

PRINCIPLES OF TOURISM

**PG Diploma in Travel and Tourism Management
Paper - I
DTTM - 01**

Developed by
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For
**Center for Distance Education
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Lesson - 1

Meaning and Nature of Tourism

1.0 Objective :

The objective of this lesson is to give you insight in to:

- To Know the basics of Tourism
- To make the student understand about various definitions of tourism
- To know the role of Traveler, Tourist and Visitor
- To understand the basic Components and Elements of Tourism
- To know the Essential Requirements for Tourism
- To make the student understand various types of tourism

Structure

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1.1 Introduction:

Since the beginning of time humans have traveled. Food, water, safety or acquisition of resources (trade) were the early travel motivations. But the idea of travel for pleasure or exploration

soon emerged. No wonder travel from the earliest times held a fascination for mankind. The fascinating travel began from the earliest time onwards. In other words man has traveled from the very earliest times. The urge to explore new places and seek a change of environment and experiences is not new. The quick development of the means of transport and communication has made travel an easy affair.

Travel has always depended upon the means or mode of travel. The earliest travelers walked or rode domesticated animals. The invention of the wheel and the sail provided new modes of transportation. Each improvement in technology increased individuals' opportunities to travel. As roads were improved and governments stabilized, interest in travel increased for education, sightseeing, and religious purposes. Prosperity, leisure, coupled with the quest for pleasure and recreation are the principle motivating factors which sustain the development of mass movement of people. This later on has paved way for the annual movement of a large number of people from one corner to another corner of the world.

In ancient period the nomadic people moved from one place to another place for their livelihood. It was called "life travel". Under the leadership of Moses the Jews left Egypt to Judeya. It was called "liberation travel". People traveling from one place to another in search of economy, business is called "economic travel" that is travel to earn money. People undertaking travel for a religious purpose are called pilgrims and that type of travel is called "pilgrimage travel". Other types of travel such as "educational, industrial, research, conference, etc are called Special Interest Tours".

Tourism is an important means of promoting cultural exchanges and international co-operation. Travel does give good experiences to the people. Such experiences gained through travel have a profound effect upon the life of the individual as well as upon society as a whole. Travel exercises a very healthy influence on international understanding and appreciation of other people's life styles.

It is an important human activity of great significance; it has socio cultural, educational and political significances as well. One of the futurologist in the world, Herman Khan predicting a golden era for tourism says, *"In sum I see a very bright future ahead for tourism and travel industry. There are clouds on the horizon, to be sure, but It will take a larger giant than it already is in next few decades"*.

Forecasters and Futurists are correct when they predict that tourism the subject that you are studying now is the world's largest industry. Tourism is alive with the dynamic growth, new activities, new destinations, new technologies, new markets and rapid changes. Record number of tourists is traveling the globe, attracted by an increasing variety of tour packages, cruises and adventure experiences, and independent itineraries. All of these visitors and the activities they generate change the local communities. The tourism industry is global. It is big business and will continue to grow.

1.2 What Is Tourism?

When we think of tourism, we think primarily of people who are visiting a particular place for sight seeing, visiting friends and relatives, taking a vacation and having a good time. They may spend their leisure time engaging in various sports, sunbathing, talking, and singing, taking rides, touring, reading or simply enjoying the environment. So tourism is considered as *"people participating in a convention, a business conference, or some other kind of business or professional activity, as well as those who are taking a study tour under an expert guide or doing some kind of scientific research or study"*. These visitors use all forms of transportation, from hiking in a wilderness park to flying in a jet to an exciting city. Whether people travel by one of these means or by car, motor

coach, camper, train, taxi, motorbike or bicycle, they are taking a trip and thus are engaging in tourism.

There are four different perspectives of tourism that are identified and they are:

- *The Tourist*: The tourist seeks various psychic and physical experiences and satisfaction. The nature of these will largely determine the destinations chosen and the activities enjoyed.
- *The Businesses providing tourist goods and services*: Business people see tourism as an opportunity to make a profit by supplying the goods and services that the tourist markets demand.
- *The government of the Host Community or the area*: Politicians view tourism as a wealth factor in the economy of their jurisdictions. Their perspective is related to the incomes their citizens can earn from these businesses. Politicians also consider the foreign exchange receipts from international tourism as well as the tax receipts collected from tourist expenditures, either directly or indirectly.
- *The host community*: local people usually see tourism as a cultural and employment factor. Of importance to this group, for example, is the effect of the interaction between the large numbers of international visitors and residents.

1.3 Definition:

Thus tourism may be defined as a "*processes, activities, and outcomes arising from the relationships and the interactions among the tourists, tourism suppliers, host governments, host communities and surrounding environments that are involved in the attracting and hosting of visitors*".

Tourism is a composite of activities, services and industry that deliver a travel experience: transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities and other hospitality service available for individuals or groups that traveling away from home. It encompasses all the providers of visitor and visitor related services.

Tourism is the entire world industry of travel, hotels, transportation and all other components that including promotion, serve the needs and wants of travelers. Finally tourism is the sum total of **tourist expenditure** within the borders of a nation of political subdivision or a transportation centered economic area of contiguous states or nations.

1.4 World Tourism Organization Definition:

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

1. International Tourism:

- (a) Inbound Tourism: Visits to a country by nonresidents
- (b) Outbound Tourism: Visits by residents of a country to another country.

2. Internal Tourism: Visits by residents of a country to their own country.
3. Domestic Tourism: Internal tourism plus inbound tourism (the tourism market of accommodation facilities and attractions within a country).
4. National Tourism: Internal tourism plus outbound tourism (the resident tourism market for travel agents and airlines).

According to the Encyclopedia of Tourism: *"it is the study of a man (the tourist) away from his usual habitat, of the touristic apparatus and networks responding to his various needs, and of the ordinary (where the tourist is coming from) and non-ordinary (where the tourist goes to) worlds and their dialectic relationships".*

The Austrian economist *Herman V Schullard* says that *"the sum total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country city or region"*. It is considered as one of the earliest definitions of tourism. (1910).

Later on the concept of tourism found good expressions in the year 1942 by Swiss Professors *Hunziker* and *Krapf*. They stated, *"Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity"*.

The above definition of Swiss Professors *Hunziker* and *Krapf* was subsequently adopted by the *International Association of Scientific Experts in Tourism (AIEST)*.

The AIEST definition brings out the following three distinct elements of tourism:

1. Involvement of travel by non-residents
2. Stay of temporary nature in the area visited
3. Stay not connected with any activity involving earnings

According to Dr. W. Hunziker *"social tourism is a type of tourism practiced by a low income groups and which is rendered possible and facilitated by entirely separate and therefore easily recognizable services"*. He proposed this definition during the Second Congress of Social Tourism held at Vienna and Salzburg in Austria in May 1959.

Another recent definition propounded by M Andre Poplimont is as follows: *social tourism is the type of tourism is practiced by those who would not be able to meet the cost without social intervention, i.e., without the assistance of an association to which individual belongs.*

According to AK Bhatia, *"Tourism does not exist alone. It consists of certain components, three of which may be considered as basic. These three basic components of tourism are: Transport, Locale and Accommodation."*

Mathieson and Wall (1982) created a good working definition of tourism as the *"temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs"*.

According to McIntosh and Goeldner (1986) tourism is *"the sum total 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"*.

According to the Dictionary Tourism is defined as "The practice of travelling for pleasure and the business of providing tours and services for tourists."

According to Wikipedia Tourism is defined as "*the act of travel for the purpose of recreation, and the provision of services for this act. A **tourist** is someone who travels at least eighty kilometers (fifty miles) from home for the purpose of recreation, as defined by the World Tourism Organization (a United Nations body).*"

1.5 Tourism: General Definition:

It comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Tourism is different from travel. In order for tourism to happen, there must be a displacement: an individual has to travel, using any type of means of transportation (he might even travel on foot: nowadays, it is often the case for poorer societies, and happens even in more developed ones, and concerns pilgrims, hikers). But all travel is not tourism.

Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home

Three criteria are used simultaneously in order to characterize a trip as belonging to tourism.

- **It involves a displacement** outside the **usual environment**: this term is of utmost importance and will be discussed later on;
- **Type of purpose**: The travel must occur for any purpose different from being remunerated from within the place visited, the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purposes;
- **Duration**: Only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay. We shall discuss the particularity of in transit visits, from a conceptual and statistical point of view

Tourism is a broad and multifaceted industry whose complexity is reflected in the terminology employed to describe it.

1.6 General Terms:

The World Tourism Organization has defined tourism itself as "*the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.*"

Three general types of travel have been identified, according to the motivation, purpose or reason for the trip, along with various sub-categories:

- **Pleasure/Leisure travel** - Includes Group Travel and Fully Independent Travel (FIT)
- **Business travel** - Includes Conventions and Meetings; Incentive Travel
- **Personal Travel** : Includes Visiting Friends and Relatives (VFR)

Conceptually Tourism arises from the movement of people to and their stay in different destinations. The 'journey' is the dynamic element in it and the 'stay', static. The 'journey' and the 'stay' are to, and in, destinations outside the normal place of residence and work. Destinations are visited for purposes and connected with paid work or regular employment. Again this movement is of temporary and short duration – a few days, weeks or months.

1.7 Definitions of Traveler, Tourist and Visitor:

With the above conceptualization of Tourism, the definition of a **Traveler** has emerged.

World Tourism Organization Definition of a Tourist:

"He is a temporary visitor staying for at least twenty-four hours in a country visited when the purpose of the journey can be classified under one of the following headings:

- (a) Leisure-Recreation, Holiday, Health, Study, Religion and Sports and;
- (b) Business, Family, Mission Meetings.

Traveler Terminology for International Tourism:

"Any person on a trip between two or more countries or between two or more localities within his/her country of usual residence".

United States:

According to the National Tourism Resources Review Commission in 1973:

"A tourist is one who travels away from home for a distance of at least 50 miles (one way) for business, pleasure, personal affairs, or of any other purpose except to commute to work, whether he stays overnight or returns the same day".

Canada:

In Canada's International Surveys, the primary groups of travelers identified are "non resident travelers, resident travelers, and other travelers. Both non-resident and resident travelers include both same day and business travelers. Other travelers consist of immigrants, former residents, military personnel and crews".

Australia:

The Australian Bureau of Industry Economics in 1979 defines tourist as "a person visiting a location at least 40 kilometers from his usual place of residence, for a period of at least 24 hrs and not exceeding 12 months".

Visitor:

A visitor is someone who has left their residence to spend time in a destination. Visitors consist of tourists (overnight visitors) and excursionist (same day visitors).

Traveler Terminology for International Tourism:

All types of travelers engaged in tourism are described as “visitors”.

“*International Visitors* are persons who travel for a period not exceeding 12 months to a country other than the one in which they generally reside and whose main purpose is other than the exercise of an activity remunerated from within the place visited”.

“*Internal Visitors* are persons who travel to a destination within their own country, that is outside their usual environment, for a period not exceeding 12 months.

All **Visitors** are subdivided into two further categories:

1. **Same Day Visitors:** Who do not spend the night in a collective or private accommodation in the country visited.
2. **Tourists:** Who stay in the country visited for at least one night.

Excursionist:

A traveler on a brief recreational trip, typically not involving an over night stay away from home. Excursionists often travel in groups, sometimes at reduced rates. They resemble tourists but, because of their brief stays, their use of tourism facilities is more limited. The purpose of travel is described below:

Purpose of Travel:

From ancient period till date people undertake travel for many purposes. One of the important purposes of travel of ancient period was pleasure travel. The **concept of pleasure travel** as it existed in the West can be associated with the Roman Empire. Romans probably were the first pleasure travelers. The fine network of roads & the travel literature paved the way for Romans for smooth travel extensively.

Spas and Seaside Resorts of the period may be associated with pleasure travel. Spas and the Medicinal bath became popular during this period. These things induced the people for travel.

Travel for **religious purposes** assumed a significant importance during the middle ages. The practice of traveling for religious reasons, going on a pilgrimage for ex, became a well established custom in many parts of the world. A large number of pilgrims were traveling to the main shrines in Europe. The **adoption and spread of Christianity** attracted the people to undertake travel to their Holy Land. Religion was a great unifying force. Pilgrimages strengthened religious bounds. Thus religion played and continues to play a crucial part in the travel.

Another purpose of travel was the **Grand Tour**. For this the Renaissance in Italy played a significant role. The Romans visited Greece and the Eastern Mediterranean; the English visited Italy. The Grand tourists respected the learning, antiquities and the social refinements of the old world. The eighteenth century is conveniently and comfortably considered the golden age of the Grand Tour. Thus the Grand Tourists paved the way for the popular tourism of the nineteenth and twentieth century.

Another purpose of travel was **trade and commerce**. During the ancient period many travels were undertaken for trade and commerce so as to a mass wealth.

Adventurous Attitude of the people was another purpose of travel. Many Europeans undertook adventurous sea voyages to explore new lands.

Another purpose of travel was to spend **annual holidays** very happily. The annual holiday was the forerunner of paid holidays. This encouraged many people to undertake travel in the large numbers during the eighteenth century. The most enjoyable public holiday in Rome during ancient period was the "Saturnalia-the feast of Saturn celebrated in December, when all classes indulged in feasting and frolic".

1.8 Basic Components and Elements of Tourism:

Tourism is the complex phenomenon – one that is extremely difficult to describe succinctly. Any 'model' of tourism must 'capture' the compositions- or- components- of the tourism system, as well as the key processes and outcomes that occur within the tourism. These processes and outcomes include the very essence of tourism, the travel experience, and the supporting means by which tourism is made possible. The various components of tourism and tourism management are as follows:

- **Natural Resources and Environment:**
 - *Physiography*: the nature and appearance of its landscape
 - *Climate*: the kind of weather i.e., cold, dry etc
 - *People*: divided into two important categories
 - Belong to the destination (residents)
 - Current or potential visitor to the destinations (the tourism market)
- **Built Environment (Created by Humans):**
 - *Culture*
 - *Infrastructure*
 - *Tourism Super structures*: facilities that cater to the demands of the tourists such as hotels, restaurants, major attractions like Imax etc
 - *Technology*: advent of Jet Aircrafts, telecommunication, computer etc.
 - *Information*: concerning the functioning and performance of the destination to provide attractive experiences to the tourists
 - *Governance*: political consequences
- **Operating Sectors of the Tourism Industry:**
 - *Attractions*:
 - *Natural Resources*:
 - *Culture*
 - *Ethnicity*
 - *Entertainment*:



- X-treme Tourism
- *Facilities*
- Lodging
- Food & Beverage
- Support Services
- Infrastructure
- *Transportation*
- Spirit of Hospitality

All tourism activities are related to one or more of the following dimensions of tourism.

Attractions: Are the primary motivation for traveling. They may be a *primary destination* such as Disney World or *secondary destination* which are interesting places to visit on the way to your primary destination. Most tourist traveling from the east to go to Las Vegas will stopover at the Grand Canyon national Park on the way. Attractions usually focus on natural resources, culture, ethnicity or entertainment.

Natural Resources: Natural resources are the combination of physical features, the climate, and the natural beauty of the area. The challenge to managing natural resources based tourism is to preserve the natural resource from the impact of the tourist's.

Culture: A way of life which is observed through a peoples religion, history, government and traditions.

Ethnicity: To visit family and friends.

Entertainment: Tourism developments of all sizes from Disney World, Universal Studios, Las Vegas to local community Special Events and Festivals such as the Bloomsday Road Race in Spokane, Washington.

X-treme Tourism: Tourism based on high adventure activities

Facilities: When tourists arrive at attractions they require facilities to provide services.

Lodging: Represent a variety of services from campgrounds, RV parks, motels and five star resorts.

Food & Beverage: Not only provide basic sustenance for tourists but an important factor in the overall tourism experience.

Support Services: Usually are represented by small retail businesses providing souvenirs and personal services. Shopping is an integral part of the travel experience. Tourists seek unique and novel items which represent the area and cultures they visit.

Infrastructure: The basic services on which all tourism depends. These systems include water and sewer systems, communication networks, medical facilities, electricity, police and fire protection and roads.

Transportation:

The community's attitude which permeates every tourism location that makes the tourist feel welcome and safe. It is the result of the interaction between the tourist and the local population.

The community's attitude which permeates every tourism location that makes the tourist feel welcome and safe. It is the result of the interaction between the tourist and the local population.

Spirit of Hospitality:

It is not enough to deliver all the attributes of an experience in a cold or detached manner. Each individual visitor must feel that he is more than a source of cold cash revenue for the businesses or destination. Rather, visitors have a natural human desire for warm acceptance as they seek to enjoy the range of experiences the destination has to offer. The industry personnel must be trained to treat the tourists with fairness, respect and a level of politeness. The residents of the destination must behave as friendly hosts to the visitors who are unfamiliar to the surroundings. They should convey a friendly attitude and when required offer basic information and a helpful hand. These small but important gestures will do much to foster a destination spirit of hospitality that will in turn, greatly enhance the perceived value of all the other aspects of the visitation experiences.

1.9 Essential Requirements for Tourism:

- A. Time, as the hours for leisure increase so does the opportunity for travel. Changes in work days or hours, school calendars will affect how and when people can travel. The overall travel pattern has moved from a two week vacation to 6-8 three or four day mini-vacations per year.
- B. Money, the majority of travel requires *discretionary income*. Discretionary income is money left over after all monetary obligations (food, rent and taxes) have been paid.
- C. Mobility, is the access to transportation (car, bus, plane, train or ship) and the hours required to get to their destination.
- D. Motivation, is the reason people travel. Motivations may include seeking novelty, education, meet new people, adventure or stress reduction.

1.10 Tourism Types:

Tourism is of several types and many Classifications are adopted.

- **Foreign Tourism:** Tourism involves movements of people outside their place of normal domicile or work. If the places visited, situate outside the territorial limits of the nation of the tourist, there occurs international or Foreign tourism and the tourist is called Foreign Tourist. In simple Forms, The Tourists Destinations lie outside the national boundary is called Foreign Tourism.

- **Domestic Tourism:** If the movement of the Tourists are restricted to places situate in their nation is called domestic tourism. If the destinations of the tourists are lie within the national boundary it is domestic tourism. In India Domestic Tourism is a big segment.

On the Basis Group or Single:

- **Group Tourism :** If tourists travel in a group, and the tour is pre arranged is called group tourism. This is more popular form of tourism for it offers some distinct advantages for family-Travellers, For Students etc...
- **Individual Tourism :** When one is in a group, one has to sacrifice some comforts, convenience and needs. To avoid this, one may chart out ones travel plan, places, times etc.
- **Picnic Tourism :** A short, Less than a days duration, visit to a particular destination and return is referred to as picnic tourism. It is popular with school children.
- **Excursion Tourism :** A short less than a day long, visit to a plural number of tourist destinations and return, is called excursion tourism.
- **Holiday Tourism :** With organised employment on the rise, paid holidays are common. During holidays, people undertake travel and tourism which is called holiday tourism.
- **Weekend Tourism:** Not every employment provides paid holidays or vacations. In such situations, weekend holiday tourism takes place where people utilize their weekly holidays to visit tourist destinations.
- **Religious Tourism :** From ancient to present times religion has been motive force for tourism. Religious tourism (pilgrimage) emerges In India the domestic tourism is almost a religious tourism. Temple's towns are popular for their tourist attractions.

Pleasure Tourism: Pleasure and leisure are basic pulls of tourism. Travel is a pleasure, in spite of bottlenecks and difficulties. Man is wanderlust. He wants to move from place to place and that is a pleasure of fun for him. Hence pleasure tourism results.

Educational Tourism: Educational pursuits do propel the tourism industry. In pursuit of knowledge people travel far and wide. In ancient times scholars and pundits kept on traveling. Travel makes a person wiser; it is said that travel itself is educative. Hence educational tourism is a prime type. With the teaming student populated in the country, and growing awareness of the value of education, educational tourism is assuming importance.

Business Tourism: Business tourism is a fast growing tourism segment. For effective business deals, people travel intensively and extensively. In fact most of luxury hotels are patronized by business tourists, either because they have the money and are paid for by their employers. Business conventions are another pull factor. Hence business tourism is developing fast.

Health Tourism: People undertake travel for health reasons. With health care facilities concentrated in fewer places, or due to uniqueness of some health centers, the health conscious people have to move out to these places. It is growing tourism segment in these days. In ancient times also health tourism was present. The effluents visited health spas regularly.

Adventure Tourism: People interested in adventure go on adventure such as mountaineering, trekking, skiing, ski mountaineering, etc. Every bit of nature, the rivers, hills, seas etc. provide scope for adventures. And adventure tourism thus grows

Sports Tourism: Sporting has become a regular activity these days. International and national sport meets are great attraction for people. It may be noted over half-a-dozen. 5-star hotels were construed in Delhi on the eve of Asian Games held during 1982 in India. Sports tourism results by the movement of both players and sport admirers to places where sport events are held.

Resort Tourism: Beach resorts and bill resorts are great attractions. While beaches attract round the year, bill resort have seasonal pulls. Tourism practiced by visits to these resorts is called as resort tourism. India has much potential for resort tourism.

Conference/Convention Tourism: Of course national and international conferences, seminars, symposium, conventions have become major tourist pullers. All over the world hoteliers have developed convention halls to facilitate the conduct of conferences, conventions, etc. India Convention Bureau (ICPB) is promoting India as an international convention centre. And that convention tourism is a growing segment of tourism.

Wild Tourism: Wild – life viewing is thrilling, inspiring and interesting. Many tours are built around different sanctuaries and national parks. Young and old, alike, like wild life tourism very much and that several tourist centers have excellent and even unusual zones where visitors can see wild life more easily, including some rare, endangered species. Trivandrum Zoo in Kerala, Vandaloor Zoo at Madras etc are some famous ones in the south attracting large number of visitors daily.

Eco-Tourism or Nature Tourism: Tourism is related to ecology and environment. Tourism depends on these and yet over exploitations is suicidal. Tourists fed up with the ordinary type attractions; want more meaningful exposure to places, the flora and fauna in natural settings. The emphasis is on tourism for discovery of the bios phase and that eco-tourism gains importance these days.

On the basis of mode of travel tourism can be classified as:

Road Tourism: Road transport is an indispensable mode of travel, whatever is the scale of development in other modes of transport. Both as a prime and an adjunct mode road transport plays a vital role in tourism. With Air-conditioned luxury coaches/cabs, road tourism is a growing segment of tourism. Roads take the tourists through the country-side and that a wholesome experience of travel is gained. National permit system, flexibility, inexpensiveness etc have made road tourism more popular.

Rail Tourism: Railways do complete with roadways in catering to tourist. Speed, comfort and convenience have made trains a desirable mode for long distance travels, besides certain innovating schemes such as Indian passes, place on wheels, standard circular travel routes etc, of Indian Railways have contributed to growth in Rail Tourism in the country.

Air-Tourism: Airways are the prominent mode used by tourists to reach India tourists to reach India. Over 95% come and fly back by Air. Within this country the Indian Airlines and Vayudoot services have contributed to tourism growth, particularly air tourism. Now that air-taxi services, charter flights etc, are permitted air tourism will pick-up. Foreign tourists, the affluent domestic tourists and business tourists practice air tourism.

Aqua-Tourism: Inland and ocean waterways attract tourists who are tired of the surface transport modes. Now hovercrafts and hydrofoils have been developed and that speed is not a limitation. Hence water or aqua tourism, with our long coastal lines dotted with ports, can be promoted.

From societal points of view tourism is classified as:

Social Tourism: Social tourism is a type of tourism undertaken by the low-income groups of people. Such tourism involves subsidisation of costs of tourism infrastructures used or involves use of less sophisticated facilities such as yatri niwas, dharmasalas, etc. Railways subsidize certain sections of travelers like students, agriculturists on group travel to agriculture centers. Similarly other private and public bodies may also subsidize.

Cultural Tourism: Cultural diversities among nations and within a nation arouse curiosity in people to visit other countries or other parts in their own country. The culture, customs, arts, theatre, festival, ceremonies, music, dance, etc, vary from place to place. Tourism that is undertaken to know the culture of others is cultural tourism. India being a big country of diverse cultures, cultural tourism is our main stay.

Ethnic Tourism: Ethnic tourism refers to tourism practiced by people by visiting the places of their homeland or hometown or visiting friends and relatives. The place visited has some historical connections with the tourists. The French visit Pondicherry invariably when they come to India, for Pondicherry was earlier a French colony, it is a case of ethnic tourism. Indians settled abroad visit India for ethnic reasons, and this is a significant market segment.

Mass Tourism: The emphasis is now on mass tourism, apart economic significance has a social dimension. It promotes understanding and thereby paves way for peace. Hence all must be involved in tourism. It has to be a mass movement. Indians must see India is the slogan. Only very few of Indians have seen India. This is not good. Everyone of us should see our land, its diversities, its richness etc. Hence the meaning and importance of mass tourism.

From the stand point of spending in travel and tourism, tourism can be classified as:

5-star Tourism: Tourism practiced by the elite is referred 5-star tourism. They lavishly spend on accommodation, cuisine, transportation, etc. 5-star tourism is good as far as economic earnings are concerned, but creates social tensions, over exploitation of community resources and other unsought consequences. Tourism in Goa is a typical 5-star tourism with attendant benefits and ills.

Middle-class Tourism: Today the middle income group is fast growing. As a major group's contribution to tourism is more. A middle-class tourist goes on annual or biannual visits to certain destinations with family members. They generally prefer railways and 1-2 star hotels.

Budget Tourism: This refers to tourism practiced by the low income groups. They are conscious. They may not even prefer a paid hotel accommodation. They travel by night, thus avoiding a hotel stay and go on sight-seeing during the day time.

Package –Tourism: It is a type of tourism where the itineraries, facilities, etc, are standardized and offered as 'Package' at a fixed price to intending tourists. They are all-inclusive, transport and accommodation only inclusive of, and other types of inclusive package tourism. Package tours are convenient for both group and single tourists. They are designed and operated by professional travel agencies tour operators.

Youth Tourism: Lastly, note this what is called as youth tourism. Youth tourism is given thrust since the 1980s. The youth of a country are its future. Youth must be involved in tourism not only visitors but also as preservers of national heritage and above all a resourceful human resources needed by the tourism industry and the country. Youth hotels are therefore established at important tourist's centers in India for the benefit of the youth tourists. India is ideal as a youth tourism destination

with its choice of activity – oriented holidays and attractions. Youth Hotels Association of India does a women service for the promotion of youth tourism in the country in association with the government and voluntary agencies. Tourism is the complex phenomenon – one that is extremely difficult to describe succinctly. Any 'model' of tourism must 'capture' the compositions- or- components- of the tourism system, as well as the key processes and outcomes that occur within the tourism. These processes and outcomes include the very essence of tourism, the travel experience, and the supporting means by which tourism is made possible.

1.11 Summary:

Thus tourism may be defined as a “processes, activities, and outcomes arising from the relationships and the interactions among the tourists, tourism suppliers, host governments, host communities and surrounding environments that are involved in the attracting and hosting of visitors”. From ancient period till date people undertake travel for many purposes. One of the important purposes of travel of ancient period was pleasure travel. The **concept of pleasure travel** as it existed in the West can be associated with the Roman Empire. Romans probably were the first pleasure travelers. The fine network of roads & the travel literature paved the way for Romans for smooth travel extensively. Tourism is a composite of activities, services and industry that deliver a travel experience: transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities and other hospitality service available for individuals or groups that traveling away from home. It encompasses all the providers of visitor and visitor related services.

1.12 Self Assessment Questions:

1. Travel has always depended upon the means or mode of travel – Discuss the statement
2. Write at least Five definitions of tourism ?
3. Differentiate between Traveler, Tourist and Visitor ?
4. What are the basic Components and Elements of Tourism ? Describe briefly?
5. What are the essential requirements for Tourism?
6. Explain about the various types of tourism ?

From societal points of view tourism is classified as:

Social Tourism: Social tourism is a type of tourism undertaken by the low-income groups of people. Such tourism involves subsidisation of costs of tourism infrastructures used or involves use of less sophisticated facilities such as yatri niwas, dharmasalas, etc. Railways subsidize certain sections of travelers like students, agriculturists on group travel to agriculture centers. Similarly other private and public bodies may also subsidize.

Cultural Tourism: Cultural diversities among nations and within a nation arouse curiosity in people to visit other countries or other parts in their own country. The culture, customs, arts, theatre, festival, ceremonies, music, dance, etc, vary from place to place. Tourism that is undertaken to know the culture of others is cultural tourism. India being a big country of diverse cultures, cultural tourism is our main stay.

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Lesson - 2

Causes for the Rapid Growth of Tourism in Modern Times

2.0 Objective :

- A brief history of tourism in India
- To Know the causes of Rapid Growth of Tourism in modern times.
- To make the student understand the travel for Religious Purposes
- To know the role of travel agent
- To understand the factors That Led To The Growth Of Tourism
- To know the brief history of tourism in India

Structure:

2.0 Objective

2.1 Causes for the Rapid Growth of Tourism in Modern Times

2.1.1 Travel for Religious Purposes

2.1.2 Travel in the Industrial Age

2.1.3 Paid Holidays and Rapid Growth of Tourism

2.1.4 Role of Travel Agents

2.1.5 Historic Transportation

2.1.6 Purpose Of Travel

2.1.7 Factors That Led To The Growth Of Tourism

2.2 A Brief History of Tourism Industry in India

2.2.1 Post Independence era

2.2.2 Tourism Industry in the Mid-90's

2.2.3 Post Sept 11 era

2.3 Lack of Central Apex Body

2.4 International Travel Focus

2.5 Trends of Tourism

2.6 Recent Development in Tourism Industry**2.7 Future Trends of Tourism****2.8 Tourism Business is changing****2.9 Summary****2.10 Self Assessment Questions****2.1 Causes for the Rapid Growth of Tourism in Modern Times:**

History reveals the harsh realities of travel in ancient times and civilizations. The search for basic necessities of life- water, food, shelter and safety- kept early hunters constantly on the move from one settlement to another. Movement across the land was a virtual adventure that required caution and skill.

2.1.1 Travel for Religious Purposes:

Travel for religious purposes assumed a significant importance. The practice of traveling for religious reasons, going on a pilgrimage for instance, became a well established custom in many parts of the world. By the end of the Middle Ages a large number of pilgrims were traveling to the main shrines in Europe, assumed an interesting character. However it was still dominated by the religious motivations. Very little actual pleasure travel was undertaken. The adoption and spread of Christianity subsequently led to the numerous pilgrims making their way to the Holy Land. So deep and strong was the hold of faith that the ritual of pilgrimage flourished over the centuries.

Religion was a great unifying force. Pilgrimages strengthened religious bonds. It provided the impetus for a stay-at-home agrarian society to break out of its narrow geographical confines. It also exposed people to new manners and customs, different kinds of food and modes of dress. It encouraged exchange of ideas and also fostered trade. It served as a powerful means of forging unity and understanding between people from widely different regions. The powerful influences of a crusading religion that slowly penetrated a foreign land such as Christianity in Europe and later in America, Buddhism, Islam and Hinduism in Asia took place to permit an assimilation and perpetuation of very distinctive languages, literature, music, art, architecture, philosophy and forms of government. Religion thus played and continues to play a crucial part in travel.

The travel for pilgrimages was largely undertaken by foot or horseback. However some rich pilgrims traveled by boat or horse drawn coaches. There were no paved roads and travel was rather danger. The forerunner of modern-day hotels, the roadside inns along popular routes provided accommodation for the spiritual travelers. Inns were the ideal place for the night halts. Accommodation in these places was either provided free of cost or at a very nominal price. By about the fourteenth century, pilgrimage was a mass phenomenon as a very large number of people were participating in pilgrimages. Subsequently the religious nature of travel gave way to education, learning and sightseeing. People began to appreciate the importance of education, arts, science and culture. This period was called the Renaissance.

The growth of communications, printing techniques and multifarious dramatic events concerning mankind in the nineteenth and twentieth centuries enlarged the definition and conception of the world and increased man's desire to see it. The distant and the strange evinced a seductive quality.

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The growth of communications, printing techniques and multifarious dramatic events concerning mankind in the nineteenth and twentieth centuries enlarged the definition and conception of the world and increased man's desire to see it. The distant and the strange evinced a seductive quality.

Social development made it possible for ever-larger classes to corroborate their conceptions and ideas with actual experiences.

2.1.2 Travel in the Industrial Age:

The concept of modern tourism came into being in the second half of the nineteenth century hand in hand with the development of the industrialized societies of Western Europe and North America. Development of industrialized societies of Western Europe and North America can therefore be considered as responsible for growth of modern tourism. Though an accurate analysis of the history of tourism can be traced no further back than half a century, the scattered figures published from 1855 onwards, together with official statements, observations by various travel writers, and travel guides and other literature on sale at the time, point to the direct relationship between the birth of these societies and the expansion of tourist movements.

The Industrial Revolution brought in its wake tremendous changes in the society. As has been mentioned earlier, travel before the Industrial Revolution was mainly a matter of seeking knowledge, engaging in commerce and trade and undertaking pilgrimage. There is a little evidence of the extent and volume of private travel in the medieval period. During the Roman Empire, only the rich and leisured class indulged in pleasure travel.

The Industrial Revolution was responsible for the change in the economic and social systems. It threw up great factory towns, big and small. The working class as in the beginning burdened by long working hours and poor working and living conditions. For a large number of people there was a little relief from the routine of putting in long hours of work in difficult conditions in the factory set up of those days. Sudden concentration of population in towns and cities created unhealthy social conditions. As the industrial momentum gathered and the cities and their populations increased at an enormous rate, the need for escape became even more acute. Industrialization also brought in an increase of material wealth and certain improvements in transport and communications during the second half of the nineteenth and early twentieth century. The factors like increasing need to find relief from workday routine; the city dweller's yearning for physical adventures, comforts and pleasure; and development of resorts and spas for health and relaxation produced a fertile ground for the development of pleasure traffic on a big scale.

2.1.3 Paid Holidays and Rapid Growth of Tourism:

It was in the last quarter of the nineteenth century that increasing attention was paid to the desirability of holidays with pay or at least of cheap holidays for working class people. During this period a few factories gave paid holidays to their workers in some countries in the West. The introduction of annual paid holiday is very largely of English origin and this had important repercussions on development of mass tourism. The annual paid holiday was part of the working population. By the year 1939, in UK some eleven million people were covered by the Holidays with Pay Act the population, created new industries, resulted in the creation and horizons of million of people. In fact the introduction of paid holidays can truly be associated with development of modern mass tourism.

In the year 1936, modern tourism really got under way when, at the instigation of its trade union representatives the International Labor Organization (ILO) adopted the first convention that was to support serious movements to promote paid holidays and in turn tourism. That convention on paid holidays was an innovation well ahead of time, when only fourteen countries, mostly European had enacted general legislation on paid holidays. Soon afterwards tourism experienced an extraordinary growth.

Presently the main potential for tourism markets is made up of wage earners in the world is bound to grow at a much faster rate than before. This in turn will give wage-earners increasingly longer holidays. The concept of paid holidays, which originated with the advent of industrialization in the West, has given modern tourism a tremendous boost.

Rise in the standard of living of the working and the middle classes in America and in certain European countries were yet another factor responsible for rapid growth in tourism. Soon after the War the tourists began to appear in countries where tourism had been practically unknown a few years earlier. The early traveler had advanced from the scholar & the pilgrim of the past to the pleasure seeker of today.

2.1.4 Role of Travel Agents:

In 1822, Robert Smart of Bristol, England announced himself as the first steamship agent. He began booking passengers on steamers to various Bristol Channel ports and to Dublin, Ireland.

In 1841, Thomas Cook began running a special excursion train from Leicester to Loughborough in England, a trip of 12 miles. On July 5th Cook's train carried 570 passengers at a round trip price of 1 shilling per passenger. This is believed to be the first publicly advertised excursion train. Thus Cook can rightfully be recognized as the first rail excursion agent; his pioneering efforts were eventually copied widely in all parts of the world. Cook's company grew rapidly, providing escorted tours to Continent and later to the United States and around the World.

The first specialist in individual inclusive travel was probably Thomas Bennet 1814-1898, an Englishman who served as secretary to the British consul general in Oslo, Norway. He frequently arranged individual scenic tours in Norway for visiting British Nobles.

2.1.5 Historic Transportation:

Stagecoach Travel:

Coaches were invented in Hungary in the fifteenth century and provided regular service there on prescribed routes. By the Nineteenth Century, stagecoach travel has become very popular, especially in Great Britain. The development of famous English tavern was brought about by the need for overnight lodging by stagecoach passengers.

Water Travel:

Market boats picked up passengers as well as goods on ship canals in England as early as 1772. The Duke of Bridgewater began such service between Manchester and London Bridge. Each boat had a coffee room from which the refreshments were sold. In mid 1800s, Trans Atlantic steamships were sailing between Europe and America. In 1899, in the city of Paris, a twin propeller steel hulled liner cut travel time between the old and new continent to 6 days.

International travel by ships became extensive and also the fastest way to travel between countries.

Rail Travel:

Railways were first built in England in 1825 and carried passengers beginning in 1830. The newly completed railway between Liverpool and Manchester featured special provisions for passengers. The public opinion towards the rail was very bad they considered it as the device of Satan and refused to travel in it. But later the scene totally changed when in 1838, a British Entrepreneur took a train load of tourists from Wadebridge to Bodmin to witness the public hanging

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of the two murderers. The low fares attracted the lower income group and became widely accepted mode of transport.

Automobile and Motor Coach Travel:

While railways and steamship companies satisfied the desire of the nineteenth century traveler, another new contraption called 'motor car' or 'automobile' appeared on the scene to change the travel landscape of the twentieth industry. Automobiles entered the travel scene in the United States when Henry Ford introduced his famous Model T in 1908. The relatively cheap "tin lizzie" revolutionized travel in the country, creating a demand for better roads. By 1920 a road network became available leading to the automobile's current dominance of the travel industry. Today the automobile accounts for about 84% of inter city miles traveled and is the mode of travel for approximately 80% of all trips.

Air Travel:

Man dreamed of flying and the credit goes to Leonardo da Vinci for first thinking of a flying machine that could soar in the skies. The stray experiments of flying became successful with the adventure of Joseph and Etienne Montgolfier who considered that hot air was lighter and experimented with a balloon. After the success of Balloon the Gliders came into existence and this was invented by Sir George Cayley. But the credit of developing the modern airplane goes to the Wilber and Orville-Wright Brothers of US.

Nearly 16 years after the airplane's first flight at Kitty Hawk, North Carolina, in 1903, regularly scheduled air service began in Germany. This was a Berlin-leipzig-Weimar route, and the carrier later became known as *Deutsche Lufthansa*. The first transatlantic passenger was Charles. A. Levine, who flew with Clarence Chamberlin nonstop from New York to Germany.

The first US airline, Varney Airlines, was launched in 1926 and provided scheduled airmail service. However, this airline was formed only 11 days before the Western Airlines. The first international mail route was flown by Pan American Airways from Key West, Florida, to Havana, Cuba in 1927. It is also takes the credit to fly the first passengers in 1928. The various US Airlines gradually expanded their services to more cities and international destinations. Because of its speed, comfort and safety, air travel is the leading mode of public transportation today, as measured in revenue passenger miles.

2.1.6 Purpose of Travel:

From ancient period till date people undertake travel for many purposes. One of the important purposes of travel of ancient period was pleasure travel. The **Concept of Pleasure Travel** as it existed in the West can be associated with the Roman Empire. Romans probably were the first pleasure travelers. The fine network of roads & the travel literature paved the way for Romans for smooth travel extensively.

Spas and Seaside Resorts of the period may be associated with pleasure travel. Spas and the Medicinal bath became popular during this period. These things induced the people for travel.

Travel for **religious purposes** assumed a significant importance during the middle ages. The practice of traveling for religious reasons, going on a pilgrimage for ex, became a well established custom in many parts of the world. A large number of pilgrims were traveling to the main shrines in Europe. The **Adoption and Spread of Christianity** attracted the people to undertake travel to their Holy Land. Religion was a great unifying force. Pilgrimages strengthened religious bounds. Thus religion played and continues to play a crucial part in the travel.

Another purpose of travel was the **Grand Tour**. For this the Renaissance in Italy played a significant role. The Romans visited Greece and the Eastern Mediterranean; the English visited Italy. The Grand tourists respected the learning, antiquities and the social refinements of the old world. The eighteenth century is conveniently and comfortably considered the golden age of the Grand Tour. Thus the Grand Tourists paved the way for the popular tourism of the nineteenth and twentieth century.

Another purpose of travel was **Trade and Commerce**. During the ancient period many travels were undertaken for trade and commerce so as to amass wealth.

Adventurous Attitude of the people was another purpose of travel. Many Europeans undertook adventurous sea voyages to explore new lands.

Another purpose of travel was to spend **annual holidays** very happily. The annual holiday was the forerunner of paid holidays. This encouraged many people to undertake travel in the large numbers during the eighteenth century. The most enjoyable public holiday in Rome during ancient period was the "Saturnalia-the feast of Saturn celebrated in December, when all classes indulged in feasting and frolic.

2.2.7 Factors That Led To The Growth Of Tourism:

Louis Erdis of the Swiss Federal University has given the most comprehensive list of factors influencing the growth of tourism in 1970. The following factors are included in this list:

- **Greater affluence and more leisure** for increasing number of people, particularly in the developed countries.
- **Health** is the main reason why people travel to one place to another.
- **The emancipation of young and relatively higher wages** they possess (when they have no family responsibilities), enabling them to travel, same with the case of retired and old couples.
- **Transport facilities**, especially air, very much better and cheaper, and there is a high rate of car ownership.
- **An enormous growth of international business** necessitating travel.
- **Package tours** allow people unused to making their own arrangements to travel with an easy mind, and are good value because of bulk buying of transport and hotel accommodation.
- **Relief from the adverse climatic conditions** in the home country may be found in abroad.
- Travel has become a **status symbol**.
- **Conferences and Business Meetings** are Proliferating.
- **Better education** has interested a large section of the public in cultural tourism.
- **Various Attractions and other features** have led to the development of tourism in many parts of the world.

of the two murderers. The low fares attracted the lower income group and became widely accepted mode of transport.

Automobile and Motor Coach Travel:

While railways and steamship companies satisfied the desire of the nineteenth century traveler, another new contraption called 'motor car' or 'automobile' appeared on the scene to change the travel landscape of the twentieth industry. Automobiles entered the travel scene in the United States when Henry Ford introduced his famous Model T in 1908. The relatively cheap "tin lizzie" revolutionized travel in the country, creating a demand for better roads. By 1920 a road network became available leading to the automobile's current dominance of the travel industry. Today the automobile accounts for about 84% of inter city miles traveled and is the mode of travel for approximately 80% of all trips.

Air Travel:

Man dreamed of flying and the credit goes to Leonardo da Vinci for first thinking of a flying machine that could soar in the skies. The stray experiments of flying became successful with the adventure of Joseph and Etienne Montgolfier who considered that hot air was lighter and experimented with a balloon. After the success of Balloon the Gliders came into existence and this was invented by Sir George Cayley. But the credit of developing the modern airplane goes to the Wilber and Orville-Wright Brothers of US.

Nearly 16 years after the airplane's first flight at Kitty Hawk, North Carolina, in 1903, regularly scheduled air service began in Germany. This was a Berlin-leipzig-Weimar route, and the carrier later became known as *Deutsche Lufthansa*. The first transatlantic passenger was Charles. A. Levine, who flew with Clarence Chamberlin nonstop from New York to Germany.

The first US airline, Varney Airlines, was launched in 1926 and provided scheduled airmail service. However, this airline was formed only 11 days before the Western Airlines. The first international mail route was flown by Pan American Airways from Key West, Florida, to Havana, Cuba in 1927. It is also takes the credit to fly the first passengers in 1928. The various US Airlines gradually expanded their services to more cities and international destinations. Because of its speed, comfort and safety, air travel is the leading mode of public transportation today, as measured in revenue passenger miles.

2.1.6 Purpose of Travel:

From ancient period till date people undertake travel for many purposes. One of the important purposes of travel of ancient period was pleasure travel. The **Concept of Pleasure Travel** as it existed in the West can be associated with the Roman Empire. Romans probably were the first pleasure travelers. The fine network of roads & the travel literature paved the way for Romans for smooth travel extensively.

Spas and Seaside Resorts of the period may be associated with pleasure travel. Spas and the Medicinal bath became popular during this period. These things induced the people for travel.

Travel for **religious purposes** assumed a significant importance during the middle ages. The practice of traveling for religious reasons, going on a pilgrimage for ex, became a well established custom in many parts of the world. A large number of pilgrims were traveling to the main shrines in Europe. The **Adoption and Spread of Christianity** attracted the people to undertake travel to their Holy Land. Religion was a great unifying force. Pilgrimages strengthened religious bounds. Thus religion played and continues to play a crucial part in the travel.

Another purpose of travel was the **Grand Tour**. For this the Renaissance in Italy played a significant role. The Romans visited Greece and the Eastern Mediterranean; the English visited Italy. The Grand tourists respected the learning, antiquities and the social refinements of the old world. The eighteenth century is conveniently and comfortably considered the golden age of the Grand Tour. Thus the Grand Tourists paved the way for the popular tourism of the nineteenth and twentieth century.

Another purpose of travel was **Trade and Commerce**. During the ancient period many travels were undertaken for trade and commerce so as to amass wealth.

Adventurous Attitude of the people was another purpose of travel. Many Europeans undertook adventurous sea voyages to explore new lands.

Another purpose of travel was to spend **annual holidays** very happily. The annual holiday was the forerunner of paid holidays. This encouraged many people to undertake travel in the large numbers during the eighteenth century. The most enjoyable public holiday in Rome during ancient period was the "Saturnalia-the feast of Saturn celebrated in December, when all classes indulged in feasting and frolic.

2.2.7 Factors That Led To The Growth Of Tourism:

Louis Erdis of the Swiss Federal University has given the most comprehensive list of factors influencing the growth of tourism in 1970. The following factors are included in this list:

- **Greater affluence and more leisure** for increasing number of people, particularly in the developed countries.
- **Health** is the main reason why people travel to one place to another.
- **The emancipation of young and relatively higher wages** they possess (when they have no family responsibilities), enabling them to travel, same with the case of retired and old couples.
- **Transport facilities**, especially air, very much better and cheaper, and there is a high rate of car ownership.
- **An enormous growth of international business** necessitating travel.
- **Package tours** allow people unused to making their own arrangements to travel with an easy mind, and are good value because of bulk buying of transport and hotel accommodation.
- **Relief from the adverse climatic conditions** in the home country may be found in abroad.
- Travel has become a **status symbol**.
- **Conferences and Business Meetings** are Proliferating.
- **Better education** has interested a large section of the public in cultural tourism.
- **Various Attractions and other features** have led to the development of tourism in many parts of the world.

- **World exhibitions and trade fairs** have become very popular.
- **Publicity** has become more and more aggressive, whetting the appetite of even the most unwilling to travel.
- **Ideological pressure groups** (political, cultural, scientific etc) hold more and more annual conventions.

2.2 A brief History of Tourism Industry in India:

Tourism in India has registered significant growth in the recent years. In 1951, International Tourist Arrivals stood at around 17 thousand only while the same has now gone up to 3.91 million in 2005. Tourism growth can be analyzed by focusing on the Post Independence era to till now.

2.2.1 Post Independence Era:

Post-Independence, while critical issues like agriculture, infrastructure and over supply hogged the limelight, travel and tourism received step-daughterly treatment, as it was deemed a 'luxury' - affordable by only a few.

Not much has changed over the last four decades, and it seemed every time the industry gained some form of momentum despite the closed and protected economy, there was something lurking in the shadows to clip its wings. The introduction of FERA put a serious crimp in foreign investment in the country and the Emergency was yet another deterrent to the tourism movement. A look at the Five Year Plans shows that in the Third Plan (1961-1966) tourism got approx 4.001 crores, which was 0.11% of the total Plan outlay. In the Eighth Plan, (1992-1997) it was Rs 272 crores – still 0.11% of the total plan outlay

At this time, policy makers, industry representatives and opinion makers equated tourism with foreign visitors. To their way of thinking, it was the foreign visitor who occupied hotel accommodation, filled airline seats, frequented bars and restaurants and used recreation facilities. Plus, given the foreign exchange (forex) shortage, the foreign tourist was looked upon as Daddy Big-Bucks – with an almost endless supply of crisp foreign currency. And while key aspects of Indian tourism came to be tailored to the foreign visitor, the price mechanism too, came to be tied to overseas costs. Hotel rates, food and beverages in hotels, handicrafts, etc, were priced at a level much higher than the economic standards prevalent in the country at the time. No way could our rupee-toting lads compete. Thus, for our fellow countrymen, travel was restricted to places of pilgrimage or going to one's native town to visit the family once a year. However, other South East Asian countries were on the ball soon enough when they realised the potential of tourism. Hong Kong, Singapore and Thailand dug in the infrastructure, developed detailed tourism plans and marketed them in glorious Technicolor across the world. Ironically, today, Indian outbound tourism provides a sizeable chunk of tourist inflow into these countries.

2.2.2 Tourism Industry in the Mid-90's:

The tourism industry began to swing in the mid-90s, with the liberalisation of the economy, and with India ratifying the agreement to set up the WTO unit in India. Foreign investment in industry, foreign investment in airlines and foreign media got the country excited about the world "out there" and the guy with 50 channels at his disposal, found bikini-clad motivation on his 21 inch screen, to

get out of his armchair and check out new destinations. The alphabets 'MBA' next to a young person's name opened up the road to five-figure salaries, six-figure bonuses and stock options. Young people were raring to go where they parents hadn't been and they had the means to do it! And, more surprisingly, the Indian traveller began to get excited about touring around his own country and the trend for domestic tourism was firmly set. The last decade of the last century alone, saw an increase by more than 100 million travellers in the domestic tourism segment – from 63.8 million visitors in 1990, to 176 million in 1999

On a broader scale though, finding accurate figures and statistics is something of a problem even today, and in the absence of a centrally appointed and vigilant monitoring body, one can only make estimates.

Immigration figures based on disembarkation cards are unreliable as they make little distinction between visitors coming only to India or backtracking from Nepal or other neighboring countries. Also, a large number of arrivals stay with family or friends and do not contribute much to the forex kitty. Forex earnings have been accepted by the tourism industry, as being the surer criterion of the quality and number of tourists a country is attracting. A study by FICCI, in 1994, showed that the overall forex earnings from tourism had been static around US\$ 1.2 – 1.4bn. In 1989, our earnings in forex were Rs ,2103 crores, which rose to Rs 3,990 crores in 1993. But if one were to take into account the devaluation that the rupee had been facing against the dollar at the time, then the net dollar earnings had virtually remained stagnant. Tracking tourism in the domestic sector is even more difficult as this is still an unorganised sector, with individuals making their own arrangements for availing of the services of small outfits

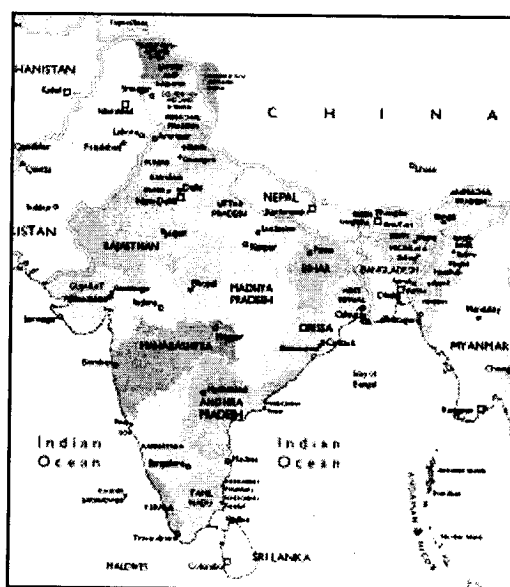


Figure – 2.1 : Map of India

2.2.3 Post Sept 11 era:

Post-September 11, the tourism industry in India has shown resilience with Indian travellers opting to look inwards to domestic tourism or to explore other destinations such as Australia and

New Zealand. The Kargil conflict, the Iraq war and the new flu on the loose in South East Asia, have also dealt serious blows to the global tourism industry. Despite this litany of international crises, today, it is an accepted fact that tourism is the fastest growing industry in the world; a creator of wealth and business opportunities, an income multiplier, a catalyst for employment and preserver of the environment. An investment of Rs 10 lakhs in tourism, creates 89 jobs, as against 45 in agriculture, and 13 in manufacturing for the same investment.

2.3 Lack of Central Apex Body:

The lack of a centralised government apex body to give it the tourism industry focus and direction, is still a cause for serious concern. At present, the central ministry of tourism's functions are limited to marketing India overseas and providing meager financial support to state governments for the creation of tourism facilities. Most of the important issues relating to tourism are deciding elsewhere. The Ministry of Civil Aviation controls aviation policy as well as the administration of airports. The Ministry of Home Affairs/External Affairs decides the visa regime, and the Ministry of Finance supervises the fiscal policy for investment in the tourism sector and of course the all-important tax structure. It is left to the private sector to run between the ministries to bring about any radical reforms. The classic Indian bureaucratic runaround – the death-knell to an industry on the move!

2.4 International Travel Focus:

The more significant findings of the many reports done for the international travel and tourism industry show that the focus of the industry is gradually shifting from Europe and N America to east/South Asia and the Pacific. A research forecast by the World Travel and Tourism Council pegs tourism industry growth at 4.5% over the next ten years. Turkey is expected to be the fastest growing travel and tourism economy over the next 10 years at a rate of 10.2%, while India will have a growth of 9.7%. This buoyant outlook also reflects a possibility of the creation of nearly 7 million jobs over the next 10 years.

2.5 Trends of Tourism:

The upward trend is expected to remain firm in the coming years. Tourism is the third largest net earner of foreign exchange for the country recording earnings of US \$ 5731 million in 2005, a growth of 20.2% over 2004. It is also one of the sectors which employs the largest number of manpower. The first ever Tourism Satellite Accounts for India compiled by NCAER for the year 2002-03 showed that tourism employed 38.8 million persons, directly and indirectly, which was 8.3% of the total employment in the country and who contributed 5.8% of the GDP. These figures are estimated to have increased to 41.85 million employed in 2003-04 with a GDP contribution of 5.9%. Various studies have also shown that tourism generates the highest employment per unit of investment for the skilled, semi-skilled and unskilled. The World Travel and Tourism Council (WTTC) has identified India as one of the foremost growth centers in the world in the coming decade.

While the growth in tourism has been impressive, India's share in total global tourism arrivals and earnings is quite insignificant. It is an accepted fact that India has tremendous potential for development of tourism. The diversity of India's natural and cultural richness provides the basis of

a wide range of tourist products and experiences, which embrace business, leisure, culture, adventure, spirituality, eco-tourism and many other pursuits. Apart from acknowledging the traditionally recognized advantages of developing tourism for the promotion of national integration, international understanding, earning of foreign exchange and vast employment generation, it can play a major role in furthering the socio-economic objectives of nation.

2.6 Recent Development in Tourism Industry:

India Tourism office at Tokyo won two International Awards in Tour Expo held at Daegu in Korea for excellent tourism promotion. Indian Pavilion won the Best Booth Design Award as well as Best Folklore Performance Award competing with major players in tourism such as China, Japan, Thailand, Malaysia and Canada.

The theme of pavilion was the Buddhist pilgrimage in India. Multi promotional activities undertaken by Tokyo office drew a large crowd to India Pavilion, which added colours to the entire travel show. The Korea's leading newspapers published on the front page the Incredible India booth's photographs highlighting various aspects. The live Yoga performance and Indian traditional snacks at the pavilion.

2.7 Future Trends of Tourism:

India has the potential to become the number one tourist destination in the world with the demand growing at 10.1 per cent per annum, the World Travel and Tourism Council (WTTC) has predicted. In India, the Government spending on tourism is 153rd in the world at 0.9 per cent. China spends 3.8 of its budget on tourism and rates fifth in receiving the largest tourist arrivals (31.2 million) after France, U.S., Spain and Italy. India gets only 2.6 million tourists on an average per annum.

The WTTC's Tourism Satellite Accounting Research (TSAR), which measured tourism's share in the national economy in 160 countries over the last 10 years, has found a global shift away from Europe to Asia and the Far East in the last 10 years. According to WTTC study while outbound tourism had grown over last 10 years from 76 million to 179 (with the boom in the economy), the inbound traffic has remained almost static at 2.6 million arrivals. Business travel and tourism are also poised to grow in the coming decade. But because business travel has unique features of higher spending, requirement of services, higher expectations, world-class standards, telecommunications, efficient and convenient travel schedules, the public sector has to assess this growth and plan its services and policies to serve the growing segment.

Major attractions in India are the world's highest mountains, miles of coastline with excellent beaches, tropical forests and wildlife, desert safari, lagoon backwaters, ancient monuments, forts and palaces, adventure tourism and the Taj Mahal. The tropical forests in Uttaranchal, Madhya Pradesh, Karnataka, Orissa, Kerala, Andhra Pradesh and Rajasthan can be developed into major tourist attractions. Being located virtually midway between Europe and the Far East, Europe and South East Asia/Australia, India has a strategic advantage. Since all international flights have to, out of necessity fly over India, the country can develop one or two international airports with the best of transit facilities, inducing passengers to break journey and thereby facilitating visitor export.

2.8 Tourism Business is Changing:

When a tourist decides to go on a trip and to book an offer, the product does not exist materially, it cannot be investigated or inspected physically. Usually, the decision making process depends only on the information given by the source being used. Therefore, the industry is highly influenced and changed by new information and communication technologies (ICT). The IT revolution has profound implications on tourism management by enabling efficient cooperation and offering tools for the globalisation of the market.

Today, tourists show a more dynamic behaviour, they ask for more and better information. Our society is changing into an information knowledge society. Today, many companies and organisations in the tourism industry are using new information technologies. It is not just a computer or a simple network that is used by a company like a hotel, it is an entire system: networks of computers and communication technologies are used by the whole industry.

All players become users of ICT in order to ensure their own survival and competitiveness. Use of digital electronic methods and tools to gather, process, share and distribute information and services throughout the tourism value chain can provide a competitive advantage. For example, reservation systems (CRS/GDS) are used by most of the travel agents (in the USA: 96%), tour operators, airlines, hotels and car rental firms to distribute their products. The best known reservation and distribution system players are Sabre, Galileo/Apollo, Amadeus, and Worldspan [Poon, A. (1993), Sheldon, P.J. (1997)].

More than 30 years provided airlines and travel agencies with competitive advantage in the field of information handling in tourism. The growth of the internet and new powerful applications allowed tourism providers to directly access prospective clients for the first time in the mid nineties. Suppliers, intermediaries and new intermediaries went online using the internet to address the consumers directly. The value chains within the industry are changing. Poon A (1993) describes four profound implications for the travel and tourism industry caused by information and communication technologies (ICT):

- ✓ ICT changes the rules in the industry
- ✓ ICT is substantially altering the role of each player in the value-creation process of the industry
- ✓ ICT facilitates the production of new, flexible and high-quality travel and tourism services that are cost-competitive with mass, standardised and rigidly packaged options
- ✓ ICT helps engineer the transformation of travel and tourism from its mass, standardised, and rigidly packaged nature into a more flexible, individual-oriented industry.

The internet, as such an ICT, influences every part of the tourism network, it enables each player including new ones to get in contact with other players in the value chain, in particular with the consumer. This affects the whole industry, its value chains, and the way the companies make their business within the system. The internet is a possible instrument to close the gap between local suppliers and the demand side [Werthner, H. and Klein, S. (1999), Gratzner, M. and Winiwarter, W. (2003)]. It offers also small, local players to have direct customer contact and the chance to sell their products on the global market.

2.9 Summary:

Travel for religious purposes assumed a significant importance. The practice of traveling for religious reasons, going on a pilgrimage for instance, became a well established custom in many parts of the world. By the end of the Middle Ages a large number of pilgrims were traveling to the main shrines in Europe, assumed an interesting character. However it was still dominated by the religious motivations. The Industrial Revolution was responsible for the change in the economic and social systems. It threw up great factory towns, big and small. The working class as in the beginning burdened by long working hours and poor working and living conditions. For a large number of people there was a little relief from the routine of putting in long hours of work in difficult conditions in the factory set up of those days. Sudden concentration of population in towns and cities created unhealthy social conditions. From ancient period till date people undertake travel for many purposes. One of the important purposes of travel of ancient period was pleasure travel.

The concept of pleasure travel as it existed in the West can be associated with the Roman Empire. Romans probably were the first pleasure travelers. The fine network of roads & the travel literature paved the way for Romans for smooth travel extensively. Tourism in India has registered significant growth in the recent years. In 1951, International Tourist Arrivals stood at around 17 thousand only while the same has now gone up to 3.91 million in 2005. Tourism growth can be analyzed by focusing on the Post Independence era to till now. Post-Independence, while critical issues like agriculture, infrastructure and over supply hogged the limelight, travel and tourism received step-daughterly treatment, as it was deemed a 'luxury' - affordable by only a few. The upward trend is expected to remain firm in the coming years. Tourism is the third largest net earner of foreign exchange for the country recording earnings of US \$ 5731 million in 2005, a growth of 20.2% over 2004.

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2.10 Self Assessment Questions:

1. Explain in detail the causes for Rapid Growth of Tourism in modern times ?
2. Earlier people used to travel only for Religious Purposes – Discuss the statement
3. Describe the role of travel agent ?
4. What are the factors that Led To The Growth Of Tourism
5. Explain in brief about the history of tourism in India ?
6. What are the future trends of tourism ?
7. Do you think the tourism business is changing ? if yes, give the reasons for it.

Lesson - 3

Tourism Services

3.0 Objective :

- The objective of this lesson is to give you insight in to:
- Introduction to Service, Service Industry and quality of Service
- To make the student understand the Challenges for Services
- To know the Modes of Transport Sector
- To understand the processing of Information in the Organization
- To know the about Cuisines
- To make the student understand about Travel Agency Management

Structure:

- 3.0 Objective
- 3.1 Introduction to Service
- 3.2 Service Industries
- 3.3 The Quality of Service
- 3.4 Challenges for Services
- 3.5 Modes of Transport Sector
- 3.6 Cuisines
- 3.7 What Is a Travel Agency?
- 3.8 Travel Agency Management
- 3.9 Rights and Duties of a Travel Agency
- 3.10 What Is a Tour, Travel Agent and Tour Operator ?
- 3.11 Importance and Role of Tour Guides
- 3.12 Summary
- 3.13 Self Assessment Questions:

3.1 Introduction to Service :

A service is an activity which has some element of intangibility associated with it, which involves some interaction with customer or with property in their possession, and does not result in a transfer of ownership.

A change in condition may occur and production of the service may or may not be closely associated with a physical product. It includes a wide variety of services.

There are the business and professional services such as advertising, marketing, research, banking, insurance, computer-programming, legal and medical advice. Then there are services which are provided by professionals but consumed for reasons not of business, rather for leisure, recreation, entertainment and fulfillment of other psychological and emotional needs such as education, fine arts, etc.

Let us take an example to understand the meaning of services. I hope all of you have been to bank at some or the other moment of life. Have you ever experienced that the amount of time taken to serve you was too long and your reaction to it was ooh the services offered by XYZ bank are bad. Now tell me what do you understand from service?

W.J Stanton:

“Services as fulfilling certain wants and states that, “services are those separately identifiable, essentially intangible activities which provide want-satisfaction, and that are not necessarily tied to the sale of a product or another service.”

Phillip Kotler has distinguished four categories of offer, varying from a pure good to a pure service:

A pure tangible good such as soap, toothpaste or salt. No services accompany the product.

A tangible good with accompanying services to enhance its consumer appeal. Computers are an example.

A major service with accompanying minor goods and services such as first class airline travel. A pure service like baby-sitting and psychotherapy.

3.2 Service Industries:

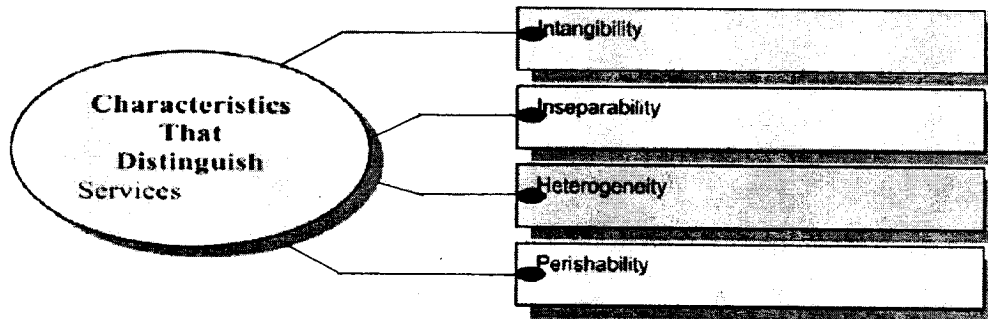
Here are the examples of Service Industries

- **Hospitality** - Restaurant, hotel/motel, bed & breakfast, Ski resort, rafting
 - **Travel** - Airlines, travel agencies, theme park
 - **Health Care** -Hospital, medical practice, dentistry, eye care
 - **Professional Services** - Accounting, legal, architectural
 - **Financial Services** - Banking, investment advising, insurance
 - **Others:** hair styling, pest control, plumbing, lawn maintenance, counselling services, health club
- Charts shows you basic difference between product and services.

Let us understand the characteristics of services. Basically services have a number of unique characteristics that make them so different from products. Some of the most common ones are:

Intangibility:

When you buy a cake of soap, you can see, feel, touch and use it to check its effectiveness in cleaning. But when you pay fees for a term in college, you are paying for the benefit of deriving knowledge and education, which is delivered to you by teachers.



In contrast to the soap you can immediately check its benefits, there is no way you can do so in case of the teachers who are providing you the benefits. Teaching is an intangible service. Services cannot be felt, tasted, touched or seen in the same way as goods. However, there are always some tangible components, which help consumers, evaluate services. On a flight, for example the total service experience is an amalgam of many disparate components, such as the experience at the airport, the nature of the services, on board and the in-flight entertainment.

There are clearly many tangible able elements during the flight but this is hardly comparable with buying a television or a suit, where the total product can be seen, examined and evaluated. Intangibility actually presents several marketing challenges. Services cannot be inventoried, and therefore fluctuations in demand are often difficult to manage.

For example, there is tremendous demand for resort accommodations in XYZ in February, but little demand in July. Yet resort owners have the same number of rooms to sell Yet-round.

Services cannot be patented legally, and new service concepts can therefore easily be copied by competitors. Services cannot be readily displayed or easily' communicated to customers, so quality may be difficult for consumers to assess.

Decisions about what to include in advertising and other promotional materials are challenging, as is pricing. The actual costs of a "unit of service" are hard to determine and the price/quality relationship is complex.

The range shown in fig highlights that fact that most services are a combination of product and services having both tangible and intangible aspects. There are only a few truly pure tangible products or pure intangible services.

The distinguishing feature of a service is that its intangible aspect is dominant. These intangible features are:

- A service cannot be touched
- Precise standardization is not possible

- There is no ownership transfer
- A service cannot be patented
- Production and consumption are inseparable
- There are no inventories of the service
- The consumer is a part of the production process so the delivery system must go to the market or the customer must come to the delivery system

Inseparability: The most basic and universally cited, difference between goods and services is intangibility. Because services are performed in most cases services cannot be separated from the person or firm providing it. A person who possesses a particular skill provides Service. A plumber has to be physically present to provide the service; the beautician has to be available to perform the massage.

Heterogeneity:

As we say services it is performances and are frequently produced by humans and no two services will be precisely alike. The employees delivering the service frequently are the service in the customer's eyes, and people may differ in their performance from day to day or even hour to hour. Heterogeneity also results because no two customers are precisely alike; each will have unique demands or experience the service in a unique way.

Thus, the heterogeneity connected with services is largely the result of human interaction (between and among employees and customers) and all of the vagaries that accompany it.

For example, a tax accountant may provide a different service experience to two different customers on the same day depending on their individual needs and personalities and on whether the accountant is interviewing them when he or she is fresh in the morning or tired at the end of a long day of meetings

The doctor who gave you his complete attention last visit may behave a little differently the next time. Airlines, restaurants, banks, hotels have a large number of standardized procedures.

Now you know that services are heterogeneous across time, organizations, and people, ensuring consistent service quality is challenging. Quality actually depends on many factors that cannot be fully controlled by the service supplier, such as the ability of the consumer to articulate his or her needs, the ability and willingness of personnel to satisfy those needs, the presence (Of absence) of other customers, and the level of demand for the service.

Because of these complicating factors, the service manager cannot always know for sure that the service is being delivered in a manner consistent with what was originally planned and promoted. Sometimes services may be provided by a third party, further increasing the potential heterogeneity of the offering.

For example, a consulting organization may choose to subcontract certain elements of its total offering. From the customer's perspective, these subcontractors still represent the consulting organization, even though their actions cannot be totally predicted or controlled by the contractor.

Perishability: Can you save the treatment given to you by your doctor?

Obviously no, so it basically refers to the fact that services cannot be saved, stored, resold, or returned.

A seat on an airplane or in a restaurant, an hour of a lawyer's time, or telephone line capacity not used cannot be reclaimed and used or resold at a later time. A car mechanic who has no cars to repair today, or spare berths on a train, unsold seats in a cinema hall represent service capacity, which is lost forever. Apart from the fact that service is not fully utilised represents a total loss, the other dimension of this.

There is a peak demand time for buses in morning and evening (office hours), certain train routes are always more heavily booked than others. This is in contrast to goods that can be stored in inventory or resold another day, or even re-turned if the consumer is unhappy.

Wouldn't it be nice if a bad haircut could be re-turned or resold to another consumer?

Perishability makes this an unlikely possibility for most services. As we know that all the goods are produced first, then sold and consumed, most services are sold first and then produced and consumed simultaneously. For example, an automobile can be manufactured in Detroit, shipped to San Francisco, sold two months later, and consumed over a period of years. But restaurant services cannot be provided until they have been sold, and the dining experience is essential produced and consumed at the same time. Frequently this also means that the customer is present while the service is being produced and thus views and may even take part in the production process. This also means that frequently customers will interact with each other during the service production process and thus may affect each others' experiences.

For example, just suppose strangers are seated next to each other in an airplane may well affect the nature of the service experience for each other. That passengers understand this fact is clearly apparent in the way business travelers will often go to great lengths to be sure they are not seated next to families with small children.

Another outcome of simultaneous production and consumption is that service producers find themselves playing a role as part of the product itself and as an essential ingredient in the service experience for the consumer. When you buy a product you become its owner –be it a pencil, book, shirt, refrigerator, or car. In case of service, you may pay for its use but you never own it. In case of service the payment is not for purchase, but only for the use or access to or for hire of items or facilities.

3.3 The Quality of Service:

As services often are produced and consumed at the same time, mass production is difficult if not impossible. The quality of service and customer satisfaction will be highly dependent on what happens in "real time," including actions of employees and the interactions between employees and customers. Similarly, it is not usually possible to gain significant economies of scale through centralization. Usually operations need to be relatively decentralized so that the service can be delivered directly to the consumer in convenient locations. Also because of simultaneous production and consumption, the customer is involved in and observes the production process and thus may affect (positively or negatively) the out-come of the service transaction. In a related vein, "problem customers" (those who disrupt the service process) can cause problems for themselves or others in the service setting, resulting in lowered customer satisfaction.

For example, in a restaurant setting, an over demanding and intoxicated patron will command extra attention from the service provider and negatively impact the experiences of other customers.

When we are talking about services in terms of variability it depend on who provides you those services and when and where they were provided, services are highly variable. As some of you would have experienced that some doctors have excellent bedside manner; others are less patient with their patients. Some surgeons are every successful in performing a certain operation and others are less successful. Service buyers are often aware of the variability and talk to others before selecting a service provider. *So as to improve the quality service* firms can take three steps towards quality control.

The first is investing in good hiring and training procedures. Recruiting the right service employees and providing them with excellent training

The second step is standardising the service performance process throughout the organisation. This is helped by preparing a service blueprint that depicts events and process in a flowchart; with objective of recognising potential fail points.

The third step is monitoring customer satisfaction through suggestion and complaint systems, customer surveys, and comparison-shopping.

3.4 Challenges for Services:

The following are the Challenges for Services

- (a) Defining and improving quality
- (b) Communicating and testing new services
- (c) Communicating and maintaining a consistent image
- (d) Motivating and sustaining employee commitment
- (e) Coordinating marketing, operations and human resource efforts
- (f) Setting prices
- (g) Standardization versus personalization

3.5 Modes of Transport Sector:

components of the tourism product (accommodation; restaurants; merchandizing; attractions; transport; entertainment; tourist activities); **tourism** as an industry has three major **components**: Attraction, Accommodation and Transport.

The tourism industry is made up of three major components: namely,

- (1) *Transport sector*, which includes air, water and surface transport,
- (2) *Accommodation sector*, all types of establishments that offer lodging to visitors (Hotel, Motel, Guest houses, caravans etc.) . .

3. *Attraction sector*, which comprises manmade and natural attractions which are developed to satisfy visitors educational, recreational, aesthetic needs etc.

Transport Sector:

Transport provides the essential link between tourism origin and destination areas and facilitates the movement of holidaymakers, business travelers, people visiting friends and

relatives and those undertaking educational and health tourism. Before setting out on a journey of any kind, every traveler makes sure which Transport Company has a good safety record. To this effect, airplanes coaches and even taxis are equipped with good communication equipment. An Airplane flies with the help of modern information technology equipment which provides information ranging from weather, altitude and other information to the pilot to communication made during emergency by the pilot with other airplanes and air traffic control stations. In-flight entertainment is also a product of information technology, video games, video films are examples.

In the case of buses/coaches and taxis, in many countries with developed tourism business, they are equipped with radio communication systems for various uses. For example, the driver or the tour guide updates the Tour Company headquarters about the progress of the tour throughout the touring period. This communication ensures the safety of tourists. Fast and easy information flow is of paramount importance to build confidence in the traveling public. In recent years, the confidence built due to the use of modern IT has been demonstrated by a tremendous increase in the number of travelers worldwide.

Accommodation Sector:

In the accommodation sector also the contribution of information technology is prominent. Any individual or group wishing to travel to any part of the world now has an easy access to the accommodation service providers. A visitor can access an information about the kind of hotels at the destination, their ranges of product, the price and other relevant information without leaving his/her office or home. What one has to do is to ring up a travel agency and get the expert advice. This will help any visitor greatly as to where to stay during any kind of away from home. Here the information can be obtained aided by still or moving pictures in order to give an exact feature of an accommodation, facilities and services of ones choice. At a destination also visitors are at ease during their stay in every respect, in getting information about their business, family or other information back home. They are also at ease to relax with the videos and television entertainment programs, which nowadays are part and parcel of many accommodation units.

Attraction Sector:

In the case of attractions both manmade and natural attraction owners need to communicate or inform their customers and potential customers about their production. Information about the kind of attraction, where they are located and how to get there is of vital importance. The attraction owners particularly the national tourist offices discharge their duty of promoting their country's tourist attractions using the information technology products. Information through promotional videos, Internet Web Sites, television advertisements and travel documentaries are the main information dissemination tools. (intermediaries, attractions, accommodation, transport and support facilities). It is an industry that comprises many components (historical attractions, theme parks, travel agents, airlines, museums, hotels and restaurants among others) in both the public and private sectors of most countries.

3.6 Cuisines:

Indian cuisine is known around the world for its diversity and its distinctive use of spices in creating a wide range of dishes, from the mild Kormas and Tikka Masalas to the spicier Vindaloos.

Not all Indians are vegetarian, although most are, which has contributed to the marvellous variety of vegetable dishes found throughout India. Meat is also eaten, mainly in the north, famous for its tandoori cooking. Fish and shellfish are popular along the coast, and pork is a specialty in Goa. Contrary to popular belief, not all Indian food is hot.

The types of dishes vary from region to region - cultural traditions, religion, and geography all play a role in defining a typical Indian meal.

Indian food a typical Indian meal consists of a starter, a legume such as dhal or lentils, one or two vegetable dishes and, for non-vegetarians, one or two meat dishes, all served with rice or bread and a variety of chutneys and pickles.

Not all Indian food is curry and not all curries are the same. What we have come to know as "curry" is a term referring to a dish that is made with meat, vegetables or fish cooked in a spicy sauce. Each sauce is characterized by the variety and combination of spices used. Dishes cover the full spectrum of tastes, from mild and delicately flavored to hot and spicy. The heat levels and flavors are controlled by the amount and type of spices added.

3.7 What is a Travel Agency?

Travel Agencies sell inclusive tours, holiday, transportation tickets and other related products such as accommodations, car rentals, attraction tickets and insurance to the public.

A Travel Agency is a middleman - a business or person selling the travel industry's individual parts or combination of the parts to the consumer.

In legal terms Travel Agency is an agent of the principal – specifically, transportation companies. The agency operates as a legally appointed agent, representing the principal in certain geographic area. The agency functions as a broker for the other suppliers, such as hotels, car rentals, ground operators and tour companies.

3.8 Travel Agency Management:

A travel agency management may be defined as that process by which travel agency creates, directs, maintains and operates a purposive organization through systematic, coordinated and cooperative human efforts. The management process is a complex social activity. Travel agency management is rooted in the interactions of people at work; the managers responsibility is to guide, direct, influence and control the actions of others in attainment of planned company objectives..

Agency management should be viewed as an organized set of activities for coordinating and integrating the use of resources to accomplish the organizational purpose of selling travel. The central focus of managerial activities with their related organizational elements includes:

- | | | |
|-----------|---|--|
| Planning | – | corporation purpose |
| Operating | – | organizational techniques and structures |

Coordinating	–	sales people require direction
Controlling	–	information and budget reports

Planning:

Travel business planning is a way of thinking about corporate objectives and of determining in advance what is to be accomplished. In the marketplace of tomorrow, more planning is required to meet the great uncertainty. Most agencies see themselves a full service operation serving the corporate business executives and the vacation traveler, but those with good planning capabilities will calculate how to sell more of what pays the best and reduce, particularly, those time consuming activities which do not contribute significantly in the overall profit level.

Operating:

To implement any planning, there is a requirement to have an agency organization. It is a responsibility of management to determine the type of agency required to carry out the stated plans. The kind of organization that is developed determines in real measure, whether or not the plans are realized, since the objectives of an enterprise and the plans required to meet these objectives have a direct relation to the characteristics and structure of an organization. The organizing practices should be complete in order that the staff easily undertakes every activity necessary to achieve the organization's objective. The operating management in a travel agency deals with salaries, staffing, training and increasing technology. Larger agencies have full time in house staff members, supplemented by part-time outside sales persons.

Coordinating:

The third function of management is a term coordinating the people resources i.e., motivating, leading, guiding, stimulating and actuating, and is concerned with the human factor of an organization. Good human relations are the practice of utilizing human resources through knowledge as well as understanding of the activities, and interrelationships of people at work. Human factors of organization play a significant role in the behavioral climate in a small business. Travel organization promotes face-to-face contacts.

Controlling:

It refers to the managerial activities, which measure the performance of agents, and guides the agency toward some predetermined goals. An agency may keep track of sales showing a chronological listing of advance sales by date of departure for an instant review of advance bookings.

Marketing:

Travel marketing is a major responsibility of the travel agency, and holds strategic place in the business world. Marketing requires that all decisions reflect the market orientation and the special needs of the traveling consumers. Marketing is defined as that business activity which directs the flow of goods and services from the agency to the consumer and includes selling, purchasing, financing and risk taking. A marketing program is a plan for guiding the agencies marketing activities towards specific objectives and defines what happens, when and who is responsible for the implementation of activities. Marketing policies involve **product pricing, advertising, service, warranty, credit, product line, branding, terms of sale, sale services, distribution channels and marketing coverage**. Activities which are part of the agency's marketing program are: *pricing, product, promotion, channels of distribution, market research* and are elements of the responsibility of the travel agency manager.

Functions of a Travel Agency:

The main function of a travel agency could be summarized as follows:

- *Advisory*: the agency advises potential travelers on resorts, carriers, travel companions and travel facts worldwide.
- *Reservation*: the agency makes reservations for all the travel requirements
- *Planning*: it plans itineraries of all kinds including complex multi stopover independent tours.
- *Computation*: it computes accurate airline and other fares and does costing of tours and ticketing
- *Correspondence*: it correspondences by telephone, letter, telex, fax etc, with travel principals and customers.
- *Records*: it maintains accurate files on reservation.
- *Travel brochure*: it maintains and displays stock of travel brochures
- *Complaint handling*: it intercedes with principals in the event of customers complaints
- *Insurance*: it arranges insurance facilities for the customers
- *Liaison*: it maintains liaison with providers of the services
- *Foreign exchange*: it provides foreign exchange facilities for customers
- *Miscellaneous*: it arranges any other special services ordered/required by the customer

3.9 Rights and Duties of a Travel Agency:

In many countries, the activities of travel agencies are authorized, controlled and limited by the state. Such regulations have often been enacted for protecting customers and guaranteeing professional standards. Thus a travel agency:

- Must look after the rights and interests of its customers;
- Must hand them a dated and stamped ticket;
- Must see to it that the customer complies with frontier regulations, such as personal documents, passport, visas, custom declarations etc;
- May terminate the contract in certain cases and in certain conditions stipulated before hand in which case the customer may be entitled to manage up to a certain amount;
- Recognize the traveler's right to terminate the contract provided he pays the agency for all the expenses incurred and waive the deposits made in advance.

The public resorts to the services of a travel agency in the following cases, in particular:

- For taking part in tours with an involved program where there are numerous stages and various means of transport used;
- For stays in highly popular tourist resorts where it is difficult to book rooms;

- For prolonged stays for which the tourist wishes to leave nothing to change and to profit from the lower rates;
- For taking part in certain types of tourism which are not available otherwise (curious, safaris, etc).

3.10 What Is a Tour, Travel Agent and Tour Operator ?

Tour:

A 'tour' represents an attempt by the traveler to discover something about a place he visits.

Travel Agent:

A travel agent is a middleman, acting on behalf of client, making arrangements with suppliers of travel and receiving a commission from the suppliers. A travel agent is thus an expert in schedules, routing, lodging, currency, prices, regulations, destinations and all other aspects of travel and travel opportunities. In short a travel agent is a specialist and a counselor.

In 1970, the Travel Weekly study conducted by Louis Harris and Associates defined the travel agent as follows:

A travel agent, besides selling prepared package tours, also prepares individual itineraries. He arranges for hotels, motels, accommodation at resorts, meals, sightseeing, transfers of passengers and luggage between terminals and hotels; furthermore, he can provide the traveler with a host of other information that would normally be hard to get. The travel agent is paid for his services through commissions.

There are two types of travel agents: **wholesaler and retail**

A Wholesale Travel Agent, or Wholesaler as he is called, specializes in putting together tour offerings, which are marketed to the public through a network of retail agents or airlines. He does not deal directly with the consumer unless he also operates at retail level. A wholesale travel agent may design tour packages marketed under his agency's name, or he may take land packages already assembled by a ground operator and combine them with air or a surface transportation to form new packages.

The retail travel agent or retailer as he is called sells travel services directly to the consumer. He represents or acts as the agents for airlines, steamship lines, railways, hotels, and car rental firms or sometimes for the wholesale travel agencies mentioned above.

Tour Operator:

Tour Operators buy a range of tourist products in bulk – airline's seats, hotel rooms, coach services. They 'package' them for subsequent sale to retailers or consumers. Their product is also called as **Inclusive Tour Packages**.

Tour Operator is one who buys the individual elements in the travel product on his own account and combines them in such a way that he is selling a package travel, the tour, to his clients. He is remunerated by a reasonable mark-up on the prices he had paid to the providers of the services – which make up the packages.

The distinction between a wholesaler and retailer is only theoretical. A retail travel agent may design custom tours for individual clients by assembling prepaid, prearranged packages, the basic

services requested by the prospective traveler. Occasionally he may develop a package or packages, which he may 'wholesale' to other retailers. The dividing line is further blurred by the fact that some travel agencies operate both retail and wholesale divisions.

Tour Wholesaler:

The Tour Wholesaler (also called Tour Operator) puts together a tour and all of its components and sells through his or her own company, through retail outlets, and/or through approved retail travel agencies. Wholesalers can offer vacation packages to the traveling public at prices lower than an individual traveler can arrange because wholesalers can buy services such as transportation, hotel rooms, sightseeing services, airport transfers and meals in large quantities at discounted price.

Tour Wholesaling businesses are usually one of four kinds:

- The independent tour wholesaler
- The airline working in close corporation with a tour wholesaling business
- The retail travel agent who packages tours for its clients and
- The operator of motor coach tours.

Ground Operators:

Tour Operators referred to as 'Ground Operators' normally provide services at the destination only and do not package or market transportation to or from the destination. The services provided by such operators include overnight accommodations, sightseeing, guides and transfers. These are collectively known as 'land arrangements'. Ground Operators who specializes in services for incoming visitors, particularly tourists from foreign countries, are called 'Inbound Tour Operators'.

Specialty Channellers:

Specialty Channellers include incentive travel firms, meeting and convention planners, hotel representatives, interline representatives, association executives, corporate travel offices and travel consultants. These intermediaries may represent either buyers or suppliers and have the power to influence how, where and when the travel product will be distributed. Unlike travel agents or tour operators, specialty Channellers does not usually receive commissions. They are typically salaried employees who contract travel services at efficient costs on behalf of their organizations.

Types of Tour Operators:

Tour Operators may be classified into different categories based on the nature of their work, i.e. the market area being handled and specialized by each one. They are as follows:

- Mass Market Operators
- Specialist Operators
 - Inclusive tours for particular destination
 - Inclusive tours for specific generating area
 - Inclusive tours for specific accommodation (campus, holiday villages)

- Inclusive tours for specific transport
- Inclusive tours for special interest (game or safaris, self rail cruising, business training etc)
- Domestic Operators (assemble and sell inclusive tours to a destination within a country.
- Incoming Tour Operators.

These operators are based in the destination selling only for that destination, but they may be selling in many different tourist-generating countries. In many countries these operators are provided help from the national tourist office, as they play an important role in the development and promotion of new tourist facilities in the country.

Some of the operators of this category may be called as 'Handling Agents' since their function is to organize tour arrangements for incoming groups on behalf of overseas operators. There are some who specialize in meeting incoming passengers and transferring them to their hotels or providing other escort services. There may also be yet another who offers a comprehensive range of services, which include negotiation with hotels and coach companies.

Creating a Tour:

Before going into tour operations first we should know how tours are created. A tour conductor, like any other professional, should have a clear understanding of the intricate decision-making that so intimately affects his or her job. Many tour managers find that they occasionally must restructure a tour while it's in progress or recommend changes when it's over. The major components of tour planning include the following:

- Marketing a Tour
- Assessing the Demand
- Planning the Tour
- Determining a Tour's Cost and Price
- Promotion
- Getting the Tour Product Out and Back
- Following up the Tour.
- Marketing to Groups

Marketing a Tour: Planning out a tour in certain ways, a unique undertaking. In other ways, however, it's no different from designing a new car or creating a breakfast cereal. Universal principles guide the process-principles tied to the science of marketing. Marketing is the process of transferring a product from its producer to consumers. In this case the product is a tour, the producer is the tour operator, and the consumer is the traveler.

Assessing the Demand: Travel isn't a need; it's a desire, a want that's bought with "discretionary" income (the money left over after paying for essentials). According to the marketing principles when such desire is driven by money, a demand is created. Today's demand for travel is so huge that travel and tourism is the world's largest business. Assessing the demand comprises the following:

The Demand for Tours: Assessing the demand for tours in order to tailor them to would be travelers require knowledge of not only why people take tours, but also why they don't. An NTA marketing survey study found three main consumer objections to touring:

- Leisure time and Money to spend
- New Custom tailored tour packages or vacations which interests the consumers
- Curiosity among the people to go to new places

Market Research: *Tour operators take the following marketing research shortcuts:*

- *They pick up quickly on trends:* good tour planners follow latest trends, any new tendency or useful ideas that can be translated into a tour
- *They tap the successful ideas of other companies:* many tour operators have prospered by noting a competitor's early success, then adapting or improving on the idea. In the jungle of travel marketing, a tour planner who succeeds is the one who is alert to every new rustle in the thicket, every new snap of selling vine.
- *They survey their own tour participants*
- *They experiment through trial and error*
- *Planning the Tour:* Surveying, Testing, Trial & Error, and Awareness of trends and the competition can all lead a tour company to design a certain tour. In marketing, this step is called product development. Throughout this research and development phase, a tour company is ever mindful of the client who will pay to take the tour. In other words, the product-the tour-must match its intended market. Every customer has different needs to be identified. The process consists of the following:

Designing a Tour Package

Some of the factors to be taken in designing and selections of a package tour are given below:

- (1) Purpose of the Trip
- (2) Preferred Destinations
- (3) Length of Stay
- (4) Client Budget
- (5) Accommodation Desired
- (6) Features, Options and Activities desired
- (7) Travel Documents required

Purpose of the Trip

People travel on tours for many reasons. Determining the purpose of the trip is integral to matching the tour, to the personality and needs of the traveler. Some of these objectives are:

- Exotic Gateways
- Adventurous Surroundings

- Dining and Entertainment
- Golf or Tennis
- Fish for Tuna or Martin
- Dive along under sea reefs
- Sight Seeing

Geographic Preferences

The client's geographical preferences are a major factor in both the price and complexity of a tour. Tours of all types cover virtually every area of the globe.

Length of Stay:

Package tours are of a set length and often require departure on a particular days or during a specific period. The desired length of stay is major factor in the total cost of the tour. The length of the tour may range from several hours to several months. Many package tours add-on prices (supplements) for additional days, enabling the tour to be extended to virtually and length.

Client Budget:

The budget of the client is a dominant factor as it affects not only the length of stay but also the type of accommodations and range of activities included in the tour price. The least expensive tours include the fewest number of features.

Types of Accommodation:

Some travelers prefer only basic, economy class lodging and plan to spend more money available on meals and activities. Others are willing to pay a higher price to obtain a superior level of luxury. Location of a hotel is also an important factor to many clients.

Features, Options and Activities:

The activities available at a destination can have a strong influence on client satisfaction. There is a category of travelers who prefer to explore a destination independently. Other travelers may prefer the convenience of organized sightseeing tours, sporting events, and other activities.

Travel Documents:

A valid passport, visa is required for all foreign destinations.

The Technique of Tour Booking

The tour booking techniques require the following information:

- Booking Source
- Tour Identification
- Departure Date
- Departure Place
- Passenger Identification
- Client Preferences.

The Booking Source:

The following identifies the booking source:

- (1) Name of the Travel Agency
- (2) Address of Travel Agency
- (3) Telephone Number of the Travel Agency
- (4) The ARC and the IATA number.

Tour Identification

A tour is identified by a tour code or name.

Departure Date and City

These are required to determine availability and book air and hotel space. Departure from inland cities requires air transportation to and from the gateway points.

Passenger Identification

They are identified by:

- (1) Name
- (2) Address
- (3) Telephone Number
- (4) Form of Payment
- (5) The Number of the Travelers in the party
- (6) The Number of Adults Per Room
- (7) The Age of Children etc.

Client's Preferences

Client's special preferences are:

- Smoking and Non-smoking accommodation
- Dietary Restrictions
- Need for facilities for disabled travelers
- Option activities
- Side tours etc.

Option Date

At the time of booking a tour, the wholesaler verifies the fare, and a deposit is set, accompanied by an option date. The option date is the dead line by which the deposit must be received by the wholesaler. Accordingly a confirmation number is given to the travel agency or to the client.

Payment and Issue of Tour Document and Vouchers

When all the costs of a tour have been paid in full the tour document vouchers are issued to the clients. These documents include:

- (1) Ticket for Transportation
- (2) Vouchers for Transfers
- (3) Vouchers for Accommodations/Hotel Vouchers, and
- (4) Vouchers for Excursion Tours.

Tour Order

A tour order is issued to cover all the members of the party. A tour order contains the following details:

- (1) Date of Issue/Issued By
- (2) Bill to Tour Operator
- (3) Tour Code
- (4) Tour Name
- (5) Passenger's Name
- (6) Party of (number of People)
- (7) Coupon No. 1 presented to (airport/car/name of the city where services will commence)
- (8) Coupon No. 2 presented to (tour operator/hotel)
- (9) Coupon No. 3 & 4 presented to (airport/ car while coming back)
- (10) Tour Features
- (11) Hotel Details
- (12) Number of Nights
- (13) In/Out Date
- (14) Arrival Flight/Date
- (15) Departure Flight/Date
- (16) Commission
- (17) Total Tour Cost
- (18) Less Deposit
- (19) Form of Payment
- (20) Final Payment.

Tour Operations:

The Tour Operator plays an important role in the marketing and selling of a tourist product. They purchase separate elements of transport, accommodation, hotel and other services and package these for subsequent sale to travel agents or to customers. Thus the role of tour operators

is seen as light assembling operations, although called as producers of a new tourist product purchase of travel products as such we may describe them as middlemen of tourist/products.

Input and Output of Tour Operation:

The main inputs in tour operation are as follows:

- Purchase of a transport facilities
- Purchase of accommodation facilities
- Provision of services:
 - o Transfer from terminals to hotels
 - o Cost of advertising, brochures, post, credit and travel agents commission.
- Other costs:
 - o Office cost
 - o Rent and rates
 - o Wages of the staff
 - o Computers and other reservation systems.

The breakdown of all these in terms of percentage is estimated as follows:

Airfare	40%
Hotel accommodation	35%
Other services	5%
Office cost and profit	10%
Travel agents commission	10%
	100%

The rates of tour operator lie in his ability to secure discounts through bulk purchases and to assemble a very convenient and well-made package. The main source of revenue of tour operations may be divided into following heads:

- (1) Summer Inclusive Tour Programs
- (2) Winter Inclusive Tour Programs
- (3) Minimum rated Packages (involving transport with nominal accommodation)
- (4) Holiday Insurance
- (5) Excursions and Destinations
- (6) Interest on Deposits and Currency Speculations.

3.11 Importance and Role of Tour Guides:

Tourist Guide is one of the most important and significant components of the tourist trade. He acts as a direct link between the tourist and his country's cultural, historical and social heritage. The other components of the tourist trade like transport and accommodation are only the means to bring the tourists face to face both with historical monuments and living society of the day. A tourist guide explains the monuments and discusses almost each and every aspect of every problem with the tourist. He tells the tourists about the social customs and costumes, politics and history, religion and philosophy, dances and paintings, arts and literature, economic uplift and scientific development, education, population etc.

According to Oxford Dictionary, "*a guide is the one who shows the way and is tourist's hired conductor*". He requires to have the knowledge of the places to be visited by the tourists in particular and must have the knowledge of the political, social, cultural and historical background of the country in general.

A tourist guide may be defined as a "*person who have the knowledge and professional training and is hired by the tourists to guide them in 'knowing' and appreciating the places and the object of visit during their tour. He acts a sort of living encyclopedia. Thus his work is of an important nature similar to that of an ambassador, thereof, he is sometimes known as an 'unofficial ambassador of his country'*".

To the public, the generic term "tour guide" suggests that almost any person who leads an organized group of people, whether for an hour through the halls of the Taj Mahal, for a week on a boat down the Back Waters. In the travel industry, however the term 'tour guide' has a very precise meaning: a **tour** guide is "*someone who takes people on sightseeing excursions of limited duration*". A tourist guide plays a most important role in the daily life of a tourist, because it is only the guide who as a single individual spends the maximum time with a tourist while conducting him on a sightseeing tour. The tourist guide must, therefore, understand well the needs of the tourist.

TYPES OF TOUR GUIDE:

Tour Guides are of 8 types:

- On-Site Guide: conducts tours of one or several hours at a specific building, attractions or limited areas.
- Docents: are the volunteers (well informed) museum guides.
- City Guide: points out and comments on the highlights of a city, usually from a motorcoach, minibus or van but sometimes as a part of walking tour.
- Driver-Guide: a guide who drives the vehicle while narrating.
- Personal or Private Guide: they take a small number of individuals on their win exclusive tour. These guides are taxi drivers and use their taxis as sightseeing vehicles.
- Specialized Guide: is someone whose expertise or skills are highly unique. For instance, adventure guides lead unusual, physically demanding tour experiences.
- Land Operators or Receptive Operators: guides who work for large local tour companies for cruise lines or for ground operators.

- **Step-On-Guides:** tour groups visiting from other regions hire the guides as freelance 'specialists' who come aboard their motorcoaches to give an informed overview of the city to be toured.

3.12 Summary:

A service is an activity which has some element of intangibility associated with it, which involves some interaction with customer or with property in their possession, and does not result in a transfer of ownership. Services cannot be patented legally, and new service concepts can therefore easily be copied by competitors. Services cannot be readily displayed or easily communicated to customers, so quality may be difficult for consumers to assess. As services often are produced and consumed at the same time, mass production is difficult if not impossible. The quality of service and customer satisfaction will be highly dependent on what happens in "real time," including actions of employees and the interactions between employees and customers. components of the tourism product (accommodation; restaurants; merchandizing; attractions; transport; entertainment; tourist activities); **tourism** as an industry has three major **components**: Attraction, Accommodation and Transport. Indian cuisine is known around the world for its diversity and its distinctive use of spices in creating a wide range of dishes, from the mild Kormas and Tikka Masalas to the spicier Vindaloos.

Travel Agencies sell inclusive tours, holiday, transportation tickets and other related products such as accommodations, car rentals, attraction tickets and insurance to the public. A Travel Agency is a middleman - a business or person selling the travel industry's individual parts or combination of the parts to the consumer. Tour Operators buy a range of tourist products in bulk – airline's seats, hotel rooms, coach services. They 'package' them for subsequent sale to retailers or consumers. Their product is also called as **Inclusive Tour Packages**. Tour Operator is one who buys the individual elements in the travel product on his own account and combines them in such a way that he is selling a package travel, the tour, to his clients. He is remunerated by a reasonable mark-up on the prices he had paid to the providers of the services – which make up the packages. A tourist guide explains the monuments and discusses almost each and every aspect of every problem with the tourist. He tells the tourists about the social customs and costumes, politics and history, religion and philosophy, dances and paintings, arts and literature, economic uplift and scientific development, education, population etc.

3.13 Self Assessment Questions:

- (1) What do you mean by Service? Explain the relationship between Service Industry and quality of Service ?
- (2) Which are the Challenges faced by Service industry ?
- (3) Explain about the Modes of Transport Sector.
- (4) Explain the importance of Cuisines in tourism.
- (5) Write about Travel Agency Management in detail.
- (6) What are the rights and duties of a Travel Agency ?
- (7) Explain the role of Tour Guides in promoting tourism.

Lesson - 4

Tourism Marketing

4.0 Objective :

- To know the basics of Tourism Marketing
- To make the student understand the Role of Tourism Marketing
- To know the Promotional Events in Tourism
- To understand the processing of Advertising and Promotion
- To know the about Role of Media in promoting tourism
- To make the student understand Communication skills for Tourism

Structure:

- 4.0 Objective
- 4.1 Introduction to Tourism Marketing
- 4.2 The Role of Tourism Marketing
- 4.3 Promotional Events in Tourism
- 4.4 Marketing of Services in Tourism
- 4.5 Importance of Advertising
- 4.6 Advertising and Promotion
- 4.7 Advertising to Communicate
- 4.8 Publicity and Public Relations
- 4.9 Role of Media in Promoting Tourism
- 4.10 Communication Skills for Personal selling and Sales Promotion
- 4.11 Summary
- 4.12 Self Assessment Questions

4.1 Introduction to Tourism Marketing:

Marketing is not a means to an end, it is an ongoing process, an orientation or philosophy, a relationship activity. To begin with, marketers must find out what consumers want, generally through marketing research, and develop the right product. They must then inform customers about the product or facility through promotion. After the product has been sold or the booking has been

made, the aim should be to satisfy the customer so that he/she receives value, and will return or recommend the service offering. Frequent reviews need to be made of the strengths and weaknesses relative to competitors.

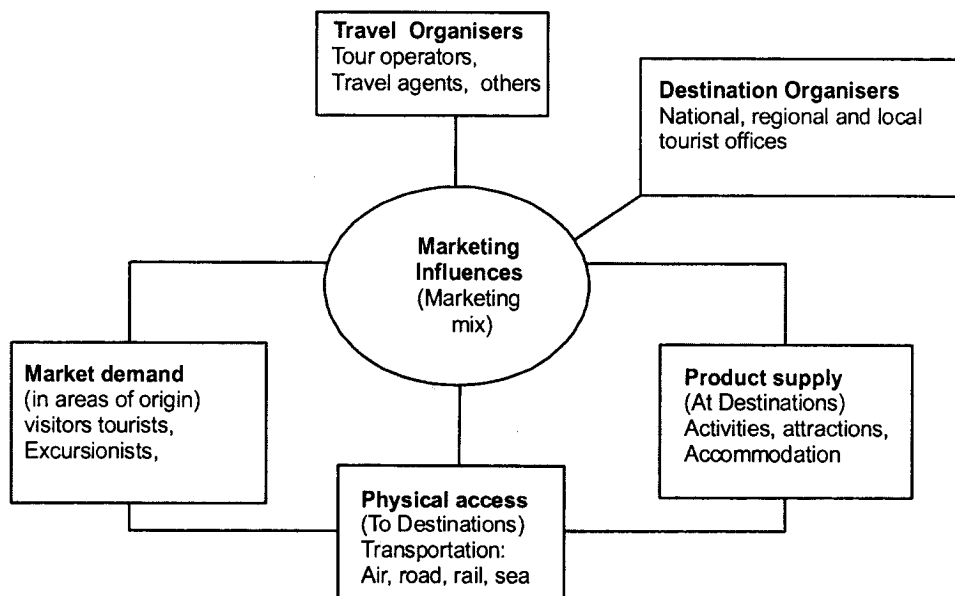
The objective of this chapter is to provide a brief overview of the role of marketing with special reference to tourism destinations, attractions and accommodation as applicable to game lodges. The core principles of marketing, which include a marketing orientated approach, market segmentation, the marketing mix and the product life cycle, are described. The marketing mix refers to different components or instruments that can be used to influence consumers. The chapter provides an introduction to the traditional marketing mix, consisting of four **ps**: **product**, **price**, **place** and **promotion**, which form the key decision factors in any marketing plan. Three additional **ps** that are important decision factors in tourism, namely **people**, **physical evidence** and **processes** will also receive attention. The last important principle that will be discussed is the product life cycle, which suggests that all products pass through various life stages namely, introduction, growth, maturity and decline.

The aim is to avoid the decline stage. Traditionally marketing has focused on external customers, but applying the same principles to the company employees (internal marketing), which is becoming as important, is emphasised. Marketers increasingly realise the importance of relationship management activities and are showing greater concern for society and the environment.

4.2 The Role of Tourism Marketing:

Marketing brings the five major sectors of the tourism industry together, namely the market demand in the area of origin, the product supply at the destination, the transportation or physical access to destinations, the distribution organisations, and travel organisers, as indicated in the figure

LINKS BETWEEN DEMAND AND SUPPLY, AND THE INFLUENCE OF MARKETING



Marketing influences visitors' demands, but not all visitors are influenced by marketing activities. For example, domestic travellers who travel by private car and who stay with friends and relatives may not have been influenced by marketing. Marketing comprises the following elements: the attitudes and decisions of customers (target market) concerning the perceived utility and value of available goods and services, according to their needs, wants, interests and ability to pay. It also comprises the attitudes and decisions of producers concerning their production of goods and services for sale, in the context of their business environment and long term objectives. Lastly it includes the ways in which producers communicate with customers, before, during and after the point of sale, and distribute or provide access to their products. There is no automatic harmony between what customers want and will pay for, and what producers are able or willing to provide. In practice there is usually continuing tension between a producer's need for profit and the efficient use of assets, and the consumer's search for value and satisfaction.

Marketing managers often have to use judgement in balancing the conflicting needs of the parties, and do so with imprecise knowledge about their customers, and about the decisions of other producers marketing competitive products. Their judgement is expressed in the communication and distribution upon which the bulk of the marketing expenditure is spent. The better the balance between the interests of the two parties, the smaller the marketing expenditure will need to be as a proportion of sales revenue. For example, if an operator has accurately designed, priced and judged the capacity, sales will be achieved at relatively low promotional cost.

Marketing is about systematically and thoughtfully coming up with plans and taking actions that get more people to buy more of a supplier's product, more often and at higher prices, so that more money is made. Marketing is not about creating an image having an image just means that people know who you are, but it does not motivate them to do anything. It does not really matter how efficiently a product is being manufactured or distributed, or how good salespeople are, if nobody wants to buy the product. A good marketer will sell everything that a company has the ability to offer, this means selling every available bed-night at the game lodge, even if it has to be at a discount. Although small businesses still account for the largest part of travel and tourism supply in most countries, the marketing practices of large international organisations will be increasingly influential. *Hyatt, British Airways, Avis, Wimpy* and others will tend to dominate customer expectations, product design, prices and marketing techniques. The emergence of these corporations has greatly added to the surplus capacity available that exceeds the basic propensity to consume. However, competition between large corporations tends to leave gaps and niches, too small to be profitable for big firms.

4.3 Promotional Events in Tourism:

Promotional events in tourism consists of:

- (a) Overseas Promotion
- (b) Media Relations / Hospitality
- (c) Literature & Other Publicity Material
- (d) Domestic Campaign (including fairs & festivals and craft melas)

Publicity and Marketing abroad of Indian tourism is being undertaken through the various field offices abroad, the efforts being coordinated and supplemented by the Marketing Division at the Headquarters. Air India and its sales offices abroad supplement efforts of Department of Tourism by making financial contributions and organising joint promotional events.

The promotional efforts abroad include advertising, printing of brochures in local languages, production of films and audio visual in local languages, arranging of charters, organising seminars, talks, India evenings, etc., market research, organising food and cultural festivals and public relations.

4.4 Marketing of Services in Tourism:

The service sector of the economy and the essential difference between goods and services is that goods are produced and services are performed. Tourism products therefore cannot be marketed in exactly the same way as manufacturing products, since the purchasing thereof does not confer ownership of the physical item that may be used or consumed at the owner's choice of time and place. The production and consumption takes place on the premises of the producer, and the consumer needs to be present at the fixed location to access the capacity. There is no physical distribution of tourism and hospitality products and distributors bring customers and offerings together, which are generally independent components of the total tourism product.

The variation in the range, and differences in the types of services offered, is determined by employee's attitude and behaviour, which cannot be replicated with the exact same precision or emotional impact. The service performance can consequently not be evaluated beforehand, and no guarantee covers the element of risk associated with the variance in quality manifesting in a given situation. It is also impossible to generalise whether satisfied customers will be loyal or not. Marketers overcome these complexities by providing personal touches and tangible evidence (signals or cues) of what can be expected. Intermediaries may be invited to familiarising trips to gain experience for recommendation purposes. Employees need to be enabled to deliver services and keep promises made. Service marketers therefore use an extended marketing mix, and people, physical layout and atmosphere carry greater significance than in the case of physical products. Stronger emphasis is placed on personal selling and word-of-mouth advertising. More emotional promotion appeals are used and suppliers need to build relationships, not only with internal clients and staff, but also with other organisations within the industry.

In addition to these characteristics of intangibility, inseparability and variability, service products are highly perishable because the service delivery is fixed in time and space. No possibility exists to create or hold stock to satisfy daily fluctuations in demand. Revenue from capacity not used cannot be recovered. Supply and demand needs to be managed by adapting opening times, employing part-time staff or through tactical discounting. The delivery of a service generally reveals a relatively high fixed cost to operate available capacity.

4.5 Importance of Advertising:

The business world is very competitive particularly tourism business and each business must seek ways of getting that extra edge. The question is not so much whether a business can afford to advertise but whether it can afford not to advertise. To succeed, you must put your business and its products before prospective buyers because they are not going to be looking around to find you.

Advertising is a form of paid communication using the various media (press, radio, television, postage and cinema etc) to spread the word about your goods and services. Effective advertising will increase your sales above the level that they would have reached if no advertising had been done. If you are new in business, or if you are looking at expanding your current small business, then good advertising and promotion can do some of the following things:

- Build the image of your business.
- Let customers know where you are and what you do.
- Launch a new product or service.
- Advise about your products and services and the ways that customers can get benefit from using them.
- Generate new awareness of your products with a totally new audience or a target market.
- Increase the desire and demand for your products or services.
- Encourage your customers to call or write for information about your products.
- Increase the frequency by which your customers call to purchase off you.

4.6 Advertising and Promotion:

Advertising and promotion includes everything that you do to sell your product or services. It is the traditional method of promoting your business and its products. There are of course many avenues for advertising, which include daily newspapers, local newspapers, radio, television, letterbox fliers, newsletters, advertising billboards, and Internet. Each has its own advantages and disadvantages and the type of media that you finally end up using depends entirely on your business as well as the audience that you are trying to reach. The amount of money you have available for advertising and promotion, as well as the overall targets of the business can also determine it. There are of course other forms of advertising and promotion, which include direct marketing, telemarketing, use of public relations techniques and general marketing such as networking.

4.7 Advertising to Communicate:

Advertising is your way of communicating your message to your target market to generate a response. How you handle this area of the business can determine your sales, your company's image, ongoing financial requirements and ultimately the success of the business or its survival. If required, advertising agencies are able to co-ordinate, plan and monitor the full program that has been decided on. Advertising has always been a controversial area in business and most business owners have strong opinions about the value of advertising. Many business owners are reluctant to spend money on advertising because direct results are usually not seen immediately. But, as those who believe in advertising and promotion will say, if you don't advertise and promote yourself, then you do so at your own peril.

Advertising is mass communication through the media, which is paid for. Provided the lodge owner knows which market segment he wishes to influence, the *reach* part of the process is relatively simple. But prospective visitors have barriers and filters in their minds and will be influenced in ways they have been conditioned to perceive and understand things, and the promotion vehicle will therefore have limited impact in terms of interest and *recall*. Inevitably the promotional material does not capture the attention of the total media audience and the message or creative execution might not appeal to everyone. Very few prospective visitors will be sufficiently interested in the particular game lodge to study the key points of the communication message, and even fewer prospective visitors will remember it for consideration at some time in the future. The original message works through several stages, and at every stage there are losses. The majority (67%) of

travellers display limited cognitive activity in the selection of a travel destination and typically do not request travel literature from a destination marketing organisation

4.8 Publicity and Public Relations:

Publicity and Public relations is an important promotional tool for large tourism organisations, because travel products are intrinsically interesting, but for small organisations public relations may be their entire promotional effort. Luckily small may often be more beautiful to the tourism media than big. The Small, unusual tourism ventures have inherent media value as novelties. Media editors may feel responsible to promote local tourism ventures, which they may not do for bigger commercial ventures. Very few consumer industries are in quite the same position to obtain unpaid publicity as the hospitality industry. People are interested in stories about the travel habits of glamorous people and exotic destinations. However, the converse is also true, for there is extensive media appetite for horror stories such as transport disasters, violence or crime against tourists, pollution of seaside resorts and so forth. For example, the bomb blast in Hyderabad front-page newspaper coverage, and so did the bus accident caused by a negligent driver which resulted in the death of 27 students;

The power of photographic images in the media lies in their ability to seemingly objectively represent reality, but they are a mixture of emotion and information. The media construct factual records through photographs within a particular paradigm to legitimate certain impressions at the expense of others, which may not be innocent in the value they portray. For example, the pictures of wounded and dead wildebeest with broken horns at a auction facility, and the video of the gruesome elephant hunt at Zoo park impacted negatively on the image of the wildlife industry in Andhra Pradesh. Conflicting messages need to be managed by showcasing positive features and solving problems that give rise to the negative impressions.

4.9 Role of Media in Promoting Tourism:

The role of media is recognized as an extremely valuable tool for Tourism.

The traditional media, such as print, radio and television, follow a passive one-to-many communication model, whereby a company reaches many current and potential customers through the broadcasting of the same message. This approach to communication has three problems:

- (1) Un customised message to every consumer,
- (2) Wasted exposures to uninterested audiences,
- (3) And "noise" distraction from competing and conflicting messages.

The tourism marketing is not new; the mail, telephone and personal selling have also been the addressable tools in marketing for many years. The traditional communication media is its ability to respond to user inputs, i.e. interactivity. The media should be capable of giving feedback in response to the actions users perform. It is the customer - and not the marketer - who decides with whom to interact and how to interact. In other words, it is entirely in the customer's power to decide whether to meet, which mode to take for visit etc.

The Web is a much more flexible tourism marketing medium than the traditional mass media. A web page can be considered as an electronic billboard, electronic advertisement, or electronic catalogue that provides information on products or services plus contact information for interested

consumers. But a virtual advertisement or catalogue is much flexible than a physical advertisement or catalogue. It can gather fresh and updated information based on the direct feedback received from consumers. A virtual catalogue can be gradually developed and organised based on the actual interest of consumers. It can also keep consumers constantly informed of the company's new product offerings, latest price changes and sales promotion initiatives.

In the travel business, the Web's flexibility and instantaneousness in information transmission is invaluable, since where the brochure is the main means for tourism marketing package tours. Indian tour operators are estimated to produce about lakhs of holiday brochures a year, 40% of which are not used at all. Obviously, the preparation and distribution of holiday brochures is a costly and lengthy process during which the demand conditions and competition situation could change greatly. With the print medium, tour operators have to issue supplements to the main brochures, adjusting prices and availability. With the Web, all changes to the electronic brochures can be made instantly and at little cost. The online brochure can also be linked to inventory data, so that the user can immediately see whether a particular holiday is available or not. Moreover, the electronic brochure can be indexed in many ways and the user can be provided with search facilities to locate items quickly. They can also be associated with relevant free information and services for the consumer who visits the page.

As a communication medium, the area in which the Internet has overwhelming advantage over any other media is its permanent exposure and global market reach. The Net greatly improves, both spatially and temporally, the information availability and user interaction. With an effective web site, a company is on business on a global spectrum 24 hours a day, 365 days a year. Any web user in the world can access its tourism related information at any time that is convenient for him. This extends greatly the place and time utility of companies which traditionally rely on distribution channel members to perform. The round the clock accessibility is extremely important especially in international trade where business is conducted across different time zones.

The global exposure is particularly desirable for tourism destinations which up until the mid-1990s had to depend entirely on promotion agencies in tourist generating regions to market its products. The Web has enabled tourism destinations to market themselves with well constructed and well promoted web sites. Furthermore, the Web facilitates doing business overseas by avoiding regulations and restrictions that companies must follow when they are physically present in other countries, for instance in many countries, foreign travel companies are forbidden from organizing or selling tours to printing brochures.

Brochures and other printed sales literature represent a distinctive group of paid-for marketing communications which excludes commercial publications such as directories, maps and guidebooks sold through bookstores. Brochures are distributed through tourist information centres and retail travel outlets where they create awareness in lieu of physical products, and stimulate demand among their existing and prospective customers. Retailers are aware that brochures reduce the contact time they spend on answering questions. The role of the front-cover design of brochures can be compared to the role of packaging of fast moving consumer goods on a supermarket shelf. Brochures are used especially for relatively expensive and infrequently bought tourism products since customers may seek information and consider several options before making choices. Holidays are good examples of what is described in marketing texts as *shopping* or *specialty* products in the purchase of which buyers are willing to invest time and effort. Once visitors arrive at the attraction a wide range of printed material may be provided to explain and promote what is available, and to assist visitors to get the most value out of their purchase and enhance satisfaction.

In-house printed material creates a sense of welcome and provides education. Tourism expert warns against massive wastage of printed material and recommends that operators endeavour to achieve improvements in the effectiveness of brochures. They should strive to achieve the full benefit of enjoyment and facilitation of purchases, by for example the inclusion of a booking form, designed to specify purchase details and to develop a database of customer profile information. In general it will be impossible to distinguish with any precision between effectiveness of expenditure on printed communications and other elements of the marketing campaign. Alternative forms of communication such as audio and video cassettes, film and computerised images have a complementary role to play, but are not likely to replace brochures in the foreseeable future as they frequently embody all aspects of the marketing mix. Brochures represent the product, state the price and other details that form the basis of a contract, are a medium of promotion and form part of the distribution process

4.10 Communication Skills for Tourism:

As a tour guide, communication will be your main tool in informing and guiding guests around sites and keeping their interest. Below, we have some suggested reasons why communication is so important in a tour guiding context. After reading through them, why don't you tackle the activities which follow, which are based on some of the main reasons for communicating in tour guiding.

To Inform, Remind and Advise

You will use communication to present your country to tourists. As a tour guide you will have to answer many questions, handle queries and present information to tourists. Among these types of information will be

- Giving directions and commentaries;
- Explaining procedures and itineraries;
- Providing advice on safety and security; and
- Describing tourist attractions.

This information to guests can be helpful suggestions to prepare themselves for a tour, advice about personal belongings to take, medical advice on preventative medicines, and information about available services at tourist destinations.

To Clarify, and to Avoid Confusion and Misunderstandings

Communication helps to clarify facts so that there is no confusion or misunderstandings. Also, sometimes there are unexpected events during a tour which can force the tour guide to change plans, and these changed plans have to be communicated to the tour group as soon as possible, to get consensus on alternative itineraries.

To Promote and Persuade

Communication is also the tool you'll use to promote the tourism products and services of your country, such as the destinations and events they will visit and enquire about. Remember, tourists visit your country in order to see what attractions the country has to offer and to perceive and experience the country from your perspective. As a tour guide, therefore, it will be your responsibility to motivate and reinforce the tourist's interest in your country. Your commentaries are the eye through which tourists will see the country and you are the representative of the people of your country.

To Build Relationships

How well you communicate with your tour group will determine the success of the tour and how successful you are in your career as a tour guide. Conversations help to develop rapport which will build interpersonal relationships. This is important for sustaining the tourism activities.

To Evaluate your Services. Communication will enable you to collect relevant feedback from the tourists with a view to gauging the interests and expectations of the tourists. This feedback obtained can be communicated to all concerned. From this you will be able to explore ways of improving subsequent tour activities.

Communication can be very complex, as there are countless opportunities for sending or receiving the wrong message. You may think you understand a tourist's request only to hear, "But that's not what I meant!" You may also have received or given directions you thought were clear, yet still, you lost your way or misled someone in the process. In order to understand the complexity of the communication process you have to be familiar with the following terms we refer to as elements:

- Sender
- Receiver
- Encode
- Message
- Channel
- Decode
- Feedback

The figure below shows the key elements in the process of communication. The communication process is not very complex. It consists of nine elements, two of which involve the major players in the communications process namely, the **sender** and **receiver**. Then major communications tools are shown, which are the **message** and **channel/media**. The process by which we communicate involves the transmission of a message from the sender to the receiver, through a channel or medium. Communication is a two-way process, because the receiver then responds to the message (we call this giving feedback) and in this way he/she becomes the sender again, and the person who first spoke/wrote, becomes the receiver (of the feedback communication).

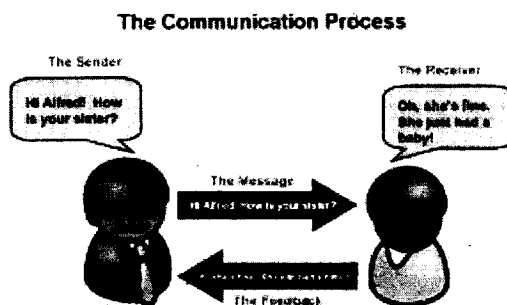


Figure - The Communication Model

The descriptions that follow will help you understand the diagram.

Sender: A person sending a message to another person. This person begins the communication process. The sender has a responsibility to formulate a message that will communicate exactly what he/she means. This involves the use of communication symbols that will convey this meaning. The sender in tour guiding operations can be both the tour guide who presents tour commentaries and explain attractions, and the tourists who ask questions or make comments.

Receiver: The receiver is the person (for example the colleague or tourist) to whom the message (or communication) is directed. In tour guiding it can both be the tourists who are being addressed by the tour guide, or the tour guide receiving questions from the tour group.

Message: The reason for the communication process. It is the idea or information that the sender wants to pass on to the receiver. This is the encoded set of symbols that is conveyed by the sender and which consists of both verbal and non-verbal symbols that the sender wishes to transmit. The sender must formulate the message with clear language or symbols which will be easily understood by the receiver and which the receiver will be able to interpret accurately and respond to. The sender should also provide room for feedback in the message.

Channel: The channel is the medium through which the message is sent – for example whether it is sent verbally (by word in face to face or telephonic conversation), written (by writing such as memos, letters, faxes, e-mail) or signaled (by hand or other symbols). The channel carries the message from the sender to the receiver. In tour guiding operations the channel can be both verbal (for example tour commentaries or tourist questions), non-verbal (the tour guide or tourist's body language supporting the messages) and print and electronic media (newspapers, television, internet, magazines, maps and brochures used to develop the tour guide's commentaries).

Then there are four *communication techniques* and these are:

- Encoding,
- Decoding,
- Response, and
- Feedback

Encoding: This technique is when the sender puts the message into language, symbols or signals, which may be understood by the receiver. The process of formulating the ideas of the message into meaningful symbols, words or signs, is known as encoding. It is important that the sender must encode the message in a way that it will be recognized and understood by the receiver, in order to make sure the receiver gets the message as intended by the sender.

Decoding: Decoding is when the receiver interprets the message and its meaning. Decoding is the process by which the receiver translates the symbols or words of the message into information that is meaningful to themselves. The process and success of decoding can be influenced by several factors, including a difference in perception and experiences between the sender and the receiver, as well as their different attitudes and what they already know about the topic of the communication. Different receivers could decode the same message differently, because of each one's unique perception.

Responding: This is when the receiver or even the sender of the message performs an action and responds to the message received.

Feedback: The message has an effect on the receiver in terms of how they think it was intended, and they give a response (reaction) back to the sender based on the meaning they attach to the message. This response is called feedback. The feedback can be verbal, written or non-verbal. Even silence is non-verbal feedback, although it is often hard to interpret and can be misunderstood because it can either mean indifference, acknowledgement or a lack of understanding of the message. Because of all the different ways silence can be interpreted, this is known as negative feedback. It is important for tour guides to design feedback methods in a way that would encourage understanding and positive feedback. These can be done by encouraging comments and questions from tourists during a tour and feedback questionnaires or other evaluation methods following a tour.

The last element is a factor that can *hinder the process* at any stage, and that is noise.

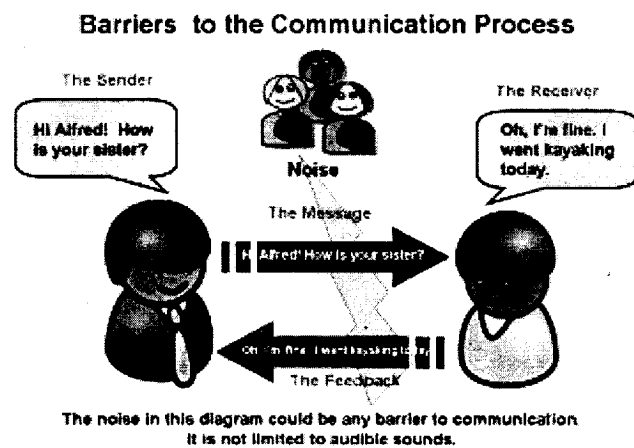


Figure - Barriers to Communication

Noise: Noise hinders effective communication throughout the communication process. Noise can be from the external (surrounding) environment, such as from too many messages at the same time or background noise that interferes with a clear understanding of the message. We also refer to some receiver characteristics as 'noise', and this is where their emotions, ethnic background, age, education level or disabilities may distort or make a message misunderstood. Noise in communication, is any distraction that interferes with the proper transmission of communication, so that the message from the sender cannot reach the receiver as it was intended by the sender to be understood. It is a major communication barrier, as we will see further on in this discussion. In tour guiding for example, noise can be the background sounds of animals at a site while the tour guide is explaining the attractions. It could also be the accent of the local tour guide, which may make it difficult for the tourists to understand the message he/she is trying to convey.

- *Interpersonal relationships improve.* In the section on the reasons for communication in tour guiding operations, we have seen that communication aims to improve interpersonal relationships, so a feature of effective communication will be that this is visible in the tour group. We are referring to the professional relationships between the tour guide and the

tour group as a whole, between the tour guide and individuals in the group, and individual tourists among each other. It also encourages a good relationship between the tour guide and other members of his/her work team, including the tour operator, bus driver, other support staff and service providers.

- The tour is a success! This means that the *tourists' expectations are fulfilled*, they leave happy and content, and you can be sure that they will encourage others to take tours offered by your company. Your successful communication has ensured return business for the company, and this means more profit for the company and promotion in your career as a tour guide.
- *Feedback* received from tour members is positive and enthusiastic. Again, this will help your company a lot when marketing and advertising the tourism products you offer.
- An important feature of successful communication is a *better understanding* among those participating in the communication. As long as communication is open, it will always improve understanding, regardless of differences in viewpoint. Communication does not always have to be aimed at convincing someone else to change their viewpoint, but if effective, it will increase understanding for one another.
- Effective communication also *improves knowledge*, so make sure that your commentary actually leads to improved knowledge. Information and ideas that are communicated, help us to collect more knowledge about lots of things. In tour guiding operations the tourists learn a lot about a country and its features, while the tour guide also learns about the different types of tourists.
- Effective communication is *clear*. There is no ambiguity (vagueness or confusion) about what it is the person is trying to convey. The tour guide can try to make his/her communication clear by using short sentences in simple language, but still providing enough information to ensure a clear understanding of what is being said. Active listening also adds to clarity of communication, so always show that you are listening, and provide feedback to others during communication.

Physical barriers There can often be physical obstructions that block the message on its way from the sender to the receiver. These barriers may include:

- Physical objects;
- Interfering background noises such as from machinery at a nearby construction site;
- Disruptions or even distractions for example from a child demanding your attention during your presentation;
- The distance between the receiver and the sender of the message. The message gets more distorted the greater the distance between the sender and receiver;
- Health problems such as if you are feeling unwell or are experiencing pain. This may also prevent you from delivering your message effectively.
- Malfunctioning equipment such as microphones.
- Secondary sources of information. For example if we obtain information relayed from a third party it may be distorted and inaccurate.

Mental and emotional barriers Your mental or emotional state as well as those of your visitors may also affect the way in which a message is conveyed or interpreted. Consider the following examples:

- Emotional stress, anger, depression or sadness during the communication process. Such negative emotions may influence how you send the message and in turn may block the message in the mind of the receiver. This results in a message that is not clearly understood.
- Too much or too little information or information that is inaccurate. If you fail to prepare and do the necessary research you may lack confidence and questions may exceed your personal knowledge. These too are barriers to effective communication.
- A distorted and subjective focus in your commentary. For example expressing your personal political, ethnic or religious views.
- Insecurity or a lack of confidence may also be a major barrier to effective communication.
- Difficult personalities you may encounter. Some tourists may be aggressive and may have exaggerated demands while others may be passive. Such situations may create barriers to effective communication.

4.11 Summary:

The core principles of marketing, which include a marketing orientated approach, market segmentation, the marketing mix and the product life cycle, The marketing mix refers to different components or instruments that can be used to influence consumers. The traditional marketing mix, consisting of four **ps**: **product**, **price**, **place** and **promotion**, which form the key decision factors in any marketing plan. Three additional **ps** that are important decision factors in tourism, namely **people**, **physical evidence** and **processes** will also receive attention. Marketing brings the five major sectors of the tourism industry together, namely the market demand in the area of origin, the product supply at the destination, the transportation or physical access to destinations, the distribution organizations, and travel organizers,

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4.12 Self Assessment Questions:

1. What do you mean by Tourism Marketing ? How it is different from traditional Marketing ?
2. Explain the Role of Tourism Marketing in promoting tourism ?
3. Which are the Promotional Events in Tourism ? Explain with an example.
4. Write the relationship of Advertising and Promotion.
5. Media plays an important role in promoting tourism ? Discuss the Statement.
6. Communication skills are very important to any industry particularly to tourism and hospitality industry – comment.

Lesson - 5

Tourism Impact

Objective :

- The objective of this lesson is to give you insight in to:
- To Know the Impact of Tourism .
- To make the student understand Economic Impact
- To understand the basic Social and Cultural impact
- To know the Essentials of Services, taxes and community attitude
- To make the student understand various tourism factors

Structure:

- 5.0 Objective
- 5.1 Introduction : Tourism Impacts
- 5.2 Impacts of Tourism
 - 5.2.1 Economic impact
 - 5.2.2 Environmental Impact
 - 5.2.3 Social and Cultural impact
 - 5.2.4 Crowding and Congestion
 - 5.2.5 Services
 - 5.2.6 Taxes
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5.1 Introduction : Tourism Impacts

Tourism, as one of the biggest and fastest growing economic sectors in the global economy, has significant environmental, socio-cultural and economic impacts, both positive and negative. The challenge is to optimize the positive effects while minimizing and, wherever possible, eliminating

the negative impacts. It is important that tourists and the tourism industry understand both the negative and positive aspects of tourism so they can contribute to more sustainable approaches.

The long-term sustainability of tourism rests on the ability of community leaders and tourism professionals to maximize its benefits and minimize its costs. By addressing the impacts of tourism facilitates planning that helps a community create a sustainable tourism industry. For decades tourism industry growth has been a major contributor to increased economic activity in the world. It has created jobs in both large and small communities and is a major industry in many places. It is the dominant economic activity in some communities. Yet, the impacts of tourism to a community are not widely understood – even where tourism is growing dramatically and should be of the greatest interest or concern.

The major positive and negative impacts of tourism

Positive economic impacts:

- (1) Provides employment opportunities
- (2) Generates supply of foreign exchange
- (3) Increases income
- (4) Increases gross national products
- (5) Improves an infrastructure, facilities and services (sewage system)
- (6) Raises government revenue (tax)
- (7) Diversifies the economy

Negative economic impacts:

- (1) Causes inflation of land value
- (2) Increases demand for local products, raising price on food and other products
- (3) Diverts funds from other economic development projects
- (4) Creates leakage through demand for imports
- (5) Results in seasonal employment
- (6) Displaces traditional patterns of labor
- (7) Involves costs of providing the construction and maintenance of infrastructure

Positive social impacts

- (1) Creates favorite image of the country
- (2) Provides recreational facilities for residents as well as tourists
- (3) Facilitates the process of modernization
- (4) Provides opportunities education

Negative social impacts

- (1) Creates resentment and antagonism related to dramatic differences in wealth
- (2) Causes overcrowding, congestion, traffic jams

- (3) Invites moral degradation resulting in increased crime, prostitution, drug trafficking
- (4) Causes conflicts in traditional societies and in values

Positive cultural impacts

- (1) Encourages pride in local arts, crafts, and cultural expressions
- (2) Preserves cultural heritage

Negative cultural impacts

- (1) Create demonstration effect whereby natives imitate tourists and relinquish cultural traditions.
- (2) Encourage the tranquilization of crafts

Positive environmental impacts

- (1) Justifies environmental protection (marine reserve) and improvement
- (2) Protects wildlife
- (3) Encourages education of value of natural based tourism

Negative environmental impacts

- (1) Fosters water pollution, air pollution and solid waste
- (2) Tramples delicate soil and beaches
- (3) Destroys coral and coastal dunes
4. Disrupts flora and fauna (wildlife, plant life wetlands)

Most people think of tourism in terms of economic impacts, jobs, and taxes. However, the range of impacts from tourism is broad and often influences areas beyond those commonly associated with tourism. Leaders as well as residents who understand the potential impacts of tourism can integrate this industry into their community in the most positive way.

5.2 Impacts of Tourism:

The impacts of tourism can be sorted into seven general categories:

- (1) Economic
- (2) Environmental
- (3) Social and cultural
- (4) Crowding and congestion
- (5) Services
- (6) Taxes
- (7) Community attitude

Each category includes positive and negative impacts. Not all impacts are applicable to every community because conditions or resources differ. Community and tourism leaders must balance an array of impacts that may either improve or negatively affect communities and their residents. Leaders must be sensitive and visionary, and must avoid the temptation of glossing over certain difficulties tourism development creates. Tourism leaders must also balance the opportunities and concerns of all community sectors by working against conditions where positive impacts benefit one part of the community (geographic or social) and negative impacts hurt another. Conversely, community sensitivity to tourism means avoiding undue burdens on the industry that could thwart its success. Local leaders should not expect tourism to solve all community problems. Tourism is just one element of a community. While creative strategic development of tourism amenities and services can enhance the community or correct local deficiencies, tourism, like all business development, must assure that its products (attractions and services) attract customers. Overbearing rules and restrictions, and overburdening taxes can make tourism businesses less attractive or competitive.

Different groups are often concerned about different tourism impacts. To generalize, where one group embraces the economic impacts of tourism, another group experiences social and cultural impacts while another is affected by tourism's environmental impacts.

In most cases, groups with interests in one area of tourism will also have interests or concerns about other tourism impacts. In these situations, there are common areas of interest and a greater likelihood that each group will show more appreciation for the concerns of the other groups. Finding commonality provides a starting point for resolving tourism issues. Specific plans and actions can increase tourism's benefits or decrease the gravity of a negative impact.

It is important for communities to understand the wide scope of impacts and endeavor to agree on what positive impacts to emphasize. It is wise to acknowledge and identify possible negative impacts so actions can be taken to minimize or prevent them. A clear statement of the community's vision of tourism should be an integral part of a community's comprehensive plan. Active planning directs tourism toward the goals of the community, clarifying tourism's role and uniting multiple interests.

A goal of developing the tourism industry in a community is maximizing selected positive impacts while minimizing potential negative impacts. First, it is essential to identify the possible impacts. Tourism researchers have identified a large number of impacts. Grouping the impacts into categories shows the types of impacts that could result from developing tourism in a community.

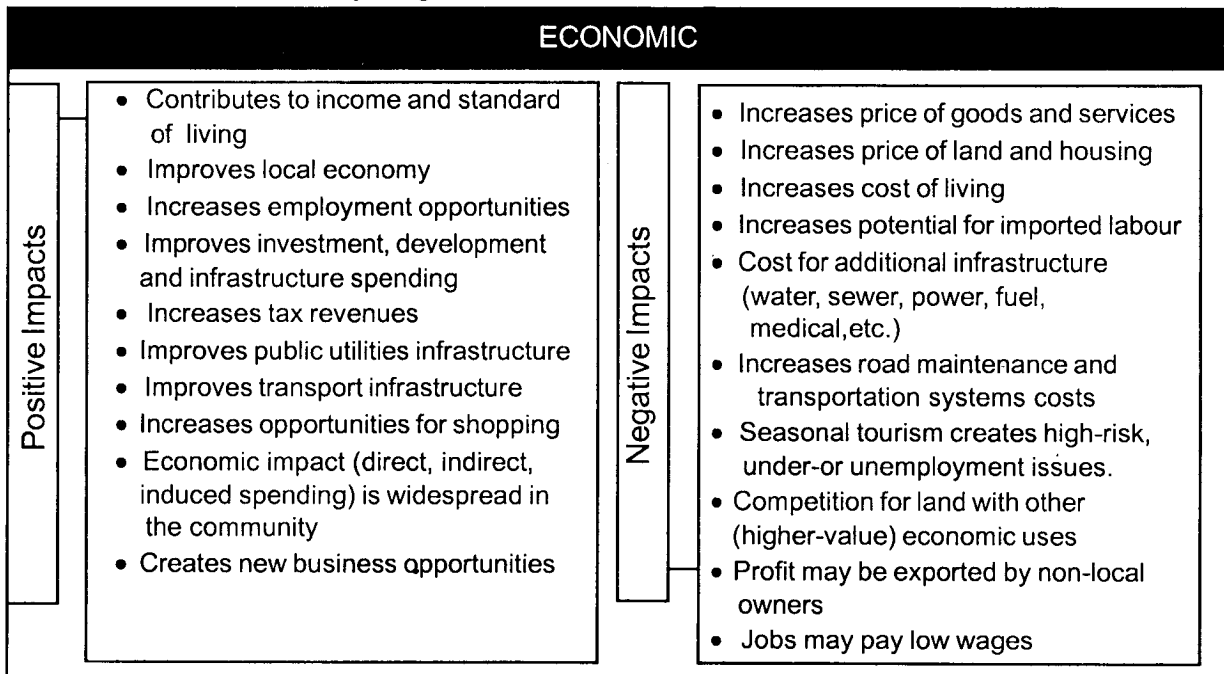
A community will not experience every impact. Some are dependent on particular natural resource features (mountains, coral reefs) or development and spatial patterns (special "tourist zones"). Others relate to the social condition of the community, particularly the ability to culturally or socially connect with tourists. Still others relate to types and intensity of tourism developments, i.e., approval or hostility toward tourist activities.

Planning is not enough. Active implementation and management of plans and prompt attention to emerging tourism issues will maximize positive and minimize negative impacts. Monitoring and addressing community attitudes should be an ongoing part of the management effort. Good monitoring efforts can identify trouble areas and give leaders an opportunity to defuse community reactions and make timely changes before a crisis occurs. Unfortunately, few communities are so proactive.

Understanding that tourism development may result in many and complex impacts suggests that local elected officials, the tourism industry, and community residents need to work cooperatively and carefully to plan for its growth and development. Planning can help create an industry that enhances a community with minimal costs and disruptions in other aspects of community life. Having broad community involvement and embracing different perspectives during planning helps identify and resolve concerns that would otherwise create problems later.

5.2.1 Economic impact

Tourism increases employment opportunities. Additional jobs, ranging from low-wage entry-level to high-paying professional positions in management and technical fields, generate income and raise standards of living. Particularly in rural areas, the diversification created by tourism helps communities that are possibly dependent on only one industry. As tourism grows, additional opportunities are created for investment, development, and infrastructure spending. Tourism often induces improvements in public utilities such as water, sewer, sidewalks, lighting, parking, public restrooms, litter control, and landscaping. Such improvements benefit tourists and residents alike. Likewise, tourism encourages improvements in transport infrastructure resulting in upgraded roads, airports, public transportation, and non-traditional transportation (e.g., trails). Tourism encourages new elements to join the retail mix, increasing opportunities for shopping and adding healthy competitiveness. It often increases a community's tax revenues. Lodging and sales taxes most notably increase but additional tax revenues include air travel and other transportation taxes, business taxes, and fuel taxes. New jobs generate more income tax revenues.



When considering the economic impacts of tourism, it is essential to understand that tourism businesses often include a significant number of low-paying jobs, often at minimum wage or less. These jobs are often seasonal, causing under-employment or unemployment during off-seasons. Labour may be imported, rather than hired locally, especially if particular skills or expertise is required, or if local labor is unavailable. Some tourism-related businesses are volatile and high-risk ventures that are unsustainable. Greater demand for goods, services, land, and housing may increase prices that in turn will increase the cost of living. Tourism businesses may claim land that could have higher-value or other uses. Additionally, non-local owners and corporations may export profits out

of the community. The community may have to generate funds (possibly through increased taxes) to maintain roads and transportation systems that have become more heavily used. Similarly, if additional infrastructure (water, sewer, power, fuel, medical, etc.) is required, additional taxes may also be needed to pay for them.

5.2.2 Environmental Impact:

Tourism's relationship with the environment is complex and involves many activities that can have adverse environmental effects. Many of these impacts are linked with the construction of general infrastructure such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas. The negative impacts of tourism development can gradually destroy the environmental resources on which it depends. On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance. Also, increased tourism development has its effects upon urban areas with substantial cultural and heritage attraction. The built environment exists at no less than three levels: individual buildings and structures, small scale settlements such as villages and large scale settlements, such as towns and cities. The next table shows some major potential impacts of tourism on the natural and built environment.

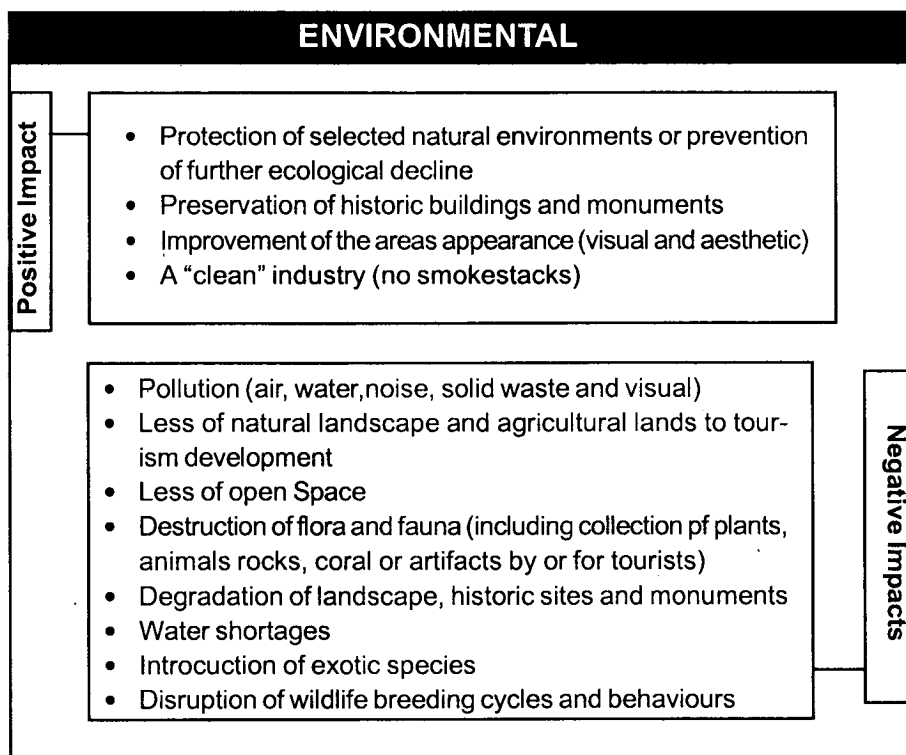
Impact Aspect	Potential consequence
Flora and Faunal species composition	<ul style="list-style-type: none"> - Disruption of breeding habits - Killing of animals through hunting - Killing of animals in order to supply goods for the souvenir trade - Inward or outward migration of animals - Trampling and damage of vegetation by feet and vehicles - Destruction of vegetation through the gathering of wood or plants - Change in extent and/or nature of vegetation cover through clearance or planning to accommodate tourist facilities - Creation of a wildlife reserve/sanctuary or habitat restoration

Areas with high-value natural resources, like oceans, lakes, waterfalls, mountains, unique flora and fauna, and great scenic beauty attract tourists and new residents (in-migrants) who seek emotional and spiritual connections with nature. Because these people value nature, selected natural environments are preserved, protected, and kept from further ecological decline. Lands that could be developed can generate income by accommodating the recreational activities of visitors. Tourist income often makes it possible to preserve and restore historic buildings and monuments. Improvements in the area's appearance through cleanup or repairs and the addition of public art such as murals, water fountains, and monuments (part of making a community ready for tourism) benefit visitors and residents alike. Tourism is generally considered a "clean" industry, one that is based on hotels, restaurants, shops and attractions, instead of factories.

Impact Aspect	Potential Consequence
Pollution	<ul style="list-style-type: none"> - Water pollution through discharges of sewage, spillages of oil/petrol - Air pollution from vehicle emissions, combustion of fuels for heating and lighting - Noise pollution from tourist transportation and activities
Erosion	<ul style="list-style-type: none"> - Compaction of solid causing increased surface run-off and erosion - Change in risk of occurrence of land slips/slides - Change in risk of avalanche occurrence - Damage to geological features (e.g. caves) - Damage to river banks - Damage to built asset from feet and vehicular traffic (including vibration effects)
Natural resources	<ul style="list-style-type: none"> - Depletion of ground and surface water supplies - Depletion of fossil fuels to generate energy for tourist activity - Change in risk of occurrence of fire - Depletion of mineral resources for building materials - Over-exploitation of biological resources (e.g. Overfishing) - Change in hydrological patterns - Change in land used for primary production
Visual impact	<ul style="list-style-type: none"> - Facilities (e.g. Buildings, chairlift, car park - Litter - Sewage, algal bloom - New architectural styles - Beautification
Urban form	<ul style="list-style-type: none"> - Change in character of built are through urban expansion of redevelopment - Change in residential, retail or industrial land uses (e.g. move from private homes to hotel/boarded houses) - Change to the urban fabric (e.g. roads, pavements, steel furniture) - Emergence of contrasts between urban areas developed for the tourist population and those for the host population
Infrastructure	<ul style="list-style-type: none"> - Overload of infrastructure (e.g. roads, railways, car parking, electricity grid, communication systems, waste disposal, building, water supply) - Provision of new infrastructure or upgrading of existing infrastructure - Environmental management to adapt areas for tourist use (e.g. sea walls, land reclamation)
Restoration	<ul style="list-style-type: none"> - Reuse of disused buildings - Restoration and preservation of historic buildings and sites - Restoration derelict buildings as second homes

Tourism can also degrade an environment. Visitors generate waste and pollution (air, water, solid waste, noise, and visual). Natural resource attractions can be jeopardized through improper uses or overuse. Providing tourist services can alter the landscape's appearance. For instance, visual pollution may occur from billboard proliferation. As tourism develops, demand for land

increases, especially for prime locations like beachfronts, special views, and mountains. Without forethought, natural landscape and open space can be lost. The destruction or loss of flora and fauna can happen when desirable plants and animals are collected for sale or the land is trampled. Tourists or the businesses that cater to them often remove plants, animals, rocks, fossils, coral, and cultural or historical artifacts from an area. Uncontrolled visitation or overuse by visitors can degrade landscapes, historic sites, and monuments. Where water is scarce, tourists can overwhelm the available supply. Travelers can also inadvertently introduce non-indigenous species, as can increases in the trade of animals and plants. A constant stream of visitors and domestic pets may disrupt wildlife by disturbing their breeding cycles and altering natural behaviours.



5.2.3 Social and Cultural impact:

The socio-cultural impacts of tourism are the effects on host communities of direct and indirect interactions with tourists and the tourism industry. The impacts occur when tourism brings about changes in behaviour and value systems and thereby threatens local identity. Moreover, changes often arise in community structure, family relationships, traditional life styles, ceremonies and morality.

The social and cultural ramifications of tourism warrant careful consideration, as impacts can either become assets or detriments to communities. Influxes of tourists bring diverse values to the community and influence behaviours and family life. Individuals and the collective community might try to please tourists or adopt tourist behaviours. Interactions between residents and tourists can impact creative expression by providing new opportunities (positive) or by stifling individuality with new restrictions (negative). Increased tourism can push a community to adopt a different moral

conduct such as improved understanding between sexes (positive) or increased illicit drug use (negative). Safety and health facilities and staffing tend to increase at the same time safety problems such as crime and accidents increase. Traditional ceremonies may be renewed and revived by tourist interest or lost in alternative activities. Community organizations can be invigorated by facing the opportunities of tourism or overwhelmed by its associated problems. Calamities such as natural disasters, energy shortages, terrorism, political upheaval, disease outbreak, a chemical spill, or even widespread negative publicity could shut down tourism abruptly but sometimes can attract curious visitors. Tourism can improve the quality of life in an area by increasing the number of attractions, recreational opportunities, and services. Tourism offers residents opportunities to meet interesting people, make friendships, learn about the world, and expose themselves to new perspectives. Experiencing different cultural practices enriches experiences, broadens horizons, and increases insight and appreciation for different approaches to living. Often, dwindling interest in host cultures is revived by reawakening cultural heritage as part of tourism development, which increases demand for historical and cultural exhibits. This interest by tourists in local culture and history provides opportunities to support preservation of historical artifacts and architecture. By learning more about others, their differences become less threatening and more interesting. At the same time, tourism often promotes higher levels of psychological satisfaction from opportunities created by tourism development and through interactions with travelers.

SOCIAL AND CULTURAL	
Positive Impacts	<ul style="list-style-type: none"> • Improves quality of life • Facilitates meeting visitors (educational experience) • Positive changes in values and customs • Promotes cultural exchange • Improves understanding of different communities • Preserves cultural identity of host population • Increases demand for historical and cultural exhibits • Greater tolerance of social differences • Satisfaction of psychological needs
Negative Impacts	<ul style="list-style-type: none"> • Excessive drinking, alcoholism, gambling • Increased underage drinking • Crime, drugs, prostitution • Increased smuggling • Language and cultural effects • Unwanted lifestyle changes • Displacement of residents for tourism development • Negative changes in values and customs • Family disruption • Exclusion of locals from natural resources • New cliques modify social structure • Natural, political and public relations calamities

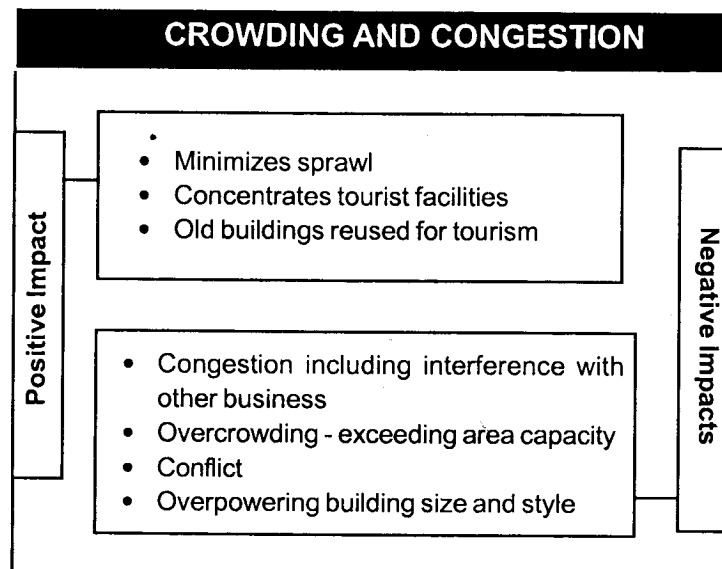
Tourism can come to a community with a dark social and cultural side, too. Illegal activities tend to increase in the relaxed atmosphere of tourist areas. Increased underage drinking can become a problem especially in beach communities, areas with festivals involving alcohol, and ski villages. It is easier to be anonymous where strangers are taken for granted; bustling tourist traffic can increase the presence of smugglers and buyers of smuggled products. Lifestyle changes such as alterations in local travel patterns to avoid tourist congestion and the avoidance of downtown shopping can damage a community socially and culturally. Hotels, restaurants, and shops can push tourism development into residential areas, forcing changes in the physical structure of a community. Development of tourist facilities in prime locations may cause locals to be or feel excluded from

those resources. As local ethnic culture alters to fit the needs of tourism, language and cultural practices may change. In places where longer-term visitors tend to congregate, social cliques, such as condo tourists or RVers, may be at odds with local interests and work to influence local issues. The "demonstration effect" of tourists (residents adopting tourist behaviors) and the addition of tourist facilities may alter customs, such as dating habits, especially those of a more structured or traditional culture. The potential of meeting and marrying non-local mates may create family stress.

5.2.4 Crowding and Congestion:

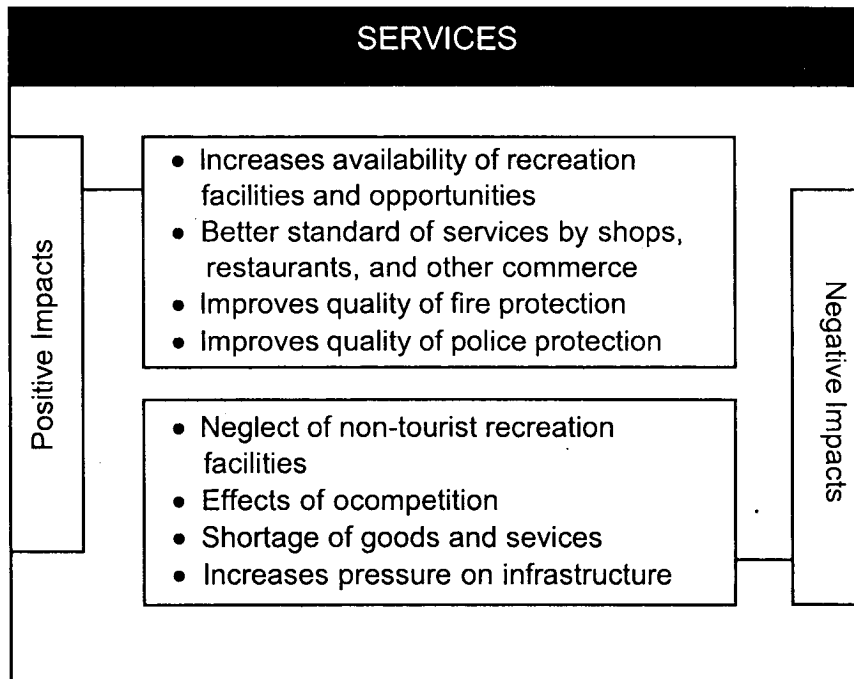
People congregate in attractive places. Tourism often develops around specific locations and concentrates there, providing growth yet avoiding sprawl. Historic buildings and grounds, which might otherwise slowly deteriorate, have great appeal for tourism development and can often be renovated to suit the industry. As people congregate, congestion and crowding produces stress, annoyance, anger, and other negative attitudes.

Hordes of visitors may impede local businesses, prevent residents from accomplishing normal activities, and compete for space. Tourism construction, especially hotels, may be inappropriate in scale and style with respect to other structures and the landscape. In some areas, recreational second homes and condominium developments create major crowding and congestion problems.



5.2.5 Services:

Tourism creates opportunities to develop new amenities and recreation facilities that would not otherwise be viable in a community. Tourist expectations can upgrade service by local shops, restaurants, and other commerce operators. Tourist traffic in a community creates an opportunity for upgraded fire, police, and medical protection that also benefits residents. Traditional services may be forced out or relocated due to competition with tourist interests. Supply shortages may occur, temporarily, seasonally, or chronically. Water, power, fuel, and other shortages may be experienced with increased pressure on the infrastructure.

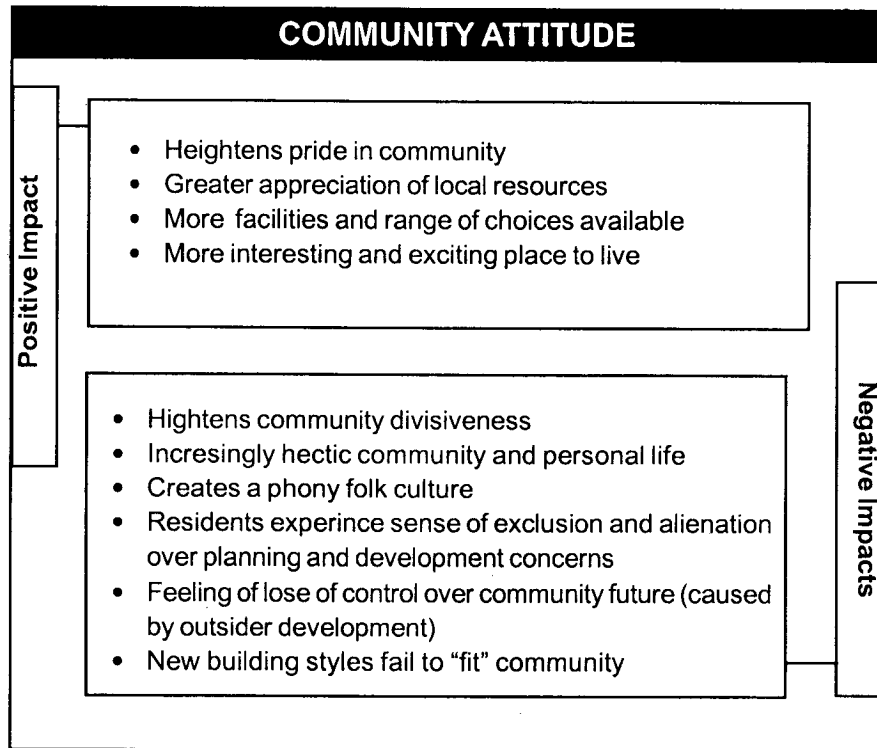


5.2.6 Taxes:

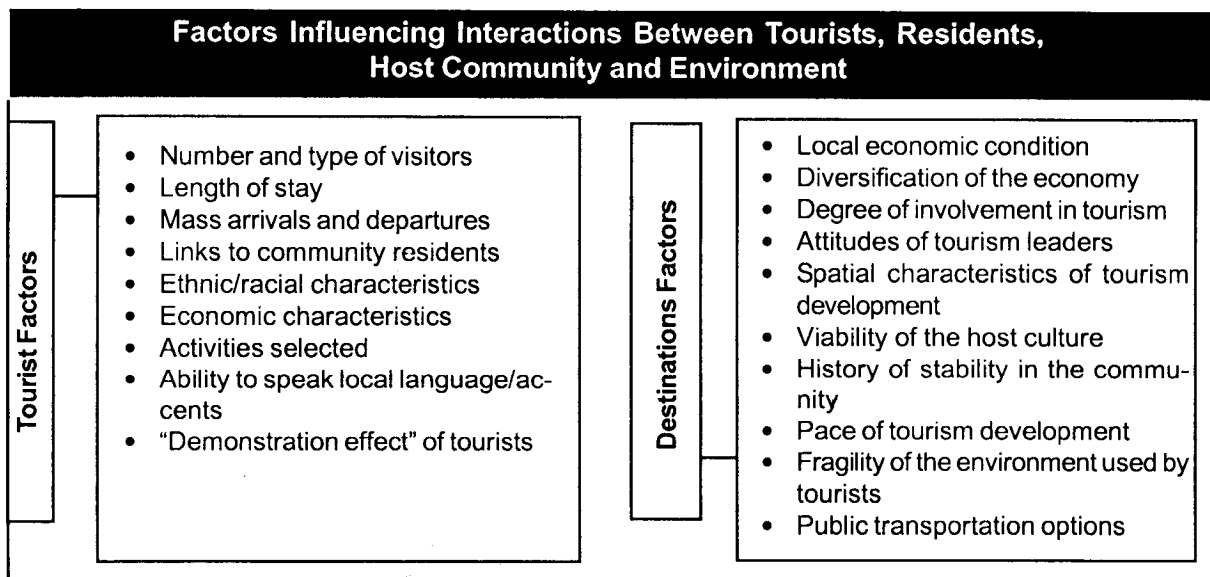
Increased retail activity from restaurants and tourist shopping will add state and local sales tax revenue. Lodging tax revenue to the city (or state) should increase since travelers account for virtually all lodging tax receipts. Increased tax burdens to expand infrastructure and public services will be passed on to property owners through increased property taxes.

5.2.7 Community Attitude:

Visitor interest and satisfaction in the community is a source of local pride. Seeing visitor interest makes local residents more appreciative of local resources that are often taken for granted. As tourism develops, local residents will enjoy more facilities and a greater range of choices. Tourism activities and events tend to make living in a place more interesting and exciting. However, heightened tension and community divisiveness can occur over tourism development, pitting tourism supporters against non-supporters. Also, tension between residents and tourists can occur. People will often feel stressed over the new, increasingly hectic community and personal pace of life. They may claim the result is no better than before or perhaps even worse. Where culture is part of the tourist attractions, over-amplification of cultural traits and creation of "new" cultural traits to satisfy tourist tastes may create a phony culture. Residents may experience a sense of exclusion and alienation over planning and development concerns. They may feel a loss of control over the community's future as "outsiders" take over establishments and new development. Over-dependence on non-local developers and an influx of outside businesses creates a sense that the community is being manipulated and exploited by outsiders for the sole benefit of those developers or business people. Hotels built in monolithic cubes or restaurants with standardized franchise designs might clash with local standards and disrupt the aesthetic appearance of the community, damage unique community



Knowing the nature of tourism impacts won't automatically lead to solutions. It is equally important to identify the sources of these impacts (see table below) and how they influence interactions between tourists and residents, the host community, and the environment. Researchers generally divide these impact sources into two groups: tourist factors and destination factors. Tourist factors are those which tourists bring to the destination and include such elements as demographic characteristics, social differences, and numbers of visitors. Destination factors are those that are part of the destination itself, such as travel linkage and circulation, local acceptance of tourism, and local vitality and leadership.



5.3 Tourist Factors:

Number and type of visitors Numbers: small numbers of tourists are often relatively unobtrusive and may be a curiosity or an interesting diversion for community residents. As visitor numbers increase and they become commonplace, locals may ignore them. When the number of visitors reaches a point that residents feel a sense of displacement, obstruction, loss of community, or safety threat, resentment and resistance may result. Demographics: family status, age, education, profession, etc., influence the actions and activities of tourists and their local visibility. Transportation: private vehicle or rental car, bus, train, air, or passenger ship dictates tourists' movements, influences whether choices are pre-selected, and affects the ease of reaching attractions and services. Length of stay Day trips have less economic impact. Short (2-5 day) stays in a community maximize per-day economic impact for regional driving destinations, i.e., tourist spending is maximized, but the pace can be hectic. Tourists who stay longer have wider range of needs and may spread the direct economic impact more broadly in the community. Seasonal visitors (1-6 months) may take more interest in non-tourism community matters. Annual events can create a large economic impact in a short period. Mass arrivals and departures How and when people arrive (passenger ship, opening of festival) and depart influences traffic congestion and the availability of attractions and services to tourists. Smaller lodgings and restaurants can't accommodate large groups. Transportation options and availability may limit the choice of attractions and services.

Length of stay

Day trips have less economic impact. Short (2-5 day) stays in a community maximize per-day economic impact for regional driving destinations, i.e., tourist spending is maximized, but the pace can be hectic. Tourists who stay longer have wider range of needs and may spread the direct economic impact more broadly in the community. Seasonal visitors (1-6 months) may take more interest in non-tourism community matters.

Annual events can create a large economic impact in a short period.

Mass Arrivals and Departures:

How and when people arrive (passenger ship, opening of festival) and depart influences traffic congestion and the availability of attractions and services to tourists. Smaller lodgings and restaurants can't accommodate large groups. Transportation options and availability may limit the choice of attractions and services.

Links to Community Residents:

Reduced economic impact when staying with friends or relatives. Better understanding of community values. High potential for repeat visitation.

Ethnic/racial Characteristics:

When the tourist population differs greatly in ethnic or racial origin or economic status from the local population, more consideration of resident concerns is needed to reduce the potential for resentment, social conflict, and crime. Careful planning and ongoing education can reduce points of conflict.

Economic Characteristics:

Influences spending choices. Higher incomes may give tourists greater access to environment and have higher negative impact on the environment.

Activities Selected:

Educational, cultural, and historical tourism often has lower social and environmental impact. Recreational activities may have a greater impact on the environment. Entertainment activities may conflict with the social values of local residents.

Ability to Speak local Language/Accents:

Perceived as making more meaningful connections with local people and culture.

“Demonstration Effect” of Tourists:

Local residents copying behaviours of tourists can add new dimensions to local culture but sometimes the behaviour is not appropriate to local values. Locals copying negative behavior of vacationers (excessive drinking, inappropriate dress, casual sex, etc.) create social problems.

Destination Factors:

Local economic state Troubled economies may benefit from tourism. However, government officials should plan so that new tourism developments are sustainable. Towns with strong economies can look for tourism that complements other community goals such as preservation of historic buildings, creation of recreational amenities, and expansion of food/lodging options.

Diversification of the Economy:

Economic diversity helps reduce the influence of negative impacts to the host community. If tourism has a poor year, other economic activities may offset the impact and vice versa.

Degree of Local Involvement in Tourism and Attitudes of Tourism Leaders:

Local involvement helps align tourism with the attitudes of the rest of the community. Local ownership and management of tourism businesses keep profits from leaving the community. In most cases, if tourism businesses are cooperative in responding to residents' concerns, the industry will have strong local support.

5.4 Summary:

Tourism, as one of the biggest and fastest growing economic sectors in the global economy, has significant environmental, socio-cultural and economic impacts, both positive and negative. The impacts of tourism can be sorted into seven general categories: Economic, Environmental, Social and cultural, Crowding and congestion, Services, Taxes, Community attitude.

The economic impact of tourism is that it increases employment opportunities such as additional jobs, ranging from low-wage entry-level to high-paying professional positions in management and technical fields. Tourism's relationship with the environment is complex and involves many activities that can have adverse environmental effects. Many of these impacts are linked with the construction of general infrastructure such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas. The negative impacts of tourism development can gradually destroy the environmental resources on which it depends.

On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. The socio-cultural impacts of tourism are the effects on host communities of direct and indirect interactions with tourists and the tourism industry. The impacts occur when tourism brings about changes in behaviour and value systems and thereby threatens local identity. Moreover, changes often arise in community structure, family relationships, traditional life styles, ceremonies and morality.

Tourist expectations can upgrade service by local shops, restaurants, and other commerce operators. Increased retail activity from restaurants and tourist shopping will add state and local sales tax revenue. People will often feel stressed over the new, increasingly hectic community and personal pace of life. They may claim the result is no better than before or perhaps even worse. Where culture is part of the tourist attractions, over-amplification of cultural traits and creation of "new" cultural traits to satisfy tourist tastes may create a phony culture.

5.5 Self Assessment Questions:

1. The impacts of tourism to a community are not widely understood – Discuss the statement?
2. Write in brief about the Economic Impact tourism ?
3. What are the Social and Cultural impact of tourism ?
4. Explain the Essentials of Services, taxes and community attitude in tourism .
5. Which are those various tourism factors, that make an impact on tourism ?