist movement was estimated at 290 million, India received 8.53 lakh (excluding 4.27 lakh arrivals from Pakistan and Bangladesh). The estimated foreign exchange earning of India from tourism in 1951 were Rs 7.7 crore. In 1981 these were estimated at Rs. 702 crore. Hardly any other sector of the economy has recorded such a consistently notable performance.

In 1951 there were only few hotels primarily in the metropolitan cities and at hill stations, which could cater to the needs of the tourists. There were only a handful of travel agencies, Today there are 371 Government of India approved hotels with 23,630 rooms and 185 approved travel agencies throughout the country,

## **Objectives**

The Government's objectives thus are to develop tourism so that:

- (i) It becomes a unifying force nationally and internationally fostering better understanding through travel.
- (ii) It helps to preserve, retain and enrich our world-view and life-style, our cultural expression and heritage in all its manifestations. The prosperity that tourism brings must cause accretion and strength rather than damage to our social and cultural values and depletion of our natural resources. In tourism, India must present itself on its own terms - not as an echo or imitation of other countries, other cultures and other life styles
- (iii) It brings socio-economic benefits to community and the States in terms of employment opportunities, income generation, revenue generation for the States, foreign exchange earnings and, in general causes human-habitat improvement.
- (iv) It gives a direction and opportunity to the youth of the country both through international and domestic tourism to understand the aspirations and viewpoints of others and thus to bring about a greater national integration and cohesion.
- (v) It also offers opportunities to the youth of the country not only for employment but also for taking up activities of nation building characters like sports, adventure and the like. Thus as a Programme for the moulding of the youth of the country, tourism is of inestimable value.

## **Domestic Tourism**

Domestic tourists travelling within their country form the bulk of world tourist traffic. While domestic tourist statistics are not available at present on an all India basis, the volume of passenger traffic carried by our railways and the road transportation system is indicative of the enormous size of the domestic tourism in India For the large number of our people who travel on pilgrimage or as tourists, facilities provided are minimal. It will therefore be our endeavour to substantially improve and expand facilities for domestic tourists.

## **International Tourism**

Recognizing the importance of international tourism in earning foreign exchange and thereby making major contribution to the national economy as well as creating international goodwill and understanding high priority will be accorded to the development of international tourism

## **Cultural Tourism**

Various surveys and studies have confirmed that the biggest element in attracting international tourists to India is our historical and archaeological monuments. Although the maintenance and upkeep of the monuments is the responsibility of the Archaeological Survey of India and the State Departments of Archaeology, it is proposed to provide adequate tourist facilities at the major centres of cultural interest in a planned manner in coordination with the other concerned interest in a planned manner in coordination with the other concerned agencies including the State Governments.

## **Tourism - A Common Endeavour**

While broadly the promotion of international tourism will be mainly the responsibility of the Central Sector, and that of domestic tourism primarily of the State Sector, the Centers will play a coordinating role supplementing the efforts wherever necessary. Further, tourism development solely is the responsibility of the Government. It has to be a common endeavour of all the agencies virtually concerned with its development at Central and State levels, of public sector undertakings and the private sectors of airlines, railways and communication systems, municipal and local bodies, and educational and cultural organizations. This combined effort will be directed towards achieving a comprehensive, well-rounded and integrated development enabling tourism to make a positive and effective contribution to the economic growth of the country.

## **Impact of the Tourism**

While the overall impact of tourism on a national scale may be difficult to measure, as it is a pervasive activity rather than a tangible commodity, it can be more easily assessed in specific situations where the parameter can be more precisely defined. For example, the cost-benefit study of the Gulmarg Winter Sports Project has shown that the net social benefit accruing from winter sports development as envisaged would be around Rs. 600 crore over a period of 25 to 30 years, the multiplier effect being 3.3. In a similar study of the Kovalam Beach Resort Project the multiplier effect was found to be 2.5. In the field of international tourism foreign exchange earned from tourism in 1979-80 showed an increase of 20.4 per cent as against 12.8 per cent growth rate in commodity export from India, The Committee on Export Strategy in its 1980's report mentions that while India's exports altogether constituted 0.42 per cent of the total world's export in 1979, India's share of the world tourism receipts was 0.58 per cent in 1980 and 0.76 per cent in 1981. The fact thus remains that given the opportunity tourism can make an effective contribution towards reducing the country's deficits in international trade. Equally, it can bring sizable socio-economic benefits to those regions of the country, which are rich in tourism potential

Increasing attention will be given to Regional Tourism i.e. the tourism among the countries of the South Asian Regions (comprising the Indian sub-continent) extending the scope to over Afghanistan, Iran and the Republic of Maldives. Through promotion of tourism in the region, tourism will attempt to play its role in bringing about the greater understanding among the countries of the region and consciousness of the oneness of the region.

## **Plan of Action**

Thus, in order to maximize the benefits of tourism it will be necessary to have a selective approach for determining investment priorities. Rather than spread the resources thin and thereby dilute the impact of tourism Priority will be given to schemes, which yield economic returns and generate social benefits. The development of tourist infrastructure will thus be taken up based on "Travel Circuit" concept in a 5 to 10 years perspective. This will enable intensive development of selected centers, dispel the tendency to concentrate in a few urban centers, and encourage the diversification of tourist attractions particularly in opening up economically backward areas which hold many tourist attractions such as archaeological and historical monuments, place of natural beauty, festivals, arts and crafts.

To involve the youth of the country in national integration and make tourism a vehicle for achieving this objective youth hostel activity will be given significant importance in the plan of action. This will facilitate the youth from different parts of the country exchanging views and ideas, getting them exposed to the various parts of country and thus bringing about greater understanding between youths of all parts of the country, apart from catalyzing international understanding through the youth movement. The existing modest network of youth hostels setup for the purpose will be expanded and the movement strengthened substantially.

The policy on tourism take cognizance of the need to under-score the fact that tourism facilities for the lower middle class and the poor section of the society for getting to know about other parts of the country through travel require to be augmented and towards this purpose, and with particular reference to pilgrimage tourism, cheap accommodation is proposed to be provided through Dharamshalas, sarais etc. making use of suitable organizations like the Bhartiya Yatri Avas Vikas Samiti and the like to put up such facilities.

Marketing strategy will be to broaden the tourist base in existing markets, explore new tourist markets, and promote and facilitate intra-regional travel particularly from neighbouring countries. A dynamic and pragmatic approach will be adopted in identifying regions from where tourist traffic to India has grown potentially as for instance. West Asian as well as North African countries where as a result of oil there is great boom and prosperity resulting in people from these countries desiring to go on pleasure tours abroad. The WAN A countries have a predilection towards India because of its close link with West Asia and North Africa from historical times. Special emphasis has to be given for travels from these countries to India. The infrastructure will be so developed as to cater to the tastes of the tourists from these regions. Similarly the infrastructure at Buddhist centers is being developed as for instance, through a series of Buddhist Oriented hostels with a view to attract large scale Buddhist traffic through charter as well as by the normal services to India making India a Buddhist destination. With the vast Buddhist population in Far East, there is considerable potentiality for traffic to India from these countries. The assistance of the railway Ministry is being sought for operating special charter trains to cover the Buddhist centers and also supplement accommodation in hotels through these special trains which would be self-contained mobile hotels.

Special attention will be paid to developing social tourism to benefit the weaker sections of society.

Manpower development and training will be given due weightage to ensure efficient service and effective management to tourist facilities for maximizing returns on investments made.

To attract private sector investment in building up the tourist infrastructure and for augmenting various services to keep pace with the tourist demand, it will be necessary to extend fiscal and other incentives to the various segments and of the tourism industry on par with those given to other export-oriented industries.

Towards this purpose every endeavour will be made to secure fiscal and other incentives from the concerned Ministries of Government in order to make investment in the tourist industry worthwhile. In this process an endeavour will also be made to highlight the fact that in the context of the country needing substantial foreign exchange for its development activities, tourism industry will constitute a major agency/industry for the acquisition of foreign exchange of a sizeable quantum not incomparable to, and in due course expect to exceed, the contribution of foreign exchange made by the engineering goods industries, handloom and handicraft industries and such other major foreign exchange earning export-oriented industries.

In this context an endeavour will also have to be made to obtain for tourism industry the status of an export-oriented industry.

## **Conservation and Development**

A major consideration of tourism development will be to preserve our cultural and natural heritage, which constitutes the major tourism resources of the country. Despoliation of the natural



environment of archaeological monuments, beaches, mountains and places of natural beauty, disruption of the ecosystem of environmentally sensitive regions through haphazard growth of tourist facilities and injecting tourist inflow beyond the absorption capacity of the place/region, destruction of traditions in the culturally sensitive areas, clandestine selling of antiques of vandalism - these are some of the negative aspects of tourism which can lead to depletion of tourism resources of the country. Similarly the environmental aspects of the industrial, urban and other types of development, whether in the immediate vicinity of archaeological sites and places of natural beauty or in their affect the development of tourism. A judicious balance, therefore, needs to be maintained between conservation and development. Appropriate measures, therefore would be necessary to educate the people in appreciating their rich heritage and eliciting their cooperation in preserving and protecting it.

### **A New Ethos and Value**

India has a long tradition of social and cultural values, and possesses a spiritual quality that has come down unbroken from time immemorial. It is the quintessence of our culture that tourism should be able to project so as to give to our people a sense of unity and identity, a broadening of their intellectual, pride and for the international traveller tourism should create a better understanding of our land, people and culture. The cultural social and economic benefits of tourism that flow from this policy should give a new ethos and value to tourism, and a new sense of purpose and direction to its development and promotion.

### **Conclusion**

It is our earnest hope that this policy on tourism, being presented for the first time will find wide acceptance and will help our life and bring greater prosperity to our people in the years to come.

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# ANNEXURE IV

## GLOBAL CODE OF ETHICS FOR TOURISM

ADOPTED BY RESOLUTION A/RES/406(XIII) AT THE  
THIRTEENTH WTO GENERAL ASSEMBLY

(SANTIAGO, CHILE, 27 SEPTEMBER, 1 OCTOBER 1999)

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- **Tourism's contribution to mutual understanding and respect between peoples and societies**
  1. The understanding and promotion of the ethical values common to humanity, with an attitude of tolerance and respect for the diversity of religious, philosophical and moral beliefs, are both the foundation and the consequence of responsible tourism; stakeholders in tourism development and tourists themselves, should observe the social and cultural traditions and practices of all peoples, including those of minorities and indigenous peoples and to recognize their worth;
  2. Tourism activities should be conducted in harmony with the attributes and traditions of the host regions and countries and in respect for their laws, practices and customs;
  3. The host communities, on the one hand, and local professionals, on the other, should acquaint themselves with and respect the tourists who visit them and find out about their life-styles, tastes and expectations; the education and training imparted to professionals contribute to a hospitable welcome;
  4. It is the task of the public authorities to provide protection for tourists and visitors and their belongings; they must pay particular attention to the safety of foreign tourists owing to the particular vulnerability they may have; they should facilitate the introduction of specific means of information, prevention, security, insurance and assistance consistent with their needs; any attacks, assaults, kidnappings or threats against tourists or workers in the tourism industry, as well as the wilful destruction of tourism facilities or of elements of cultural or natural heritage should be severely condemned and punished in accordance with their respective national laws;
  5. When travelling, tourists and visitors should not commit any criminal act or any act considered criminal by the laws of the country visited and abstain from any conduct felt to be offensive or injurious by the local populations, or likely to damage the local environment; they should refrain from all trafficking in illicit drugs, arms, antiques, protected species and products and substances that are dangerous or prohibited by national regulations;
  6. Tourists and visitors have the responsibility to acquaint themselves, even before their departure, with the characteristics of the countries they are preparing to visit; they must be aware of the health and security risks inherent in any travel outside their usual environment and behave in such a way as to minimize those risks;
  
- **Tourism as a vehicle for individual and collective fulfilment**
  1. Tourism, the activity most frequently associated with rest and relaxation, sport and access

to culture and nature, should be planned and practised as a privileged mean is of individual and collective fulfilment; when practised with a sufficiently open mind, it is an irreplaceable factor of self-education, mutual tolerance and for learning about the legitimate differences between peoples and cultures and their diversity;

2. Tourism activities should respect the equality of men and women; they should promote human rights and, more particularly, the individual rights of the most vulnerable groups, notably children, the elderly, the handicapped, ethnic minorities and indigenous peoples;
3. The exploitation of human beings in any form, particularly sexual, especially when applied to children, conflicts with the fundamental aims of tourism and is the negation of tourism; as such, in accordance with international law, it should be energetically combated with the cooperation of all the States concerned and penalized without concession by the national legislation of both the countries visited and the countries of the perpetrators of these acts, even when they are carried out abroad;
4. Travel for purposes of religion, health, education and cultural or linguistic exchanges are particularly beneficial forms of tourism, which deserve encouragement;
5. The introduction into curricula of education about the value of tourist exchanges, their economic, social and cultural benefits, and also their risks, should be encouraged;

- **Tourism, a factor of sustainable development**

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

- **Tourism, a user of the cultural heritage of mankind and a contributor to its enhancement**

1. Tourism resources belong to the common heritage of mankind; the communities in whose territories they are situated have particular rights and obligations to them;
2. Tourism policies and activities should be conducted with respect for the artistic, archaeological and cultural heritage, which they should protect and pass on to future generations; particular care should be devoted to preserving and upgrading monuments, shrines and

museums as well as archaeological and historic sites which must be widely open to tourist visits; encouragement should be given to public access to privately-owned cultural property and monuments, with respect for the rights of their owners, as well as to religious buildings, without prejudice to normal needs of worship;

3. Financial resources derived from visits to cultural sites and monuments should, at least in part, be used for the upkeep, safeguard, development and embellishment of this heritage;
4. Tourism activity should be planned in such a way as to allow traditional cultural products, crafts and folklore to survive and flourish, rather than causing them to degenerate and become standardized;

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

1. Local populations should be associated with tourism activities and share equitably in the economic, social and cultural benefits they generate, and particularly in the creation of direct and indirect jobs resulting from them;
2. Tourism policies should be applied in such a way as to help to raise the standard of living of the populations of the regions visited and meet their needs; the planning and architectural approach to and operation of tourism resorts and accommodation should aim to integrate them, to the extent possible, in the local economic and social fabric; where skills are equal, priority should be given to local manpower;
3. Special attention should be paid to the specific problems of coastal areas and island territories and to vulnerable rural or mountain regions, for which tourism often represents a rare opportunity for development in the face of the decline of traditional economic activities;
4. Tourism professionals, particularly investors, governed by the regulations laid down by the public authorities, should carry out studies of the impact of their development projects on the environment and natural surroundings; they should also deliver, with the greatest transparency and objectivity, information on their future programmes and their foreseeable repercussions and foster dialogue on their contents with the populations concerned;

- **Obligations of stakeholders in tourism development**

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

5. Governments have the right -and the duty- especially in a crisis, to inform their nationals of the difficult circumstances, or even the dangers they may encounter during their travels abroad; it is their responsibility-however to issue such information without prejudicing in an unjustified or exaggerated manner the tourism industry of the-host countries and the interests of their own operators; the contents of travel advisories should therefore be discussed beforehand with the authorities of the host countries and the professionals concerned; recommendations formulated should be strictly proportionate to the gravity of the situations encountered and confined to the geographical areas where the insecurity has arisen; such advisories should be qualified or cancelled as soon as a return to normality permits;
6. The press, and particularly the specialized travel press and the other media, including modern means of electronic communication, should issue honest and balanced information on events and situations that could influence the flow of tourists; they should also provide accurate and reliable information to the consumers of tourism services; the new communication and electronic commerce technologies should also be developed and used for this purpose; as is the case for the media, they should not in any way promote sex tourism;

- **Right to tourism**

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

- **Liberty of tourist movements**

1. Tourists and visitors should benefit, in compliance with international law and national legislation, from the liberty to move within their countries and from one State to another, in accordance with Article 13 of the Universal Declaration of Human Rights; they should have access to places of transit and stay and to tourism and cultural sites without being subject to excessive formalities or discrimination;
2. Tourists and visitors should have access to all available forms of communication, internal or external; they should benefit from prompt and easy access to local administrative, legal and health services; they should be free to contact the consular representatives of their countries of origin in compliance with the diplomatic conventions in force;
3. Tourists and visitors should benefit from the same rights as the citizens of the country visited concerning the confidentiality of the personal data and information concerning them, especially when these are stored electronically;
4. Administrative procedures relating to border crossings whether they fall within the competence of States or result from international agreements, such as visas or health and

customs formalities, should be adapted, so far as possible, so as to facilitate to the maximum freedom of travel and widespread access to international tourism; agreements between groups of countries to harmonize and simplify these procedures should be encouraged; specific taxes and levies penalizing the tourism industry and undermining its competitiveness should be gradually phased out or corrected;

5. So far as the economic situation of the countries from which they come permits, travellers should have access to allowances of convertible currencies needed for their travels;

- **Rights of the workers and entrepreneurs in the tourism industry**

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

- **Implementation of the principles of the Global Code of Ethics for Tourism**

1. The public and private stakeholders in tourism development should cooperate in the implementation of these principles and monitor their effective application;
2. The stakeholders in tourism development should recognize the role of international institutions, among which the World Tourism Organization ranks first, and non-governmental organizations with competence in the field of tourism promotion and development, the



- protection of human rights, the environment or health, with due respect for the general principles of international law;
3. The same stakeholders should demonstrate their intention to refer any disputes concerning the application or interpretation of the Global Code of Ethics for Tourism for conciliation to an impartial third body known as the World Committee on Tourism Ethics.