

INTRODUCTION TO TOURISM STUDIES

B.A. (History) – First Year

Paper – III

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B.A. HISTORY -SYLLABUS

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PAPER III

INTRODUCTION TO TOURISM STUDIES

Unit 1: Definition and concept of Tourism- Nature, Definition, Characteristics, Tourism factors, frame work of Tourism – Types of Tourism.

Unit 2: Growth and development of Tourism – Asia – India.

Unit.3: History, Travel and Tourism – A Historical perspective of Travel and Journeys, Renaissance and the spirit of enquiry, ancient travelers, pilgrims, adventures, elements of tourism, encouragement of domestic tourists, paid holidays and group tourism.

Unit.4: Dynamics of Tourism – Tourism and Economic development – Focus on the developed and developing countries, natural and cultural environment in the context of the growth of tourism, decentralization – a tourism policy imperative, the Hague Resolutions, Facilitation of Tourism and Travel, security and protection of sites – Tourism Legislations.

Unit.5: Impact of Tourism – Economics, social, physical and environmental changes.

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INTRODUCTION TO TOURISM STUDIES

UNIT – I

Unit Structure

- Lesson–1.1: Nature, Definition and Characteristics of Tourism
- Lesson–1.2: Tourism Factors and Framework
- Lesson–1.3: Types of Tourism

Lesson - 1.1: Nature, Definition and Characteristics of Tourism

1.1.1 Objectives

1.1.2 Introduction

1.1.3 Nature of Tourism

1.1.4 Scope of Tourism

1.1.5 Definitions of Tourism

1.1.6 Meaning and Types of Tourists

1.1.7 Characteristics of Tourism

1.1.8 Let us Sum up

1.1.9 Self-Assessment Questions

1.1.1 Learning Objectives

The main objectives of this lesson are to

- comprehend nature and scope of tourism
- describe the various definitions on tourism
- differentiate between a tourist, traveler, visitor and excursionist
- know the characteristics of tourism

1.1.2 Introduction

Tourism is the second largest service industry in the modern world, which is consistently progressing in the service sector. The growing significance of tourism industry may be gauged from the increasing number of destinations along with the parallel growth in the travel and hospitality sectors. Considering its growing

importance as one of the largest revenue generators, the governments in various countries formulated policies emphasizing developing and encouraging tourism.

Tourism is a leisure activity that is different from the regular work. It involves the travel and stay of persons at chosen destinations for a temporary period. Tourism involves travel to places for pleasure and spending holidays with family and friends. Travel involves consumption of services like transport, accommodation, catering, watching, etc. Tourism is concerned with using goods and services at a destination, which are different from what we normally utilize every day. Tourism activities provide joy and delight for the tourist. It also provides employment for many others involved who are involved in tourism business. Interaction with different people, looking at different landscapes, cultures, lifestyles, etc., are other forms of enjoyment one gets through tourism activity. With the changing perceptions of tourists, the scope of tourism is also increasing with new destinations are unleashed. Hence, in this Lesson, let us first discuss the nature and scope of tourism. Based on the purpose of travel, the definitions of tourism also changed in course of time. Therefore, the next focus shall be on learning about the various definitions of tourism. Significantly, in this lesson we shall also discuss the specific features of tourism.

1.1.3 Nature of Tourism

Tourism as a phenomenon is a versatile activity. Factors such as seasonality, standard of living of the people and their changing tastes and attitudes influence tourism. Today, if we consider tourism as one of the largest industries, it is because it deals with every sector of life. Tourists come from different social backgrounds and age groups. They have different tastes and requirements. The major trend at present is that a greater number of people, wish to visit places offering excitement and adventure. The youth in particular look for interesting and exciting activities. Skiing, underwater swimming, mountaineering, paragliding, trekking, etc., are some activities that attract the youth. Older generation people prefer pilgrimage tourism. To satisfy the desires of different age groups, tourism organizers (the Government and private sectors) offer specially designed tourism packages. These include travel, accommodation, sightseeing, entertainment and other services. Thus, tourism as a

composite phenomenon, distinguishes travellers based on the purpose of their travel and duration of stay at a particular destination.

1.1.4 Scope of Tourism

Many countries in the world are attracted towards tourism. They view tourism not only as an economic power to earn foreign exchange, but also as a social obligation. Hence, majority of the countries in the world formulate their tourism policies keeping in view both the economic and social aspects. In recent years, tourism industry has made great progress and played a vital role in bringing all round economic growth by improving the general standard of living of the people. Tourism as a service industry generates employment opportunities for the local population. It is a major source of income for governments and individuals living in places which lack natural resources. For such places, tourism becomes the major medium through which they can achieve economic prosperity. For developing countries, where the level of unemployment and underemployment is very high, tourism becomes an important factor in redressing regional imbalances, creating employment and improving income levels. For the Government, tourism forms the major source of foreign exchange earnings. In terms of trade, it can mitigate regional imbalances by transferring resources from the high income developed countries to the low income developing countries. In economic terms, tourism is both a labour-intensive and capital-intensive industry. It has a vast potential for generating both direct and indirect employment. It can be used as an effective mechanism which stimulates growth and socio-economic development of different regions. Apart from being an economic activity, tourism is also an important medium of transporting and exchanging different cultures of nations, thus fostering world peace. It also plays an important role by fostering better understanding among nations of the world, through encouraging social education and social mobilisation. It also develops good business relations and strengthens the ties among nations. For India, tourism could be an important economic factor because it could earn a considerable foreign exchange without depleting our national resources.

Tourism is a highly competitive industry. It has many segments such as: i) Restaurants, hotels, and motels providing accommodation, food and beverages and ii) Transportation sector such as airways, railways, water and road transport. iii)

Tourism organizers such as tour operators, travel agents and tour guides, iv) Central and state Government departments and corporations that deal with tourism. Each of these segments are beneficiaries of tourism industry.

Tourism, as an important educational activity has tremendous scope. The study of tourism as an academic discipline involves its association with various other academic disciplines such as economics, psychology, sociology, history, anthropology and geography which contribute to tourism studies. In recent years, some new disciplines such as Business Management and Public Administration are also contributing to its study by introducing new diploma courses for understanding tourism phenomenon. Hence, the discipline of tourism as an academic activity follows multidisciplinary approach in its study. Apart from these disciplines that study tourism, there are many experts and professionals who are directly or indirectly responsible for developing tourism at a destination and analyse its impact.

There is a “difference” between tourism and non-tourism. For instance, if the bus we take every day to travel to the work place is non-tourism. But the bus taken to travel for a tourist destination has a difference. It has more comforts and also expensive than the ordinary city bus. Thus, tourism as a significant social phenomenon, involves a temporary break with normal routine life. It engages with experiences that involves in the production of enjoyment and pleasure.

1.1.5 Definitions of Tourism

Since ancient times humans travelled from place to place either in search of food. But travel for pleasure or business is only few centuries old. Since tourism is travel for pleasure, it gained importance since modern times. Etymologically the word *tourism* is derived from the word *tour*, which is taken from Old English term *turian*. In Old French language it was called as *torner* and in Latin *tornar*, which means 'to turn on a lathe.' The term *tourism* was first used only in 1811. Since then, it came to acquire great importance and its definition also has undergone changes in due course of time.

The Oxford English dictionary, described tourism as "the theory and practice of touring, travelling for pleasure". The word had its origin during the era of the Grand Tour which was started in England, where the young men of the English

aristocratic families were sent on extensive circuit tours to other European countries for completing their education. However, it was the Greeks who first used the term 'tourism'. They used the word *tornos* which means a tool used to describe circle. It signifies an activity of journey starting from the point of departure and returning to the same point after the completion of the journey. Thus, the Greek term *tornos* is considered as the root of the global concept of tourism.

In recent years, the term "tourism" was understood in a wider way. Government organizations, academicians, business firms, industrialists and others with their own interests in tourism have given definitions which are broader and precise than the one given in the dictionary. Therefore, keeping in view these different perspectives, three broad approaches to a definition on tourism have been identified. These approaches can be termed as "technical," "economic," and "holistic." These definitions are explained in the following sections.

Technical Definitions

1930's witnessed a great boom in tourism activity. Subsequently, the governments and tourism organizations tried to understand the characteristics of tourist markets. In this process, they provided a new definition to a tourist to demarcate him from other travelers. Further, they also collected statistics to make comparative studies. From these studies, several definitions have been postulated. Variables like the purpose of trip, distance travelled, duration of stay etc., were taken into consideration to define the tourist. The earliest definition on international tourist was given by the League of Nations Statistical Committee in 1937. It refers to an international tourist, as one who "visits a country other than that in which he habitually lives for a period of at least twenty-four hours". This definition, recognized tourism as the social activity of those who travel. However, the major problem with this definition was that it emphasizes only on international tourism, excluding domestic tourism.

In 1963, the Rome Conference on Tourism and Travel, for the purpose of compiling international statistics differentiated between "visitor" and "tourist". Accordingly, it defined the term tourism as "the activity of temporary visitors staying at least 24 hours for leisure, business, family, mission or meeting." It also distinguished tourism and excursion. It defined *excursion* as "the activity of a

temporary visitor staying less than 24 hours but excluding people in transit". This definition also excluded the domestic tourist, though it differentiated the tourist and a visitor.

In 1976, the Tourism Society of Britain gave a different meaning to tourism. It stated that "Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during their stay at these destinations, including day visits and excursions." In 1981, the International Association of Scientific Experts (IASSE) in Tourism stated that tourism is particular activity chosen and undertaken outside the home environment. This definition eliminates overnight stays in tourism. On the other hand, Mathieson and Wall, defines 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."

McIntosh and Goeldner (1984) defines tourism as "the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors."

After a detailed study of tourism World Tourism Organization (1995) has come up a sort off standard definition on tourism. Thus, according to WTO, "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." This definition emphasizes on four aspects. 1) Tourism is an activity which is undertaken by an individual or group outside their place of residence and work. 2) Its purpose was not for earning money in the place of visit. 3) Tourism is influenced by multi motivational factors. It is not merely visiting places for recreation and excitement or visiting friends or relatives and 4) the maximum duration of stay at a destination by a tourist should not exceed a maximum duration of 12 months or one year.

All these definitions indicate that over a period of time the scope of tourism has expanded considerably. Tourism as a concept included in its broader perspective all forms of the leisure activity. However, all these definitions are influenced by

western concepts, since global tourism is concentrated in the western countries. But, there is also a need to understand the development of tourism and travel practices in the non-western societies, which was not given enough focus.

The perspective of Government tourism organizations on tourism is much wider. Government's view on tourism changed especially since the World Conference on Travel and Tourism held in Rome in 1963. Governmental tourism organizations consider tourism sector as crucial because of its economic profits. Hence, International organizations, including the United Nations, encouraged the growth of tourism not only for economic benefits it generates but also in building world peace. However, the governments were also forced to identify both the negative and positive impacts of tourism on physical, social and cultural spheres. Therefore, the governments are required to monitor consistently tourism activity. Thus, the above understanding of tourism from the government perspective is related to the diversity and complexity of governmental roles that it performs in the sphere of tourism.

Economic Definitions

The perspective of business firms engaged in the tourism business is different. They view tourists only as one section of a broader market. But this statement does not give a precise definition of neither tourist nor tourism activity. Academicians who recognize tourism only as an economic or business activity identified tourism as a nationally important industry. The Australian Department of Tourism & Recreation (1975) suggested that the "tourism industry involves a wide cross section of component activities including the provision of transportation, accommodation, recreation, food, and related services for domestic and overseas travelers".

In a different definition on Tourism, it is regarded as "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." This definition explains tourism not only as an activity, but also includes all the stake holders who are involved in providing services to the tourist.

McIntosh (1977) on the other hand, states that “tourism involves more than the business components themselves, it has a qualitative facet that can be defined as the science, art and business of attracting and transporting visitors, accommodating them and graciously catering to their needs and wants.”

The economic approaches to define tourism were criticized by some scholars. It was stated that these definitions excluded the human element i.e. tourist, who forms the focal point of the subject and also the spatial or temporal elements, which are equally significant. Wahab (1975) has significantly stated that "the anatomy of tourism composed of three elements: man, the author of the act of tourism; space, the physical element to be covered; and time, the temporal element consumed by the trip and stay". Hence, these three elements also should be taken into consideration while understanding tourism.

Holistic Definitions

Holistic definitions deal with “the whole” essence of tourism subject. In 1942 Swiss academicians Hunziker & Kraph defined tourism as the study of “the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected to any earning activity”. However, this definition was criticized on the basis of its vagueness in explaining the phrase "sum of phenomena and relationships". Nevertheless, this definition has been accepted by various international organizations, as it provides a broader scope and embraces many features with tourists forming the core. Further, this definition follows multidisciplinary approaches to the study of tourism. The second holistic definition on tourism was provided by Jaffari (1977), the Editor of Annals of Tourism Research. He underlined the need "to incorporate into the study of tourism theories and concepts from the affiliated fields, e.g. anthropology, sociology, economics, geography, political science, ecology and urban studies". This list is also extended to other subjects like marketing, law, management, psychology, etc.

A third holistic approach was proposed by Gunn (1972). In his study on the ‘design of tourist regions’ he presented a definition of tourism, claiming that "the designer has an opportunity for a closed system of tourism environment made up of

the five components: people ...in a market area with desire and ability to participate; attractions that offer activities for user participation; services and facilities for users/support the activities; transportation that moves people to and from the attraction destinations; and information and direction that assists users in knowing, finding, enjoying". However, Gunn's system has certain flaws. His definition has failed to recognize the significance of environmental interactions beyond the five elements of his organization. Secondly, Gunn's system excludes tourist industry and hence failed to facilitate multidisciplinary studies of tourism and its related aspects.

The multidisciplinary nature of tourism studies made this subject emerge as a central subject among the academicians. Novelty, inclusiveness of this subject cutting across various established disciplines made it as the most interesting of all subjects. In most recent years, some universities and colleges started research and educational programs in tourism. Roy Buck has remarked that "tourism scholarship is organized in two relatively isolated camps. At one level, its views tourism as the business enterprise and economic development camp, largely devoted to growth and business profits and at another level, it works more often on the consequences of tourism enterprises in host nations or communities". Based on this understanding, few academicians attempted to provide the specific definition of tourism. According to them, "the gradual progress of the tourism industry, the growing roles of governments, and an increasing awareness in academic circles of tourism's scope and its implications have made the subject of tourism to emerge as specialised studies".

1.1.6 Meaning and types of Tourists

The terms tourism and travel are often used interchangeably so as the tourist and traveler. Though the motive of the traveler and tourist is to travel, yet there is difference in the purpose for which they travel. Similarly, there is a thin difference between the visitor, excursionist and a transit visitor. Here an attempt has been made to differentiate between the traveler, a tourist, a visitor, excursionist and transit visitor.

The Traveler:

A traveler is defined as "a person who moves from place to place within or outside his/her own country of residence irrespective of the purpose of travel, distance

travelled, and means of transport used”. He/she may travel on foot from place to place without any specific motive, duration of stay, the remuneration activity involved or may or may not return to the place of origin.

The Tourist:

A tourist, unlike a traveler has motive to travel. He undertakes travel for the purpose of pleasure, recreation, health, business, family, study, sports, etc. He/she stays for at least 24 hours at the place of visit and does not indulge in any remunerative activity. A tourist returns to his place of residence in in due course of time. From this definition, it is clear that all tourists are travelers, but all travelers are not tourists.

The Visitor:

A visitor is also a traveler who stays in a place or country which is outside his area for non-immigration and non-remunerative purposes. Visitor may not spend even a single night in the country visited and do not even use the facilities in the country visited, but comes back to the place from where they first embarked upon the trip. Often visitors come and leave the place on the same day.

Transit Visitor:

A transit visitor is the one who may stay a day or more at the destination. For example, the airline and ship crews are not the residents of the country they visited but stay in the country for a day and travel from their countries of origin to the duty stations and vice versa.

An Excursionist:

An excursionist is different from a tourist in terms of duration of stay at the destination, which is generally less than 24 hours. In other words, an excursionist is a person who temporarily visits a destination and stays there for less than 24 hours, for the purpose of leisure or business and hence is also called as the “same-day visitor or Excursionist”.

1.1.7 Characteristics of Tourism

Among the service sectors in the world, Tourism is considered as the largest sector. Nearly 70% of direct and indirect employment is created only by the tourism sector. This makes it distinct with other service related industries. In order to highlight this uniqueness of tourism sector, studies were conducted to highlight its characteristics features which makes it different from other sectors. These features are as follows:

- Intangibility
- Inseparability
- Perishability
- Heterogeneity or Variability
- Seasonality
- Interdependence
- Fixed and variable costs

These characteristics are applied to all tourism products such as transport, hospitality, designing and marketing a tourism product, etc.

Intangibility

Products are of two types. Tangible and intangible. Tangible products are those that can be seen, felt, smelled, tasted before they are purchased. For example, food items, handicrafts, etc., comes under tangible products. Intangible products are those that cannot be felt, seen, smelled or tasted before they are purchased. The best example of intangible products are tourism products and services. When a customer buys a tourism package, s/he can only visualise, but cannot estimate the level of satisfaction and value for money, until s/he experiences it. For example, the scenic beauty of a destination, the hospitality one receives in a hotel, the behaviour of the host community towards tourists, the infrastructural facilities developed at a destination can be measured only by an experience. It is this experience that motivates the tourist to visit the place once again. Some intangible features of tourism services are:

- These cannot be felt or touched
- Accurate standardization of a destination is not conceivable.
- Transfer of ownership is not possible.

- Tourism service cannot be patented, as it largely depends on the behavior of the tourist and host community
- This service cannot be stored in an inventory and used later unlike the tangible products.
- Every individual has their own role in providing different services. Even the customer is part of production and delivery system, because it is the customer who helps in marketing the product by word of mouth.

Inseparability

While the tangible products such as tourist buses, cars etc can be transported to anywhere from the place of manufacture, but the services rendered by the driver of the tourist bus can be used and experienced only in that particular destination and cannot be taken along with you. This means that tourism products can be consumed and enjoyed only at the destination, where it was supplied by the tourism providers.

Perishability

Perishability is yet another most important characteristic feature of tourism industry. Unlike cars, buses, or any other industrial goods which can be stored for longer duration, and sold whenever an order is placed, tourism products or services cannot be stored or kept in stock. They are consumed as they are produced. For example, an unoccupied seat in an aeroplane, a vacant hotel room, if not filled today will bear loss, because these services cannot be returned, claimed and resold. Moreover, services in tourism industry fluctuate or vary based on the demand. For example, the demand for tourism transport and hotel industries will be high during peak seasons, and low during off seasons.

Heterogeneity or Variability

This characteristic feature of tourism is dependent on human services. The human services rendered may not be same every time. They vary in standard and quality overtime, because they are delivered by different people at different points of time. A lot depends on the behaviour of the service providers also. For example, a chef in a hotel may not cook the food with same taste all the time. The taste and presentation of the dish may change based on the mood of the chef. Similarly with the travel agent also. Travel agents services depends on the moods, attitudes, skills and knowledge of the travel agent. Thus, it is people's interaction that will make the

difference. If the reception of tourist is good, the perception will be favourable and if it is bad, it will be unfavourable. Therefore, it is the behaviour that becomes an important factor in the overall assessment of tourism product.

Ownership

In tourism sector, one cannot become the owner of a product even after purchasing it. Unlike tangible products like a bag, book, house, car, refrigerator, etc. after purchasing of which, ownership transfers to the buyer from the seller, in tourism sector, a purchase of a room in a hotel or a seat in an airline does not result in any transfer of ownership nor these products can be taken home either.

Inconsistency

Tourism products are mostly inconsistent. This means that though the prices are standard, the experience of night stay, additional services rendered, the mood of the chef, the other personnel in the hospitality sector change from time to time. This can have an impact on the perception of the tourist on the quality of the product. Hence, the tourism services can be considered as inconsistent and cannot be standardized.

Seasonality of demand

Tourism is a seasonal activity. Based on favourable seasonal conditions, tourist destinations are characterized as “peak”, “shoulder” and “troughs”. During Peak period, the demand for tourism would be very high. Shoulder period is a short period which falls between peak and trough periods. During this period, the tourism activity is neither high nor low. During trough period the demand for tourism product is very low. It is an off season period.

Fixed and variable costs

Costs form another characteristic feature of tourism. In tourism industry, there are fixed and variable costs. Fixed costs refer to those costs that are independent of the payments received from the customers/ tourists. Irrespective of whether, the tourist buys the product or not, the tourism service providers have to pay certain maintenance costs regularly. For example, the hotel owner has to pay for

the maintenance of the staff, infrastructure, and taxes even during the off seasons. These costs are fixed. Variable costs on the other hand, are those costs that vary in direct proportion to the volume of business activity. Variable costs include the costs incurred on the payments made for laundry charges, travel agent commission, and cost of raw materials and so on.

1.1.8 Let us sum up

This Lesson introduces you to the concept, nature, scope, definitions and characteristics of tourism. As tourism is a socio-economic activity, it has a wide scope. Based on the nature of tourism activity different definitions were proposed by academicians, business firms, industrial and governmental organizations. All these definitions points to tourism as a versatile activity having its impact on the economy, society, culture and environment. As the largest service sector in the world, tourism industry creates more than 70% direct and indirect employment. This Lesson also highlighted the characteristic features of tourism such as intangibility, inseparability, perishability, heterogeneity, seasonality, interdependence and costs as key to tourism.

1.1.9 Self-Assessment Questions

1. Describe the nature and scope and scope of tourism.
2. State the technical definitions of tourism.
3. Give the holistic definitions of tourism.
4. What are the characteristics of tourism? Explain.
5. What is meant by Intangibility?

1.1.10 References

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Lesson-1.2: Tourism Factors and Framework

1.2.1 Objectives

1.2.2 Introduction

1.2.3 Tourism Motivations

1.2.4 Push and Pull factors

1.2.5 Let us Sum up

1.2.6 Self-Assessment Questions

1.2.7 References

1.2.1 Learning Objectives:

The main objectives of this Lesson are to

- Comprehend various factors that help in the growth and development of tourism
- Know the various travel motivations that inspire people to travel
- Learn the importance of push and pull factors in the promotion of tourism
- Identify different types of tourists and the purpose of their travel

1.2.2 Introduction

In tourism, a tourist as well as the destination form the main components. Without either of this tourism is not possible. Several factors contribute for the growth and development of tourism. Tourism factor generally refers to the need or desire that influence one to undertake travel. It is on the basis of this need or motivation of travel, that other allied industries of tourism like travel and hospitality proper. Therefore, it is important to understand tourism motivation and plan accordingly for the sustainable development of the tourism sector. Motivation therefore, is a significant tourism factor. However, the tourism providers, while offering their products not only takes into consideration the tourist needs but also studies the emerging trends of the behaviour of tourists, time they prefer to travel, the selection of specific destinations, the touristic activity and particular services. Hence, it is essential for the tourism industry to know the motivations of tourists for visiting a specific location or an attraction as this type of analysis help them to

design their products according to the needs of the tourists. In this Lesson, we shall attempt to understand travel motivations and how the tourism managers utilize these travel motivations to utilize them optimally and market their products.

1.2.3 Tourism Factors

Tourism factors may be understood as those aspects that help in the growth and development of tourism. These can be categorised as destination specific factors and the factors related to tourist motivations. Let us discuss these in more detail.

(A) Destination Specific Factors

Since ancient times, people showed interest to travel to places that are unique and different from their place of residence. Whether it is for spiritual, religious, educational, medical purposes, travel has become part of human life. The accounts left behind by the travellers motivated other to carry similar tours to various places. This trend has become so popular that in course of time, governments, travel agents, tour operators have taken the initiative to explore more areas for tourism development. Therefore, tourism development at a destination becomes important factor for the development. These are environmental factors, social and economic factors, Historical and cultural factors Religious factors and other factors. Let us discuss in detail each of these factors that affect the growth of tourism.

(i) Environmental Factors: These play an important role in the growth of tourism. Good climate of place and the scenic beauty attract tourists.

- Good climate is one of the most important features of any tourist attraction. People living in temperate and colder regions get attracted to the tropical regions having abundant sunshine and warmth. Similarly, people from hot places prefer to go to cooler regions especially during summers to beat the heat of the plains. For instance, in India places like Lonavala, Shimla, Dehradun, Kashmir, Ooty, Kullu and Manali, Sikkim, Shillong attract large number of tourists during summer months for the pleasant climate.
- Attractive natural sceneries such as waterfalls, sea beaches, fresh water lakes, beautiful gardens, sunrise and sunset points attract large number of tourists. These natural sceneries serve as picnic spots for youth and others.

(ii) Social and economic factors: The social and economic factors influencing tourism growth are based on four A's. These are accessibility, accommodation, amenities and ancillary services.

- **Accessibility:** The image of a tourist destination is based on its accessibility. A tourist destination is reachable by various modes of transport such as roadways, airways, railways and waterways. Road and railways are the easiest and cheap means of transport. Airways is the quickest and expensive mode of transport and is suitable for some destinations. Waterways is available in destinations that are closer to the coastal regions.
- **Accommodation:** This is an important factor in tourism. The prosperity of a tourist destination depends on the availability of decent lodging and catering facilities with reasonable prices. Different types of accommodations are provided at a destination to meet the tourist's requirements depending on their live-styles, standard of living, capacity to spend money, nature of services expected, etc. Hence, the tourism providers at a tourist destination attempts to meet the requirements of all types of tourists by providing different categories of star hotels, motels, dormitories, etc.
- **Amenities:** Development of tourism at a particular destination is also influenced by the amenities available. This is applicable more for the destinations offering adventure tourism. In adventure tourism, activities like skiing, roping, paragliding, rowing, fishing, surfing, safari adventure, etc., are offered. Tourist security and safety are very important for such activities.

Ancillary services: These are additional services available at a destination. These include banking and finance, Internet and telecom connectivity, hospitals, insurance and so on. If a tourist destination is equipped with these facilities, it will have the scope to attract more tourists repeated times. The tourists also prefer to stay longer at such places, thus helping to enhance the local economy.

(iii) Historical and cultural factors: Places of historical and cultural heritage are all time favourite destinations for large number of tourists. People's curiosity to know where and how the ancient kings and queens lived always fascinated the

people to explore destinations having these old monuments and palaces. The Seven Wonders of the World like the Pyramids of Giza in Egypt, Great Wall of China and Stonehenge in England, Taj Mahal in India always attract tourists.

(iv) Religious factors: Religion always was considered as an important factor of tourism development. Since ancient times, people travelled to holy places to search for inner peace, blessings of gods and saints, attain salvation before death, etc. Holy places like Jerusalem in Israel, Mecca and Medina in Saudi Arabia, Varanasi, Tirupati, Shiridi and Amritsar in India, Vatican city in Italy always attract large number of tourists, irrespective of season.

(v) Other factors: Research activities at places with unique geological features such as depths of oceans and seas, caves, hot-water springs, geysers, seismic zones and places of active volcanoes, abandoned ghost towns, etc. are some places of research. These places also contribute in developing tourism, though these may not attract large number of tourists.

(B) Tourist Motivation Factors

Motivation is an important travel determinant. It influences the tourist's behavior in the selection of destinations and services. Abraham Maslow has done a pioneering work in understanding the human motivations. In his *Theory of Human Motivation*, he suggests that people travel for reducing tensions, for relaxation, rejuvenation, adventure and seeking knowledge, and to satisfy their needs and wants that arouse at different times and situations.

Factors that influence one's travel motivations and decisions can be categorized into two types: (i) internal factors and (ii) external factors.

(i) Internal Factors (Individual Factors): These are dependent on various aspects such as the economic capacity, the availability of spare time, gender, age, physical conditions and psychological considerations. All these crucial in influencing the tourist to travel.

- **Economic Capacity:** The ability to pay for the purchase of goods and services depends on the economic capacity of an individual. Travel is a kind of activity which is relied on the economic ability of a person. If a person's income is just sufficient to support his or her basic living needs, then, he or

she will not have motivation for travel. But if their incomes are high, they show interest for travel. Generally, tourism industry shows trends of growth in countries where citizens' income is very high. Therefore, the motivation to travel rises or declines depending on the income levels of individuals.

- ***Spare Time:*** Spare time refers to the free time, which people spend to participate in activities and entertainment that gives them enjoyment. It is different from the daily routine work, study, and other compulsory commitments. Since, travel involves sparing a certain amount of time, a person has to necessarily set aside some time for his or her own pastimes. People who cannot get away from their official business or family matters and has no spare time cannot go travelling. Therefore, spare time is an important precondition for satisfying the desire to travel. Some developed countries, provide for their workers have statutory holidays, which motivate them to travel.
- ***Sex, Age and Physical Condition:*** Travel is also motivated by sex, age and the physical fitness of people. For instance, males are more proactive and dare to take risk compared to females. This stimulates them to form the desire to travel more easily than females. Similarly, the young people love to explore nature, are more curious and seek novelty than that of adults and older people. Physical condition is another important factor that impacts travel. For example, the health conditions and lack of strength of older people can restrict them from travelling.
- ***Psychological Factors:*** Since travel motivations are a form of individual psychological activity, they are certainly influenced by individual's interests, hobbies, profession, attitude to life, level of education, and so on.
- ***(ii) External Factors (External Environmental Conditions):*** External factors are based on the tourist facilities available at a destination. It also depends on family, group and other social surroundings.
- ***Tourism Resources:*** These refer to the travel facilities that are developed at tourist attractions. Facilities such as, road transport, accommodation, catering, and other standard services provided at a destination form important factors

in the tourists' choice of destination. A country or region which is highly developed economy and has enough resources to provide infrastructural facilities at tourist destinations frequently attract tourists who have relatively high expectations of hospitality.

- ***Group, Family and Social conditions:*** Travel motivations are often influenced by group or social pressures. Many companies and organizations encourage their workforce by providing incentives or travel awards that motivate them to undertake travel activities.

People's travel motivations are also influenced by social surroundings. Often colleagues, friends and relatives influence each other by sharing their travel experiences. People with identical tastes form travel motivations and also influence others.

McIntosh on the other hand, had suggested four other categories of travel motivators which are described as follows:

- (i) **Physical motivators:** These are concerned with relaxation and rest, sports activities and medical treatment.
- (ii) **Cultural motivators:** These are related to an individual's desire to travel for gaining knowledge about other countries, their people, and cultural heritage which are expressed in the form of art, music, literature, folklore, etc.
- (iii) **Interpersonal motivators:** These are based on a desire to visit relatives, friends or to escape from the routine of everyday life, family responsibilities, colleagues in the work place or neighbours. Sometimes people also travel to meet new people and forge new friendships.
- (iv) **Status and prestige motivators:** These are identified with the needs of personal honor, for business or education and pursuit of hobbies.

From the above categories of motivators, it is clear that large number of people engage in tourism basically to get pleasure, relaxation, rest and recreation, for health purpose, to participate in sports, to develop historical and cultural associations with foreign lands, people and places, to make new friends and strengthen family

relationships, to gain spiritual solace through religious tourism and to grow their status and prestige in society through tourism activity.

1.2.4 Push and Pull Motivation Factors

In 1977, Dann, a U.S. academician, proposed the push-pull theory of travel motivations. According to him, the desire for travel will be influenced by push factors and pull factors. People travel because either they are “pushed” by internal, psychological forces or “pulled” by the external forces like the attributes of the destination. These influence them to make travel decisions.

(a) Push factors

These are internal or intangible factors that lead to the realization of travel desires among tourists. Anything that can create and satisfy the desire to travel forms the socio-psychological factors of motivation. Therefore, under the influence of push factors, tourists who go travelling do not necessarily have specific choices. For example, tourists who hope to improve their relationships with family members don’t really care where they go, as long as they enjoy and spend time together with their family members..

(b) Pull factors

These factors refer to the attractiveness or “drawing power” of the destination. A tourist forms pull-type travel motivations on the basis of their perception, expectation and knowledge of destinations. For example, a visit to beach resorts or hill stations which have beautiful scenic beauty may attract youngsters which satisfy their travel desires.

The following table distinguishes between the push and pull factors:

Push Factors	Pull Factors
1.To see culture and history, admire beauty 2. Increase knowledge 3. Experience different lifestyles	1. Tourism products, tourism charges 2. Distinctive lifestyles at one’s destination 3. Interesting nightlife

4. Fulfill one's travel dreams	4. All kinds of good food
5. Visit family and friends	5. Convenient transport
6. Be together with family members or friends	6. Accommodation, sports facilities, and information
7. Establish friendships, develop relationships	7. Quality of service
8. Escape day-to-day life	8. Abundant historical and cultural resources,
9. Rest and relax body and mind	9. Safety
10. Relieve work pressure	10. International metropolises
11. Seek stimulation and excitement	11. Peace, hygiene, comfort
12. Physical challenges	12. Familiarity
13. Get close to and understand nature	13. It's a good place to understand nature
14. See different things	

1.2.5 FRAMEWORK OF TOURISM

The framework of 'tourism' remains within the scope of the tourists. A tourist can be defined “as a person making a discretionary, temporary tour which involves at least one overnight stay away from the normal place of residence, excepting tours made for the primary purpose of earning remuneration from points en route”. Unlike refugees and emigrants, who travel from the place of their origin and settle in new locations, tourists on the other hand, make temporary departures from their residences and returns to the points of origin after their trip is completed.

The movement of tourist from the place of origin to the destination is further described as:-

- International tourism, when the travel is from one country to another; and
- Domestic tourism, when the travel takes place within the country.

In International tourism, there are two terms namely, inbound and outbound tourism. Inbound tourism refers to tourists entering a country from another country. Outbound tourism refers tourists leaving their country of origin for visiting another country. An outbound tourist can also be an inbound tourist, for example, a tourist from India visiting Singapore. From the point of view of India, he or she is

described as an outbound tourist, but from the point of Singapore they will be described as an inbound tourist.

Tourist can be categorised into different types based on the motivation and purpose of their travel, number of tourist arrivals at a geographical area or a destination of the visits. On the basis of motivation behind travel to a destination, tourists are classified into four broad categories. These are as follows:

- a. Business and professional tourists
- b. Leisure and holiday tourists
- c. Tourists traveling to visit friends and relatives (VFR)
- d. Youth tourists, including backpackers.

(a) Business and professional tourists

Business Tourists are those whose travel is connected to business and work. For example, corporate executives, political representatives, academicians and government employees travel to different places to attend conferences, conventions, symposia and meetings. A salesperson would also be a business tourist who attends trade shows to promote their company products in other cities. All these activities provide opportunities for the promotion of business tourism. Tourists motivated by these purposes are called as business tourists. All major cities in the world have conference centres that satisfy the needs of business tourists.

- ***Educational Tourists:*** These tourists travel for studying or improving their qualification in another city or country. They may also attend workshops to learn new skills or improve existing ones. Teachers, students, researchers and scholars visiting educational institutions of other countries for exchange programmes and for pursuing higher education are also called as educational tourists.
- ***Incentive Tourists:*** People who are rewarded with a paid holiday, by the company for their hard work, or for achieving set targets within a stipulated period of time are called Incentive tourists. These travel incentives provided by the company, motivates employees to work harder, improves work relationships and builds team spirit.
- ***Health or medical tourists:*** These tourists travel because they want to visit holiday spas for special medical treatments or visit indigenous medical

treatment centres or any other modern health care centres for undergoing treatment, rejuvenation and other medical purposes. Spas have been regarded as traditional health centres which attract tourist who are conscious of their health. Many governments developed beach resorts, hill resorts, mountain resorts, countryside resorts and ethnic resorts for providing medical amenities and services. Tourists prefer these places for fresh air and nature's curative powers.

(b) Leisure and Holiday Tourists

Leisure travel is a new trend among the majority of middle-class families. The changing life-style patterns due to rising incomes and social status encourages leisure tourism. The following tourists may be considered as leisure tourists.

- ***Adventure tourists:*** These tourists look for enthralling and exciting experience. They take part in hazardous and risky events and activities such as rock climbing, river rafting, skydiving, shark cave diving, bungee jumping, etc.
- ***Cultural tourists:*** People keen on learning and experiencing the culture and heritage of a place are called as cultural tourists. They travel to experience different cultures, appreciate the tradition and customs of the host countries which are displayed in the form of music, dance, paintings, rituals, etc. They also relish unique foods of the place and participate in various fairs and festivals. Tourists also participate in the cultural festivals like Khajuraho festival, Carnival festival, etc., which are organized by the respective State Governments organize to attract cultural tourists.
- ***Eco-Tourists:*** These tourists travel to enhance their knowledge on nature by travelling to Wild life sanctuaries, parks, botanical gardens, etc.
- ***Leisure Tourists:*** They travel to rest and relax and have a break from their routine chores of work.
- ***Pleasure Tourists:*** They spend their vacation to experience a change of climate. They travel to have a thrilling experience by enjoying natural scenic beauty, spend time at beaches and participate in adventure sports.
- ***Religious/ Pilgrimage tourist:*** The primary motive of these tourists in visiting places of religious importance is for the fulfilment of their needs and wishes.

These tourists travel for religious or spiritual purpose and for seeking higher knowledge. There are many religious destinations in the world such as the Hajj in Mecca, Jerusalem in Israel, Varanasi in India, and the Vatican City in Rome, which are frequented by tourists in large numbers.

- **Shopping tourist:** These tourists show great interest in shopping. Their prime motive for travel is to spend time at big malls, shopping centres, factory shops, craft markets, etc. Their main purpose of travel is to purchase unique items.
- **Special Interest tourist (SIT):** This type of tourists has a particular interest such as bird watching, food and wine, flowers, fishing etc.
- **Sport Tourists:** They participate in or watch sporting events. Popular events include the Soccer World cup, Wimbledon Tennis Championship, surfing, mountain climbing, cricket, swimming, golf are some popular sports which attract sport lovers.
- **Recreational tourists:** Tourist who wish to move out from the hustle and bustle of city life and go to a tourist destination to rest, rejuvenate and recoup physical and mental strength are called as recreational tourists.

(c) Tourists traveling to visit friends and relatives (VFR)

People who wish to spend time with their friends and relatives are called as VFR tourists. These tourists visit their friends and relatives (VFR), to stay in touch with them. They travel away from home to attend a wedding, funeral, or birthday celebration or simply just to meet their near and dear ones. VFR tourism also includes the tourist who visit their 'homelands' or 'native places' even though friends and relatives may no longer exist in those places.

(d) Youth tourists, including backpackers

Backpackers or youth tourists generally travel with minimum luggage and budget. They prefer to travel independently, enjoy meeting other travellers and have flexible travel schedules. They want experience, adventure and excitement. Example, a group of young tourists or students touring around the country by normal bus with a backpack are backpacker tourists.

1.2.6 Let Us Sum Up: Tourism is an activity that is motivated by several factors. People visit places either because they heard about them from someone or read about it somewhere. The publicity which the tourism provides also creates

motivations. In this Lesson, we have discussed various types of motivational factors like destination specific and tourist specific which drive the tourists to visit places. Because of the various benefits that tourism activity has like providing rest, relaxation, enjoyment, excitement and education, it motivates people to travel to different destinations. Destinations also become popular for their natural beauty, amenities available, accommodation, transport and so on that form key factors in the growth and development of tourism.

The framework of tourism is based on the type of tourists, whether they are travelling within or outside the country. Based on the tourist motivation, the tourists are classified as business tourists, leisure tourists, tourists visiting friends and relatives (VFR) and youth tourists. The tremendous growth in tourism industry is due to interplay of these various factors.

1.2.7 Self-Assessment Questions

1. Explain the destination specific factors that motivate the tourist.
2. What are the push and pull factors that motivate a tourist?
3. Mentions different types of tourists and the purpose of their travel.
4. Explain the internal and external motivation factors.
5. Mention McIntosh categories of tourist motivators.

1.2.8 References

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Lesson – 1.3: Types of Tourism

1.3.1 Objectives

1.3.2 Introduction

1.3.3 Types of Tourism

1.3.4 Nature Tourism

1.3.5 Culture Tourism

1.3.6 Leisure Tourism

1.3.7 Business Tourism

1.3.8 Adventure Tourism

1.3.9 Let us Sum up

1.3.10 Self-Assessment Questions

1.3.11 References

1.3.1 Learning Objectives

The main objectives of this lesson are to

- Explore different types of tourism
- Understand purpose of travel to various categories of tourism
- Know the benefits of each type of tourism

1.3.2 Introduction

In recent years tourism has seen an unprecedented rise, with more people showing interest to participate in travel and tourism. This is because for many people, work is not the only aim of life. They prefer to explore places either to learn new things or for recreation, rest and relaxation or even for gaining religious merit. Thus, during weekend breaks they prefer short trips and during long vacations they go for long journeys. Old people dream of retiring to a places with low prices and good weather conditions. The desire for tourism is therefore socially determined. Tourism activity gets further boost when Governments promote tourism by offering various types of tourism.

Tourism typologies reflect the variety of options that the tourists can avail. A wide range of opportunities are offered to the tourists to participate in tourism

activities. There are more than fifty types of tourism viz., Adventure, Antarctic, Agro, Arctic, Beach, Business, City, Creative/Curative, Dark, Eco, Ethnic, Event, Factory, Farm, Food, Golf, Health, Holiday, Heritage, Historical, Industrial, Island, Leisure, Literary, Marine, Motor Coach, Pilgrimage, Rural, Space, Spiritual, Sports, Urban, Wildlife, Youth tourism and so on. Therefore, in this Lesson, we shall briefly discuss the different types of tourism, its importance and popular destinations.

1.3.3 Types of Tourism

Based on the tourist motivations and purpose of travel, tourism activities have been categorized broadly into five different types viz., nature based tourism, culture based tourism, leisure and recreational tourism and adventure tourism.

- ***Nature Tourism:*** This type of tourism involves tourism activities where nature forms the dominant feature. Different types of tourism like Eco-Tourism, Agri-Tourism, Rural tourism, Farm Tourism, Jungle Tourism, Garden Tourism, Green Tourism, Wildlife Tourism, Beach Tourism, Coastal Tourism, Disaster Tourism, Extreme Tourism, Greif Tourism, Dark Tourism, Ethnic Tourism, Indigenous Tourism, Curative Tourism and Health Tourism, are all associated with nature based tourism .
- ***Culture Tourism:*** It deals with tourism activities where culture and heritage are offered as tourism products. Heritage Tourism, Archaeological Tourism, Battle field Tourism, Culinary Tourism, Food Tourism, Educational Tourism, Endogenous Tourism, Geo-Tourism, Literary Tourism, Music Tourism, Religious Tourism or Pilgrimage Tourism, Spiritual Tourism, and Tribal Tourism are part of the culture based tourism.
- ***Leisure Tourism:*** Under this category are encompassed Creative Tourism, Cruise Tourism, Helicopter Tourism, Shopping Tourism, Wine Tourism, Youth Tourism and Enclave Tourism.
- ***Business Tourism:*** Under this type of tourism are included e-Tourism, MICE Tourism, City Tourism, Factory Tourism, Industrial Tourism, and Township Tourism.

- **Adventure Tourism:** Favourite among the youth, adventure tourism includes Antarctic Tourism, Arctic Tourism, Dark Tourism, Sports Tourism and Space Tourism.

Let us now discuss in detail some of the types of tourism mentioned above under each category.

1.3.4 Nature Tourism

Nature based tourism is defined as tourism activities in which the tourists get close to the natural environment. This type of tourism also represents adventure activities and scenic tours that provide relaxation and fun to the tourist and at the same time protect the natural environment. Hence, most of the governments and tourism organizations are always concerned about protecting and preserving nature. Some of the tourism activities associated with nature are detailed below:

- **Agri-Tourism:** It is an act of spending vacation by visiting a farm or agricultural, horticultural villages engaged in agribusiness. This type of tourism helps to enjoy, know and involve in agriculture based activities such as picking fruits and vegetables from farms, riding horses and travel by bullock carts, collect and taste honey, learn about preparation of wine, shop for local and regional products or hand-crafted gifts.
- In recent years, agri-tourism is developing into a largest sectors of tourism industry, with many city based tourists showing interest in this type of tourism. The following events are offered in agri-tourism
 - ❖ Farm tours for families and school children,
 - ❖ Day camps,
 - ❖ Hands-on chores,
 - ❖ Self-harvesting of produce,
 - ❖ Hay or sleigh rides, and
 - ❖ Overnight stays in a bed and breakfast in farm lands.
- **Rural Tourism:** It emphasizes on having an experience in rural setting by participating in rural activities and appreciating rural lifestyle. Rural tourism is encouraged to prevent the exodus of rural youth to towns and cities for employment. It offers an alternative source of income for the villagers

involved in non-agricultural sector. It allows reverse cash flow from cities. It also encourages to revive the lost folk arts and handicrafts.

- **Beach Tourism:** In modern times beach tourism has become popular tourist attractions with its abundant water, golden sands, clear blue skies and cool breezes. Beach tourism is defined as “a travel for recreational, leisure and business purpose.” It offers relaxation, adventure, sports and fun. The vast peninsular coastline of on both the West and East Coast of India offers an amazing array of beaches. The panoramic view of verdant palms and miles of sandy beaches on the Arabian Sea shores or the Bay of Bengal are visitors delight. The most popular ones are the beaches of Goa, Kovalam at Kerala of the west coast, Gopalpur in Odisha, Visakhapatnam in Andhra Pradesh, Mahabalipuram in Tamil Nadu are small but exquisite beaches on the east coast at.
- **Curative Tourism:** Visiting the landscapes, hot springs, curative and mineral waters for medical treatment is called Curative Tourism. In this form of tourism, a tourist (patient) travels for the purpose of treatment of body disorders or for relaxation and recreation. Natural healing sources such as hot and mineral springs, salt lakes, mud, radioactive sand, herbal baths, are visited by the tourist for a period of 2-4 weeks or for months depending on the type of disease. This movement can be voluntary or is undertaken by a doctor’s recommendation. During this period, the patient will be fully or partially under medical supervision.
- **Disaster Tourism:** Disaster tourism refers to travelling to places affected by natural disasters such as hurricanes, tsunamis, and earthquakes. However, this type of tourism can create inconvenience for carrying out rescue operations.
- **Ecotourism/ Ecological Tourism:** This form of tourism attracts individuals who are ecologically and socially conscious. Places with rich flora, fauna and cultural heritage are the primary attractions of eco-tourism. The major focus of ecotourism is on the sustainable development of areas with natural,

conserving the environment and help in the betterment of the local communities and their cultures.

- **Green Tourism:** The definition of Green tourism implies visiting natural areas with low impact and environmentally friendly tourism minimising the negative effects of travel. Green tourism is used interchangeably with other forms of tourism such as ecotourism, nature tourism, responsible tourism and rural tourism. Green tourism aims to support local communities, encourages sustainable tourism through connecting the local communities and local cultures that cherishes and does not destroy.
- **Health Tourism:** Travel for receiving medical treatment and wellness is known as 'Health tourism' or Medical Tourism. In recent years this has become one of the most important form of tourism where, some specialized medical institutions in association with tour operators offer special tourism packages. While the medical institutions take care of the treatment of the patient at a low and reasonable cost, the tour operators provides an opportunity to the patient's companions to visit the tourist attractions in the region. This type of tourism existed in Europe from a very long time. Tourists visited places in England and Italy for getting treated from diseases like gout , liver disorders and bronchitis. Spas, health-giving mineral waters, resorts along with some forms of balls and entertainment were popular in Europe since nineteenth century. The form of tourism is gaining ground in India in recent fast.
- **Indigenous Tourism:** Affluent families in some countries like Australia introduced a new trend in ecotourism. They organize visits within their own property grounds and surrounding areas. This concept came to be called as indigenous tourism.

1.3.5 Culture Based Tourism

Culture based tourism: offers attractions related to art and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions found at a destination. Tourists visit these places to learn, discover, experience and

consume the tangible and intangible cultural attractions/products of a destination. Let us discuss some types of culture-based tourism.

- **Archaeological tourism:** Archaeological Tourism is another form of cultural tourism. Its main aim is to encourage historical-archaeology and the conservation of historical sites. Archaeology is the study of the human past. Archaeological tourism includes visits to archaeological sites, museums, interpretation centers and rediscovery of native artifacts and cultures. A planned itinerary tour of archaeology sites is a great way to learn about the past. There are a number of places of archaeological importance in India and the world. This form of Tourism is encouraged by heritage and cultural tourists and students of history.
- **Battlefield Tourism:** Wars and battles are also part of mankind. Battlefield tourism includes battlefields or war memorials. These are popular tourist spots even for those who don't know anyone who died in wars. Tourists visit places where great and small battles have been fought. Most tourists are interested in seeing ruins of towns destroyed by bombings during World War II. Seeing the ruins of such towns make the war a reality to those who were not involved in the fighting. Pearl Harbor, Iwo Jima, Myanmar and Normandy are examples of regions and communities that have been destroyed by war. These places are now deriving economic benefiting from the tourists visits.
- **Culinary Tourism:** It involves three realms of experience: the exotic, the edible, and the palatable. For food lovers who wish to familiarize with different varieties of cuisine, tourism provides that authentic and in depth understanding of a foreign cuisine. Food can be a part of tourism as long as people are curious to know about local delicacies.
- **Cultural Heritage Tourism:** Traveling to know about the places, artifacts and activities that authentically represent the stories and people of the past is called as Cultural Heritage Tourism. It includes cultural, historic and natural resources. Promoting heritage and culture as tourism products helps to augment local economies and promotes community pride, which grows as

people work together to develop it further. Cultural heritage tourism, creates new opportunities for tourists to understand unfamiliar places and people. The tourists in turn bring new opportunities to a destination and contributes indirectly for the preservation of heritage. A major challenge in cultural heritage tourism programs is to ensure that tourism does not destroy the very qualities that attract visitors.

- ***Endogenous Tourism:*** This form of tourism is a combination of cultural, craft and ecological aspects of rural life. It has remarkable potential for both income generation and improving the basic quality of life of people living in the rural areas. This innovative concept of tourism is targeted at two distinct segments – firstly, to involve host communities who are an integral part of the society so that they learn to take pride in their own cultural identity and in their environment. Secondly, to attract domestic and international visitors, who show interest in knowing the fascinating history, culture, artistic skills and lives of people of other societies and hope to enjoy and appreciate nature in all its forms without abusing, manipulating or destroying it, thereby ensuring its preservation for future generations.
- ***Food Tourism:*** Food has always been an important component of tourism. As a physical necessity and for expressing creativity, food embodies cultural and individual identity. It has functioned as destination, venue, and vehicle for tourism. As destination, food preparation, consumption and even the viewing of a foreign dish gives the tourist a sense of otherness and the exotic feeling. As vehicle of tourism, it is through food that one can view another culture. Tourists get a close feel of the new culture by eating food representing another culture. As venue, food offers a site from which a culture can be explored.
- ***Geo Tourism:*** It is a form of tourism that develops the geographical character of a place. The culture, environment, heritage, historic structures, living and traditional culture, landscapes, cuisine, arts and local flora and fauna are all part of Geo tourism. Geo tourism incorporates sustainability principles and focuses on the place as a whole. All these elements of geo tourism together create a tourist experience with diverse interests.

- ***Heritage Tourism:*** It is a branch of tourism oriented towards the cultural heritage of the location. Heritage tourism is important for various reasons - it has a positive economic and social impact; it establishes and reinforces identity; it helps preserve the cultural heritage. In this form of tourism, culture, as an instrument, facilitates harmony and understanding among people, supports culture and helps promote tourism. It involves visiting historical or industrial sites that may include old canals, railways, battlegrounds etc. It also refers to the marketing of a location to members of a diaspora who have distant family roots in that particular place.
- ***Literary Tourism:*** It is a type of cultural tourism that deals with places and events mentioned in fictional texts as well as the lives of their authors. This could include following the route of a fictional character in a novel, visiting particular settings from a story or tracking down the haunts of a novelist. Literary tourists are specifically interested in how places have influenced writing and at the same time, how writing has created place.
- ***Music Tourism:*** It involves people in visiting a city or town in order to see a concert or festival. This sort of tourism is particularly important for small villages. Music tourism is one of the new type of tourism. It can be included as part of pleasure tourism as it involves travelling to attend a music concerts and search for the musicians' spirit who have made a mark in their times.
- ***Religious or Pilgrimage Tourism:*** *Visiting* places of religious significance, associated with great philosophers, is called as pilgrimage or religious tourism. India is famous for its temples and this is the reason why pilgrimage tourism is increasing most rapidly among the other kinds of tourism in India. Narayan Sarovar, Sudamas Porbandar, Kabirvad Shuklatirth, Haridwar, Badrinath, Kedarnath, Varanasi, Gangotri and Yamunotri, Rishikesh, Bodh Gaya, Ajmer, Tirupati, Shirdi are some of the most important pilgrimage destinations. These have kept alive the religious sentiments of people and hence lakhs of pilgrims from all over the world flock to these pilgrimage centres every year.

- ***Spiritual Tourism:*** It includes religious absorption of a country's core philosophy of spiritual wisdom as well as communion with nature. It provides a much-needed break for the soul from the toils of mundane life. India has always been perceived as the communion of many beliefs, universal truth-finders' path and a land of inherent spirituality. This perception has been reinforced by thousands foreign tourists who return with fond memories and individual sanctification of their fatigued souls. According to the World Travel Organization, spiritual and religious tourism is the fastest growing travel segment in the world.
- ***Tribal Tourism:*** Tribal tourism offers an experience to explore the striking features of the tribal life around the world. Africa, India and Latin America are some of the major destinations to enjoy this type of theme holidays. Africa, one of the most popular destinations of tribal tourism, has much to contribute to enrich the aspect of tribal tourism.
- ***Ancestry Tourism:*** This form of tourism is also known as genealogy tourism. It is the travel with the aim of tracing one's lineage by visiting the birth places of their descendants and sometimes getting to know about distant family.
- ***Creative Tourism:*** Creative Tourism is a form of cultural tourism, in which the tourists actively participate in the interactive workshops and learn the culture of the host communities they visit. UNESCO has recognised creative tourism as an experience that promotes an understanding of the specific cultural features of a place. Several countries like the United Kingdom, Spain, Italy and New Zealand offer this type of tourism.

1.3.6 Leisure Tourism

The primary motivation of leisure tourism is to take a short break from everyday chores of life and spend time by staying in some pleasant hotels or resorts, resting and relaxing on beaches or in a room, or going on guided tours and experiencing local tourist attractions. In other words, leisure tourism is a period of free time spent out of work and other compulsory domestic works other than eating and sleeping. Some examples of leisure or recreational tourism are discussed below.

- **City Tourism:** It includes the movements of persons to specific cultural attractions in cities outside their usual country of residence. Their purpose of visit is predominantly culture based where the tourist shows interest to visit heritage sites, artistic and cultural manifestations of city, arts and drama. .
- **Cruise Tourism:** Travelling by Cruise liners to enjoy or spend the leisure time is called Cruise Tourism. Many countries with long coastlines offer cruise tourism. In India, the Union Ministry of Shipping and the Department of Culture, Government of India jointly promote Cruise Tourism. It offers exotic experience on board.
- **Wine Tourism:** National Wine Tourism Strategy states, "Wine Tourism is visitation to wineries and wine regions to experience the unique qualities of lifestyle associated with the enjoyment of wine including wine and food, landscape and cultural activities." The tourist who participates in wine tourism tastes, consumes or purchase of wine. It includes visits to wineries, vineyards and restaurants famous for offering unique vintages, as well as organized wine tours and wine festivals.
- **Shopping Tourism:** It is a recent concept that is defined as "a contemporary form of tourism carried out by individuals for whom the acquisition of goods, outside their place of residence, is a determining factor in their decision to travel". (UNWTO, 2014). Shopping has been recognized as an important component of the tourism activity. The choice of destinations in many cases is motivated by shopping. Destinations have thus an immense opportunity to influence this new market trend. They can develop authentic and unique shopping experiences that add value to their touristic activity. At the same time it can be a major source of income for national economies.
- **Helicopter Tourism:** It is a tour business offered at some destinations to take tourists on short flights so that they can have a bird's-eye view of a destination. For example, helicopter rides at Niagara Falls in USA unveils the mystery of waterfalls there. At many destinations helicopter tourism is more expensive, more adventurous and exciting.

1.3.7 Business Tourism

Business Tourism: In business tourism, the tourist travels, spends money and stay abroad for some time. Business tourism involves a smaller section of the population, with different motivations. Business tourists visit cities, industrial regions, etc. and participate in their everyday business operations, corporate meetings and conventions, trade fairs, exhibitions etc., outside their usual place. Business tourism has primary and secondary activities. Primary activities are related to work and business such as consultancy, inspections, and attending meetings. Secondary activities are related to leisure and include activities such as eating out, recreation, shopping, sightseeing, meeting others for leisure activities, and so on.

- **Industrial Tourism:** It is a novel way to discover and appreciate the development of an industrial area. This type of tourism is relatively new though, there are many industrial sites are of great architectural, historic, environmental, technical and scientific importance. These places are still relatively unknown and seldom visited.
- **MICE Tourism:** MICE tourism is the new buzzword in the international tourist market and relates to various business groups and individual travellers. MICE is an acronym of Meetings, Incentives, Conferences and Exhibitions. Meetings are single-day events that bring together a group of professionals to address challenges or set goals for the organization. These usually take place in hotels. Incentives are travel rewards, which a company may provide for an individual employee, groups or partners in return for their excellent professional performance. They will be offered a stay at a resort, hotel or any other place and the expenses are borne by the company. Conferences are designed for a large corporate group to share their knowledge. These are held for many days and is attended by not only the key members of the organization, but also other guest speakers and the general public. Exhibitions are essentially trade shows where an organization promotes its key products and services to the public. In recent years MICE tourism is emerging as the fastest growing tourism capturing international tourism market. Destinations like Hong Kong, Malaysia,

Dubai and India are rapidly growing to emerge as an ideal MICE destination.

1.3.8 Adventure Tourism

Adventure Tourism is a type of tourism which involves exploration or travel to remote, exotic and hostile areas, where the traveler "expect the unexpected". It involves the tourists with trips to explore new experiences and use destinations' natural resources such as landscape and space water bodies. The involvement of risk is there in this form of tourism. Adventure tourism is rapidly growing in popularity as tourists seek different kinds of vacations. In adventure tourism, a tourist will indulge in risky activities such as mountaineering, trekking, bungee jumping, mountain biking, rafting, zip-lining and rock climbing. These activities provides excitement to its participants who step outside of their comfort zone. India offers a wide range of adventure sports for tourists. Trekking and skiing in the Himalayas, white water rafting on the Ganges and Beas, camel and jeep safaris in the deserts of Rajasthan, paragliding in Himachal, water sports in Goa and scuba diving in Lakshadweep and Andaman are just some of the options available to the adventure seeking tourists. Disaster tourism, Ghetto tourism and Jungle tourism are other forms of adventure travel that are becoming more popular in recent times.

- **Antarctic Tourism:** Antarctic Tourism is associated with touristic activities in Antarctica region (South Pole), which is seasonal and expensive. Antarctic tourism dates back to the late 1960s and since then there has been rapid growth. This has led to a wide range of tourist and adventure activities. Most of this is ship-based, departing from South America or the Falkland Islands to the Antarctic Peninsula.
- **Arctic Tourism:** Visiting for tourism in the Arctic region is a recent development. The Arctic region is the northernmost region on Earth. Extending some 7,000 miles from the Aleutian Islands in the west to Greenland and Labrador in the east, it consists of a vast area of permanently frozen ice floating in the middle of the Arctic Ocean and surrounded by continental land masses and islands. This vast region encompasses all of Greenland (a Danish territory) and all the northern parts

of Canada, Alaska (U.S.), Russia, Finland, Sweden, and Norway. These regions are also attracting tourists.

- **Space Tourism:** It is the recent phenomenon of tourism. Space tourism, includes orbital, suborbital and lunar space tourism. Russia is the first country to introduce space tourism. Between 2001 and 2009, eight space flights aboard a Russian Soyuz spacecraft from International Space Station. Space tourism is limited and expensive, with the price for a flight ranging between US \$20-25 million per trip.
- **Sports Tourism:** It is one of the fastest growing areas of global travel and tourism industry. Sports tourism refers to the tourists visiting a place either to participate in a sports event or watch sports or games. This type of tourism is fast growing and altering the economies of cities, regions and even countries around the world. In some countries, sports account for as much as 25 percent of all tourism receipts. Sport tourists are passionate and high-spending. They enjoy new sporting experiences and often stimulate other tourism. Sport tourism creates thousands of new jobs and even help change cultural perceptions of the destinations.

1.3.9 Let Us Sum Up

Tourism is an activity which plays an important role in the national economy as well as motivating people to travel. With hectic work schedules, today many people are looking forward to have a short break for rest, relaxation, and entertainment and to satisfy their thirst for knowledge. These factors lead to the development of different types of tourism which emerged within the context of changing social values. In this lesson, you have been familiarized with five broad categories of tourism activities namely nature based tourism, culture based tourism, leisure tourism, business tourism and adventure tourism. Based on the purpose of travel, each of these categories were further subcategorized into several other types that offer an opportunity to have a unique experience. Hence, one can say that modern tourism is one of the most striking phenomena of our times and it offers us an opportunity to learn, to enrich humanity and to identify goals for a better life and a better society.

1.3.10 Self -Assessment Questions

1. Define nature-based tourism? Explain the different types of nature tourism.
2. What is culture tourism?
3. How is leisure tourism different from business tourism?
4. Define Adventure tourism.

1.3.11 References

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UNIT – II

Lesson–2.1: Tourism Growth and Development in Asian Countries

- 2.1. Objectives
- 2.2. Introduction
- 2.3. Growth and Development of Tourism in Asia
- 2.4. Organizations Working for the Development of Asia Tourism
- 2.5. Growth and Development of Tourism in India
- 2.6. Committees formed for Tourism Development and their outcomes
- 2.7. Tourism Development in India During Five-Year Plan Periods
- 2.8. Tourism Policy and Action Plan
- 2.9. India Tourism 2019 Vs. World Tourism- Major Figures
- 2.10. Let Us Sum Up
- 2.11 Self-Assessment Questions
- 2.12 References

2.1. Learning Objectives

- be familiar with the development of tourism in different countries on the Asian continent
- identify and understand intra-regional tourism development
- know trends of tourism in Asia and the role of India in promoting regional tourism on the continent
- trace the background of India's tourism development
- find a major breakthrough and turnaround in India's tourism development
- understand the union, state and local governments' role in developing tourism

2.2. Introduction

Asia is the largest continent geographically, and the continent represents the world's highest population. Apart from China and India as two developing countries with rich cultures and civilizations, Japan, Singapore, South Korea and Australia as developed countries have included tourism as a progressive sector to contribute to economic development. Many other countries, namely Thailand, Indonesia, Taiwan,

Philippines, Vietnam, Cambodia, Nepal, Srilanka, United Arab Emirates, etc., have given much thrust to tourism through which many socio-economic issues and challenges can be handled tactfully. Thailand, Cambodia and Indonesia have given top focus to tourism for dealing with the issue of unemployment, poverty, gender disparity, crime, etc. Tourism is an essential means of increasing the growth of Gross Domestic Product (GDP) and creating employment in informal or unorganized sectors.

Of late, India started with 15000 foreign tourist arrivals in 1950. Tourism is an essential medium of socio-economic development, national integration and international understanding. There can be income and employment creation through tourism in the destination region and a change of perceptions of the host population towards the impacts of tourism. The exploitation of the rich potential of tourism as an alternative way of contributing to the economy was given priority during the pre-Independence era in India. Based on recommendations of the Sargent Committee to develop tourism in India, various measures were initiated by the Central Government with the objective of economic development.

Those actions included

- Establishment of the tourism office in overseas destinations (Started with London and New York Office) for coordination and liaison with tour operators, airlines, local tourism offices, social clubs, etc.)
- Formation of A Separate Department of Tourism under the Ministry of Transport (Department got established in 1958)
- Establishment of India Tourism Development Corporation (ITDC) (established in 1966)
- creation of a separate Ministry of Tourism (Formed in 1967 with the Ministry of Civil Aviation)
- Formulation and announcement of National Tourism Policy (Declared in 1982 & 2002)
- Constitution of the National Committee on Tourism
- Establishment of Tourism Finance Corporation of India
- Implemented National Action Plan

- Promotion of special interest tourism with much thrust on rural and ecotourism
- Organize a Brand Campaign with the tagline “Incredible India” in 2002 and “Atithi Devo Bhava” in 2009.
- Initiation by State Government to brand their State Tourism like Kerala- God’s own Country, Tamil Nadu- Enchanting Tamil Nadu.”

Despite the fact that support through plan outlays and policy guidelines, India is not expected to make much progress in tourism. However, India is a long-haul inbound tourism destination with high per capita tourist expenditures. Inbound tourism generates more than Rs. 2 lakh cores foreign exchange annually. On the domestic tourism front, the country has made significant development in demand for travel by fellow citizens, expansion of the network of air, train, and road travel, the addition of hotel rooms, visitor amenities, safety measures, etc.

2.3. Growth and Development of Tourism in Asia

Many other countries, namely Thailand, Indonesia, Taiwan, Philippines, Vietnam, Cambodia, Nepal, Srilanka, United Arab Emirates, etc., have given much thrust to tourism through which many socio-economic issues and challenges can be handled tactfully. Thailand, Cambodia and Indonesia have given complete focus to tourism for dealing with the issue of unemployment, poverty, gender disparity, crime, etc. Tourism is an essential means of increasing the growth of Gross Domestic Product (GDP) and creating employment in informal or unorganized sectors.

The countries of the Asian continent are each marked by their diverse identity, heritage and culture, customs and traditions, magnificent architecture and monuments telling the country’s rich past, virtues value systems, diverse climates and a wide variety of cuisines. As a result of this diversity, most countries in Asia promote themselves as tourism destinations with noteworthy tourism campaigns and promotional strategies. Notable among them include “Amazing Thailand, Incredible India, Malaysia – Truly Asia, Taiwan – The Heart of Asia, It’s more fun in the Philippines, Cambodia, Know It, Love It, Sri Lanka – Wonder of Asia, Myanmar, The Journey Begins Here, Visit Jordan as well as Irpedia – the Land of Civilized and Friendly People, Visit Dubai”.

Ranging from enthralling to the exotic and even contemporary, Asia offers tourists rich choices and diversity making it a convincing destination on the global tourist circuit. The positive development in Asia also reflects the multifaceted tourism strategies that are being pursued with due diligence. Every nation in the Asian continent offers customized packages suitable for a diverse set of tourists. In recent years, Asian markets witnessed a rise of the new market segment in the form of the affluent middle class.

In addition, tourism in Asia is marked by the target market's digital competence and its noteworthy presence on social media, where experiences are shared on prominent platforms including Instagram, Facebook and Twitter, possibly sparking the inquisitiveness of fellow users. But Asian tourism is not only promoted on the national level. Countries, cities, and regions in Asia are increasingly promoted with the decentralized approach. One of the best examples of active tourism promotions at the regional level can be found in India Tourism. All State Governments have designed their own tourism brand campaigns focusing on the potential tourists market within the country and abroad. Different countries in Asia have gone many steps ahead in promoting regional tourism. For example, ASEAN (Association of South-East Asian Nations) is a regional level organization representing member countries to celebrate the regional association with a campaign, namely “VisitASEAN@50” in 2017. The Association made a long-term plan to promote regional tourism to increase the share of tourism in the regional economy to 15 % by 2025. In order

In the past, countries such as Japan and the USA and those in Europe were the main source market for Asian tourism contributing to its tourism growth. The trend has been changing recently, with the source market for Asia tourism being dominated by countries like China, India, along with other Asian countries.

The growth of trade and industrial factors is responsible for Asia becoming the fast-growing tourism market in the segment of MICE (Meetings, Incentives Conventions, Exhibitions). Until 2003, Asia was not ranked among the top 5 countries or cities for international meetings as per the reports of the Union of International Associations (UIA). Nevertheless, there was a change in the MICE tourism trends post a decade, with three among the top 5 places occupied by Asian

countries. For example, Singapore, South Korea and Japan moved to first, third and fourth place in 2013 from twenty-first, eighteenth and thirteenth places in 2003, respectively. The capitals of these three Asian countries are also among the top 5 lists: Singapore (1st), Seoul (4th) and Tokyo (5th). The rapid growth of the tourism market of the continent has been significantly influenced by the growth of its MICE tourism sector.

Casinos are another notable sector that is fueling the tourism industry's growth in the continent. Earlier, only Genting Islands, Malaysia and Macau housed world-class casinos in Asia. However, Sentosa and Marina Bay Sands opened casinos in 2013, followed by the legalization of gambling by the Singapore government in 2010. The Philippines also opened a major \$1.2 billion casino in Manila Bay. Singapore and Manila have risen to the ranks of world-class casino cities and are attracting more and more tourists. Observing the success of the casino industry in neighboring nations, countries like Vietnam, Japan and South Korea are planning to lift the earlier restrictions on gambling to tap this emerging market's potential on a large scale. The casino industry's success in Asia has led to the relocation of the centre of international casino tourism to Asia. In addition to economic factors, the high growth of the Asian tourism market is reported for the promotion of cultural treasures.

There may be European and Asian cultures based on a country and its people. While Even though Europe's cultural and economic supremacy plays a significant role for its top place among world tourism market, the close proximity of its countries result in their less cultural diversity. Conversely, Asian countries with vast continental land and islands are divided along geographic and political lines. These factors have made each country in Asia as its own distinctive culture. Asia's attractiveness as a continent with rich culture and civilization is much higher than other continents globally.

For example, the South Korean cultural phenomenon called Hallyu or the Korean Wave began to boom in the late 1990s. It reflected the importance of the demand for cultural tourism attractions. Out of the growth statistics of tourism markets for the major East-Asian countries over the past ten years, there witnessed an average growth rate of 5.4 % per year in the Chinese tourism market. This is

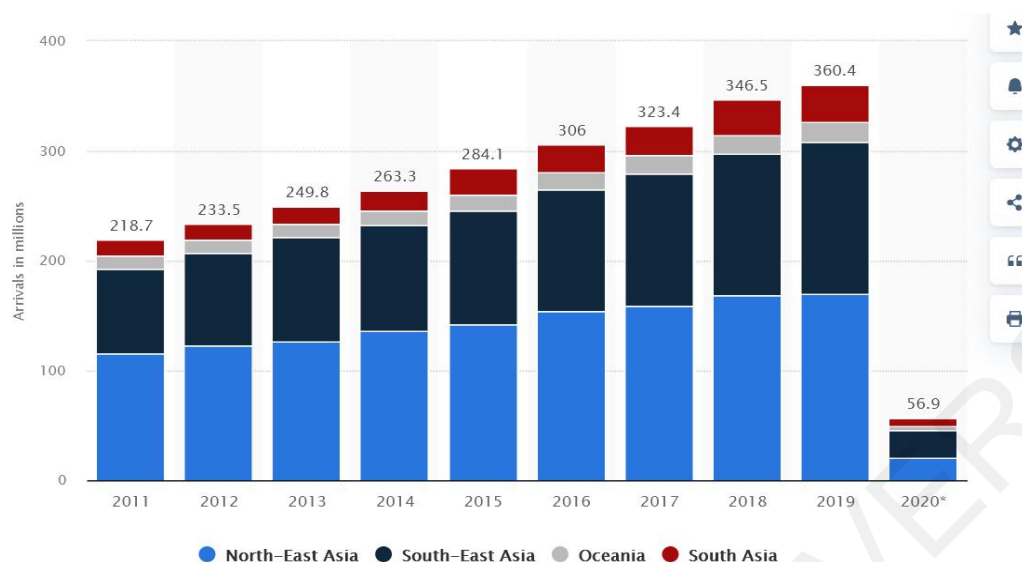
followed by an average growth rate of 7.2%, 5.6%, and 9.8%. Japan, Hong Kong and South Korea tourism markets, respectively. That clearly explains that the average growth of the tourism market in South Korea is more. This indicated that all three countries are committed to giving thrust to the tourist sector and South Korea created more demand for traveling to the country for cultural tourism. Table-1.1 shows sub-

International Tourist Arrivals by (Sub)region																
							Monthly/quarterly data series									
	(million)			Share (%)	Change		Percentage change*									
					(%)	2021 over 2020					2021 over 2019					
	2018	2019	2020*	2020*		19/18	20*/19	YTD	Q1	Jan.	Feb.	Mar.	YTD	Q1	Jan.	Feb.
World	1,413	1,466	398	100	3.8	-72.8	-82.7	-82.7	-86.5	-86.4	-65.0	-87.5	-87.5	-86.5	-88.4	-87.7
Advanced economies ¹	761	777	212	53.3	2.1	-72.7	-86.8	-86.8	-88.9	-90.1	-73.3	-90.8	-90.8	-88.9	-91.4	-91.8
Emerging economies ¹	651	689	186	46.7	5.7	-73.0	-79.0	-79.0	-84.4	-82.9	-58.5	-84.4	-84.4	-84.2	-85.6	-83.4
By UNWTO regions:																
Europe	716.0	746.3	235.1	59.0	4.2	-68.5	-83.4	-83.4	-85.2	-87.3	-71.0	-87.0	-87.0	-84.6	-87.0	-88.8
Northern Europe	81.0	83.7	20.7	5.2	3.3	-75.3	-91.7	-91.7	-92.0	-92.5	-89.7	-93.2	-93.2	-91.5	-92.1	-95.5
Western Europe	200.2	205.4	79.1	19.8	2.6	-61.5	-89.9	-89.9	-87.4	-94.0	-84.9	-92.2	-92.2	-86.8	-93.7	-95.1
Central/Eastern Eur.	146.2	153.3	47.7	12.0	4.8	-68.9	-77.8	-77.8	-82.1	-79.8	-68.0	-81.6	-81.6	-82.6	-80.8	-81.3
Southern/Medit. Eur.	288.6	303.9	87.7	22.0	5.3	-71.2	-78.4	-78.4	-82.8	-83.7	-53.6	-83.7	-83.7	-81.5	-83.2	-85.7
of which EU-27	523.8	540.7	177.9	44.7	3.2	-67.1	-85.6	-85.6	-86.4	-89.0	-75.6	-88.9	-88.9	-85.9	-88.7	-91.6
Asia and the Pacific	346.5	360.4	57.1	14.3	4.0	-84.1	-93.6	-93.6	-95.8	-93.9	-81.8	-96.6	-96.6	-96.0	-97.1	-96.8
North-East Asia	169.2	170.3	20.2	5.1	0.7	-88.1	-89.3	-89.3	-94.0	-86.2	-35.2	-96.2	-96.2	-95.1	-97.3	-96.4
South-East Asia	128.6	138.6	25.5	6.4	7.8	-81.6	-96.6	-96.6	-98.0	-96.8	-91.1	-97.8	-97.8	-97.9	-97.9	-97.6
Oceania	17.0	17.5	3.6	0.9	2.4	-79.4	-98.0	-98.0	-98.3	-98.3	-96.4	-98.5	-98.5	-98.2	-98.7	-98.6
South Asia	31.7	34.0	7.8	2.0	7.5	-77.0	-90.9	-90.9	-92.4	-91.8	-82.4	-92.9	-92.9	-91.9	-92.2	-94.7
Americas	216.0	219.3	69.7	17.5	1.5	-68.2	-71.2	-71.2	-76.4	-79.3	-46.8	-75.8	-75.8	-76.2	-78.5	-73.1
North America	142.2	146.6	46.7	11.7	3.1	-68.1	-67.1	-67.1	-71.3	-76.1	-46.5	-72.0	-72.0	-70.4	-75.3	-70.7
Caribbean	25.8	26.3	10.3	2.6	2.0	-60.7	-59.5	-59.5	-71.5	-71.5	-12.2	-66.3	-66.3	-70.7	-69.5	-59.7
Central America	10.8	10.9	2.9	0.7	0.8	-73.1	-76.3	-76.3	-82.3	-84.6	-45.0	-80.5	-80.5	-82.8	-83.5	-75.2
South America	37.2	35.4	9.7	2.4	-4.7	-72.6	-90.9	-90.9	-92.1	-92.4	-83.2	-92.5	-92.5	-92.5	-92.1	-93.1
Africa	68.7	70.1	18.2	4.6	2.0	-74.0	-80.7	-80.7	-83.4	-85.2	-69.4	-83.2	-83.2	-83.3	-85.1	-81.3
North Africa	24.1	25.6	5.5	1.4	6.4	-78.4	-76.8	-76.8	-79.7	-82.4	-54.6	-81.6	-81.6	-79.3	-80.7	-84.2
Subsaharan Africa	44.6	44.5	12.7	3.2	-0.3	-71.4	-82.2	-82.2	-84.9	-86.7	-72.9	-83.9	-83.9	-84.9	-87.2	-79.9
Middle East	65.5	70.0	18.2	4.6	6.8	-74.0	-78.0	-78.0	-83.6	-83.6	-43.0	-82.4	-82.4	-82.2	-83.1	-82.0

region-wise international tourists between 2018 and 2020.

Source: UNWTO

Figure-1.1 shows a graphical presentation of sub-region-wise international tourists between 2018 and 2020.



Source: <https://www.statista.com/statistics/261703/international-tourist-arrivals-in-asia-and-the-pacific-by-region/>

There were 1.5 billion tourist arrivals worldwide. That reported a growth of 4 % in 2009. There continued growth of tourist arrivals for the tenth consecutive year, in certain years like 2017 (+7%) and 2018 (+6%). In 2019, the growth rate was reported to be very exceptional due to many positive factors. For instance, the arrivals of international tourists in the Asia-Pacific region, considered to be the largest tourism region, reported a 4% growth. The region received 360 million international tourists. This represented a quarter of the global arrivals. Importantly, That share of arrivals increased gradually from 16% in 2018 to 25% in 2019. This is the second most visited region globally, which was followed by Europe. Notably, Asia witnessed the fastest growth prior to the occurrence of the pandemic. There was an average annual increase of 6% in tourist arrivals into the region, compared to the global average of 5% from 2010 to 2019. Nevertheless, Asia, being the largest continent with a huge diversity of tourism attractions left behind all regions in terms of receiving international tourists.

The receipt of the foreign exchange showed the position and performance of the region. Thus, the region generated US\$443 billion in 2019. That constituted 30% of the total tourism receipts worldwide. This proportion of receipts almost doubled from 17% in 2000. In addition, international tourism generated revenue to the tune of US\$44 billion from international passenger transport. Thus, the total earnings from tourism exports in Asia reached US\$487 billion in 2019. The

Continent shared 31% of services exports and 6% of its total goods exports with the world's total services and goods exports. While looking at the State-wise performance, China is the most preferred tourism destination in Asia, with 66 million foreign tourists, and Thailand with 40 million and Japan with 32 million secured the third and fourth positions in terms of foreign tourist arrivals in 2019. However, Malaysia, Hong Kong (China), Macau (China), Vietnam, and India emerged as some of the best-performing destinations for foreign tourists by 2019.

The Asia-Pacific region accounted for spending US\$512 billion on outbound travel in 2019. For example, tourists from the region comprised 35% of the total spending on outbound travel worldwide. There was a record growth of 23% in outbound travel in 201. Similarly, Northeast Asia shared a spending of 70% on outbound travel, compared to most mainland China (50%). Southeast Asia reported 17% tourism spending, while the Oceania and South-Asia region comprised 8% and 5% spending on outbound travel. Table 1.2 presents sub-region-wise international tourism receipts and selected countries and territories of destination. Account for

2.4. Organizations Working for the Development of Asia Tourism

Pacific Asia Travel Association (PATA)

The PATA, headquartered in Bangkok, was established in 1951 as a travel organization primarily to promote sustainable and responsible tourism development within the Asia-Pacific region. This is an apex body to create partnerships among the 650 members from the private and public sectors to foster travel and tourism value, quality, and sustainable growth in the region. The Association represents various activities of the association are connected to 82 States, municipal tourism organizations, 14 international airlines and airports, 71 hospitality organizations and 75 educational institutions. Thousands of youth (YTP) worldwide are associated with the motto to promote tourism in the region. The network is spread to various chapters and student chapters. This helps conduct various training programs and business development events worldwide for thousands of travel professionals from the 32 local and 28 student chapters.

International Tourism Receipts by (sub)region and selected countries and territories of destination

	(USD million)			Local currencies, current prices (percentage change)*											
	2018	2019	2020*	Change (%)		2021 over 2020					2021 over 2019				
				19/18	20/19	YTD	Q1	Jan.	Feb.	Mar.	YTD	Q1	Jan.	Feb.	Mar.
Asia and the Pacific	435,240	441,306	132,557												
North-East Asia	193,339	187,197	48,945												
China	40,386	35,832	14,233		-7.3	-80.2									
Hong Kong (China)	36,866	28,913	2,842		-21.6	-90.3	-75.1	-75.1				-95.2	-95.2		
Japan	42,066	46,054	10,700		8.0	-77.2	-81.3	-81.3	-88.9	-78.1	-42.1	-88.5	-88.5	-87.1	-88.4
Korea (DPRK)									
Korea (ROK)	18,567	20,867	10,528	\$	12.4	-49.5	-28.1	-28.1	-39.7	-32.6	-3.9	-50.5	-50.5	-39.2	-50.9
Macao (China)	40,707	40,080	8,646		-1.6	-78.6									
Mongolia	445	513	29	\$	15.3	-94.3	-83.7	-83.7	-94.5	-80.8	42.0	-93.3	-93.3	-94.8	-91.9
Taiwan (pr. of China)	13,704	14,411	1,846	\$	5.2	-87.2	-85.4	-85.4				-94.1	-94.1		
South-East Asia	138,239	146,900	32,285												
Brunei	190	217	15	\$	13.9	-93.1									
Cambodia	4,352	4,769	1,015		9.8	-78.6									
Indonesia	16,426	16,911	3,312	\$	3.0	-80.4	-97.0	-97.0				-97.8	-97.8		
Laos	811	935	..	\$	15.3	..									
Malaysia	19,622	19,829	2,988		3.7	-84.7	-99.4	-99.4				-87.7	-87.7		
Myanmar	1,652	2,483	..	\$	50.3	..									
Philippines	8,240	9,781	2,010	\$	18.7	-79.5									
Singapore	20,422	20,302	5,189		0.5	-74.1									
Thailand	56,366	59,810	14,198		1.9	-76.2									
Timor-Leste	78	70	26	\$	-9.2	-83.6									
Vietnam	10,080	11,792	2,500	\$	17.0	-78.8	-98.6	-98.6				-98.8	-98.8		
Oceania	61,137	61,607	33,264												
Australia	45,035	45,709	25,822		9.1	-42.9	-49.6	-49.6	-52.3	-50.6	-45.0	-59.2	-59.2	-54.8	-60.0
Cook Islands	233									
Fiji	972	983	154		2.6	-84.0									
French Polynesia	642									
Guam									
Kiribati	3	\$									
Marshall Islands	9									
Micronesia FSM									
New Caledonia									
New Zealand	10,875	10,500	6,292		1.4	-39.1									
Niue	\$									
N.Mariana Islands									
Palau	\$									
Papua New Guinea	3	2	1		-14.9	-73.3									
Samoa	192	207	24		10.0	-88.5									
Solomon Islands	81	71	6		-9.6	-91.4									
Tonga	48	57	..	\$	17.9	..									
Tuvalu									
Vanuatu	295	278	..	\$	-5.6	..									
South Asia	42,526	45,602	18,064												
Afghanistan	28	72	65	\$									
Bangladesh	353	388	217		11.3	-43.9									
Bhutan	103	120	..	\$	16.5	..	-100.0	-100.0	-100.0	-100.0		-100.0	-100.0		
India	28,568	30,720	13,038		10.8	-55.8									
Iran	5,024	\$									
Maldives	3,028	3,134	..	\$	3.5	..									
Nepal	650	707	194		12.5	-71.2	-84.6	-84.6	-91.8	-89.1	-54.6	-87.9	-87.9	-90.2	-89.9
Pakistan	391	494	438	\$	26.6	-11.4	6.0	6.0	-3.6	-9.1	39.1	37.7	37.7	23.3	42.9
Sri Lanka	4,381	3,607	682	\$	-17.7	-81.1	-98.8		-99.3	-98.4		-99.3		-99.5	-99.0

Source: World Tourism Organization (UNWTO) ©

See box in page 'Annex-1' for explanation of abbreviations and symbols used.

(Data as collected by UNWTO, May 2021)

* Provisional data

The ASEAN Tourism Association (ASEANTA)

This association, established on 27th March 1971, includes tourism sector organizations from the public and private sectors in the ASEAN countries. It takes a

lead role in shaping the growth of tourism and its development in the region in line with the strategic tourism plan. These are the following objectives

- Collaboration and coordination with the common goals.
- World-class quality standards in tourism services and products
- Better competence and integrity in the tourism business environment
- Better relationships among the member nations
- Augmentation of growth and development of tourism
- Negotiations with public and private agencies
- Technical and financial assistance to the organizations owned by the government and NGOs
- Promotion of inclusive and equity in sharing resources
- Guidance and direction for tourism development.

Travel and Tourism (T&T) Competitiveness Index (TTCI)

The Travel & Tourism Competitiveness Report 2017, released by the World Economic Forum (WEF), has brought out many breaking reports worldwide about different regions and countries. The Forum has made a detailed analysis of competitiveness on various parameters to evaluate strengths and weaknesses. All these parameters, directly and indirectly, contribute to the growth and development of tourism globally. Asia is the largest continent geographically, and there are tapped and untapped tourism potentials due to the background of rich cultural and natural resources.

Asia-Pacific remains the fastest-growing region in the global tourism sector. The region is behind Europe in a competitive index. In 2017, the region received the second-highest foreign tourists and revenue receipts. This is the largest region for outbound tourism spending. Most of the spending is made on intra-regional travel. The domestic travel market of the region made the largest contribution to GDP. The majority of countries usually face stiff competition among themselves to woo inbound tourists. Inbound travel markets are unusually competitive in terms of the price of tourism services. There is a growing middle-class population with disposable income to spend on travel and the region known for amazing natural and cultural tourism products. In addition, the region is hugely investing in tourism

resources and the Competitive Index found the region above-average level of international openness and travel & tourism prioritization. This is the largest region with the above global average in the aviation network of airlines and airports. The TTCI accords the above-average score for its land and port infrastructure. All pillars of the Enabling Environment sub-index are followed to make the regions more competitive. Notably, the South-Asia regions lead the TTCI index. East-Asia Pacific is accounting for its specific competitive performance, followed by South East-Asia. All sub-regions accorded priority to building the infrastructure for the growth of tourism. Countries in East-Pacific Asia need infrastructure improvement. Apart from developing infrastructure, environmental sustainability stands as a challenge to the region's competitiveness. There are certain challenges pertaining to high levels of pollution, poor sanitation facilities and water management. The biggest challenge is to protect endangered flora and fauna.

The World Travel and Tourism Council (WTTC) is projected to see a surge in GDP backed by travel & tourism by nearly 80 % in the countries of the region in 2019. This will be more than half of global growth.

Sub Region Analysis

East-Asia Pacific is the leading competitive sub-region with the second most competitive advantage globally regarding its great communication network with airport seaports and ground transport hubs. The growth of international tourist arrivals are reported to be more than half of the parent's region. This region is known for its massive economic hubs with a huge dependence on global trade and commerce. Information and Communication Technology has made much advancement in enabling and facilitating travel and tourism business in the sub-region.

There is a high level of travel & tourism prioritization and international openness for tourism investment and infrastructure development. The region witnessed the fastest development of infrastructure to support the tourism business. In view of the achievements, the region is home to nearly all major regions ranking above the global average. Other tourism business competitive parameters included

safety, health, hygiene, human resources, and labour market with the most high-income Asia-Pacific economies.

All these six sub-regions have improved travel & tourism competitiveness of their economic growth since 2017. Magnolia witnessed the most significant upgrading in the score with an improvement on most pillars. The country has made a substantial growth rate in East Asia for health and sanitation, travel & tourism prioritization, and natural & cultural resources. However, there is a slow improvement in environmental sustainability, infrastructure, ICT readiness, business environment, international openness, and natural and cultural resources. For example, there are issues such as stringent VISA regulations, deteriorating cultural resources and business travel, severe decrease in a number of protected areas, affecting the travel & tourism competitive index.

Similarly, the competitive index of Taiwan and China witnessed the highest fall. Japan maintains its travel & tourism competitive index for its rich natural & cultural resources, common infrastructure, prioritization, international openness, and a favorable environment. China faces challenges in maintaining environmental sustainability despite securing the largest position in the travel & tourism economy in East Asia-Pacific. However, China accounts for over half of the sub-regions travel & tourism GDP, along with the best index score for the Natural and Cultural Resources sub-index.

South-East Asia is above the global average in overall travel & tourism competitiveness. The GDP of the sub-region largely depends on travel & tourism revenue and the contribution is more than all other sub-regions. The sub-region is gifted with abundant natural resources with the added advantage of offering better price competitiveness over other sub-regions. Asia-Pacific and global scores for travel & tourism prioritization and international openness are lower than against the South-East Asia region. In addition, the sub-region continues to improve rapidly in increasing route capacity and the number of operating airlines as a part of air transport infrastructure that, particularly.

The Philippines made visible improvements in developing general infrastructure and ICT readiness despite safety and security challenges. Thus the

country has been placed at 75th position in travel and tourism competitiveness globally.

Singapore has maintained its 17th position globally related to the most competitive travel & tourism country despite its drop in the overall score, international openness, natural & cultural resources. With its world-class business ecosystem, the country has been positioned at a respectable place in human resources & labor market, security, travel & tourism policies and conditions, and overall Infrastructure.

Cambodia is the least performing country in terms of enabling Environment and Infrastructure in the region despite the most attractive natural & cultural and developed infrastructure for tourism resources.

Thailand is the region's best performer with the largest contribution of travel & tourism in GDP. The country holds respectable positions in all dimensions.

South Asia is the only sub-region of Asia-Pacific to have been placed below the rank of the global average in travel & tourism competitiveness. Travel & tourism made a low contribution to the GDP. The region enjoys the advantage of price competitiveness and natural and cultural and lacks behind in building a world-class infrastructure for tourism services, ICT readiness, international openness, safety, health, and hygiene. Nevertheless, the region has made in the improvement of ICT readiness scores.

For example, there is an overall improvement in travel & tourism competitive scores in the case of Bangladesh being an underdeveloped country. The improvement is reported in security. The country improved its security, ICT readiness, travel & tourism prioritization, price competitiveness, ground and port infrastructure and digital sets. Interestingly, the country made improvement in environmental sustainability.

India, a populous country with remarkable development in all fronts and the most competitive travel & tourism economy, shares the bulk contrition of travel & tourism to GDP in the region. The country holds 34th position in the travel & tourism competitive index and is a very decent place in maintaining better air quality,

cultural resources, and price. However, there needs to be an improvement in enabling environment, tourism service infrastructure and environmental sustainability.

Sri Lanka, with its tourism-driven economy, has faced a major setback of the economic crisis during the post-pandemic. The country is reported to have fallen in the business environment, international openness in visa requirements and natural resources and natural area protection.

Tourism Trends in Select Asian Countries

China

China, the largest populous country with massive expansion of trade, commerce, and industry, holds 13th place in 2019 from 71st in 2007. This shows much about the country's performance and achievements in various fronts, including tourism. As such, tourism is a significant contributor to GDP in China, and the country dominates the world, being the largest domestic tourism market. The growth of the domestic tourism market is attributed to the rising number of middle-class with higher disposable incomes. For instance, about 6 billion Chinese nationals visited their own countries as domestic tourists in 2019. China was placed at 11th position in the world, recording 30 million tourist arrivals in 2020. For example, prior to the Covid-19, the Bureau of Statistics and the Ministry of Culture and Tourism, China recorded 47.95 million foreign tourists (including tourists from neighboring nations) in 2018. At the same time, the country has simplified travel restrictions for domestic and foreign tourists.

On the contrary, China has found a competitive place in attracting inbound tourists and the country was ranked to be the most preferred destination prior to the Covid-19. Both inbound and outbound tourism is given priority despite economic leakages due to the increasing number of outbound tourists. Thus this is an indication of rising income and a liberal foreign travel policy. Importantly, the outbound tourism market of China is mainly dominated by its neighboring countries, including Taiwan, Macau and Hong Kong. In 2019, there were 169 million outbound tourist departures from China. Nevertheless, the country has lost its image as a country in providing virus-free environment.

For example, South Korea has emerged as an important inbound tourism source market for China. It is, however, reported that there has been a decline in Japanese tourists to China due to the political conflicts between the two countries. Importantly, there is an increase in the nationals from Russia, Malaysia, Singapore, Mongolia, and other China's neighboring countries visiting China as inbound tourists. Very interestingly, the inbound tourists from the USA give top priority to visiting China for exploring and experiencing the mysterious Eastern culture. There is a shift in demand for American tourists to China due to the diplomatic conflicts between these two countries.

China managed to hold its first position in the Asia-Pacific region and the second position in the travel and tourism economy globally. But the country faced a downfall in the travel and tourism industry GDP in 2020. This is the reason for the Covid-19 pandemic. China holds the first rank in international tourism spending. The country is the largest contributor in the world, accounting for one-fifth of international tourism spending, followed by the USA.

While finding the root of the success of China in tourism, the country has integrated events related to sports and culture with the tourism industry. These are two mass tourism attractions. Further, the main reason for being the promotion of domestic and outbound tourism is the support extended by the government in terms of declaring paid public holidays and general public holidays. The holiday is the primary driver of traveling. There is a surge in tourist arrivals with the Spring Festival Holidays. This increased more tourism revenue of 2019

Sri Lanka

Sri Lanka is a tourist destination with natural resources, including wildlife, beaches and forests, tea plantations, and cultural resources like Buddhist heritage sites, fairs & festivals, cuisine, etc. Sri Lanka was ranked 77th out of 141 countries in the World Economic Forum's 2019 Travel & Tourism Competitiveness Report. Sri Lanka is recently passing through trying times in the wake of the economic crisis. Despite the tourism sector of Sri Lanka hoping to bounce back during post the pandemic and the political tensions, the country is lucky to have received the largest

number of international tourists arrivals in December 2021, with India being the main source market.

This island country's primary revenue is generated through inbound tourism. The entire tourism system of Sri Lanka is prepared for reaping benefits from tourism on a large scale. Forbes Magazine named it one of the top ten coolest countries to travel to in 2015. Tourism in Sri Lanka is the third-largest exporter of the economy. Both tourism & travel-related investment and trade opportunities are well impressive. For example, the country received 2 million international visitors in 2016 (a 14% surge from 1.8 million tourist arrivals in 2015). The majority of inbound tourists come from Asia, followed by Western Europe. There is a steady increase in the domestic tourism sector. Being a country with more dependence on tourism revenue, there is a significant amount of tourism revenue that directly goes to the growth of GDP.

Lonely Planet, a travel guide book agency, found Sri Lanka as the Best in Travel-2019 in 2018. There was a setback to the country due to the Easter Terror Attack in April 2019 marked by a 21 % decline in tourist arrivals in 2019. Sri Lanka, like any other country, faced a huge blow during the COVID-19 outbreak in attracting inbound tourists. The country is now promoting domestic tourism.

As a counter-strategy, the Government of Sri Lanka is currently focusing on the tourism development of its islets and beaches. For example, Pasekudah and Arugam Bay offer adventure tourism activities like surfing and other water sports. This island country is known for its biodiversity hotspot for housing a wide variety of flora and fauna. All of these have been added to promote ecotourism and nature tourism. There are famous forests and wildlife parks. There are reasons for hindrance in tourism development due to restrictions imposed on foreign investors to purchase and too much consciousness on sustainable and responsible travel.

Singapore

Singapore holds the distinction of one of the highest per capita incomes in Asia. This is a major hub for global business and transportation. Singapore is a prosperous country for its geographical location and cosmopolitan character. The country is located at a strategic location in the sea and route in the Asia-Pacific

region. Singapore is situated in the heart of Southeast Asia. The country takes due advantage of its location and pro tourism policy. Tourism is the backbone of the economy of the country. Prior to its pandemic, Singapore was placed in 26th rank in total tourist arrivals and 8th for international tourist arrivals in the Asia-Pacific region to the travel & tourism competitiveness report. With a huge one-time grant of US\$1 billion for tourism development in the 1970s, historic neighborhoods such as Chinatown, Little India and Arab Street were preserved for future generations and tourism.

As far as the post-covid-19 impact is concerned, there was a decline in visitor arrivals by 85.7% in 2020, with just 2.7 million visitors. The year 2019 recorded 19.12 million arrivals, the highest to date. The country witnessed a sharp decline in outbound tourism from 10.7 million in 2019 to 1.54 million in 2020.

Changi Airport is one of the finest airports that the country has gifted to the world. The airport has bagged more than 450 prestigious awards. The airport has the capacity to provide travel assistance with the support of more than 100 airlines. The country will increase its capacity.

Vietnam

Vietnam is an emerging tourism destination in the 21st century. The country has of late recognized tourism as a main source of GDP. There was a big move at the highest level to make tourism a primary mover of the economy in 2020. The Vietnam Tourism Development Strategy by 2020 and Vision by 2030 were released to boost inbound tourism. The country has overtaken India in receiving more inbound tourists. After a theater of conflict turmoil, the country is moving to the normal development mode. For example, the country secured 12th rank in the Asia-Pacific region and 75th in the world in terms of tourist arrivals, with around 8 million tourists' arrivals in 2014. There was a threefold surge in foreign tourist arrivals in 2018. The country has evolved a strategy to plan for providing training, development of tourism infrastructure, tourism product development, market development and formulating branding strategies.

Thailand

Thailand is an international tourism destination attracting foreign tourists

from all over the world for medical tourism purposes. The country is a sought-after destination for medical tourism, with world-class hospitals offering high-quality treatment at an affordable rate. Tourism is a key contributor to the nation's economy, with almost one-fourth of GDP in 2015. Importantly, medical tourism accounted for 0.4% of GDP and THB 107 billion in revenue in 2014. The tourism industry of the country is vibrant in creating various economic activities and employment opportunities for 4.2 million jobs. In addition, the tourism sector generated 36 million jobs between 2014 and 2019. The country's GDP from travel & tourism is more than the world average GDP. On the other hand, the country is promoting domestic tourism along with international tourism.

For example, a Thai tourist makes an average of 1.57 trips per year as compared to the world's average of 1.5. Thailand is below the average of Japan, Malaysia, and South Korea in terms of taking trips per year. In 2019, Thailand was found placed in 08th rank with a surge of 40 million foreign tourist arrivals and China is a key source market. Tourists spend more on accommodation followed by shopping and food and beverage.

The country receives tourists from Myanmar & Middle East for medical tourism. In 2017, there was a tourism market strategy to promote medical and health tourism as a major component to increase tourism revenue. Tourists from Cambodia, Laos, China, Vietnam and Myanmar visit the country for long-haul stays and travel.

Indonesia

Indonesia is a country of an archipelago with the beach as the supreme attraction. Despite facing many natural calamities, Indonesia has become more resilient to the approach to counter calamities and overcome them with alternative options for running the economy. The country is famously known for its cultural diversity and local wisdom, from traditional cuisine and music to artistic performances. The country is a preferred island tourism destination for the neighboring nations and others. Indonesia receives foreign tourists with an average length of stay of 8.6 days stay. For example, foreign tourist arrivals were 15.8 million, a 12.6% in 2018 compared to 2017. The main source markets are China, Singapore, Malaysia, and Australia. In 2017, domestic tourism reached 270.8 million

trips, growing 2.4% year on year. In 2018, those numbers grew to 303.4 million trips, a significant 12% growth.

In 2017, the contribution of tourism to GDP was IDR 536.8 trillion, 4.1% of Indonesia's total GDP. The tourism industry provided 12.7 million jobs, accounting for 10.5 % of total employment. Tourism revenue totaled IDR 200 billion, and the sector outpaced the overall growth of the Indonesian economy. Indonesia received a record number of foreign tourists with 86,000 foreign tourist arrivals in 1969. The country, with the surge in inbound tourist traffic, formed the Bali Tourist Development Corporation (BDTC) in 1970. Bali was a pilot project to experiment and experience tourism development. The country shifted its focus from Bali to some other destinations with the tagline "Indonesia, there is more to it than Bali", "Indonesia, Bali and Beyond," and "Indonesia, Bali plus Nine" from 1970-to 1980.

The country is gifted with 199 traditional dances, 724 traditional languages, and 1,340 ethnic groups. These are the primary attractions of tourism. The tourism sector is linked with other sectors of the country with massive multiplier effects. With the diversification and demystification of tourism attractions, the country is fast emerging as an inbound tourism destination.

Hong Kong

Hong Kong is an upcoming tourism destination in Asia. Despite its continuous social disturbances pertaining to Chinese aggression threats, the country is committed to making tourism a key driver of the economy. The Hong Kong Tourism Board (HKTB) is an autonomous body backed by the government to make tourism a thrust sector. Tourism contributed around 4.5% of its GDP and 257,000 people in 2018. Tourism shares 6.6% of total employment. The country is the worst victim of the COVID-19 outbreak, with a decline of 88.2% in the year 2020. The Board takes the support of the government and related bodies for the development and promotion of tourism. This coordinated with tourism stakeholders and was constantly engaged in various platforms and forums. The primary function of the Board is to collect, compile, analyze and present the tourist profiles and characteristics in the form of a report. As such, the Development Blueprint for Hong Kong's Tourism Industry" was published in October 2017 to provide guidance for developing international tourism destinations with world-class facilities. The Board

ensures sustainability and a balanced approach to the growth of the tourism sector. This is a landmark achievement of the Board to introduce the Quality Tourism Services (QTS)” Scheme. As many as 1,239 establishments with 8,179 outlets and 378 rooms were accredited with QTS accreditation.

Maldives

The Maldives is a country of an archipelago with the beach as the primary attraction. This is a leisure tourism destination with the capacity to hold tourists for a longer duration. This is a tourism-friendly country with much impetus to develop leisure tourism activities. Despite opening the country for tourism in the 1900s, Maldives could not take advantage of the surge of tourism globally. There is a competitive advantage for the Maldives in getting more benefits from tourism due to easy travel formalities, friendly people, cuisine and brand campaign like ‘one island, one resort’. The country has witnessed the highest occupancy average during the post-COVID -19 period. This is the first country that opened for inbound tourists.

Nepal

Nepal is a landlocked country with huge potential to develop adventure tourism activities like mountaineering, trekking, river rafting and jungle safari. This is the gateway to the Mountain Everest and other mountains. The country is blessed to have been located in the lap of the Himalayas. The performance of the country in terms of inbound tourist arrivals is far better than many big countries. There was a surge in foreign tourist arrivals and tourism is an important sector for employment and income creation. With the aim of boosting its tourism sector, the Visit Nepal 2020 brand campaign was organized to attract two million tourists by 2020. But it was not achieved due to the Covid-19 pandemic. The country gives high priority to tourism to make tremendous impacts on the economy. According to WTTC, Nepal's tourism sector contributed to 5% of its GDP. This is lower than in India. Nepal has experienced continuous natural calamities like earthquakes, floods, landslides, and avalanches. There are political problems pertaining to the different ideologies. However, tourism is the mainstay of the economy that the government is giving focus on it. The government is supporting with outlays to promote the tourism sector in developing infrastructure and promoting eco-friendly tourism activities.

Tourism During Pandemic

Asia Pacific region is far developed in travel & tourism, contributing to the growth of 7.4 % GDP until 2019. The last part of the year 2019 was first hit by a global pandemic that reduced 53 % of tourism's contribution to the GDP of the region. The impact of the pandemic is more in the Western Hemisphere, especially in small island nations. The reason for their sole dependence on tourism revenue. The region is more advanced in tourism due to easy VISA formalities, an increase in the number of middle-income households, word-class accessibility and connectivity, and attractive investment in tourism infrastructure. Over and above, the government accords prioritization to the tourism sector. The region with a declining trend of tourism activities from 2019 accounts for 151 million jobs in the travel and tourism sector at a global level, thus sharing 55% of overall travel and tourism jobs globally.

With the impositions of several health protocols, the recovery of the tourism industry stands challenging. The operating business environment is downward market demand for leisure and business travel, with the impacts on costs on service delivery is a daunting task for the government and private agencies. This region is much ahead of other regions in the world in taking several proactive measures to support the flow of liquidity and create income & employment. The only strategy is to boost domestic tourism demand as the inbound tourism traffic would not start till people do not have the confidence to travel. All National Tourism Organizations (NTOs) and Destination Marketing Organizations (DMOs) to go making partnerships with the private sector to induce travel demand. All these players may go for adopting on new responsibilities. The travel & tourism economy has been paralyzed to such an extent that there is a negative contribution to GDP.

This is very clear that the tourism sector cannot contribute to the Sustainable Development Goals. At the same time, the crisis will be analyzed critically. All governments would provide a special economic package to the tourism service providers to spur demands and drive sustainability while linking economic stimulus packages with sustainable criteria.

Having been hit severely by the present pandemic, many countries in the Southeast Asian region are open to resumption of international flights and issue the visa to foreign tourists. For example, India has opened its border to inbound as well

as outbound tourists. It is difficult to delay opening the border for international tourism. The downfall of international tourism during the last two years can be brought the track by taking multi-pronged strategies. The scare of the impacts of the pandemic on social and economic consequences is to be removed. For example, the Tourism Authority of Thailand is projected to receive 6.9 million tourists in 2020 and 8 million in 2021. Other Asian countries have also done projected tourist arrivals. Preparation is underway to compensate for the loss of tourism revenue during the pandemic.

In order to restart foreign tourist arrivals in the Southeast Asian countries, there are strategic interventions to boost domestic tourism with promotional programs, travel deals and marketing support, brand campaign, etc. For example, there is an increase in demand for hotel rooms in major cities and tourist destinations to cater to the demand of domestic tourists in India after the third wave of the pandemic. In a similar fashion, the Vietnamese government launched the “Vietnamese travel in Vietnam” campaign in May 2020 with the operation of more domestic flights and the introduction of discounted fares. The marketing campaign opens wider scope for the Vietnamese nations to take a ride in traveling their own country. Hence, the aggressive promotion of the domestic tourism market can augment travel demand for leisure travel. Middle-class households are the target groups for undertaking leisure travel.

The Crisis Resource Centre (CRC) was established by the PATA in 2020 for its member to adopt a crisis leadership strategy on the digital platform. The urge of the PATA is to be resilient. And this Centre is to lead, coordinate and maintain a digital resource. This includes recovery, crisis response and management in the Asia Pacific nations. These digital resources aim to aid Asia Pacific in becoming the top force as both an inbound destination and a strong source market in the global tourism renewal from COVID-19. This platform can provide the speedy, resilient and responsible recovery of the travel and tourism industry. The Centre is designed to help destinations recover from the pandemic and get ready to face crises in the future.

The governments are playing the role of coordinating between the public and private sectors in developing and implementing tourism recovery plans and strategies in the region. In a similar line, the UNWTO has also launched several schemes and

programs to make a resilient tourism industry in all regions. For example, the UNWTO Priorities for Tourism Recovery and the One Planet Vision are set for a responsible recovery of the tourism sector to building a more sustainable and resilient sector. Undoubtedly, the Asia Pacific region will get back its own positions through performance in creating a safe travel environment within the region or intra region.

2.5. Growth and Development of Tourism in India

India began the formal progress in inbound tourism by receiving 15000 foreign tourists in 1950. Tourism is an essential medium of socio-economic development, national integration and international understanding. There can be income and employment creation through tourism in the destination region and a change of perceptions of the host population towards the impacts of tourism. The exploitation of the rich potential of tourism as an alternative way of contributing to the economy was given importance during India's pre-Independence era. On the recommendations of the Sargent Committee, the Government of India took a slew of measures for making tourism a vibrant economic agent immediately after independence.

These steps include

- establishment of overseas tourism offices
- creations of a separate department
- establishment of the India Tourism Development Corporation (ITDC)
- creation of a separate Ministry of Tourism
- formulation of the first National Tourism Policy
- Constitution of the National Committee on Tourism
- Creation of Tourism Finance Corporation of India
- Formulation of the National Action Plan,
- promotion of special interest tourism with much thrust on rural and ecotourism
- launch of brand campaign
- Ease of travel and investment in tourism and allied sectors.

Even though support through plan outlays and policy guidelines, India is not expected to make much progress in tourism. However, India is identified as a long-haul inbound tourism destination with high per capita tourist expenditures.

Year	Event
1946	Sir John Sargent Committee on Tourism
1947	Report of the Sargent Committee
1949	The Sargent Committee Suggestions, Govt. started branches of Tourism in Delhi, Calcutta, Bombay and Madras
1951-55	First Five-Year Plan, No allotment for tourism development
1956-60	Allotment for tourism with the name of Transportation Division
1958	Establishment of the Department of Tourism
	Establishment of Tourism Department Council
1966	Establishment of Indian Tourism Development Corporation (ITDC)
	Establishment of the Department of Aviation
	Establishment of the Department of Aviation and Tourism
1967	Establishment of Ministry of Tourism and Civil Aviation
1982	Declared First National Tourism Policy
1986	Establishment of National Committee on Tourism
	Tourism as an industry declared by the Government of India (07th Five-Year Plan)
	Separate Department with Cabinet Minister
1988	Establishment of Ministry of Civil Aviation Tourism
1988-89	Tourism with Export Businesses
1991	Tourism as a source of Foreign Investment
1992	Nation Action Plan for tourism
	Visit India Year
1995	Establishment of Tourism Cell
1999-2000	Visit India Year
2002	Declaration of Second National Tourism Policy
	Introduction of Highway Tourism, Agricultural Tourism, Ecotourism and Rural Tourism
	A campaign titled as 'Incredible India' was launched
2009	Another campaign titled as 'Atithi Devo Bhava' was introduced

Table: Important events in Tourism Planning Progress in the Indian context

Inbound tourism generates more than Rs. 2 lakh cores foreign exchange annually. On the domestic tourism front, the country has made significant development in demand for travel by countrymen, expansion of air network, train and road travel, the addition of hotel rooms, visitor amenities, safety measures, etc.

2.6. Committees formed for Tourism Development and their outcomes

Formation of Sargent Committee

The first seed of modern tourism was sown in 1945. The British Administration appointed Sir John Sargent as its Chairmanship to submit the report on tourism promotion and development in India. Mr. Sargent was the then Secretary of Education. The mandate was to

- examine the massive potentiality of promotion of India as a tourism destination for domestic and foreign tourists
- evaluate the enormous scope of the contribution of tourism to the national economy
- The Committee suggested developing
 - Facilities
 - Accessibilities
 - amenities
 - activities

All those key areas were suggested to be developed for tourists to stay longer at tourist destinations with comfort and enjoyment. Thus, the interim report was submitted in October 1946 with a unanimous opinion to encourage and develop tourist traffic by all possible means to increase foreign exchange earnings. The report outlined the importance of direct and indirect revenues through tourism and the need for a separate tourism department to take the initiative to implement the committee's recommendations. The report focused on the chain of first-class hotels with international standards of facilities and amenities for the convenience and comfort of foreign tourists at key destinations. A Tourism Publicity Bureau was suggested to be opened at important overseas source markets for increasing inbound tourism. The recommendations are as follows;

- Separate representative tourism organization and establishment of regional tourism offices/counters in metropolitan cities
- To increase foreign tourist traffic to India.
- Marketing/ publicity in India and overseas, such as London, New York
- Publication and circulation of tourism literature
- Conduct capacitive building training for guides.
- Liaison with stakeholders to develop tourism
- Collection, compilation and presentation of tourist statistical data.
- Coordination with the airline and train operators.
- Provision of establishing a chain of world-class accommodation units.
- To develop attractions such as monuments with noteworthy architecture, tourists resorts, religious sites, etc., in the country.
- To aid in the development of the accommodation sector and enhance the railway infrastructure, and offer travel literature and tour guide services at destinations.
- To advertise and publicize the unique tourism destination features at the national and international level through tourism outlets.
- To emphasize the roles of the government at all levels to support tourism development.
- To manage the issues associated with tourism development that are not mentioned above.

Creation of the Travel Agent Association of India (TAAI)

The Travel Agent Association of India (TAAI) was established in 1951 as a national-level organization of representing issues and demands of members of travel agents. This is the oldest Association in India. The objectives of TAAI include:

- A committed national membership
- Delegation of authority and responsibility to Regions, Chapters and City Committees to coordinate with tourism stakeholders
- Professional management of its day-to-day affairs at all levels.
- Management of the Secretariat with responsive and well-equipped members.
- Conduct on issues of trade principles and practice
- Contributes to the tourism industry in multiple ways.

Formation of Independent Department of Tourism (DoT)

On the recommendations of the Sargent Committee, a separate Department of Tourism replaced the tourist traffic branch established in 1948 and was created under the Ministry of Surface Transport and Communications. Mr. Somnath Chib became the first Director-General of the newly established Department.

L.K Jha Committee- A Big Step forward

The Government of India appointed Mr. L.K. Jha in 1963 to inspect the explanations for the decline in tourist flow in 1962, find the role of the public sector in tourism and suggest domestic and overseas tourism promotion. The Committee highlighted the following recommendations in their report.

- Permission of foreign tourists or inbound tourists to travel to India without a visa for more than 72 hours
- Introduction of issuance of visa on arrival to tourists.
- Development facilities for shopping and entertainment centers
- Establishment of additional overseas tourists' offices
- Status of giving Independent Corporation to accommodation, transport and entertainment facilities.
- Creations of additional 5500 hotel rooms from 1963-1968).
- Approval for official restaurants, shops and guides at important tourist centers
- Emphasis on the development of facilities at airports
- Creation of adequate provision for world-class facilities by the Indian Airlines (Domestic Carrier Merged to Air India)
- Creation of permit room system in New Delhi
- Permission for importing luxury cars.
- Training sessions for immigration and customs officers
- Improving tourist publicity at the source tourist markets.
- Development of selected world-class tourist centers for attracting foreign tourists

Establishment of ITDC

The recommendation of the L.K. Jha Committee was to create Independent Corporation in the area of Hotel, Transport and Entertainment. As a fallout of the Committee, ITDC is a public corporation fully owned and managed under the aegis of the Ministry of Tourism. The corporation was established in October 1966 with an emphasis on development, promotion, and expansion.

- Development of tourism infrastructure.
- Construction, management, and marketing of tourism products, including hotels and catering units
- Establishment and management of tourist transport facilities
- Establishment of duty-free shops and tax-free shops for shopping facilities
- Development of convention and conference facilities.
- Provision of consultancy services and training for tourism-related projects
- Promotion of tourism traffic through food festivals and fairs abroad with joint ventures.
- Conduct cultural and entertainment programs
- Provision for publicity abroad

Report on Cultural Tourism (1968)

India's core strength lies in culture and heritage. The country has found a unique place on the international tourist map for its diverse cultural attractions. Taking this as an advantage, R. F.R. Allvin was hired by the UNESCO, Paris, and he was appointed as a consultant for expert comments on reviving and promoting the cultural resources of India. As such, India's tourism flag bearer is cultural tourism. The recommendations of the Committee are as follows;

- Development of standardized facilities at heritage sites
- Preservation of all those monuments having such potential
- Creation of national park for the protection of the moments

- Publication of tourism literature books, posters, guide books, etc., on each site.
- Working coordination between the Department of Tourism and Archaeological Survey of India
- Creation of facilities and amenities with stress on preservation and conservation of wildlife as a symbol of the heritage of India

Estimates Committee of the Parliament (1969)

The members of the Estimate Committee were not satisfied with the organizational structure and functioning of the activities. The Committee, however, recommended for an effective central organization to work in coordination with other departments for positive outcomes, i.e., increased tourist traffic and revenue earnings. The Committee stressed the right people to select for the right job with high skill competency and caliber.

Models of Tourism Studied by IIPA (1970)

Indian Institute of Public Administration (IIPA), entrusted with the task of researching the kind of organization and type of staffing, suggested the abolition of the bureaucratic pattern of organizational structure and adoption of professional structure with the appointment of experienced professionals in the field of tourism, travel, hospitality and entertainment sector. In addition, the report also suggested flexibility in making the promotion of tourism products in India for finding a prominent place on the world tourist map. Those two recommendations were later not accepted for implementation.

Formation of Tourist Organization Studied by UNDP (1970)

The team of the United Nations Development Programme (UNDP) headed by Dr. Timothy O'Driscoll was invited in 1970 to study and examine ways and means of giving a professional look to the Organisation. Subsequently, the IIPA took the task of preparing a report with recommendations in 1972. The key recommendation is to establish the National Tourist Authority with the primary mandate of undertaking empirical market research for positioning and branding tourism attractions in India.

The Committee recommended creating provisions for more incentives to travel trade agencies and hoteliers and creating amenities and facilities around tourist spots.

National Committee on Tourism (1986)

The Planning Commission of India formed National Committee on Tourism with members representing all tourism stakeholders and headed by Mr. Mohammed Yunus, the Chairman of the Trade Fair Authority of India, in 1986/1988. The Committee submitted its recommendation in November 1987. The mandate was to review the progress of implementation of the National Tourism Policy-1982 and give a big push to achieve the long-term goals of the tourism industry. The Committee submitted the following recommendations for consideration and implementation.

Fiscal incentives and administrative proposals

- Concentration of the State Governments to keep tourism as a national product and focus on broad level tourism planning while keeping away regional level approaches to tourism
- Low-cost economy with high and efficient performance and infrastructure improvements
- Development of selected tourist circuits across the country and diversification of tourism attractions like adventure and non-traditional tourism
- A shift from sight-seeing tours to activity-based tourism
- Exploration of new tourist generating overseas and domestic markets
- Inculcation of professionalism in packaged tour business and incentives to travel trade people.
- Creation of a professional apex body, namely 'National Tourism Board.'
- Assessment of workforce required by the tourism sector.
- Recommendation of suitable training programs for human resources development
- Development of IITTM for ensuring quality education and training programs in the travel trade.
- Identification and promotion of eco-friendly tourism

- Evaluation of socio-economic relevance of foreign and domestic tourism in India
- Definition and classification of tourism product
- Analysis of present and future variations of tourism products taking market needs and demands into consideration
- Determination of balanced & integrated Infrastructure and facilitation to ensure the level of maximum tourist satisfaction
- Development of a realistic communication strategy for marketing
- Clarification of roles of the Union Ministries, State Governments, Public and Private Institutions/Bodies in the promotion of tourism and monitoring the performance of these agencies against the well-defined economic yardstick
- Optimum usage of India's cultural resources for tourism development and conservation and integrated development of national heritage projects.
- Focus on the promotion of shopping tourism in India
- Focusing on high spenders and providing abundant opportunities for excellent shopping in the country.
- Preparation of tourism destinations to attract female tourists and elderly tourists

Establishment of TFCI

The 8th Five-year Plan refined the role of defying policy and developing strategy of the Government and absent from making a direct investment from the Government funds. The Government of India opened opportunities for a consortium of investors to fund mega tourism projects.

In order to provide direct financial assistance and subsidies on interest and down payments and create a single window for easy-of-doing tourism business, a group of government organizations, namely IFCI, LIC, OIC, SBI, BOI, Canara Bank, etc., on the recommendations of the National Committee on Tourism, Tourism Finance Corporation of India (TFCI) was formed as a Public Limited Company under the Company Act 1956 on 27th January 1989. The stake of IFCI was divested

through an open market operation in 2018 as the largest shareholder. Presently, TFCI has investments from India Opportunities III Pte Ltd., Tamaka Capital (Mauritius) Ltd., LIC of India, Oriental Insurance Company and Mr. Sajeev Thomas (an experienced career banker). In addition to the lead role in investing in the hospitality sector, TFCI is now lending/investing in healthcare, pharma, education, logistics, etc.

- TFCI facilitates and channelizes investment to various businesses. For example, the Palace on Wheels, Esselworld, Spa/Wellness Resort Ananda in the Himalayas, etc., received financial assistance. TFCI is associated with leading hotel chains operating in the country.
- It plays a significant role in providing guidance to various levels of government departments and their associated agencies.
- It guides in preparing a master tourism plan
- It assists in designing marketing strategies
- It makes surveys on existing and potential markets and tourism trends
- It carries out studies on market trends and viability.
- It gets associated with the ministries and tourism development corporations in the state and center

In addition to the role played by TFCI, it

- offers guidance on introducing and supervising the luxury train services in India
- plays a significant role in the accommodation sector.
- Assists in providing monetary aid for projects, loans and other related activities.
- Forays into Investment Banking activities viz., M&A advisory, Special Situation Funding & Private Equity Arrangership, Debt Syndication, asset buy/sell-side advising, etc.
- opens its wings to fund the MSME segment to support Aatmanirbhar Bharat Abhiyan

2.7. Tourism Development in India During Five-Year Plan Periods

The long-term plan is a systematic approach to ensure inclusive development,

and it gives long-term direction to the country towards socio-economic development.

The First Plan (1951-1956)

The Government started giving attention to the growth of tourism in the 1950s. India undertook a long-term planned approach to make massive development in many priority areas. Thus, the First Prime Minister of India, Pt. Jawaharlal Nehru, outlined the importance of largescale development through the five-year plan. The first plan began from 1951-52 to 1955-56. However, no plan allocation was made for tourism, given other compelling areas like health, education, infrastructure, etc. Notably, the Tourist Traffic Branch of the Ministry of Transport, formed in 1949 as the Tourist Traffic Division in 1955-56, was upgraded. That resulted in the opening of the India Tourist Offices in London in 1955, Paris in 1956, Melbourne in 1956, and Colombo in 1956, respectively. An outlay was made to create provisions for tourism activities conducted by overseas tourism offices and the production of tourist publicity materials.

The Second Plan (1956–1961)

The Central Government allocated 3.36 crores, including As. 1.78 crore in the State sector, towards developing facilities and amenities at a few places of tourist interest visited by foreign tourists. In contrast, both the governments shared the fund in the ratio of 50:50 for the development of tourist centres visited by domestic tourists. The third scheme envisaged the development of the places of religious importance visited by low and middle-income groups wholly funded by the State Governments. The emphasis was mainly laid on developing facilities pertaining to accommodation, transport and recreation at far-off essential tourist centres visited by foreign tourists.

The Third Plan (1961-66)

The 3rd plan period (1961-66) allocated Rs.8.00 crore, including Rs.4.5 crore, for the creation of accommodation and transport facilities at Bodh Gaya, Khajuraho, Bhubaneswar, Konark, Mahabalipuram, Sanchi, Tiruchirappalli, Kanchipuram, Madurai, etc., primarily visited by the foreign tourists. However, the cost of establishing a “Winter Sports Complex” at Gulmarg in Jammu and Kashmir did not

receive funds from the planned allocation. The important policy decision of the L K Jha Committee was the merger of the Hotel Corporation of India (HCI), India Tourism Transport Undertaking (ITTU) and India Tourist Corporation (ITU). All these were merged to create ITDC in 1966. For the first time, an independent Ministry of Civil Aviation and Tourism was created in 1967 and Dr. Karan Singh served as the Minister.

Annual Plan (1966-69)

There were three annual plans (1966-69) with the allocated amount of Rs. 6.99 crore for developing accommodation and transport facilities at the destinations known for attracting foreign tourists. Rs.4.5 crores were allocated in the State sector towards providing accommodation and transport facilities visited by domestic tourists. The Department of Tourism and Air India took an aggressive promotional campaign to increase the arrivals of tourists from the countries in Europe. In this connection, the “Operation Europe Scheme” in 1968 was jointly launched to promote tourism product diversities in the European continents through the support of overseas tourism offices.

Fourth Five-Year Plan (1969-1974)

The 4th plan laid give thrust on tourism with a plan outlay of Rs. 45.66 crore, including 11.08 crore in the State Sector, to be a catalyst to generate more foreign exchange earnings that would spur tourism development and employment generation. There was a change in the strategic promotional approach to promoting “Destination Traffic” as a distinct form of “Transit Traffic”. Integrated development of selected tourism destination areas to invite more charter flights from overseas countries was also emphasized. For the first time, the Central Government took policy decisions to support strengthening the hotel sector in the private sector and facilitating transport operators to import luxury vehicles through granting loans.

In this plan period, ITDC received an outlay of Rs. 12.77 crore for building and renovating various types of accommodation units, upgradation of transport services and establishment of duty-free shops at the airport and key tourist destinations. Further, emphasis was given to create budget category rest houses and developing tourist centres. Except for the Introduction of other schemes, the

Government of India pushed the promotion of inbound tourism through Air India to launch airfares as incentives for the Group Inclusive Tour (GIT) and excursion fares to the Free independent Travellers (FIT) in 1969. In this context, the Department of Tourism took special interest or operation in inviting the United Kingdom and United States of America (USA) nationals during 1970. In addition, Air India introduced the Himalayan Tourism concept and created an independent unit to promote Congress and Convention tourism under the Tourism Cell in 1971 and 1974, respectively.

Fifth Plan (1974–1977)

The Government of India strategy intensified its strategic role for tourism development during the plan period. The outlay of the plan was Rs. 59.2.8 crore, including Rs. 28.52 crores in the State sector. The government spent on the creation of accommodation and transport facilities at tourist destinations and publicity in the overseas markets. A scheme was introduced to develop integrated development and promotion of resort tourism in Kovalam, Goa, Gulmarg, and Kulu-Manali.

Sixth Five-Year Plan (1980-85)

The outlay of the plan period was Rs. 1 79.96 crore, including Rs. 112.96 crore in the State sector. The focus was given to the role of the public and private sectors for the optimization of the capacity of accommodation facilities and transport networks.

Development of infrastructure at selected beaches, mountain resorts, wildlife and cultural tourism, was given priority. The plan period emphasized the training and promotion overseas. As a continuation of the previous plan, the Industrial Finance Corporation of India (IDFC) was entrusted with the task of providing a loan assistance scheme along with an interest subsidy scheme to the hotels. In order to give a big facelift to the ITDC, joint venture projects under the equity participation scheme with the State Governments with an outlay of Rs 53.47 crore were taken up for a large-scale capacity expansion of accommodation facilities. For example, Pondicherry Ashok in Puducherry and Nilachal Ashok in Puri were built in the scheme. Indian Institute of Tourism and Travel Management (IITTM) was

established in 1983 as a premier academic institution for imparting tourism education and training to cater to the training needs of tourism service providers. The institute conducted several short-term leadership courses.

Seventh Five Year Plan (1985-90)

The 7th plan allocated Rs. 326.15 million, including Rs. 187.47 crores in the State sector. Tourism was accorded industrial status as a policy move to provide utmost support. Tourism as a medium of development was highlighted and tourism development was put on the top agenda. The public and private sectors found an important place to develop and run the tourism industry professionally. That was the focus of the plan to induce tourism development. For the first time, the tourism industry needed the investment of the private sector and intervention of the public sector with investment for the development of support infrastructure for the private sector to invest heavily in the tourism sector. Local handicrafts and other art forms were promoted as an instrument of national integration. The plan period set certain objectives to include

- Development of selected tourist centres/circuits
- Promotion of unique tourist attractions such as trekking, winter sports, wildlife tourism, etc
- Promotion of cultural tourism for conservation of national heritage, Diversification of tourism attractions for aesthetic
- Recognition of Environmental and socio-cultural implications of tourism projects
- Implementation of the promotional program like Discover Your Roots to attract tourists from the Middle East and East Asian countries
- Implementation of marketing plan for national image building and promotion of conference and convention traffic
- Provision of clean accommodation but inexpensive
- Expansion and improve the efficiency of services of tourism corporations
- Formalization of frontier formalities for international air passengers at the airports

Other schemes included

- Integrated development of Buddhist Pilgrimage centres with facilities like Yatrikas and Yatriniwases
- Enhancement of plan outlay for overseas publicity and marketing.
- Profitability of the ITDC hotels by increasing occupancy ratio
- Formation of the task of ITDC for the creation of a 3-star category of hotel projects in a joint venture with the State Governments

The plan gave special preference for domestic tourism and diversification of tourism attractions in the overseas tourism markets. Andhra Pradesh, Arunachal Pradesh, Assam Andaman and Nicobar, Bihar, Dadra, and Nagar Haveli, Goa, Gujarat, Haryana, Himachal Pradesh, Karnataka, Lakshadweep, Manipur, Meghalaya, Tamil Nadu, Tripura, and Uttar Pradesh declared tourism as an industry. The hotel was also declared an industry in the state of Rajasthan, Odisha, Punjab, and West Bengal

Annual Plans (1990-92)

That was practically a continuation of the seventh five-year plan period schemes with Rs. 321.89 crores. That was a substantial increase in the outlay for infrastructural development.

Eighth Five Year Plan (1992-97)

The 8th plan, along with the National Development Council (NDC), opened enormous opportunities for private investors to take part in the expansion of tourism activities. To attract more direct investment in tourism, a new scheme, namely margin money as equity towards the project cost, was also initiated for the investors to find easy to invest in. The highlight was the recognition and declaration of Special Tourism Areas (STAs) with the Tourism Development Fund and Equity Scheme. These are the following objectives of the plan period.

- Development of select tourist destinations/areas
- Shift of strategy from culture-oriented tourism to vacation & leisure-based tourism development

- Identification of new business opportunities in different locations and countries
- Refurbishment of national heritage projects for domestic tourists
- Construction of Yatrikas by the BharitiyaYatriAvas Vikas Samiti for low budget tourists.
- Completion of construction of 38 Yatrikas
- Development of Buddhist Circuit in Uttar Pradesh and Bihar, and Maharashtra (Ajanta-Ellora) in support of the Overseas Economic Co-operation Fund (OECF) of Japan
- Creation of provision of basic facilities by the Archaeological Survey of India
- Construction of 100 wayside amenities across various states and union territories

Ninth Plan (1998-2002)

The plan outlay for the central sector was Rs. 793.75 crores. The plan redefined the role of the government to facilitate the private sector to invest in tourism projects. The plan aims to promote niche tourism areas. Thus these alternative tourism attractions such as rural & village, heritage, adventure, ecotourism, indigenous and health tourism were promoted under various schemes. The schemes provided in this plan included packages for youth and senior citizens. The thrust was to

- Make Infrastructure at 21 circuits and 12 destinations along with 779 projects for development.
- Establish 21 Institutes of Hotel Management (IHMs) and catering technology and 14 Food Craft Institutes (FCIs) Publicity and Marketing for human resource development.
- Incur expenditure of Rs. 52.2 crores for running 18 India overseas tourist offices.
- Disinvest ITDV properties to decline losses.
- Simplify air transport policy to encourage private air taxi operators.

- Make inadequate facilitation services of poor airport services/infrastructure improvement and modernization.
- Simply multiplicity of Taxes.
- Give priority to Publicity through Internet <http://www.incredibleindia.org>

Tenth Five-Year Plan (2002-07)

The 10th plan provides an outlay of Rs. 2900 crore. The outlay constituted 0.71 percent of the total outlays of the plan. The increased planned expenditure was considered tourism a thriving capable of driving economic growth and development. For the plan period, the large employment potentialities in travel and tourism were examined to set the goal to create 25 million jobs. The strategy was to create 3.6 million jobs per year. The Ministry of Tourism developed a Tourism Satellite Accounts (TSA) system to evaluate and measure various impacts of hotels, restaurants, transport, and other allied sectors on the economy.

The plan period also set the target to increase India's percentage of inbound arrivals. There was a broad vision of tourism development through strategic approaches

- Tourism to be positioned as a national priority
- Tourism destination competitiveness in India to be enhanced through branding
- Tourism product development to improve and expanded
- World-Class infrastructure for tourism development to be created
- Effective marketing plans and programs to be drawn up aggressively

In 2002, the National Tourism Advisory Council (NTAC) was established to provide timely guidance and support for the development of tourism. There was a conference of the State Tourism Ministers to place tourism under the current list rationalization of taxes in hotels and tourist vehicles. The plan period highlighted certain perennial issues pertaining to the standards of airports, central excise duty, sale taxes, operating cost of domestic flights, high hotel tariffs and appointment of the tourist police. There was a scheme to encourage private involvement in revenue-generating ventures such as convention centers with a 25% equity stake from the

Government. In collaboration with the Archaeological Survey of India (ASI), facilities and amenities were upgraded at the most popular sites.

Six tourism circuits with a minimum of three destinations in each circuit were identified to develop with the assistance of Rs.8.00 crore. The TFCI and SIDC provided financial assistance to run Deccan Odyssey- a luxury tourist train in Karnataka, construction of a convention centre at Suraj Kund, a Passenger Ropeway at Kodaikanal and the development of Marina at Bolghatty Island, Kochi. The Golden Quadrilateral project coincided with the plan to give a major shift in the road transport network in India

There was a move to increase hotel rooms to meet the demand of tourists. This could meet by encouraging the paying guest operators. Jammu and Kashmir focused on the plan period for which the Central government has put together a financial package to help tourism-related service providers. A target was set to complete the construction of the Indian Institute of Skiing and Mountaineering (IISM) at Gulmarg under central assistance.

Eleven Five-Year Plan (2007-2012)

The plan allocated Rs 4,559 crore to develop product/infrastructure at destinations and circuits. A total of 346 infrastructure projects, including 17 mega projects in various states, were implemented to add facilities and amenities. The Visit India Year-2009 campaign was launched to brand and position India as a destination for wellness and MICE tourism through large-scale roadshows in sync with various stakeholders in the overseas source markets.

The Ministry of Tourism allocated a substantial amount under the Overseas Promotion and Publicity scheme. That scheme included market development aid, with a target to position India as the most preferred tourist destination through an aggressive marketing campaign. For example, in April 2008, the India Tourism Office in Beijing was established as a strategy to promote overseas tourism. Tourist publicity materials were published in foreign languages like Spanish, Chinese, and French. A total of 11 state hotel management institutes, the National Council of Hotel Management and Catering Technology (NCHMC)/ IITTM, and other hotel management/food craft institutes were roped in with the program to bring in

professionalism in the hospitality industry. Capacity building programs were also implemented in association with these professional institutions to increase the capacity building of frontline tourism workers to service providers like a driver, guides, waiters, room boys, porters, shopkeepers, etc. Objectives are as follows

- To increase accommodation units in New Delhi through a new scheme, namely “Land Bank for Hotels”
- To stimulate the economic growth of other sectors directly or indirectly linked to tourism.
- To implement a long-term strategy and a fragmented approach by several government agencies to increase international visitor arrivals.
- To build infrastructural, including transport infrastructure under the NHDP and SARDP in the North-Eastern region
- To make modernization of metro and non-metro airports
- To allow construction of Greenfield airports
- To liberalize the Bilateral Air Services Agreement between India and other countries.
- To get the help of the Ministry of Railways in identifying hotel sites and making them accessible to entrepreneurs on reasonable terms, ideally extended leases, in order to alleviate the hotel room crisis.
- To resolve inter-ministerial issues pertaining to safety & security, high & differential tax rates, entry tax, and availability of land and private sector participation
- To involve tour operators, hotels, transportation providers, and restaurants as the key benefactors of tourism development in the private sector.
- To facilitate single-window clearances as one such initiative for easy doing investment

Twelfth Five-Year Plan (2012-2017)

The 12th plan allocated an outlay of Rs. 2930.00 crore to start new schemes and complete the Central and State projects under various schemes. The Ministry introduced a visa regime in coordination with the Ministry of Home Affairs and

External Affairs. Three categories of e-Visa were issued to nationals of 163 nations to visit India for tourism, business and medical purposes. A 24 x7 toll-free phone number was launched to provide information assistance to foreign tourists in 10 different international languages.

During the plan period, two flagship schemes, namely Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits and PRASHAD- Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive, were implemented at historical places, religious and heritage cities to protect, maintain and beautify tourism destinations.

As a diversification strategy to counter seasonality, niche tourism products like Cruise, Adventure, Medical, Wellness, Golf, Polo, Meetings, Incentives Conferences & Exhibitions (MICE), Eco, Film Tourism, etc. were developed and promoted with the necessary facilities, amenities and marketing campaign.

Priority was given to promoting medical tourism under the guidance of the National Medical and Wellness Tourism Board (NMWT). The year 2018 was celebrated as the year of Adventure Tourism. On this occasion, 25 satellite phones were distributed to the approved Adventure Tour Operators for mountaineering and trekking expeditions. The India Golf Tourism Committee (IGTC) approved six golf tournaments for fiscal support. Promotion of filming destination for the “Incredible India” brand campaign at various forums like the International Film Festival of India (IFFI 2017) in Goa was also included in the plan of action.

The “Incredible India 2.0” Campaign was launched on 27th September 2017, during the National Tourism Awards function. The ‘Adopt a Heritage was launched on the occasion of World Tourism Day, i.e., 27th September 2017. In addition, the “Swachhta Action Plan” was also launched to create awareness of cleanliness among tourists, students, teachers, school/college employees, and stakeholders. For the first time, the plan period adopted a pro-poor tourism method to ensure that the economically disadvantaged get benefitted through tourism. The plan stressed tourism growth to contribute to poverty reduction. The plan focused on product and infrastructure development, marketing, branding and promotion, planning, policy, and investment at the micro to a macro level.

The campaign aims to make a change from worldwide generic advertising to market-specific publicity programs with detailed content creations. The campaign was done in the emerging markets with substantial potential for Indian tourism.

2.8. Tourism Policy and Action Plan

National Tourism Policy (1982)

Having considered the recommendations submitted by different committees, the first National Tourism Policy in 1982 was declared to make tourism a major contributor to economic growth. It was highlighted in the Policy to adopt marketing strategies for increasing domestic and inbound tourism traffic and focus on public-private partnerships (PPP) to create tourist infrastructure at tourist spots and promote agro-rural tourism, new tourist circuits, and the development of new development new destinations. The policy offered a multi-pronged tactical measure for the fast execution of mega tourism projects. Development of various integrated tourism circuits, capacity building in the hospitality sector and innovative marketing strategies were also highlighted in the policy.

The Policy was primarily focused on six broad areas (Six Ss)

- Welcome (*Swagat*): Welcome a Tourist Sends Back a Friend
- Information (*Suchana*): Dissemination of Information at arrival, departure, transit points and destination points
- Facilitation (*Suvidha*): Support for Ease of Doing Business and Simplification for Foreign Direct Investment
- Safety (*Suraksha*): Provision of Safety for tourists
- Cooperation (*Sahyog*): Direct and Indirect Support from All Public and Private Entities
- Infrastructure Development (*Samrachana*): Creation of World-Class Facilities and Amenities

The Policy has set a number of objectives to develop India as a tourism hub that results in

- Acting as a unifying force on a national and worldwide level to promote better understanding.

- Preserving and promoting Indian heritage and culture around the world.
- Bringing about socio-economic well-being with reference to job creation, earnings and foreign exchange
- Giving guidance and offering multiple opportunities to the youth to realize their ambitions and help in promoting national integration.
- Offering ample prospects to the youth for employment, nation-building and character-building by participating in sports, adventure activities, etc.
- Highlighting the necessity for collaboration and cooperation

The National Action Plan (1992)

The timing of taking decisions to launch the National Action Plan 1992 coincided with the liberalization of India's economy or the beginning the ear of the Market Economy. Based on the recommendations of the National Committee on Tourism of May 1988, the Action Plan was implemented to provide timely directions to the recommendations of the Committee and National Tourism Policy.

The strategies are as follows

- To improve tourism infrastructure.
- To develop select tourism destinations for optimum use of infrastructure and destination marketing
- To restructure the institutions functioning under the Ministry for the human resource development
- To implement strategies for increasing foreign tourist arrivals and foreign exchange earnings.

The key objectives are as follows

- Socio-economic development of tourism destination areas
- Development of domestic tourism for the budget category
- Increase in international tourist arrivals
- Increase in job opportunities
- Preservation of Indian heritage and the country's natural environment
- Tourism product diversification
- Increase in the share of international tourist arrivals in world tourism from 0.4% to 1 % during the next five years

- Development of tourism facilities for the budgetary category of tourists
- Diversification of tourism products for reaching out to all segments of tourists

National Tourism Policy-2002

The Action Plan facilitated the formulation of guidelines for the National Tourism Policy in 2002. The policy document conveys the tourism sector's contribution to growth and national development. It establishes tourism's role in creating employment, usage of the nation's various resources, its role in foreign exchange and revenue generation and ensuring the qualities of brotherhood and unity among people. One of its main objectives is to attract more foreign and domestic tourists. To achieve the proposed development and growth of the tourism industry, the Government offered suggestions for product diversification and providing better infrastructure facilities in a sustainable manner, promotional strategies, VISA formalities and development of the aviation sector. In order to promote tourism at a global level, an international marketing campaign, namely "Incredible India" was launched to make an aggressive brand campaign. The campaign projected heritage and culture in the international tourism source markets and changed perceptions of tourists as well as investors towards India as a country of snake charmers and gypsy. This is a very successful and impactful brand campaign.

The key features are as follows

- To generate more job opportunities and better involvement of the community in the tourism sector and micro tourism projects.
- To promote responsible and sustainable tourism practices.
- To develop a comprehensive framework for collaboration and coordination among different stakeholders
- To position, a "MUST EXPERIENCE" and "MUST RE-VISIT" destination in the global market
- To augment domestic tourism as a potential for economic development
- To utilize the rich tourism potential of natural and cultural resources along with niche products

- To provide better tourism infrastructure and accessibility through building and maintaining core infrastructure (Transport).
- To provide training and skill development programs for the creation of a quality workforce
- To create an investment-friendly environment in attracting more investors
- To introduce and integrate technology in tourism promotion and development.
- To encourage customized brand campaigns for different countries/regions and target markets
- To highlight tourism as a key player in multi-sectoral activities
- To integrate the actions with major/flagship programs

Draft National Tourism Policy 2021

As an integral segment of the vision of New India focusing on development and success, the National Tourism Policy 2021 focusing on tourism development encompasses a comprehensive framework. It encompasses a holistic framework for the tourism development of India in a responsible and sustainable manner. The main objective of the policy is to ensure a proper framework to facilitate tourism development, thereby supporting the industries and sub-sectors associated with tourism.

The Policy is based on five key guiding principles, five national missions and ten strategic pillars. This supported by an Institutional and Governance Agenda. Promotion of Green tourism and digital tourism was given focus to ensue integration of sustainable tourism and ICT. Destination management is another key area to get attention of the government and private sector. Skilling the staff member in the hospitality sector is another crucial area to be given priority. Micro, Small and Medium Enterprises (MSMEs) need to be encouraged and supported for inclusive tourism development.

The timeframe for the National Tourism Policy 2021 is ten years from the period of the announcement, with an exception in case of further extensions. Like the previous tourism policies, this policy also demands collaboration from various

stakeholders in tourism sectors, including government organizations at regional, national and central levels and service providers. Apart from the general objectives and guidelines, the policy defines the duties and responsibilities of various stakeholders.

Key Guiding Principles

- In order to make India one of the leading destinations endorsing sustainable and responsible tourism practices, it focuses on promoting inclusive, responsible, and sustainable tourism.
- The plan aims to strengthen the digitalization of tourism practices by introducing innovative technologies.
- The role of regional, state, and central government in designing and promoting a tourism product is diverse, with each level of governance body having a set of objectives to fulfill. Thus a whole government approach ensures coordinated effort to fulfill such objectives and roles to achieve maximum efficiency.
- The policy has provisions to encourage and promote entrepreneurship through active support from the public sector. It focuses on creating an operating environment for tourism businesses and entrepreneurship.
- The *Ek Bharat Shreshtha Bharat* signifies the main theme of the policy to achieve unity in diversity through interaction and mutual understanding among different regions of the country in order to promote its diverse culture and cultural connection.

Other key strategic objectives are as follows

- To increase the length of stay of tourists and visitation as a strategy to increase tourist spending
- To improve the contribution of tourism to the Indian economy
- To generate employment and business opportunities and provide skilled staff for the tourism industry.
- To make tourism a more competitive sector and attract investments from the private sector.
- To protect, conserve and develop the cultural and natural endowments

- To assure the process of tourism development to be oriented towards responsible, inclusive and sustainable.

The areas of digitalization, innovation and technology in the tourism sector are given special attention to chances to expand the market reach, increase growth, enhance the operational efficiencies of the tourism business, and ensure its competitiveness. In the longer run, the digitalization of the tourism sector ensures sharpening the sector's competitive edge by providing opportunities for innovation and growth. It also offers better chances at tourism product customization, advanced destination connectivity and generation of data that can be used for better management and development destination and tourism sector.

A National Tourism Advisory Board (NTAB) will be launched to offer directions, ideas and a plan of action for the growth of the tourism sector. The Board, under the chairmanship of the Union Minister for Tourism, will comprise Tourism Ministers of the States, representatives of related or ancillary ministries and industry partners/players. The Board will analyze and evaluate the speedy execution of policy guidelines.

NITI Aayog

The Tourism Division of NITI Aayog, the National Institution for Transforming India, is an apex think-tank to assist and guide the Union and State Governments on tourism development. The foremost aim is to design responsible and sustainable tourism practices and enhance the image of India as the most favored tourism destination worldwide. The niche or special interest tourism products like ecotourism and wellness tourism are given thrust for which facilities and capacity building need to be expanded. This would increase visitor arrivals.

One of the main functions of the Tourism & Culture Division of NITI Aayog is to review and provide insights into the policies and strategies formulated by the Department of Tourism and Culture belonging to the central and state governments. Apart from offering guidance in policy design, the Division also plays an integral part in policy formulation of tourism and culture. The Culture Division focuses on conserving the rich cultural heritage through promotions and policy formation. The main areas of review and evaluation of policy are as follows.

- Evaluation of various SFC/EFC project proposals
- Investigation of externally supported projects and offering insights on their monetary aids
- Analysis of Cabinet Notes for CCEA approval
- Review of research reports, feasibility reports and other major proposals

2.9. India Tourism 2019 Vs. World Tourism- Major Figures

- The world's international tourist arrivals are 1460 million, with annual growth of 3.6%
- World's International tourism receipts US\$ 1478 billion with annual growth of 1.4%
- Asia - Pacific Region's International Tourist Arrivals 360.7 million with annual growth of 3.7%
- World' International Tourism Receipts US\$ 443.1 billion with annual growth of 1.6%
- 17.91 million foreign tourist arrivals with an annual growth rate of 2.8%
- 26.92 million departure of Indian citizens with an annual growth rate of 2.4%
- 2321.98 million domestic tourist visits to all states/UTs with an annual growth rate of 25.3%
- INR 211661 Crore revenue with an annual growth rate of 8.6% from international tourist spending or the US \$30.058billion with an annual growth rate of 5.1%
- India's share of International Tourist Arrivals is 1.23% at the global level, with 23rd position in world tourist arrivals
- India's share in international tourism receipts (US\$ terms) is 2.03%, with 12th position in world tourism receipts
- India's share in total international tourist arrivals in Asia Pacific Region is 4.97%, with the 8th position
- India's share of international tourism receipts (US \$ terms) is 6.78% and ranks 6th in Asia Pacific Region

S. No	Name of Schemes	Rs. In Crores		
		2019-20		2020-21
		BE	RE	BE
1	Asstt. To Central Agencies for Tourism	91	70	80
2	Viability Gap Scheme for Revenue Generating Tourism Project	10	0	30
3	PIDDC	5	0	5
4	Swadesh Darshan	1106	566	1200
5	PRASHAD	160.5	145	207.55
6	Capacity Building for Service Provider	38	33	60
7	Asstt. To IHM/FCI/IITM/NIWS/NCHMCT	82.89	61	70
8	Domestic Promotion & Publicity including Hospitality	129.5	100	140
9	Overseas Promotion and Publicity including MDA	446.2	312.39	450
10	Market Research	5	3.61	9.66
11	Incentive to Accommodation infrastructure	0.01	0	0
12	Buddhist Centre (EAP)	0.01	0	0
13	Champion Service Sector Scheme	1	0	123
14	Construction of Paryatan Bhawan	0.01	0	0
	Total Scheme	2075.12	1291	2375.21

Source: Tourist Statistics, Ministry of Tourism, Government of India, New Delhi
Scheme-Wise Outlay of Ministry of Tourism 2019-20 and 2020-21

Sl.No.	Category of Hotels	No. of Hotels	No. of Room
1	One Star	7	209
2	Two Star	23	688
3	Three Star	527	17518
4	Four Star	419	19652
5	Five Star	205	25278
6	Five Star Deluxe 178		40080
7	Heritage Hotels	64	1919
8	Total	1423	105344

Source: Tourist Statistics, Ministry of Tourism, Government of India, New Delhi
Number of approved Hotels and Hotel rooms in the country (as of 01-04-2020)

Sl No.	Operator	Nos.
1	Travel Agent	209
2	Inbound Tour Operator	523
3	Tourist Transport Operator	123
4	Adventure Tour Operator	53
5	Domestic Tour Operator	154
6	Total	1062

***Source: Tourist Statistics, Ministry of Tourism, Government of India, New Delhi
Recognized Tour Operators in India (as of 01-04-2020)***

2.10. Let Us Sum Up

The chapter discusses the tourism trends and development in Asia with particular reference to India's tourism growth and development. With its rich natural and cultural diversity, Asia houses abundant tourism resources which are yet to be fully utilized. Many countries in Asia depend on tourism to contribute to their economy significantly. As a result, these countries focus on tourism development by introducing and implementing policies and strategies at various levels of governance and exploring niche tourism markets and segments. Although the COVID-19 outbreak has caused a significant setback to its tourism growth, the Asian countries are proving to put optimum efforts into their tourism recovery and rising as one of the fastest-growing regions both in terms of tourists flow and source market.

2.11. Self-Assessment Questions

1. Discuss the niche tourism markets in Asia
2. Write about the importance and significance of Asia as a tourism product
3. Briefly discuss the tourism trends in the Asian sub regions
4. Write about the National Tourism Policies and their key features
5. Elaborate on tourism development in India during Five-Year Plan Periods
6. Write about the tourism development and trends in any three Asian countries
7. What is the Jha committee, and explain its significance

8. What are the recommendations proposed by the National Committee on Tourism 1986?

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UNIT - III

HISTORY, TRAVEL AND TOURISM

Unit Structure

- Lesson-3.1: A Historical Perspective of Travel and Journeys
- Lesson-3.2: Renaissance and the spirit of Enquiry & Travelers,
Adventurers and Explorers
- Lesson-3.3: Elements of Tourism
- Lesson-3.4: Encouragement of Domestic Tourists and
Emergence
of Modern Mass Tourism

Lesson-3.1: A Historical Perspective of Travel and Journeys

- 3.1.1: Objectives
- 3.1.2: Introduction
- 3.1.3: History of Travel
- 3.1.4: Travel in Ancient Sumeria
- 3.1.5: Travel in Ancient Egypt
- 3.1.6: Travel in Ancient Greece
- 3.1.7: Travel in Ancient Rome
- 3.1.8: Travel in Ancient India
- 3.1.9: Let us Sum up
- 3.1.10: Self-Assessment Questions
- 3.1.11: References

3.1.1 Learning Objectives

The main objectives of this Lesson are to

- Learn about the evolution of travel since pre-historic times
- Know the various modes of transport and accommodation used by ancient people
- Study the development of tourist centres in ancient times

3.1.2 Introduction

The history of travel is one of the longest epochs in the human past. Since the beginnings of the human history, early man travelled from place to place in search of game and green pastures. The purpose of travel changed from the beginning of the civilization. Trade became the primary motive of travel and traders were encouraged to travel long distances. Travel for leisure, educational and religious purposes were the popular motives for travel during ancient times. Travelers used different modes of transport and accommodation based on their economic status. Many tourist centers have come into existence in course of time to satisfy the tourists. In this Lesson, we will be familiarizing you with the evolution and development of travel and tourism since ancient times in different civilizations that developed in the world.

3.1.3 History of Travel

Since pre-historic times early man was a nomad. His travel activity is based on search of green pastures and water resources, which are essential for his sustenance. Man's ability to make tools and shelters made him explore regions with the availability of resources. This increased travel activity, making man move to new hunting grounds even in very extreme and inhospitable weather. The beginning of Neolithic age marked a transition in the lives of prehistoric man. The Neolithic man experienced a sedentary life style. They settled near river valleys and formed themselves as agricultural communities. This provided leisure time for new inventions. The invention of wheel and boat revolutionized travel. Though, initially wheel was not used for transport, its invention in the subsequent centuries greatly affected travel.

3.1.4 TRAVEL IN ANCIENT SUMERIA

The new inventions of the Neolithic phase gave rise to the civilizations. The Sumerian/Mesopotamian civilization is the oldest civilizations in the world. It flourished in the southern region of ancient Mesopotamia, on the banks of rivers Tigris and Euphrates. The Sumerians were believed to be the earliest to have encouraged travel for trade and commerce with other contemporary civilizations of the world. Many new inventions in the transportation sector made travel easy for the

ancient Sumerians. The invention of money in about 3500 BCE marked the beginning of travel in Sumeria. The money was used by the early Sumerian traders for various business and travel purposes. It made travel easy and economical. It removed barriers for travel and facilitated trade activities more systematically.

The Mesopotamians encouraged travel by ferry boats over rivers, not only for its easy access, but also were considered as more comfortable and faster than the wheeled cart in those days. The invention of wheel though was revolutionary, its usage for transportation purpose was quite late. With the absence of good roads and rugged and bumpy mountainous terrain of the region, travel by wheeled carts for long distances proved to be arduous and risky and did not appeal to the travellers. It was roughly around 3000 BCE that the Sumerians first used wheeled chariots. Chariots were basically carts with two wheels drawn by horses. Subsequently, the Sumerians built heavy wagons pulled by oxen, ponies or mules. They developed roads, constructed highways and invented carrier wagons having four wheels and a canopy. This made it easy for merchant and other people to travel. Sumerian Queen Hatsheput was considered as the first person to undertake journey to the land of Punt on the east coast of Africa in 1480 BCE. For short distance travel, walking was a common mode of travel in ancient Mesopotamia.

Camel was another mode of transport for the Mesopotamians. Camel was not only used as an important medium of transport for trade and commerce, but was considered as ideal for long distance travel. While the kings and military officials used horses along with chariots and wagons for travel, the common man either went by walk or used donkeys for their movement.

3.1.5 TRAVEL IN ANCIENT EGYPT

In ancient Egypt, we come across two important categories of travellers. (1) those who go for expeditions and (2) those who are members of the army. Sinai, Wadi el-Hudi and the Wadi Hammamat in the Middle Kingdom attracted mining officials for expedition. The expedition members included the mining officials along with government officials' physicians, priests, and mayors, labourers, artisans, brewers, sandal makers, bakers, scribes, millers, servants, hunters, fowlers, transport carriers, etc. They travelled on horses and chariots. The expedition texts reveal that

there was a considerable increase in the number of travellers from the Old Kingdom to the period of New Kingdom.

Apart from journeys by mining officials and the army, other travellers included Egyptian physicians and architects. They were sent out by the Pharaoh for supervising construction projects, and to visit foreign royal courts. One of the famous architects of the 6th Dynasty, Nekhebu was sent out several times by Pepy I on the royal building projects in Heliopolis. During his stay out, Nekhebu also made a few official trips to Memphis. Priests travelled not only as members of expeditions, but also to perform special duties for temples or to organize religious festivities.

The desire of the royal people for amusement and relaxation, led them to undertake royal journeys. The Pharaohs of the New Kingdom travelled every year to Thebes to celebrate the Opet Festival. The sources of this period inform that the Pharaohs showed interest to visit famous monuments and relics of ancient Egyptian culture, such as, the step pyramid of Sakkara, the Sphinx and the Great Pyramids of Gizeh. These places have become major tourist attractions during the ancient period.

Ancient Egypt was a prosperous tourist attraction. Early Egyptians travelled by boats on the Nile River. They also used smaller boats constructed out of papyrus reeds to travel to neighboring destinations. Larger boats made of wood were preferred for long distance travel. The Nile River connected the Lower and Upper Egypt and facilitated easy movement of people between large cities such as Thebes and Memphis.

Most of the ancient Egyptians traveled by walk. In the absence of modern roads, travelers followed rudimentary muddy paths created by the movement of donkeys and humans. However, these paths were often wiped out during rainy seasons and floods. Egyptians did not construct roads for a long time because, they thought that these would spoil good agricultural lands.

“Litters” were another mode of transportation prevalent in ancient Egypt. Litters are chairs that were carried either by donkeys or by six and eight male human slaves. Rich travelers preferred to travel in these chairs. Chariots pulled by horses were another common mode of transport for the affluent sections of ancient Egyptian

society. Donkeys were more economical and popular means of transportation than horses.

Camel as a mode of transportation entered Egypt after the Persians occupied it in 525 B.C. Subsequently, more camels were brought to Egypt. Camel's ability to sustain without water for longer periods of time, made it a popular mode of transport among the Egyptians.

The common mode of accommodation for Egyptian travelers were tents. Even the Pharaohs lodged in tents when they set on their military expeditions. For example, Thutmose III during his Megiddo campaign, Ramesses II during the battle of Kadesh and Akhenaton slept in a tent when he first visited Amarna. In the desert, the Egyptian travelers stayed in semicircular wind huts built with irregular stones.

During the reign of the New Kingdom, special horse relay stations for the lodging the king's messengers was started between Memphis and Thebes. These stations served as resting places for the messengers where they could get food and accommodation and could even exchange their tired horses for refreshed ones.

On the other hand, when the royal retinue, and officials travelled on duty, they were provided with food, water and accommodation by state-owned institutions, such as temples and chapels, which have special storage facilities. Sometimes, even the local residents accommodated the officials and their assistants. Travelers carried clothes, sandals, sticks, and weapons along with them.

3.1.6 TRAVEL IN ANCIENT GREECE

Ancient Greeks have high regard for travel. For them travel is associated with curiosity, knowledge and innovation. The importance of travel is described in oral traditions of Greek mythology. Tales, such as Jason and the Golden Fleece tell us about the advantages of travelling. However, travelling is not always linked with joy and excitement. It also has certain risks. The myth of Charbdis, cautioned about the dangers of venturing into the strange lands. The works of Homer and Hesiod refer to traders, as great travellers. Homer's *Odyssey* explains the adventures epic journey of Odysseus from home to Ithaca. The Greek philosopher Plato also considers travel as a useful activity. These instances show the importance attached to travel by the ancient Greeks.

The Greeks introduced a new aspect of travel and tourism. When the mountains in the hinterland became perilous to develop land routes, they started developing the City States along the sea coast. The City States in turn encouraged tourism. They established the system of exchanging coinage and currency in the city states. They evolved common Greek language in the entire Mediterranean. This contributed to the evolution of common shared culture and hosted festivals that attracted travelers from all over the world. One such important festival of music and games was the organization of Pythian Games (musical and sporting competitions) or the early Olympic Games in honour of God Zeus. In these games, sportspersons displayed their creative athletic skills. Some others travelled to Delphi to take part in debate competitions with Oracle and other philosophers and even exchanged medical skills with physicians. The Greek theatre was another renowned event to which people from near and distant places came to see Greek tragedies and comedies. Thus the city –states emerged as important attractions for visitors and tourists.

Among the city –states, Athens was the most renowned destination since ancient times. It had created hospitality facilities to provide food, accommodation and entertainment like flower shows, dancing girls and gambling for the tourists. Another significant feature of ancient Greek tourism was that they introduced the custom of hiring a native guides. These guides advised tourists on the best places to be visited and the safety measures to be taken to reach their destination without any hindrances. Herodotus (485–424 B.C.) the Greek writer and historian may be regarded as the earliest Greek traveler who visited Egypt, North Africa, the Black Sea, Mesopotamia and Italy and pioneered a new type of research trip.

The ancient Greece has many impressive architectural wonders. New innovations and technological developments in various fields, literary and philosophical progression of the ancient Greeks attracted tourists from other places. To encourage tourism, the Greeks developed a wide network of roads, which connected even the most remote settlements, passing through the rugged mountainous landscapes. With the development of sea transport in important urban centres, the Greeks found this as the easiest and most comfortable way to travel to different city states located on or near the coast. Tourists had to share travel along with the traders in the same ship as there were no ships exclusively meant for tourists.

The sea and land voyages were aided by maps, as the Greeks developed Maps indicating the mountains, rivers and springs.

The ancient Greek transport consisted of wagons, carriages and carts. These were used to carry people or goods. However, these modes of transportation were very expensive. Hence, most of the people kept mules and donkeys as these formed the cheapest mode of transport. The most comfortable transport were the carriages used by wealthy Greeks, though they also used horses for riding around. Chariots were also commonly found and these were used primarily for warfare and racing competitions. Walking of course was the most common and safest form of transportation for the average ancient Greek citizens. Many Greeks, whether rich or poor, travelled through mountainous landscapes by walking.

Types of Travelers of Ancient Greece

Religious travelers went on for pilgrimages to the popular destinations like the sanctuaries of Delphi and Delos. These two places also have great buildings of magnificent Greek architecture, sculpture and fountains. People travel to Epidaurus for medical treatments. Athens organized festivals of Panathenaia and City Dionysia. In these festivals, the plays of the famous playwrights were played to attract visitors coming from far of distances. Sports enthusiasts traveled to watch the great athletic events of the Panhellenic games organized at Olympia, Delphi, Isthmia and Nemea.

Students travelled to Plato's Academy in Athens or the scientific schools in Asia Minor for their education. From the Hellenistic times, schools of drama and sculpture, music, philosophy and public speaking increased attracting students and scholars from different places. There were some tourists who travelled to participate in literary events and to get the cultural insights from literature, theatre, story-telling, warfare and even coinage. Some famous centres associated with these events were Athens, Sparta and Egypt.

Another group of travelers included traders, trained craftsmen such as smiths, gem-carvers, potters, stonemasons and glassworkers. Technical experts such as actors, writers, philosophers, and practitioners of medicine also traveled around the Mediterranean region. Their motive for travel was to sell their goods and services.

At larger cities and places of tourist attractions, such as the Panhellenic religious sanctuaries, the Greeks made arrangements to provide basic food and accommodation. At ports like the Piraeus, many secondary businesses like shops, laundries, barbers and prostitutes also sprang up.

3.1.7 Travel in ancient Rome

Travel and tourism received great stimulus in Classical Rome. The early Romans improvised most of the new developments introduced by the Greeks. With the prevalence of peace and prosperity in the Roman Empire for a long period, trade and travel also began to receive encouragement. Many villas and holiday homes were built along the coastline and in the mountainous regions by the Roman elite and the trading middle class. With the development of infrastructural facilities, holiday travel grew rapidly. Around 300 CE, a new network of roads called as the Appian ways and water ways were developed. In addition to these, the Romans also developed Ninety thousand kilometres of main roads and two lakh kilometres of rural roads. These new roads were used to transport not only soldiers and goods, but also benefitted wealthy travelers, who journeyed for seeking pleasure and enjoyment.

The affluent Romans spent their time relaxing in the seaside resorts or spas located in the South or visited the beaches of Egypt and Greece. The Romans also promoted health tourism by propagating medicinal baths or mineral springs, as an important activity. During summers, the rich urban elite visited thermal baths which were launched as summer health retreats in luxury locations. The early Romans also developed spectator sports as a relief from boredom. Games and gladiatorial contests were popular events that attracted the tourists. The rich and prosperous Romans were pleasure seekers. For them gambling and prostitution were major entertainments that gave them immense pleasure.

To make travel easier, the Romans also extensively published travel literature. It provides detailed information regarding routes, names of the roads, distance between places and times taken for traveling between the different places. After the decline of the Roman Empire between 400 CE and 500 CE, trade and commerce declined. Roads were deteriorated and travel in old Roman territories across Europe

and parts of Asia Minor had become more difficult. Various infrastructural facilities and resources developed during the old Roman empire also disappeared.

Ancient Romans developed well –connected roads and rivers. Short distance travel was carried by foot with less luggage. The rich people were carried in litter by 2 -4 slaves for short distance travel. For long distance travel, horses, mules and donkeys were used. Carts drawn by draft animals were used by the merchants to travel long distances. The carts had wooden, iron-covered wheels. Merchants used carts for delivering goods. Carriages were used for providing building materials. Wagons were used for religious purposes and chariots were used in victory marches. Travelers of Classical Roman period included people of high social hierarchy, merchants, craftsmen, doctors and pilgrims who visited holy places.

The Romans provided roadside inns for the travelers. For the imperial officials there was an imperial posts with all facilities. Merchants and other rich Romans rested in their friends homes. Ordinary travelers depended on roadside inns which has facilities to rest, eat and sleep. Taverns were located on the roads along which the travelers travelled but also in the cities. These taverns or road side inns provided services like food, drinks and women for the traveler.

3.1.8 Travel in ancient India

In India, tourism thrives on its history which bequeathed to us rich cultural heritage. This heritage is reflected in the extant religious and secular monuments, dance, music, paintings, customs, and languages. India is also bestowed with rich wealth of natural attractions. Since ancient times, India was the centre for religions, education and trade which were always the key motivating factors for the development of travel and tourism.

India is a land of agricultural surplus since ancient times. Traders of ancient India indulged in brisk trade exporting items like spices, textiles, iron and steel weapons. They formed important trade routes over land crossing between Asia and Europe. Indian wealth and Indian products earned world-wide reputation. Contemporary Greek and Hebrew scholars wrote about India's fabulous wealth. The Arthasastra refers to the protection given to merchants. It also refers to insurance and safe passage for goods, regulation of prices, weights and measures and the use of

gold, silver and copper coins as medium of exchange. All these indicate the utmost importance given for developing trade and travel. Some of the first foreigners to visit India, were perhaps the Persians. Inscriptions of the Persian King Darius refer to Persian caravans visiting India for trade and commerce resulting in the cultural exchanges between Persia and India.

Ancient Indian literature like the travelogues, chronicles of kings and the accounts of pilgrims refer to the highly developed Silk Route of ancient India. Silk Route served as a meeting point for traders to exchange goods like silk, muslin, glass, tea, rice and species. The merchants and traders even participated in the emporium trade and exchanged ideas and goods produced in different parts of the world. The travel along the Silk Route was in stages with short breaks. The Silk Route was profitable to the State as well, as it earned revenues, collected from the travellers. Larger states attracted travellers by providing them with lodging and other facilities. Taxes were reduced to encourage prosperous traders to visit their towns and cities. Traders not only brought with them wealth, but also exchanged ideas and latest technologies. For instance, new plants, flowers and animals, technologies such as printing, paper and gunpowder were all introduced to different countries via the Silk Route. Interestingly, all this information was recorded by the travellers who not only documented their touristic experiences in new places, but also their interactions with people and local cultures.

However, during third century CE, there was a gradual decline in trade and commerce. The mobility of the people was also restricted. The sea-side resorts, the hill stations and spas that were centres of pleasure and recreation fell into disuse by the early medieval period. Yet, because of the development of touristic activities of pilgrims and artisans over the years, a complex character of tourism had emerged in ancient India.

Since ancient times, pilgrimage travel was popular in India. Culturally, the concept of pilgrimage gained significance as it bestowed merit and knowledge. Hence, the traditional societies regard pilgrimage as sacred and is also sanctified by vedic texts. In India, certain places like Varanasi, Kedarnath, Badrinath, Haridwar, Rushikesh, Puri, Rameshwaram, Tirupati, etc., were associated with divine revelation and religious merit (*punya*). Hence, these places emerged as pilgrimage

centres, because they earned god's grace. This is true of all religions. Pilgrims visit religious shrines to be liberated from poverty, sickness, and other miseries of life which are beyond the control of human beings.

Pilgrimage tour is often undertaken in groups. During their travel, they relied more on the facilities used by merchants. They travelled to shrines located close to highways, bathed in sacred rivers and tanks. Buddhist monasteries also provided food, water and other facilities for rest to the pilgrims.

The travels of pilgrims opened up new geographical areas and various cultures. In India, the state recognized pilgrimage as an important spiritual and social activity. Hence, it provides facilities to the pilgrims for visiting new places and meet and interact with people of other cultures in the course of gaining merit (*punya*). Ashoka, the Mauryan Emperor, sent *dhammamahamatras* to spread the doctrines of Buddha not only in India but in other countries. Ashoka himself travelled, from Pataliputra to Lumbini, Kapilavastu and Sarnath and Gaya and set up special memorials at each place he visited. He even built rest houses for the travelers. He got the trees planted on either sides of the road, for the travelers to beat the harshness of heat. Harsha, also built institutions and Dharamsalas for the travellers. Rest houses were built in towns and villages. A number of monasteries were also built along trade routes to attract pilgrims and traders. This clearly, indicates that travel facilities were much improved and travel was not a cumbersome experience during ancient times. Owing to the predominance of trade routes, over – land trade tours were an important development during this period.

India as a land of spirituality also emerged as an educational hub attracting large number of foreign students. Brahmin villages emerged as centres of learning for scholars. Universities like Nalanda, Vikramasila, Taxila, Kanchi attracted many foreign students. Chinese travellers like Fa-Hien, Itsing, Hieun-Tsang, journeyed to India to collect and translate ancient Buddhist scriptures. In the 13th century, Marco Polo another great traveller from Venice visited India, to see her abundant wealth and riches.

Greek accounts on India, refer to well laid roads for horse driven chariots. People also used elephants and camels as alternate modes of transport. When Alexander the Great reached India, as part of his great conquest, he was impressed

by the maintenance of good roads which were covered with shady trees on either sides. The *Arthashastra* also reinforces the importance of developing travel infrastructure by the state. It mentions the classification of routes and variety of vehicles that were in vogue during the Mauryan period. The state also protected and regulated travel on inland waterways. Travellers were provided accommodation in sarais built near the city gates. Sarais are generally meant for overnight stays and provide all types of services to the travellers. Entertainment, dancing, gambling were allowed in the licensed sarais. These activities constituted source of income for the state. The tradition of travelling on the rivers and hills for the sake of pleasure was started by the royal courts.

3.1.9 Let Us Sum Up

In this Lesson, you were familiarized with the history of travel and tourism in ancient Europe and Asia. Travel is an ancient phenomenon which existed in almost all the ancient societies all over the world. People of ancient world travelled primarily for trade. Later religion and education also became prime motivators for travel. Travel facilitated exchange of ideas and innovations across the cultures. Whether, it were the Sumerians, Egyptians, Greeks, Romans and Indians all these civilizations prospered due to trade and commerce. Traders and merchants brought with them new knowledge, discovered new trade routes and developed new network of communications. The rulers too identified the significance of tourism and encouraged the growth of new tourist destinations. Care was taken to provide all types of facilities for the travellers of all types.

Though there existed different modes of transport like the boats, carts,, chariots, litters, horses, camels, elephants, donkeys and mules, traveling was not all that easy and fun during the ancient times. In the absence of good roads, it was a herculean task to traverse the rugged mountainous regions. Travel was always associated with risk. Natural obstacles such as waterfalls, deserts, or mountains delayed or even prevented the traveller's return. He could either lose his way or ran out of food supplies in the midst of his journey. Other threats like violent storms, intense heat, diseases, hunger, thirst, or overexertion also hindered travellers smooth journey.

3.1.10 Self-Assessment Questions

1. Discuss the nature of travel in the Sumerian Civilization.
2. What are Litters?
3. Describe the role of Greek City-States as tourism centres.
4. What is the significance of pilgrimage tourism in India?
5. Give an account of travel and tourism in ancient Rome.

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Lesson-3.2: Renaissance and the spirit of Enquiry & Travellers, Adventurers and Explorers

3.2.1: Objectives

3.2.2: Introduction

3.2.3: Travel and Tourism in the Age of Renaissance

3.2.4: Discovery of New Lands

3.2.5: Religious Travel in the Renaissance Period

3.2.6: The Elizabethan Travellers

3.2.7: The Grand Tour

3.2.8: Travellers, Adventurers and Explorers

3.2.9: Let us Sum up

3.2.10: Self-Assessment Questions

3.2.11: References

3.2.1. Learning Objectives

The main objectives of this Lesson are to

- Understand evolution of travel during Renaissance period
- Appreciate spirit of enquiry during Renaissance and how it promoted the discovery of new regions in the world
- Learn about the motives of religious travellers and Elizabethan travellers
- Discuss the Grand Tour and its itinerary and benefits.
- Study about the early travellers, adventurers and explorers.

3.2.2. Introduction

The Renaissance marked an important phase in the history of travel. The period of Renaissance (15th-16th centuries) ushered in the spirit of enquiry. Renaissance humanists infused scientific enquiry not only into nature, but also in different realms of knowledge. Geographical explorations and expeditions encouraged explorers, adventurers and also pilgrims to undertake travel. Consequently, a new phase of travel and tourism are evident from this period onwards. Rulers of Europe also encouraged the people going for tours. Young generation students were sent for long tours to learn about the new innovations in the

fields of science, arts, language and literature architecture and sculpture. Travel was not an easy activity. This has been proved by the travellers and explorers who ventured into new lands. In this Lesson, you will be learning how the age of Renaissance gave impetus for travel and tourism. You will also learn about the some of the famous explorers and travellers of the world.

3.2.3 Travel and Tourism in the age of Renaissance

The period between 15th and 16th century is an important epoch in the history of Europe. It was an age Renaissance. The word Renaissance means ‘Re-birth’. This term is applied to the movement of re-awakening in the fields of classical learning, a rediscovery of the glorious past of the Greco-Roman civilizations. It was a period of progress leading to the spirit of scientific enquiry in all fields. Prior to the Age of Renaissance, the Church exercised monopoly over learning. The study of classical art, language and literature were neglected. However, from the beginning of the 14th century, there was a change in the thinking of men. They began to learn the great works produced by the ancient Greeks and Romans. Blind faith in Church and Religion yielded place to a critical enquiring spirit. This new spirit profoundly influenced not only learning and education, but art and literature, science and invention, geography and exploration, religion and morality. Italy and Florence in particular became the major centres of Renaissance. This cultural movement which started in Florence during the 14th century subsequently extended to other parts of Europe. As part of this cultural movement several cultural and educational reforms took place in Europe. A change in the social behaviour of the masses was perceptible. Many Europeans now began to move out of their homes in pursuit knowledge. Italy became the major attraction for them. To accommodate the influx of student visitors’ hotels were constructed with grand architectural features. These hotels also become tourist attractions.

Good network of roads were developed. The rich travelled by wagons, horses and mules. They even carried along with them guns and ammunition for safety and protection. The development of roadside inns served as resting places for them. Merchants, missionaries, soldiers, students and pilgrims also travelled. But they travelled more by sea, which was precarious in those days.

3.2.4 Discovery of new Lands

The age of Renaissance was also the age of epoch-making geographical discoveries. Renaissance fostered the spirit of enquiry and adventure. Inspired by this new spirit, not only new ideas and new things but also new lands, new seas and new routes were discovered. Thus, adventurers began to undertake voyages of discovery. The Fall of Constantinople in 1453 and the subsequent closure of Mediterranean routes compelled the European travellers to find out new routes to reach the East by sea. The invention of Mariner's Compass is another major breakthrough in the field of sea travel. It aided the sailors to undertake long distant voyages. Portugal pioneered in the geographical discoveries. Prince Henry the Navigator of Portugal was a great patron of explorers. Bartholomew Diaz, Christopher Columbus, Vasco Da Gama, Magellan, John Cabot among others explored new regions around the world. They discovered sea routes to small islands, America, India, Newfound land, Philippines etc. The geographical discoveries led to the expansion of men's minds. Contact with the new world and new modes of life hastened the pace of intellectual revolution started by the Renaissance. Geographical discoveries brought in commercial revolution. Traders along with their aides travelled long distances by sea. Ship building industry developed with more safety features. Sea voyages are no longer considered risky as it was during the ancient times.

3.2.5 Religious Travellers in the Renaissance Period

Renaissance tourists are categorised into two types, viz., (1) the pilgrims, who travelled to pursue the mysteries of the Church and (2) The Elizabethan traveller who travelled to gain experience and knowledge.

The medieval period travellers were enthused by religion and adventure. The State or Church encouraged the wealthy sections of the society to undertake educational tours. Students, diplomats and researches were given fellowships to travel for the purpose of acquiring knowledge. Popular universities such as Oxford and Cambridge, Salamanca, Vienna, Prague, Uppsala and Leiden attracted thousands of students to study about religion and politics.

The raising faith of the masses on Christianity motivated them to visit pilgrimage centres located closer to them. Churches in Europe funded such journeys. By 14th century CE Jerusalem, Rome, Lourdes in France, Santiago de Compostela in Spain, Canterbury in England. Fatima in Portugal emerged as important pilgrim centres in Europe attracting large number of visitors.

Sir John de Mandeville's *The Travels of Sir John Mandeville* was the first book on travel written in 1357. His description of Turkey, Tartar, Persia, Syria, Arabia, Egypt, Libya, India and other places motivated many people to travel to these places. Similarly, the accounts of Marco Polo, the Venetian merchant, explorer and writer leaves vivid description of the places he visited along the Silk Route. His travel accounts provided adequate information to the western people about the life and culture of the Orient particularly India and China. These two works influenced many young Europeans to undertake travel in distant lands.

The first tour to be organized for Europeans was from Venice to Holy Land. The tour included not only transportation, accommodation, food and wine but also donkey rides. At Holy Land, the tourists were provided with information about availability of accommodation, travel agencies and souvenir shops. Guidebooks were published and sold in the shops. The European Churches also organized religious travels to the Holy Land in Israel. The Churches also instructed the pilgrims about different codes of conduct practiced for taking food and shelter. Thus tourism evolved into a big business in Europe and the Church made huge profits from this activity. The invention of the printing press in the 15th century by John Guttenberg, gave further fillip to the publication of travel literature in large numbers and were circulated among the people. The contents of these books motivated those who read them, to undertake travel.

3.2.6 The Elizabethan Travellers

The reign of Queen Elizabeth I who ruled England from 1558 CE to 1603 CE, witnessed great progress in every field. Her rule was marked by general economic prosperity. She extended financial support to diplomats, students and researchers in universities to travel to other European countries in pursuit of knowledge. Hence, these travellers came to be called as Elizabethan travellers, after her name. She also

reduced the prices of entry and toll fees and provided discounts and subsidies on fares. This motivated many individuals to undertake travel. Researchers and students and were granted with fellowships and the 'Letter of Credit'. This Letter of Credit was a note given by the banker to its branch agents residing in other countries authorizing them to give money to the bearer of the letter. It was similar to the traveller's cheques of today.

For the tourists visiting England, travel licenses were issued. These licenses were usually valid up to two to three years. They also mention the places that are to be visited and no to be visited. Further, these licenses contain guidelines regarding the amount of money, the number of servants and horses the tourist should carry and so on. Travel regulations were made, where the tourists are required to surrender their passport at the time of exiting the place and take a new passport while entering to another country.

The Elizabethan tourist itinerary was an elaborate one which included all the famous places of Europe. Rome, the Holy City of the Renaissance period, was the major attraction for the Elizabethan tourists. En route these tourists halted at Frankfurt and visited popular book fairs. Since, Frankfurt was also the best place for trade shows, the Elizabethan tourists also attended these shows. The next major stop was at Paris. It was famous for its splendid palaces and luxurious court life. The Diplomats from England would gain a good experience visiting Paris. From Paris the travellers went southward to Lyons and crossed the Alps to go to Italy. On their way back home these travellers took with them the knowledge and experiences which they acquired during their travel and shared the same with their friends and relatives. The Elizabethan tours were successful as the travellers were responsible for developing banking systems, commerce and court etiquettes in England. This semi-organized Elizabethan tour underwent some changes and was introduced as a more structured event called the Grand Tour.

3.2.7 The Grand Tour

The Grand Tour was a more systematic tour developed between the 17th and early 19th centuries, exactly hundred and fifty years after the semi-organized Elizabethan tour. The Oxford English Dictionary defines the Grand Tour as “a tour

of the principal cities and places of interests in Europe”. It formed as basic education for young men of “good birth” and “fortune”. The term Grand Tour is also popularly described as a circuit of Western Europe undertaken by a prosperous upper-class elite for pleasure, culture and education. The concept of Grand Tour was initially associated with the British aristocrats and wealthy landed nobility. Later it spread to other Protestant countries of Northern Europe. Later, by 18th century it even spread to South and North Americas also. Thus, the Grand Tour may be considered as the earliest widespread movement of tourists.

The Grand Tour, had its impact on the culture, economy and politics of the time. Not only students but aspiring politicians, young administrators and wealthy people joined the club of ‘Grand tourists’. They visited the best of the places in Europe and learnt to respect the culture, behaviour and social etiquettes of the Old World. The Grand Tour between one and three years. Its itinerary was so meticulously planned that every route that they would take, sequence of travel, contacts with various people and the educational programme, were all well planned to the last detail. The young aristocrats were accompanied by an entourage of equerries, tutors, mentors, protégés, domestic servants, coachmen and other staff. Their purpose was to provide safety, comfort, education, supervision and pleasure to the aristocrats.

The Grand tourist should carry passport along with him and produce the same in the entry and exit ports of each country. This is contrast to the Elizabethan passports, which were issued in all the countries that were visited. Similarly, the Letter of Credit was replaced with ‘bills of exchange’. The other things that are important to carry along included the personal requirements such as bedding, bathtub, medicines, guns and other accessories, which will not be provided on the way.

Grand Tour Itinerary

The itinerary of the Grand Tour is not fixed and is subject to changes based on the individual tourist’s interests and financial conditions. The Grand tourists, mostly the Britishers usually begin their tour from Dover in England. They would then cross the English Channel to reach Le Havre in France. There the tourist, along with his entourage consisting of a tutor, servants and French speaking guide would travel in Paris and attend French language classes. They also learn the courtly

behaviour, fashion, dance, fencing and riding. The young tourist will also be trained in governance and diplomacy in a polished manner.

After spending some time in Paris the Grand tourist would then visit Geneva and Lausanne in Switzerland, where they would do some mountaineering. From there traversing the Alps, they enter Italy. Once in Italy, the tourist would visit Turin or Milan and spend few months in Florence. In Florence, they visit the *Tribune* of Uffizi gallery which house Renaissance painting and Roman sculpture. The tourist then moved to Pisa, Padua, Bologna and Venice. From Venice, the traveller visits Rome to learn about the ancient monuments of Roman civilization, paintings, sculptures and architecture of the Renaissance period. While a few tourists, travelled to Naples for studying music and some others visited archaeological sites near Mount Vesuvius, where the journey would terminate.

While returning back home, the Grand tourist proceeds towards north crossing the Alps and then enters the German speaking regions. He along with his entourage visits Innsbruck, Vienna, Dresden, Berlin and Potsdam, study at the universities of Munich or Heidelberg. From there, the Grand tourist visits Holland and Flanders before crossing the English Channel to reach England.

Some trips also included a journey to large cities like London, Paris, Amsterdam, Madrid, Munich, Vienna and Prague. In these cities, the young aristocrats visited royal courts and estates. There, they gained practical knowledge on social behaviour and courtly etiquette. The nobles also attended parties, festivals, dancing, fencing and riding and other events organized by the hosts. Thus, the aristocrats' political, social and professional concerns decided the choice of destinations that would also satisfied their interest in art, pleasure and leisure. The entourage of the young aristocratic tourist ensured that they do not come into contact with other classes and social groups during their stay in other places.

On their return journey the Grand tourists would be carrying with them books, works of art, scientific instruments and cultural artefacts like snuff boxes, paper weights, fountains and statues as souvenirs, which were to be exhibited in their libraries, gardens and drawing rooms. It is also mandatory for the Grand Tourist to have their portraits painted against the backdrop of continental settings. Artists like Carlo Maratti, Pompeo Batoni and others thrived on the Grand Tour. Thomas Nugent

published the first major guidebook on the Grand Tour with the title *Grand Tour* in the year 1749 CE.

During the Seven Years' War (1756-1763) and later by the French Revolution in 1789, there was a temporary break for the Grand Tour. But soon after these wars tourism was revived with a new dimension. The works of popular poets like Byron and Shelley who wrote on the beauty of the Alps inspired the people to visit these places. The advent of steam-powered transportation during the nineteenth century, further popularised tourism. Grand Tour continued, but now with a difference. The early male –dominated Grand Tour now replaced by a family tour in Europe. Upper class women also undertook these tours for educational purpose. The travel became cheaper, safer, and easier.

3.2.8 Travellers, Adventurers and Explorers

The desire to explore the world to discover and gain knowledge of new places encouraged the early travellers and adventurers to undertake long and arduous journeys both by land and sea. Being one of the earliest civilizations of the world, India was always a dream destination for the explorers. Since ancient times, several travellers visited India, admired its natural beauty and adored its traditions and culture. The Persians, Greeks, Chinese, Portuguese, the Dutch, the French and the British travellers, visited India and documented their experiences of the country. In fact, it is through the accounts of these travellers that we know most of ancient Indian culture and traditions today. In this section let us discuss some important travellers, adventurers and explorers who explored news terrains of the world and left their chronicles.

Travelers of Ancient Times

Megasthenes, a Greek historian and ambassador of Seleucus Nicator visited India in the fourth century BCE. He stayed for five years (302-298 BCE) in the court of Chandragupta Maurya. He documented his experiences in India in his book titled *Indika*. In this book, Megasthenes gives a detailed account on the geography, government, religion, and society of India under the Mauryans.

Fa-Hien was the first Chinese monk to travel to India in search of great Buddhist scriptures. At the age of sixty-five, he travelled from Central China taking the southern route through Shenshen, Dunhuang, Khotan, and then over the Himalayas, reached Gandhara and Peshawar and finally entered India, by foot. He recorded his journey to India in a book called *Fo-Ku-Ki*.

One of the most celebrated travellers to India was Hiuen Tsang. He was a Chinese Buddhist monk who came to India to study Buddhism, its belief and practices. He was described as the "prince of pilgrims". In course of his journey in India, Hiuen Tsang visited Kashmir, Punjab, Kapilavastu, Bodh-Gaya, Sarnath, Kusinagara in the north. He studied at the University of Nalanda and travelled through the Deccan, South India, Odisha and Bengal. His accounts which were written over a period of 14 years, throw light on the political, social and religious conditions of India during the seventh century CE.

Travellers of Medieval Times

The first traveller of the medieval period who visited India was Benjamin of Tudela. He was a Jewish scholar from Sargossa. He had travelled through Europe, Persia for thirteen years and reached India in the year 1160 CE. His accounts provide a detailed information on Jewish communities and the geographical features of the places he visited.

Al Beruni, an Islamic scholar came to India along with his master Mahmud of Ghazni during his invasions on India. He remained in India for thirteen long years to understand its culture and literature. His observations were recorded in a treatise entitled *Tārīkh al-Hind* (History of India), the work commissioned by his master. After exploring the Hindu faith, he wrote this monumental commentary on Indian philosophy and culture. Modern historians of today comments that, "His observations on Indian conditions, systems of knowledge, social norms, religion ... are probably the most incisive made by any visitor to India."

Another famous traveller, who visited India during 1271 CE, was Marco Polo from Venice. He explored the land routes from Europe to China. He travelled through Armenia, Persia, Afghanistan and Pamir Plateau to reach China through the Silk Route. After crossing Gobi Desert, he reached Kublai Khan's palace and stayed

in China for twenty years. On his way back home, he passed through Sumatra, Java, India and Ceylon. In his travel accounts Marco Polo describes the life and culture of the Orient apart from narrating a detailed description of the well-developed network of roads in China.

Ibn Batuta was yet another famous traveler who documented his travel experiences in India. This Moroccan traveler left his home in the year 1325 CE, when he was just 21 years of age. He travelled more than 75,000 miles (121,000 km) in the days when there were no proper transportation facilities. He was the only medieval traveler who visited the lands of every Muslim ruler of his time. His journeys include trips to North Africa, West Africa, Southern Europe, and Eastern Europe in the West, Middle East, South Asia, Central Asia, Southeast Asia, and China in the East and left interesting accounts of the places he visited.

Another great explorer was Vasco Da Gama. He was a native of Portugal. He was the first one to discover a sea-route to India. He started his voyage from Lisbon, the capital of Portugal, sailed round the Cape of Good Hope and reached Calicut, in May 1498 with four ships. After two year he reached back Lisbon. He led two more voyages to India one in 1502-09 and the last one being in 1524, the year in which he died at Cochin. The voyages of Vasco Da Gama to India are of great importance as it led to many more voyages by European powers through sea route.

Between the fourteenth and seventeenth centuries several European monks, travellers and adventurers came to India. Famous among them were the Franciscan Friar, John of Monte Corrino, the Portuguese traveller Alfonso D'Albuquerque among others. They wrote interesting stories about the fabulous wealth of India. However, limited transport and communication facilities, prevented many travellers to undertake adventurous tours in India.

The rule of Vijayanagar rulers in the Deccan witnessed an influx of travellers, who visited the courts of the different rulers. Abdur Razzak, Persian traveller was the earliest one to have visited the Vijaynagar empire. He was the ambassador of the Shahrukh of the Timurid Dynasty. His descriptions on the open markets of jems and jewels at Hampi, its architectural grandeur always excited the tourists to visit the place.

Nicolo De Conti (1419-1444) a Venetian explorer and writer was another foreigner who visited the city of Vijayanagar. Conti also travelled to Maliapur near Madras via Tungabhadra river. He gives an elaborate narrative of the Vijayanagar Empire.

Nikitin, the Russian merchant was yet another foreign traveller who visited the court of the Vijayanagar rulers. He was in India for more than two years traveling to different cities and getting acquainted with local residents. His notes were compiled in the form of a travelogue which gives accurate description of the nature of political organizations, traditions, lifestyle, and customs of Indians.

After the conquest of Goa in 1510 and its rise as the capital of the Portuguese Estado da India, several Portuguese travelers and traders visited the Vijayanagara Empire. Domingo Paes c. 1520-22 and Fernao Nuniz, a Portuguese horse-trader, written their accounts on India during the time of Vijayanagara rulers.

Apart from these above mentioned travellers there are others who visited Indian during different times. Among them we have an Englishman William Methwold, born in London in 1590 came to India in 1616 as a factor in the East India Company. Jean Baptist Tavernier a French national, and a dealer in diamonds and pearls loved travelling and travelled all over Europe and India. Monsieur.de Thevenot is yet another French traveller who after finishing his studies, left home at the age of nineteen and visited Italy. In his second voyage he visited Iran and India. The travelogues of these travellers inspired many others to visit particularly India.

3.2.9 Let Us Sum Up

In this Lesson, you have learnt the importance of Renaissance period in the history of travel and tourism. The spirit of enquiry induced during the time of Renaissance instilled the spirit of adventure among the youth. Renaissance travellers basically went to visit places for educational purpose. Queen Elizabeth encouraged youth to travel to countries like France, Italy, Austria, Germany and gain knowledge by providing scholarships. The aim of these tours was to help them to enter into government service after their return. The Elizabethan tourism was followed by the Grand Tour undertaken by the youth from aristocratic families. With a huge retinue, they travelled to different countries following a prescribed itinerary and spending

time to learn and enjoy their travel. The journey of Grand tourists was an arduous and risky activity.

This Lesson also highlighted the accounts of some ancient and medieval travellers and explorers whose dream land was India. India enticed travellers from different parts of the world from ancient times with its fabulous wealth, spices, knowledge and traditions.

3.2.10 Self- Assessment Questions

1. Explain how new geographical discoveries promoted travel?
2. Give an account of the religious travellers of the Renaissance period?
3. Explain the importance of the tour of Elizabethan travellers.
4. What is Grand Tour? Describe the itinerary of the Grand Tour.
5. List the important travellers of the medieval period.

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Lesson-3.3: Elements of Tourism

3.3.1: Objectives

3.3.2: Introduction

3.3.3: Basic Components of Tourism

3.3.4: Elements of Tourism Industry

3.3.5: Let us Sum up

3.3.6: Self-Assessment Questions

3.3.7: References

3.3.1. Learning Objectives

The main objectives of this Lesson are to

- Understand the significance of tourism system
- Learn about the basic components of tourism
- Know the various elements that are crucial in tourism industry

3.3.2. Introduction

The urge to travel from one place to another either in search of food or shelter was known to human beings since pre-historic times. Travel for the purpose of leisure is a modern phenomenon. People undertake travel to break away from the routine mundane life. After the emergence of mass tourism many destinations have come into existence. New concepts like eco-tourism, heritage tourism, green tourism, leisure tourism, business tourism etc., have developed attracting large number of tourists. Subsequently, tourism emerged as an industry and is interdependent on other components like the tourist, attractions, transport, accommodation and so on. All these components work in the system to attain a common goal. These are interconnected and interrelated. Every part in a system influences each other through its dynamic nature and at the same time also responds to the external influences as well. In tourism system elements like attraction, transport, accommodation and other facilities interact with each other and at the same time react to the external environments like the social, political, technological and ecological. In this Lesson, we shall study the basic component and elements of tourism that play a vital role in the tourism system.

3.3.3. Basic components of Tourism

The basic components of the tourism business consist of providers of transportation, accommodation and amenities. Tourism is a complex business that depends on the interrelationship between these components. Tourism follows systems approach in understanding this complex relationship between various participants in tourism activity. Let us see how these basic components are interrelated.

Interrelationship of Basic components:

Locals: The role of locals is important in tourism planning for two reasons. First they should enjoy the benefit of any economic activity for the ultimate impacts of tourism fall on the local environment. Second, opportunity should be given to the local for initiating development, for executing policy decisions and for managing tourism services in a sustainable way. Therefore, policy makers and managers first have to understand the local sentiment, possible impact of the proposed activity and suitability of the place as well as the host community for tourism planning.

Tourists: Tourists are an integral part of the tourism business at any tourist destination, as they are the ultimate consumers of services. Hence, the success of any tourist destination depends on well executed plan which requires comprehensive understanding about tourist motivations and factors influencing their choice of destination and selection of mode of travel. Tourism planners need to develop facilities, and amenities for organizing events, programmes and other activities in coordination with host communities.

Natural environment and resources: Natural resources are at the core of Tourism development. These are broadly classified into: a) Physiographic (nature and appearance of Landscape), b) Climate (Seasonality and weather condition), and c) People (Local residents and visitors).

Built environment: It is an environment that is created by the intervention of human beings for their own convenience. It plays an important role in the development of tourism. For instance, the culture which presents the way of life, or pattern of lifestyle of the host population depicts the process of interaction of the locals with their environs. Thus, each destination varies depending on cultural parameters such as food, language, costumes, customs, traditions, settlement patterns and livelihood practices.

Infrastructure: This is another important aspect of tourism. It comprises the basic structures and facilities necessary for tourism development. Infrastructure at tourist destination can be broadly categorized as: a) generic and b) touristic.

a) Generic infrastructures: These are used by the tourists at the destinations.

They include

- i) Transportation systems such as roads, highways, airports, railways, bus services, ferry and shipping services, and taxi services.
- ii) Public safety like law and order, fire and other emergency services.
- iii) Electricity supply systems.
- iv) Sanitation and drainage systems, such as sewage treatment plants, drainage, garbage pick-up arrangements and garbage dumping places.
- v) Water resources and supply system for domestic as well as industrial uses.
- vi) Natural gas delivery services.
- vii) Telecommunication systems like, Landline, Cellular, Cable services, etc.
- viii) Internet services like, Internet Service Providers, Broadband, Dial-Up connection systems.
- ix) Mail and freight systems – Government and Private providers of posts, courier freight packers and movers.
- x) Health care services – Hospitals, clinics, para medical services, community medicine services, laboratory, ambulance services etc.
- xi) Financial and Banking services – Banks and Insurance companies.

- xii) Administrative services – Legal and government departments.
- xiii) Academic and education system – schools, universities, institutions and libraries.

These generic civic amenities are primarily meant to meet the needs of the local population. But these facilities are also very useful for the tourists when they visit a tourist destination.

- b) Touristic infrastructure: These are specifically built to meet the basic needs of tourists. In the absence of these services tourism industry cannot develop at all.

Various facilities provided for tourists include:

- i) Hotels and other supplementary accommodation units.
- ii) Food and beverage units.
- iii) Tourist information office.
- iv) Other facilities depending upon the nature of destination, example, providing or supplying rafts to participate in water sports where the rivers are present.

Thus, touristic infrastructural facilities vary as per the nature and characteristic of the destination.

Technology: Tourism is one of the major users of technology for its various operations. The tourism sector has greatly benefitted from technological advancements made in the field of telecommunications or mass rapid transport system or aviation sector. The use of computer technology for booking rail / air tickets and hotel rooms or setting up of travel portals has become an integral part of tourism.

Information: It is another important element of tourism that has become popular recently. The success of a destination depends on the effective collecting, handling, managing and dissemination of information to tourists and suppliers of tourism services. Information pertaining to tourist destination may be classified as:

- (a) potential market, taste, and purchasing capacity of the customer
- (b) competitors in the market
- (c) customer satisfaction
- (d) the perception of destination, and
- (e) the perception of hosts.

These five types of information are required to prepare a database for the government and the private sector to enable them to take strategic decisions.

Governance: The government play a pivotal role in introducing good governance system to administer the functioning of the tourism industry as tourism falls under the economic, legal and political systems. The objective of good governance is to work with national and international organizations such as Association of South East Asian Nations (ASEAN) and Asia Pacific Economic Cooperation (APEC). At the international level such bilateral and multilateral understanding can directly and indirectly promotes tourism in the region.

Event Business: Another basic component of tourism is organizing event business. The event sector involves professional bodies that organize, promote and manage national and international events where a large number of people congregate at one place. For example, events like the Olympic Games, the Soccer world cup, the Cricket world cup, the Indian Premiere league and Wimbledon tennis are some of the national and international events that attract people from across the globe. Other national and international events of religious, social, political and trade interests also draw people from different parts of the world. Conducting such events require infrastructural facilities such as a Convention Centre, inter-city and intra-city transportation, star hotels, food and beverage services and convention planners.

These are the basic components of tourism industry that link service providers with tourists. Tourism operating sectors are important players that provide a critical link between specialized and general service providers.

3.3.4. Elements of Tourism Industry

The elements of tourism constitute the operating division of tourism industry. It consists of five A's that are crucial in tourism. These are attractions, accessibilities, accommodation, amenities and activities. These are responsible for making a tourist destination attractive and enrich the tourist's experience. Let us discuss these in detail.

a) Attractions:

In tourism activity, attractions form the vital component and element in drawing the tourist to a place. The success of tourist site depends not merely by the accessibility and accommodation at the place but also the attractions at the site. In fact, it is said that without attraction there is no tourism and tourists will not be motivated to visit those areas. In tourism, attractions form the first step of tourism supply chain. Attractions connect people and involve them in various tourist activities. Attractions are mainly of two types: (i) Nature based Attractions and (ii) Man-made attractions.

- ***Nature based Attractions:*** These are places bestowed with natural beauty. Geographical features like the climatic conditions of a place, mountains and hills, landscape, flora and fauna, water resources like rivers, lakes, seas and beaches, wild life sanctuaries, caves, safari, national parks, zoological parks, etc., come under natural attractions.
- ***Man-Made Attractions:*** The attractions that are made or developed by humans are called Man made attractions. For example, archaeological sites, cultural sites, monuments, historical buildings, churches, temples, Disney lands, leisure parks, museums.
- Events like exhibitions, trade fairs, festivals, sports events, casinos, discos club, festivals, music, etc. are also regarded as attractions, as these also fascinate large number of tourists. Therefore, the ultimate objective of the attraction is to offer excitement, experience and enjoyment to the tourist.

b) Accessibility: Accessibility is related to providing transportation facilities to tourist destinations. Transportation is another vital element of tourism system. It creates linkage between source and destination. The success of a tour primarily depends on comfortable, reliable and affordable transport services that are appropriate for the traveller. Attraction may be manmade or natural, but without accessibility tourists cannot reach a destination. Transportation therefore, is a crucial element that can immensely influence the growth and development of tourism industry.

Transportation is broadly divided into three types, viz., air, surface, and water. Each of these are inter-related to each other.

- **Surface Transportation:** It includes both roadways and railways and is constructed over land. It is the cheapest means of transport, compared to other modes of transportation. Other modes of surface transportation includes pedestrian travel, walking, bicycling and horse / mule / pony riding. These form an important mode of transportation in hilly regions and in no pollution zones and nature parks.

Transport can also be an attraction. For example, tourist trains like Palace on Wheels, Maharajas Express, Deccan Odyssey, and Royal Rajasthan on wheels, etc., introduced by IRCTC, provide royal experience to the tourists.

- **Air Transportation:** Among all types of transport, air transportation is the most expensive and quickest means of transportation. It is mainly advantageous for travelling long distance destinations. It helps people to traverse through high mountains also.
- **Water Transportation:** Water Transportation is one of the oldest modes of transportation. It's importance for travel was realized in the 19th century after the innovations made in shipping technology. Water transport includes inland water transport navigating in inland water bodies such as rivers, lakes and backwaters, and maritime transportation including cruises, ships and ferries.

(c) Accommodation: Accommodation is another crucial element in a tourist destination. A tourist primary choice of a destination depends on the availability of an accommodation that would suit his/her needs. Accommodation includes provision of food and lodging facilities to different types of guest. A comfortable accommodation with all modern facilities and good quality of services to the guest will draw more number of tourists to a destination.

There are two types of accommodations viz., (i) Serviced Accommodation and (ii) Self-Catering or Supplementary Accommodation.

(i) Serviced Accommodation: Services delivered by the hotels like star category hotels, heritage hotels, motels, resorts, guest houses, home stays, lodges, etc. are referred to as serviced accommodation. These hotels provide lodging and food to the

guest. Payment in this category of accommodation is made in advance for booking a room and payment for other services like food, laundry, etc., are done generally at the time of vacating the room.

(ii) Self-Catering or Supplementary Accommodation: Youth Hostel, Dharamshalas, Tourist holiday villages, etc., are the best examples of self-catering or supplementary accommodation. These offer only accommodation, and not the services of hotel. However, sometimes food is provided on payment of cash every day. Payment for this type of accommodation is done on daily basis.

Sometimes, accommodation like the heritage hotels are offered as tourist attractions. These hotels were once the grand palaces of the royalty. As these palaces are no longer being used for residential purposes, they are converted into Heritage hotels. Tourists visit these hotels for their unique architectural features, quality and ambience keeping with traditional way of the life. For example, heritage hotels like the Palace Hotel Chail, Umaid Bhawan Palace, Jodhpur are some examples of heritage hotels. These types of accommodations which are found at several places throughout the world along with maintaining distinct architectural ambience also provide all other facilities of a modern hotel.

(d) Amenities: Amenities are other important element/components of tourism. These services are usually required to facilitate the unhindered and comfortable travel by the tourist. Amenities generally include infrastructure facilities like roads, sewage system, power grids, phone lines etc. It also includes other facilities like police station, ATMs, Forex booths, hospitals, etc. Though these facilities were developed for the local residents, even the tourists utilised them during their stay at a destination. These amenities are generally called as “Resident Oriented Products” in tourism terminology.

Amenities are provided as complementary to the attraction. These include facilities like offering visa, flight ticket, train ticket and various other extra services and high quality facilities that are needed to the guest while travelling to different destinations and also required at the tourist destination or centre.

Amenities are essentially of two types:

- i. **Natural Amenities:** These include sea-bathing, fishing, trekking, climbing, watching sun rise, etc.
- ii. **Man-made facilities:** These include a variety of entertainment facilities that are supplied to the tourists. Requirements for dance, music, drama, cinema, swimming pool, fairs and festivals, and Internet facilities, providing shelter from sunshine with palm and coconut trees on the coasts, providing good bathing conditions, cruising etc. attracts good number of tourists.

e) Activities: These form another important element of tourism. Often attractions are accompanied by various activities that provide entertainment and recreation to the tourist. It enhances tourist enjoyment. For example, boating on a lake in Kashmir, cruise facilities in Goa, guided tours at historical monuments, light and sound shows in Khajarah, mountaineering and skiing in the slopes of Himalayas, white water river rafting in the Ganges river, fishing in Manalsu river, paragliding in Bir, Trek in Hamta pass, etc., are some interesting activities that attract the youth.

3.3.5 Let Us Sum Up

In this Lesson, we have discussed the basic components of tourism. These are essential for the tourist as they provide security and safety to their journey and at the same time make their travel a memorable one. Tourism is undoubtedly interdependent on various elements. Without the provision of these elements' tourism cannot take place. These elements are based on five A's namely attractions, accessibility, accommodation, amenities and activities. These elements are crucial in the sustainable development of tourism. Only if the tourist is satisfied with all these elements and components that there will be growth and expansion of tourism in a destination.

3.4.6 Self Assessment Questions

1. What is a tourism system?
2. Describe the role of infrastructure and technology in tourism development.
3. What are the elements of tourism? Explain.
4. Mention the importance of accessibility and accommodation in tourism system.

5. What is meant by 'Resident Oriented Products'? How are they useful to the tourists?

3.4.7 References

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Lesson-3.4: Encouragement of Domestic Tourists and Emergence of Modern Mass Tourism

3.4.1: Objectives

3.4.2: Introduction

3.4.3: Factors for Emergence of domestic tourism

3.4.3.1: Industrial Revolution

3.4.3.2: Paid Holiday

3.4.3.3: Introduction of Rail Transport

3.4.3.4: Innovations in Sea Transport

3.4.4: Tourism between the World Wars

3.4.5: Emergence of Modern Mass Tourism

3.4.5.1: Modern Means of Transport Systems

3.4.5.2: Economic factors

3.4.5.3: Social factors

3.4.5.4: Technological factors

3.4.5.5: Package Tours

3.4.6: Let us Sum up

3.4.7: Self-Assessment Questions

3.4.8: References

3.4.1. Learning Objectives

The main objectives of this Lesson are to

- Discuss the emergence of domestic tourism
- Analyse the factors responsible for the growth of domestic tourism
- Understand the concept of mass tourism or group tourism
- Learn about the causes responsible for the emergence of mass tourism

3.4.2 Introduction

In the previous lessons, we have discussed the evolution of travel and tourism since ancient times. Before Industrial Revolution, the purpose of travel was mainly to seek knowledge, pilgrimage or for trade and commerce. Further, only the rich and aristocratic sections of the society used to travel. With the Industrial Revolution and the technological changes thereafter, in the nineteenth century, the purpose of travel has changed from knowledge seeking and pilgrimage to that of pleasure seeking,

leisure and recreation. The second half of the nineteenth century witnessed the development of industrialized societies in Western Europe and North America. The desire to escape from the long hours of work and granting of paid holidays by the management encouraged the work force to undertake travel. This led to the emergence of the new concept of modern tourism. An important feature tourism during this period was the emergence of mass movement with the middle class sections showing interest to travel. The innovations in the transportation sector and the changing attitudes of people contributed for evolution of domestic tourism. In this Lesson, let us examine the various factors responsible for the emergence of domestic tourism as well as mass tourism.

3.4.3 Factors for the Emergence of Domestic Tourism

Domestic tourism can be defined as a form of tourism that involves tourists travelling within their own country or region. Domestic tourism is in fact, the earliest form of tourism that was practiced since ancient times in every country or region of the world. The earliest form of domestic tourism was visiting friends and relatives, which established strong bondage among the people. The second form is the religious tourism which has a long history of domestic tourism. In the absence of the modern means of transport in ancient times, most of the travel may be regarded as domestic tourism. From the beginning of Industrial Revolution in the late eighteenth century, domestic tourism received a new impetus of growth and development. It remains as the leading form of tourism even till today contributing to the regional economic growth. Domestic tourism in most countries is supported by the middle-classes whose rise is attributed to Industrial Revolution. Let us now examine some of the factors that contributed for the growth of domestic tourism.

3.4.3.1 Industrial Revolution

The notion of modern domestic tourism came into being with the beginning of Industrial Revolution in Europe. Industrial Revolution is one of the key factors for the growth of tourism. As the name suggests, Industrial Revolution is an economic revolution which began in England in the latter half of the 18th century. It brought several changes in the political, social and economic milieu of the society in England.

It led to the rise of new factory system and industrialized societies. It also brought revolutionary changes in the transport and communication systems.

Uncertainties in agrarian economy made the rural population attracted to the new developments in the cities and towns. The rural people migrated to cities and towns to be employed in the new industries. Consequently, the Industrial Revolution created two new classes. The industrial bourgeoisie or those who owned the factories and the proletariat or those who worked in the factories. The working class emerged as a new middle class with an increase in their individual incomes.

Four reasons were responsible for the middle class workers to travel.

1. Their urge to escape from the gruesome conditions due to overcrowding and unhygienic conditions created in the cities.
2. The launching of new industrial machinery improved production. This ensured adequate leisure time for the workers.
3. Introduction of Annual and paid holidays encouraged people to undertake travel.
4. Technological developments in the transportation system made available rail transport and steam ships. This made travel more quicker and accessible to all.

The Industrial Revolution created two types of tourists. 1. The wealthy bourgeoisie and 2. The Middle class workers. While the wealthy people preferred the health resorts and spas, the working classes preferred to travel to countryside or seashore for holidays. The early Roman baths now turned into spas.

The word 'Spa' comes from the name of a town in Belgium that was famous for its mineral springs. Some popular spas like Bath (England), Baden-Baden (Germany), Lucca (Italy) Saratoga Springs in North America attracted wealthy people for health and wellness. The rich explored the Spas for exclusivity. Later, spas were also opened for the growing middle class tourists, especially on the seaside. This increased pleasure and leisure tourism. During the nineteenth century pleasure zones were founded little far away from cities and towns. The French Riviera with Nice, Cannes and Monte Carlo were some of the examples of pleasure zones. Thus, the purpose of travel undertaken mainly to seek knowledge, pilgrimage or trade and commerce by the affluent and aristocratic sections in the pre Industrial Revolution

era, has now changed to travel for the purpose of pleasure and leisure by the new middle class sections of the Industrial Revolution.

3.4.3.2 Paid Holiday

The concept of annual holiday was introduced in the eighteenth century Europe. It was an important milestone in the history of tourism as it encouraged people to travel in huge numbers. Annual holiday was the precursor to paid holiday. The term 'holiday' is derived from "holy days" which are linked with religion. In Europe, certain days were declared as holidays, which commemorated religious festivals and saints' days. On these days, people stopped working.

The concept of annual 'Paid Holiday' is the outcome of the Industrial Revolution. It was first instituted by George Westinghouse during the end of the nineteenth century. He rightly believed that the idea of paid leave increases worker's efficiency. Following his idea, few industries in some western countries provided paid holidays to their workers. It provided scope more leisure time and money for the people, to realize their travel dreams. This increased the demand for tourism.

The first country to introduce paid holidays was Britain. Subsequently, other countries like France and North America also launched this concept. The introduction of annual paid holiday greatly influenced the growth of mass tourism. Another important factor for growth of mass tourism was the formation of labour unions worldwide. The Unions played a key role in enhancing the salaries of the workers, reduced the working hours and provided paid vacation for the workers. Influenced by the Labour Unions, countries like Soviet Union and Eastern European countries sponsored travel for their citizens. The government of United Kingdom even introduced Holidays Pay Act in 1938, to encourage travel. All these developments concerning paid holiday increased modern mass tourism.

International Labour Organization (ILO) adopted the first Convention to support paid holidays and in turn tourism. In this Convention fourteen countries from Europe enacted general legislation on paid holidays. Soon afterwards, there was an exponential rise in tourism. Paid holidays are now introduced all over the world with a minimum duration of one or three weeks. In this regard, the employers in most countries made agreements with their workers. It has been realised by the factory

owners that paid holidays did not lead to low industrial production but enhanced the productivity.

3.4.3.3 Introduction of Rail Transport

The introduction of railways in the nineteenth century was yet another crucial landmark in travel history. The first organized rail travel happened in 1841 when Thomas Cook, a Baptist preacher of Derbyshire engaged a special train for his friends to attend the quarterly delegate meeting of Temperance Society. This idea was welcomed by his friends and gradually, the number of passengers grew. Cook entered into an agreement with the Railways and made the journey of the passengers at a specially reduced fare. This venture was followed by various excursions to places of natural beauty.

The success story of the Liverpool and Manchester railway encouraged many other countries in Europe to establish railway lines. In Europe, countries like France, Austria and Switzerland took initiative in this regard, and laid railway tracks in their regions. Across the Atlantic, America encouraged railways and took steps to lay the tracks. These revolutionary changes in transport technology brought by railways greatly expanded European tourism.

An American named G. M Pullman introduced first –class rail travel in the early 1870s. This made long distance rail journey more luxurious and comfortable. He even developed the Pullman coaches which are equipped with luxury furnishing and dining facilities. The introduction of railways not only increased greatly the opportunities for travel, but also showed a way by which the city people escaped the rigours of city life. Thus the railways may be viewed as the most dominant motives of mass domestic travel in nineteenth and early twentieth centuries and continues to carry even now millions of passengers.

3.4.3.4 Innovations in Water Transport

Like the railways, shipping industry also made substantial contributions to travel during the nineteenth century. While railways were responsible for inland travel especially in Europe, the steamships crossed the frontiers and developed international travel. America of the New World, was regarded as a land with great

prospects. Many Europeans, particularly the English and the Germans along with others immigrated to America. Many others travelled to see the New World. Subsequently, the American shipping industries built large number of sailing ships, which were more superior to those built in Europe.

The opening of Suez Canal in 1869 was another important landmark event which stimulated travel. It reduced the travel time between the West and the East. Steamship carriages were introduced for better travel along this way. Chartered ships for cruising was first used from the mid-nineteenth century. With the expansion of international tourism, the use of ferry boats by tourist on short sea crossing increased. However, sea transport was not the favourite for majority, hence does not seem to have great demand. In recent years, to attract more tourists, holiday sea cruises especially in the Mediterranean and the Caribbean and also in South-East Asia were introduced.

3.4.4 TOURISM BETWEEN THE WORLD WARS

The First World War, caused a temporary halt for tourism in Europe as well as in the rest of the world. But soon after the War, tourism activity resumed with more vigour. The War brought many changes. It witnessed the emergence of a new North American affluent sections who searched for recreation and entertainment centres in Europe. Naval ships used for were converted into modern ocean liners. International barriers were broken fostering peaceful internationalism. Tourism was further boosted with the popularity of automobile travel. It gave rise to the concept of auto courts or motor courts which were later named as motor hotels or motels. The decade of 1930s also witnessed the growth of labour unions worldwide. The labour unions helped to fight for the reduced number of working hours per week, enhancement in income and provision of paid vacation. Many countries in Europe encouraged tourism by granting paid holidays for their citizens to travel far off regions. Ships and trains were used to carry tourist by the organizers of tourism.

The outbreak of the Second World War in 1939 again paused tourism activity for a brief period. The end of Second World War brought many changes particularly in the transportation sector. Air transport was for the first time was introduced as tourism transport. This has made overseas travel across the regions easier, faster and

safer. New mass destinations have come up in countries like Spain, Greece, Bermuda, Cuba, Hawaii, etc. attracting new sections of tourists.

The growth in tourism was also due to the rise in the living standards of the working and the middle classes in America and in certain European countries. Soon after the Second World War, the new class of middle-class tourists began to travel to new destinations which were not known earlier. Thus, the early traveller had progressed from the scholar and pilgrim tourist of the past to the pleasure seekers of today. With the prevalence of peace and prosperity after the War, increased number of paid holidays and governments' support for the promotion of tourism, the decades between 1960's and 1980's witnessed a phenomenal growth in tourist movements. This gave rise to a concept called 'Mass tourism'.

3.4.5 Emergence of Modern Mass Tourism

Mass tourism is an offspring of industrialization and democracy of the 19th and 20th centuries. It forms an important aspect of tourism industry. Mass tourism as its very name suggests, involves movement of 'masses'. Auliana Poon (1993), refers to mass tourism as "the movement of a large number of organised tourists to popular holiday destinations for recreational purposes. It is a phenomenon which is characterised by the use of standardised package products and mass consumption".

The twentieth century made mass tourism a major worldwide industry. Mass tourism was facilitated by the rise of the middle class in Europe along with technological, political and social events and organised packaged tourism. This period saw the mass movement of tourists from their place of residence to another country every year for temporary stay lasting for a few days or a week. This mass movement of tourists was predominant in Europe and America. The necessary elements of travel like time, money and motivation provided thrust for the progress of mass tourism in modern times.

There are many factors that contributed for the growth of mass tourism. The invention of the motor car in Europe and USA along with the technological developments in rail transport and the construction of networks of highways, in the beginning of the 19th and early 20th centuries immensely increased domestic tourism. After World War II, there was rapid increase in both domestic and international

tourism. This was encouraged by the development of speedy transport and communication systems in European countries and USA. Apart from these there were other factors such as prosperity, and higher standards of living that lead to increased leisure, improved education, introduction of paid holidays which benefitted a large number of people are responsible for growth of mass tourism in the world. Let us now discuss in detail the factors for the emergence of modern mass tourism.

3.4.5.1 Modern Means of Transport Systems

Industrial Revolution has already developed the Railways and Waterways that were used largely to promote domestic and international tourism. The expansion of Mass tourism can be attributed to the development of road and air transport which form the major factors. Transport is the precondition for travel. Studies revealed that holiday makers travelling away from home to foreign countries spend major portion of their money on transport. This shows the significance of transport for the development of tourism.

Road Transport: Till the beginning of the twentieth century, people travelled to long distance completely by rail and steamship. With the invention of car and coaches, shape of tourism industry changed. In both USA and UK, passenger rail traffic was reduced after the entry of road transport. The motor car emerged as an alternative means of transport for travelling both short and medium range distances. Long journey by motor coaches became possible after the development of network of international highway systems.

After the end of the Second World War, there was a great increase in the number of motor coaches. The holiday makers travelling by road increased tremendously. The development of good motor coaches and road services were important factors in the development of both domestic and international tourism. Germans pioneered the development of motorways with their autobahns. Improvements in road transport facilities stimulated travel in many European countries such as France, Spain and Germany. Many countries of the world, built new and faster roads, highways and expressways. This facilitated the movement of traffic by road faster and comfortable.

Motor car had provided the actual mobility. Speed is yet another important factor that encouraged more number of tourists to travel. It economises on time enabling people to travel for long distances in short span of time. The gradual spread of the network of roads opened up many new and remote areas, which were hitherto not accessible.

After post World War II, road transport made striking advances. Immediately after 1950's there were rapid developments in transport sector. The car ownerships increased. The motor coaches and cars were used for tourism purpose. A great majority people in Europe, USA and Canada travelled by above modes of transport.

Another significant development was motorail, which carried cars and coaches to long distances by train. This facility allows holidaymakers to use their own motor cars in holiday destinations.

Air Transport: Air transport is a key factor in the growth of international tourism. It facilitates long distance intercontinental travel. After the Second World War, air transport witnessed a phenomenal growth. Air transport for the masses has essentially been a post-War phenomenon. In Europe, soon after the First World War, commercial airlines services were inaugurated. These services were extended to many other countries including India. However, the end of World War II brought several changes in international air travel. With the elimination of wartime restrictions on international travel, the new aircraft transport, because of its speed, safety and comfort had instilled the desire for travel among the people, who have been waiting eagerly for travel. The post-War period witnessed the development of “package holiday”, which was developed by airlines for promoting global tourism.

Advent of Jet Travel: The introduction of Jet travel in 1958 was one of the most important event in the history of travel and tourism. Features like speed, comfort and efficiency of jet air transport, there was a phenomenal growth in mass travel. Consequently, air travel from 1960's grew tremendously. The most significant development during this period was “the development inclusive tours in which travellers are carried by charter flights”. Even till today, airlines continue to play an important role in the progress of transnational tourism.

“Transport”, thus “is the single key factor which has largely been responsible for the spurt in tourism, especially modern mass tourism”. Early travel in the nineteenth century was dominated by the railway and steamship. World War I witnessed the development of motor and air transport and in the years, which preceded the War, private car and coach travel made much progress. However, the years between the two world wars mainly witnessed the significant development of the private motor car and also of the bus and coach travel. Post-World War II period saw the great development of civil aviation. It was the aeroplane that was responsible for the growth of international tourism.

3.4.5.2 Economic Factors

The basic causes for the rapid growth in the demand for tourism particularly in the developed countries are economic, social and technological factors.

The economic factors like rising per capita incomes, higher purchasing power due to an increase in incomes made tourism accessible to a great number of people, who can now afford an annual holiday. For the wealthy people of the society, “recreation homes” like seaside flat lets, country side cottages, caravans, cruising boats etc., were established. These were viewed as symbols of status and fashion.

The launching of motor car is another important economic factor for increased mobility of tourists. Ownership of private motor cars in Europe and North America grew tremendously resulting in more travel, including travel for the purpose of tourism.

3.4.5.3 Social Factors

The social factors like the changed attitudes towards travel and leisure are also responsible for increasing the tourism activity. The entire perception of pleasure travel has transformed drastically. Foreign travel during pre-War days was confined to the more affluent sections. They travelled to enjoy the scenery and works of arts and theatre in foreign places. However, the present tourists who come from different social backgrounds have different notions about travel and tourism. His leisure time is much more restricted and accordingly he desires to include as many places as possible in the tour itinerary.

“Democratization” of holiday recreations is yet another aspect of growth in mass tourism. Earlier, winter sports, such as riding, boating, yachting, surf riding, shooting, etc., were limited only to richer sections of the society. Some of these are now offered to even a low-budget tourist who are interested in these activities. A lot of people are now visiting foreign countries to participate in more exciting and adventurous activities like mountaineering, water skiing, trekking, underwater swimming, etc.

3.4.5.4 Technological Factors

The impact of modern transport technology, particularly in the arena of aviation, has given a new definition to tourism. Travel to even remote destinations has now become a reality. The last twenty years witnessed a remarkable growth in the long distance journeys undertaken by tourists. The technological developments in transport industry simplified travel to distant places. Millions of people now prefer to travel to faraway destinations within matter of few hours. The gradual evolution of charter and schedule air travel also has contributed for an impressive growth in travel and tourism.

3.4.5.5 Package Tour

The newer marketing style of organizing a tour is a ‘package tour’. A Package tour is defined as “a holiday organized by a travel agent, with arrangements for transport, accommodation, sightseeing, tours, etc., made at an inclusive price”. It is a major contributing factor to the growth of tourism. Travel agents play a crucial role in marketing package tours. They prepare an itinerary for organized holiday trips with all arrangements and sell to the prospective buyers. These type of package tours are gaining more popularity as these are offered comparatively at a much lower price than the cost of the trip if arranged by the self.

In this tour, the travel agent or tour operator brings large number of tourist together at one place. This is also called as “Group Tourism”. With the opening up of new travel destinations, particularly in developing countries and the creation of modern facilities to accommodate large number of people, group tourism is now seen as an important feature of tourism industry.

3.4.6 Let Us Sum Up

In this Lesson, you have learnt the emergence of modern mass tourism which had its genesis in the age of Industrial Revolution. Many factors have contributed for the growth of tourism during this period. The Industrial Revolution resulted in the increased productivity. It provided workers with sufficient free time and wages. Further, growing desire to escape from the routine work and the craving for comforts and enjoyment, adventure have contributed for the growth of tourism. Emergence of new transportation systems in the form of railways and steam engines and resorts and spas inspired the new middle-class people to undertake travel. Destinations that had until then attracted only the wealthy sections now started drawing the middle-class tourists also. The introduction of “annual holiday” and “paid holiday” in most of the countries also encouraged domestic tourists to travel.

With the end of World War II and the establishment of peace in the world, many developing countries introduced new adventurous places for tourism. The introduction of motor cars and airways became responsible for growth of modern mass tourism. Package tours inclusive of the transport, accommodation, sightseeing etc., has become the norm of the present day as it is less cumbersome and more economical for the tourist.

3.4.7 Self-Assessment Questions

1. Define domestic tourism?
2. What is a Paid Holiday?
3. What is a Packaged Tour?
4. Explain how Industrial Revolution was responsible for the growth of modern mass tourism?
5. What is Mass Tourism?

3.4.8 References

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UNIT - IV

LESSON 4.1: Dynamics of Tourism

- 4.1: Objectives
- 4.2: Introduction
- 4.3: Tourism and Economic Development: Focus on the developed and developing countries
- 4.4: Natural and Cultural Environment in the context of the growth of tourism
- 4.5: Decentralization -A tourism policy imperative
- 4.6: The Hague Resolutions
- 4.7: Tourism Legislation protection of Sites
- 4.8: Facilitation of Tourism and Travel Security
- 4.9: Let Us Sum Up
- 4.10: Self-Assessment Questions
- 4.11: References

4.1. Learning Objectives

After reading this unit, you will be able to understand

- meaning of economic development
- linkages between tourism and economic development
- tourism impacts on economic development in developed and developing countries
- tourism growth and its impact on the natural and cultural Environment
- decentralization of tourism policy and its impacts
- the Hague Resolutions and their impacts
- tourism legislations and control of unlawful tourism activities
- facilitation of tourism development
- importance of travel security and protection sites.

4.2. Introduction

Tourism is an economic activity that changes the quality of life of local people around tourism destinations. There is a close relationship between the promotion of tourism and economic development. With the transfer of income from

tourist-generating region to destination through tourist expenditures at various stages to meet the travel needs, tourism destinations get direct economic benefits in terms of generation of income and employment.

Tourism is developed for showcasing rich natural and cultural treasures for tourists to learn, experience, and enjoy the warmth and beauty of tourist destinations. On the other hand, governments get direct and indirect tax revenue through multiplier effects. The tax collected through tourist expenditures gets utilized for local area development. Notably, developed countries are far ahead in taking advantage of their tourism resources than developing countries due to their world-class infrastructure, communication network, higher service quality, institutional support, tourist-friendly system, hospitable local community, disaster preparedness, safety, and security measures, etc.

On the contrary, though they have amazing tourism products or attractions to hold tourists for a longer duration, developing countries fail to utilize their vast tourism assets to address many socio-economic issues. That is not becoming possible for lack of investment in tourism since there are other priority sectors of the governments to attend to and care for the promotion and development of sustainable tourism. Thus, simplifying the tourism development process can facilitate more investment in the tourism sector, and therefore, different policies and programmes are framed to regulate sustainable tourism development.

Tourism development causes harm and hazards to the ecology and Environment when tourist footfalls reach beyond the threshold points. Laws have been enacted at the international, national, and local levels to safeguard nature, culture, and people from the negative impacts of mass tourism. In this regard, developed countries are now putting checks and balances on tourism development as mass tourism is becoming a threat to the sustainability of natural and cultural resources. Similarly, developing countries committed to tourism development as a medium of economic growth are making a planned approach to reducing tourism's negative impacts.

4.3. Tourism and Economic Development

Tourism development has gained worldwide recognition as a reliable source of economic growth, impacting the increase in production of agriculture, horticulture, dairy, poultry, energy production, first moving consumer goods, etc. The United Nations World Tourism Organisation (UNWTO) promotes Sustainable Tourism And Elimination Poverty (STEP) that programme is directly linked with tourism being a form of economic development to eradicate poverty. Tourism is a thrust sector in developing and developed countries. That is a revenue spinner for advanced and emerging countries. Turner and Freiermuth (2016) found and endorsed tourism as a strong pillar for sustainable development for both developed and emerging economies. It offers various cultural, social, technological, experiential, and natural products for leisure and business. In this connection, the World Travel and Tourism Council (WTTC, 2021) found Travel and Tourism a vital role in the creation of jobs, both including its direct, indirect, and induced impacts. However, it is estimated that 1 in 4 jobs is created worldwide in tourism. About 334 million or 10.6% of all jobs accounted for USD 9.2 trillion, 10.4% of global GDP. As per the estimate of WTTC, International Visitor Spending amounted to 6.8% of total exports and 27.4% of global services exports, thereby contributing to USD 1.7 trillion in 2019. That is the strength of tourism that takes part in the international trade. Tourism impacts the growth of a generation of tax revenue, job opportunities, gross income, and mass production. However, this development happens at the cost of ecology and the Environment. There are negative impacts on the ecosystem in which tourism destination primarily functions.

Tourism is an emerging contributor to economic growth and development. That primarily brings in multiple economic values and benefits. Secondly, this helps build brand value, image, and identification of tourism destinations in the region/country (Khalil et al. 2007). Tourism is a dynamic engine for national and regional development, thus activating various economic activities vertically and horizontally. Tourism generates foreign exchange earnings, employment, and improved infrastructure and creates a better quality of life for the host community. Tourist expenditures add sales, profits, salaries, tax revenue, and exports. These factors contribute to economic growth (FaladeObalade and Dubey 2014). Significantly, tourist expenditures directly affect hotels, restaurants, transportation, entertainment, and shopping.

Tourism makes direct, indirect, and induced impacts on local economies. That may be called multiplier effects on local economic structure linked in the down and upward stream in the economic system. The more the linkages, the greater the economic activities in terms of increase in purchasing power of the local population. In the case of direct impacts, tourism expenditures positively contribute to the growth of Gross Domestic Product (GDP) through backward and forward activities of hotels & restaurants, airlines travel agents and tour operators. Very interestingly, the indirect impacts of tourism include capital investment in tourism to create infrastructure and superstructure and government spending as a part of fiscal measures comprising support of the primary service providers. The supply chain affects when the channel is linked to purchasing raw materials for final products and services. Lastly, induced effects of tourism revenue or tourist expenditures silently and passively trigger local economics.

Tourism is a social, economic, cultural, ecological, and environmental phenomenon. The host country's deliberate interest is to push tourism development for considerable economic gains to eradicate unemployment and poverty. Tourism is also given impetus for its role to foster national integration, international understanding, and universal brotherhood. Tourism is essential for taking the State of economic conditions to a higher level. So that local community members can genuinely realize the fruits of development and feel wholeheartedly contribute to preserving the natural and cultural resources of tourism destinations. Economic Development is a process of ensuring a sustained increase in quality of life and opening opportunities for utilizing innovative ideas and talents.

The development aims to reduce unwanted transaction costs, corruption, nepotism, etc. It opens much scope for people to show their creative talents. At the same time, economic development looks at lowered transaction costs and the utilization of native capabilities toward the responsible and sustainable production and distribution of goods and services. Thus, tourism allows people to do a holiday and get energized positively during the holiday break. That is an essential medium for changing perspectives of understanding the thoughts and emotions of people and their perceptions towards other people in the world. Finally, they can be positive to contribute to economic development. It is the economic status that generates domestic, inbound, and outbound tourists. For example, India made travel

restrictions for Indian nationals to undertake foreign travel before 1995 and lifted the restrictions after economic conditions in terms of higher per capita income and disposable income were improved after the liberalization of the economy in 1992.

Similarly, India receives the highest number of inbound tourists from developed countries like the USA, Canada, UK, Japan, France, Germany, Spain, Italy, Belgium, Russia, Australia, etc. The nationals of these countries can spend holidays from their sizeable disposable income. As such, these developed countries do not impose any restrictions on foreign travel. The number of economic leakages through foreign travel undertaken by the nationals would be too little to report for the country to be worried about taking note of it. All developed countries promote outbound, domestic, or inbound travel to increase diplomatic relationships between/among countries.

The nature of tourism goes beyond the political, economic, geographical, social, and cultural boundaries of a country, region, or locality. So also, the tourism industry is linked with the hospitality, transport, entertainment, and event industry directly. All these sectors are close interconnected and integrated to help each other deliver complete tourism services mutually. The tourism business is run with the support of a well-established network, holding each service provider in a chain of linkages.

Objectives of Tourism Development

Tourism development can make use of natural and cultural endowments for productive purposes. That is a development model selected or chosen by both developed and developing countries to take the country to a higher level. As a result, there will be no unemployment, poverty, misery, gender bias, literacy, pandemic, malnourishment, malnutrition, child labor or exploitation, and prostitution. Thus, this form of development seriously looks at these issues to address by increasing the tourism ecosystem with which development will not be haphazard. Indeed, there is a fear of negative tourism impacts when the system does not cope with the demand of tourists. Tourism demand is diverse and substantially correct; a country can get maximum benefits from tourism when tourism receives all kinds of support from the

governments. There are economic, socio-cultural, diplomatic, and environmental objectives.

Economic Objectives

Tourism is one of the fast-growing industries by leaving many industries behind. One of the key objectives of tourism is to boost economic development by generating foreign exchange through inbound and circulation of income through domestic tourism. Many small island countries have made significant strides in tourism development by focusing on inbound tourism, and populous countries promote domestic and inbound tourism for economic multiplier effects. Currently, tourism development is led, driven, implemented and monitored by private players. The governments have a minimal role in providing infrastructure and communication. In economic terms, the tourism industry can have three key objectives

It boosts and vibrates economies at the primary, secondary, and tertiary levels to infuse investment. Changes are noticed at the macro and micro levels after tourism development.

It offers jobs and career prospects to the skilled, unskilled, and semi-skilled workers in the destination region. Many startups and own ventures in a small or big way get assisted in supporting tourism service providers. For example, a local vendor can provide a hotel or resort linen service.

It stimulates development by infusing investment into the economic system. Investments are made in building hotels, resorts, airports, seaports, amusement parks, airlines, railways, ground transport, restaurants, etc. Many small, medium and large enterprises invest in tourism with the support from financial institutions to provide different kinds of services to the tourists. That is how tourism can create entrepreneurial ventures by motivating local youths.

Other economic objectives of tourism include

The explicit objective of tourism development is to create direct and indirect employment at tourism destinations located in the city, urban, semi-urban, rural, semi-rural, and remote areas. Recently, tourism demands quality human resources for quality tourism for which skill training is provided to the lower and middle level

of management and leadership programme for competency enhancement is conducted for higher-level management members. Tourism is a powerful generator of employment at all levels, and there are more indirect employments in tourism than direct employment. Thus tourism multiplier effects are evident at tourism destinations in improving the quality of life of people at all geographical locations.

Tourism helps in adjusting the balance of payments deficit through revenue generated through expenditures of inbound tourists and foreign direct investment in creating infrastructure. That is a crucial objective of increasing foreign currency earnings through inbound tourism as focused on the policy, planning, and programmes of developed and developing countries. Many developing countries find tourism a savior of maintaining foreign exchange reserves to meet exigencies. Thus tourism earns a massive amount of foreign currency directly without making exports physically from the country. Tourism is otherwise called an export-oriented industry or invisible export industry.

Tourism is manifested with a typical character of working towards customer satisfaction and delight. Even tourism aims to send tourists with a WOW experience for increasing repeat visits or new visits through recommendations. A tourism destination can open a wide array of spending opportunities for tourists to satisfy holiday needs and demands. Usually, tourists become spendthrift or frugal when they undertake travel for holidaying or vacationing at their desired places for three reasons. One is to make the trip memorable with the experience of trekking, mountaineering, skiing, canoeing, scuba diving, ballooning, bird watching, and jungle safari. The other is to show and share travel experiences with others as pride or prestige, and the last is to make travel a hobby for taking photographs of places of tourist importance. Thus, primary and secondary service providers must understand various needs and expectations of tourists and provide services directly or indirectly to tourists in a more professional manner. In this connection, service providers make all options open for tourists/guests to experience for which tourists would feel happy and conformable in spending for activities or services. For example, Swosti Chilika Resort, Barkul, Odisha, offers water sports and boating activities for an adventure experience. The hotel makes revenue out of creating additional services apart from primary services like room, food, laundry, bar, etc. Thus, increasing visitor numbers and spending within the local economy is essential for tourism development.

The tourism industry largely depends on professionally managed vendors or operators to offer services at the destination. Hoteliers, resort operators, lodging operators, restaurant operators, caterers, shopkeepers, tour operators, travel agents, transports, event organizers, meeting planners, conference organizers, etc., at the destinations provide room, food, travel services, and shopping experience. Thus, all these vendors can generate more revenue for a particular economic system when managed and run professionally and commercially. It is only a commercially viable business firm to provide stable and competitive services focusing on customer care and loyalty. Thus, increasing income/revenue for commercial operators through the increasing number of tourist arrivals is the objective of tourism development.

Tourism is a crucial driver of propelling economic development at all levels. Tourism acts as a significant contributor to increasing Gross Domestic Product (GDP) growth through huge tourist expenditures. All factors of production can get fully employed to produce outputs to meet additional demands of tourism at all geographical locations. For example, the Government of India launched Rural Tourism and Ecotourism Project in India as a product diversification strategy to increase tourist demands for rural art and culture and natural scenic beauty with local community life for nature lovers. In this process, tourist expenditures get percolated to the bottom of the pyramid of the economy, and the last service vendor in the chain of service network gets a chance to serve tourists and get paid. Thus, there can be inclusive or holistic development of tourism through which all service providers can get connected directly and indirectly. It is evident that tourism can induce economic development when tourism is a thrust of the economy. There can be budgetary or planned outlays for tourism development as governments understand the value of revenue generation and foreign exchange earnings for the country's interest. Moreover, tourism can revive stagnant economies and regenerate economic opportunities through foreign direct investment. Economic development and regeneration are essential for tourism development in both developed and developing countries.

Positive Economic Impacts of Tourism

- Generation of tax revenue by the local government

- Imposing import or custom duty for luxury commodities used in tourism
- creation of direct and indirect employment
- creation of infrastructure and superstructure
- spinoff effects in the informal sector
- rippling effects by investing and generating more income

Negative Economic Impacts of Tourism

Negative impacts of tourism on the economy Less Economically Developed Countries (LEDC) or developing countries occur when there is

- an increase in the price of essential goods and services, the value of land & buildings as called tourist induced inflation
- a loss of job during the off-season or lead season or downfall of tourist arrivals during natural calamities, war, pandemic, etc
- a fluctuating nature of tourism demand affecting job demand
- a displacement of people at the large tourism projects
- leakage of revenue for import of goods and remittances of salary and profits for hiring staff and borrowing investment respectively
- uneven distribution of tourist expenditures in case of all-inclusive package tours

4.4. Natural and Cultural Environment in the context of the growth of tourism

Environmental Objectives

Tourism grows in the lap of the natural scenic Environment—every chance of tourism polluting the air and contaminating waters at tourist destinations. Tourism is a development form transforming people's lives in remote or inaccessible areas, but at the cost of ecology and Environment when it is not planned and regulated under the ambit of laws and regulations. The countries' vision, mission, goals, and objectives are to develop and promote tourism following the rules and regulations of

preventing adverse impacts on the ecosystem. Tourism is an integral part of the ecology and its ecosystem.

That is an intervention to satisfy the holiday urge of a set of unconcerned people for the Environment. On the contrary, people residing around tourist destinations face pollution and contamination permanently. Thus, there is a common saying "tourism destroys tourism" or "tourism gets slaughtered by itself. The approach must be defined and clarified for all the stakeholders to obey, respect, and contribute to the cohesive nature of tourism towards the nature and culture of tourism destinations To safeguard the Environment for sustainable tourism development. Therefore, the primary environmental objectives of tourism aim to provide

- habitat preservation
- regeneration and conservation of the building and Natural Environment
- environmental education
- environmental improvements

Habitat Preservation

Tourism is an intruder to natural and cultural habitation as an exploiter in one sense and a contributor in another reason. Tourism exploits nature and culture as a form of attraction or resource for tourists to learn, enjoy, experience, etc. That also contributes to the preservation of habitations through revenue generation as visible support to the management of national parks, wildlife sanctuaries, biosphere reserves, wetlands, etc., to be utilized for guarding the species from poachers. That is the way that tourism and habitation can coexist in the future. The role of tourism is more responsible for the habitation of wildlife or primitive people in terms of allowing service providers, awareness among tourists and the local community, and partnering with non-Governmental Organizations (NGOs). For example, ecotourism projects are running in the protected areas, i.e., national parks and wildlife sanctuaries, to empower the local community and contribute tourism revenue to habitat conservation. Many countries in Africa have achieved coexistence between tourism and wildlife habitats. Many developed and developing countries have promulgated laws and regulations for tourism to be more responsive and sustainable to the habitat system.

Regeneration and Conservation of the Built and Natural Environment

Tourism has made exemplary support to the park management efforts in developing and developed countries to increase wildlife population, including endangered species. The consuming character of tourism is a threat to the regeneration and conservation of built and the natural environment. Satisfaction of tourist needs and wants and demand for comfort or luxury lead to the exploitation of natural resources, waters, lands, forest produce, etc. However, tourism development has undergone a dramatic change in recent years, and tourism is projected to be a key savior or contributor to the afforestation programme, soil conservation, etc. Regeneration is a sincere effort of both public and private agencies to build a natural and cultural environment. Private operators manage many parks in developed countries. Many issues pertaining to poaching, forest fire, cutting down trees, dam construction, irrigation project, shifting cultivation, etc., have been reduced with the adoption and implementation of environmental guidelines. Various strategic decisions have been taken to ensure tourism impacts are minimal and tourism benefits can get percolated into the local economy. Many national parks in China have increased tiger populations and other wildlife populations after permitting tourism activities in the protected areas. Many national parks in India are friendly with ecotourism projects as a strategy to make tourism a part and partner for regeneration and conservation of nature. There are positive outcomes of ecotourism projects in India: creating supplementary income for the local people inside protected areas and enhancing skills to work in eco-lodge or forest lodges as a cook, waiter, nature guide, etc. The active participation of indigenous people makes a big difference in integrating ecotourism with socio-economic development. This has redefined the regeneration and conservation strategy of supporting built and the natural environment.

Environmental Education

Tourism projects implemented in ecologically sensitive places aim to change blind beliefs and ignorance of people towards their Environment. Many tourism, environmental and ecological research studies have found merits in empowering local people to protect the Environment and get protected by Environment. Thus, changing perceptions and biased mindsets need to be changed through sensitization

programmes. Both developing and developed countries are aggressively engaged with awareness and sensitization drives with the help of NGOs, educational institutions, and cultural and social organizations to meet local people and demonstrate street plays or play local songs related to the negative environmental impacts. Notably, tourism is an outside entity into the privacy of habitation of local tribal, semi-tribal, or rural people as it gives impressions to them for their benefit.

On the contrary, they should have the capacity to understand the importance of tourism projects in their locality. Thus, educating locals is not only about preserving the environment but also about their rights and duties towards the Environment when tourism is accepted as an alternative source of income and employment. For example, the Government of Kerala has made much progress in implementing ecotourism projects. One such site is Thenmala Ecotourism, which has set the benchmark for all ecotourism sites in India to replicate the workable model of preserving natural and cultural resources by giving local people the freedom to take a frontal role in managing ecotourism sites. Thus, education can change their stand and voice for sustainable tourism management in ecologically vulnerable places and give them courage and conviction to refrain from damaging tourists and service providers. Indeed, in the right direction, educating youths about tourism destination areas, adding the value of environmental education in the curriculum, and circulating pamphlets, posters & showcasing videos, etc., can impact the thought process of all stakeholders, including tourists and the local community.

Environmental Improvements

Tourism activities can grow and sustain in the destination environment as long as pure air and water are not polluted and contaminated. Typically, a tourist looks for oxygen-rich air, mineral-rich water, green-covered nature, etc. Over and above, a destination with less noise, free from crowds, crimes, etc., can increase the length of stay of tourists. There is a question of how can tourism being a consumer or producer become a contributor to improving the quality of air, water, soil, etc. All countries under the aegis of the United Nations and UNWTO as its wing agree to the proposal to create clean destinations free from pollution and contamination. For example, hotels are strictly regulated by the various environmental Acts. Thus, stopping or reducing pollution is a strategy and improving the quality of the

Environment is another strategy. Tourism development comprises communication, landscaping, beautification, sanitization, hygiene, safety, etc. All these contribute to the change in the environmental condition and make the destinations inhabitable and enjoyable.

Tourism development must not go or expand activities beyond the physical, economic, social, cultural, and ecological carrying capacity of the destination. If it goes beyond the limit, the consequences are very adverse. All kinds of development must occur within the capacity or limit of each destination. Thus, both developed and developing countries have enacted laws to develop tourism through the Integrated Master Plan of tourism destinations. The plan can open the present and future expansion scope depending on destination resources. Thus, tourism enhances the quality of the Environment as long as tourist footfalls are manageable. All developed and developing countries are committed to improving the environment through tourism development in a balanced manner.

The environment is one of the major tourism attractions. A tourism product can repetitively attract tourists/visitors when the environment supports it. Tourism can contribute more to the environment, as it becomes an obligation for tourism to be able to sustain and utilize resources responsibly offered by the environment. Tourism has long been recognized as a smoke-free industry. It has also been promoted without any restriction, a driver of growth for the respective economy, environment, and community. This has been the case in the initial development phases of tourism at any destination, but scenarios changed with the gradual increment in numbers of tourists. However, tourism started exploiting the privileges and has become a front runner in major environmental degradations, i.e., high temperature, air & noise pollution, contamination of water, soil erosion, overconsumption of resources, biodiversity loss, etc.

With its traditional practices, tourism has turned a blind eye toward the wellness of the environment. Tourism and hospitality exercise activities deemed harmful to the environment such as improper waste disposal, deforestation, all forms of pollution – water, soil, air, noise, overutilization of resources, and many other negative practices. All have impacted the environment severely. The excessive pressure exerted by tourism growth proves counterproductive for the destination. The

concern rose to such a level that intervention from multiple governments, NGOs, and panels is required to regulate tourism. Conscious efforts in planning and developing a model to restart and rework sustainable tourism practices are needed. Tourism is required to create a responsible attitude toward community preservation and environmental sustainability, thus enhancing the destination's attractiveness and carrying capacity.

Some forms of ecofriendly practices through alternative tourism model have focused on decarbonizing and sustaining the environment. These models are as follows

- Ecotourism
- Sustainable Tourism
- Responsible Tourism
- Volunteer Tourism

Along with these tourism practices for sustaining the environment, many binding and non-binding conferences too held by UNWTO, WTTC, IPCC, and IATA for conservation purposes.

Rising Problems with Tourism

Despite being a developer for growth, tourism has also induced numerous other ill-effects along with unsustainability. Hospitality, Tourism and Aviation have been culprits in the rise of global warming and climate change. Tourism transport from vehicular transmission to aviation carbon emission has severely contributed to environmental degradation. Irresponsible tourism at any destination also brings deterioration, and irresponsible tourism activities harm the natural resources around the destination. This may be a kind of disrespect to local communities or disturbance to the ecology and communities at a particular destination. With overtourism on the rise, the hospitality sector has adopted many unsustainable practices to cater to the demands of a high number of tourists.

Hospitality and tourism have been blamed for wastage and waste disposal. Many hotels at tourist destinations are being blamed for the water shortage and excessive power consumption. The hotel sector is also blamed for food wastage and improper disposal techniques for waste handling.

This pressures the balance at the destination along with declining the carrying capacity of the destination. Carrying capacity, according to J. Clark (1997), is the destinations' threshold up to which it can hold and cater to tourists, beyond this threshold, significant damage to the biodiversity and the balance of ecological habitats can be caused. Overtourism grew to such a level that it was the word of the year 2018 by oxford dictionary. It not only created distress among the local people but also caused a scarcity of available resources and basic amenities such as clean and drinking water. Overtourism grew to such a point that it started repelling tourists from visiting any destination.

There is an urgent need for tourism to step up and create a new dimension to promote physical-ecological and socio-demographic preservation.

Sustainable Tourism Approach

The UNWTO, in a conference held in 2013, highlighted responsibility for tourism in the form of agendas. These agendas are the aim for tourism to achieve to manage resources judiciously.

The aims are

- Economic Viability
- Local prosperity
- Employment Quality
- Visitors Equity
- Visitor Fulfilment
- Local management
- Community wellbeing
- Cultural Richness
- Physical Integrity
- Biological Diversity
- Resources Efficiency
- Environment Integrity

The UNWTO even declared 2017 as the International Year of Sustainable Tourism for Development to make tourism a driver for sustainable development.

That was done to bring attention to sustainable approaches and encourage tools and techniques for responsible tourism. This also encouraged corporations and organizations to invest in technology for sustainability.

The tourism sector now has to grow itself as a sustainability mechanism, enhancing the destination as environment-friendly. All the policies in tourism should be explicitly designed for the growth of the destination as a whole. Objectives of ecofriendly tourism promotion are to cater to the environment and the biodiversity along with the economic benefits of the local community.

Tourism can unite all the stakeholders and the governments to collaborate for a sustainable future. As Richie and Hall (2003) mentioned that tourism is unachievable and unviable without the involvement of the community development. This collaborated effort led by tourism will not only promote destinations but also will educate travellers and communities about preserving natural biodiversity. Sustainable tourism can identify itself as ‘the green change agent’ for the destination, tourism as an agent for sustainability, tourism as an agent for conservation, and tourism as an agent for safeguarding the environment (Wright et al. 2012).

Ecotourism and Sustainable Tourism

Ecotourism comprises three important dimensions: nature-based, environmentally educated, and sustainably managed. According to Blamey (2001), the major principles of ecotourism is to support the local economies and the conservation of the destination. Ecotourism is an activity that is planned and organized for achieving sustainable goals. It is an activity where tourists aim to enrich the environment of the destination. The purpose of the visit is aligned with nature preservation and environmental protection by using the opportunity to travel to the destination.

It is an opportunity to participate in an environmentally conscious way of traveling, where ecological balance and sustainable goals are aligned with travel. Community inclusion in the whole process is required to create a sense of belongingness at the destination. Properly planned tours with outcomes concerned with the environment can ensure sustainability. It aims at developing a sense of

connection between the tourist and the destination. This connection directs tourists to care and work for the betterment of the destination.

It also includes travel research plans for developing a strong relationship between tourists and the destination. This generates a type of connection to work in enhancing the destination. The importance of the rise in the conscious tourists is the need for the planet, where more and more tourists can participate in the conservation efforts. Conservation efforts for wildlife and voluntary efforts for the protection of land and life at the destination are some examples of the destination's perseverance. This is the sole of the objective of ecotourism.

Limited usage of single-use plastics, proper waste disposal, reducing emissions, and environment-conscious participation for a carbon-neutral or net-zero future in tourism. This is an effort to reduce the carbon footprint of the destination. These efforts require harmony between the destination, the community, and the tourists. Efforts are made in all directions, with sustainability as the core center of beliefs and practices.

Responsible Tourism

This form of tourism requires a conscious effort to be accountable for the activities and practices done at the tourism destination. It includes efforts like

- Reduce
- Reuse
- Refuse
- Recycle

A tourism type where all stakeholders contribute to the betterment of the destination is responsible tourism. Thus, decarbonization of the destination is the objective through responsible tourism practices. Some of the key objectives of responsible tourism are using lesser carbon fuel emissions, using more environmentally conscious decisions, and adopting methods and ways for inclusive and sustainable travel.

Hotels and restaurants use energy conservation solutions and utilize green fuels, such as methane gas production and waste management. Reducing emissions

should be the major concern for the industry experts. This is an effort adopted by each participant to set sustainable goals for the destination. The industry must involve sustainable practices such as recycling and upcycling for optimum utilization. There is a need to encourage the environmental conscious travellers to participate more and more in sustainability efforts. Rewarding tourist participation in protecting the interest of local biodiversity is encouraged to ensure responsible practices at tourism destinations.

Hotels and other industry leaders need to focus on motivating tourists to choose responsible behavior at destinations. Multiple sectors that are directly and indirectly involved in tourism must be involved directly in sustainable practices. These efforts can hold accountability to empower innovations in the field of tourism. Tourism is combined with multiple domains. These efforts require the government to participate, monitor, and maintain the growth of environmentally conscious efforts.

Respecting the resources available, and utilizing them judiciously, are examples of numerous activities that organizations could adopt for responsible tourism. Every organization is required to take small steps in the direction of conservation. The Cruise and Aviation industries are also required to participate in the conservation efforts. Both these fields are the major contributors to carbon emissions in tourism. No significant effort has been made historically to reduce the emission from both these industries. Research and innovation are required to find the solution to the relentless damage done by tourism to the environment.

Pragmatic Solutions

Tourism as an industry has the potential to transform the destination. Tourism can be a driver of economic growth. If utilized judiciously, tourism can help in creating a destination friendly with the environment. Tourism can help the community contribute to the benefit of the destination through community participation, involvement in decision-making, and decision implementation. This can help in achieving goals for sustainability.

Authority and their representative to manage and monitor the results of adopted methods will help gauge the results and reward the best efforts in preserving the environment. The involvement of industry leaders, government authorities, the

travel community, and the local community in making tourism green and carbon-free is possible. Optimum utilization of resources, along with sustainable goals to achieve a better future is also possible. There is a need to set boundaries within the framework of tourism development. These set of boundaries will help tourism in monitoring and restricting the negatives of tourism. Using initiatives led by tourists, communities, and governments for sustainable practices can bring many practical solutions. Initiatives to transform the working of the destination into a sustainable future, using environmental and social indicators to measure the changes and growth that occurred with time, should be taken at the private level supported by the government systems.

The industry is required to innovate to make sustainability more affordable. To be able to appeal to the masses, the need of the hour is to make sustainability practice for the masses. Involving the majority of the population to respect sustainability and bringing solutions from elites to the common households can be encouraged at micro and macro level. Tok-man & Beitelspacher, (2011) shared their theory for more consumers' engagement in sustainable market supply chain management for businesses to permeate in consumer marketing. This will enable the maximum population to participate in sustainable activities, thus making an impact on the conservation of the environment.

The main purpose of tourism is to preserve. All the attractions of the destination in tourism are to promote the destination. No tourist or no member of the community would wish to harm the destination. The industry is extractive, and it utilizes the attributes of the destination for the economic benefit of the local community and fulfills the desire of visit of tourists. It is high time for the destination community and tourists to give back to the destination in the form of conservation efforts. A greater focus on sustainability and adopting sustainable practices should be adopted, emphasizing maximum participation for utmost results in transformation.

Socio-Cultural Objectives

It is essential to be aware of the socio-cultural objectives of tourism development that can positively impact people's lives around tourism destinations. Tourism creates a common place for tourists and hosts to interact and exchange

feelings and emotions that both cherish forever. There are essential socio-cultural objectives for supporting and sustaining tourism development.

Promotion of Understanding of Different Cultures

Tourism is a primary means or medium for the social-cultural objectives of tourism to be achieved for the host to take pride in welcoming and the guest finds it an honor to be greeted with warmth. The host society or community around tourism destinations directly or indirectly gets influenced by the lifestyle of tourists and vice-versa. However, there will be many impacts on the host people to adapt to tourist culture. Moreover, the host population is susceptible to tourists' dress and food. Tourists are usually frugal and unmindful of wearing fancy dresses. But the community members, mainly youths, take them very seriously and try to emulate them without any reason. For example, Goa's Portuguese culture has influenced tourists. In this case, the local community is not affected by the tourist lifestyle; instead, tourists get merged with the Portuguese culture. Tourists throng Goa for having an experience of wearing Goan dresses, food, drinks, etc., on the evening cruise of the Mandavi River. For example, the concept of homestay as an alternative accommodation offers the finest opportunity for cultural exchange between two families or more. That is becoming a more popular and acceptable form of accommodation for an affordable stay and cultural experience.

Improvement of Quality of Life for the Local Population

Tourism makes a visible difference in the lives and habits of local people. The mere sight of tourists impacts the host population's thoughts and actions. It is certain to improve the quality of life due to increased income and change in spending ability. Income and expenditure patterns will change drastically with the sudden and quick revenue of tourist expenditures. The sudden rise in the level of income changes attitudes to move to the level of spending for fun and luxury. Most times, the host community emulates tourists' spending patterns or habits. There are two ways of interpreting the change of income of host community members connected with the tourism business directly or indirectly. The first way is to satisfy the urge to earn more to cope with the rising price and the second way is to dine the food in the local restaurant where tourists usually do have food. For example, Auroville is an

international township allowing tourists from worldwide to visit, stay and enjoy the facilities and amenities. There is a massive demonstration effect on the community members to spend on food as a lifestyle status. Thus, this is clearly the case of the positive impact of tourism on improving local people's quality of life.

Creation of Infrastructure for Tourists and Community

Infrastructure like roads, telecommunication, banks, post office, shopping center, amusement parks, recreation centers, hospitals, hotels, restaurants & bars, resorts, public parks, vehicle parking, club, etc., is developed to meet different standard parameters of tourism destinations. For all purposes, community members make maximum use of certain fundamental or essential facilities and amenities. Thus, tourism development changes building infrastructure to enhance destination competitiveness and provide facilities to lead a safe and peaceful life. Governments in developing and developed countries are committed to creating infrastructure for tourism as a source of foreign exchange earnings, revenue generation, employment creation, and a medium for changing the community's quality of life.

Development of a Sense of Pride in Showcasing Culture and Heritage

The host of tourism destinations takes pride in welcoming the guests with warmth for two critical reasons. One is to present traditions and customs, and another is to treat the guests to a variety of delightful cuisine. There may be a hotelier, resort operator, tour operator, homestay operator, bed & breakfast operator, etc., who love to host the guests with warmth for a comfortable stay. On the other hand, tourists seriously look for hospitality and the experience of seeing dance, music, festivals, fairs, etc., and eating local food more authentically. For example, the people of Kerala extend unconditional love and affection to the tourists, and the extent of stay of tourists in the State is obviously longer. Similarly, the people of Rajasthan present dance, music, costume, and food during the annual camel festival at Puskar and Bikaner. Thus, people intend to showcase the rich cultural heritage to tourists as a symbol of pride and doing business with a sense of satisfaction and honor.

Creation of Universal Brotherhoods and Fellow Feelings

Tourism is famously known for its typical character of fostering universal brotherhoods and fellow feelings. Apart from making economic prosperity, social

relationships stand top of the agenda for promoting tourism worldwide. People from the West travel to the East to explore and experience the rich culture, heritage, and civilization and vice-versa travel for higher education. That is an example of tourism taking the lead role in promoting universal friendship. Tourism creates friendship or social affinity between/ among people belonging to different geographical regions, religions, languages, and economic and social statuses. Tourist is a universal social and cultural status.

Positive Impacts of Socio-Cultural Aspects of Tourism

- Acquaintances of people belonging to different regions, cultural and social groups for better understanding
- live learning through cultural exchange between hosts and guests
- Trust, mutual sympathy, compassion, and respect to removing biases and prejudices.
- understanding the value of natural, cultural, archaeological, or historical sites
- A feeling of pride in owning, presenting, and respecting the local and national heritage
- Carrying souvenirs of arts and crafts as a way of respecting and supporting artisans
- Promotion of fairs and festivals as a way to showcase rich traditions and customs of society

Negative Socio-Cultural Impacts

- Chance of affecting family bonds
- Crime and violence
- Commercialization and commoditization of traditional norms and practices
- Crisis of cultural identity & cultural clashes
- Deterioration of moral conduct due to smoking, drinking, and gambling as a luxury habit adopted by the local community
- The dominance of foreign languages affecting local language

- Arrogance and annoyance of the host to tourists and vice-versa at the peak of destination development
- Socio-cultural tensions due to differences between rich and poor class

Political Objectives

Political patronization is badly required to make a robust tourism-friendly ecosystem that can easily simply be the path to implementing policy guidelines for massive investment in building infrastructure. For example, the present Modi-led central government has extended all kinds of support to boost inbound and domestic tourism in India as a strategy to include tourism as a driver of economic growth. For example, tourism development largely depends on the type of economic system the government is interested in for economic growth. For example, the political system of Cambodia, Vietnam, UAE, Thailand, Singapore, Sri Lanka, etc., has made tourism a major trade and industry to induce economic activities. These countries have succeeded in achieving many milestones in tourism. Thus, the political system gives space for widening diplomatic relationships with the nations, thereby promoting tourism as an instrument of exchange of culture between two countries. Today tourism is a flag bearer of peace and harmony through cross-border travel. These are two primary objectives of a country's political system:

- Augmentation of the image of country/region/locality through tourism destinations
- Recognition of regional or national identity by promoting tourism nationally and internationally

These two objectives can be achieved when the policy system is committed to promoting democracy, good governance, accountability, decentralization, a bottom-up approach, etc.

4.5. Decentralization -A tourism policy imperative

In developing countries, policymaking is typically highly centralized, with the national government making major decisions, thus providing much of the infrastructure and services. The consolidation of power and decision-making within the center has been cited as a fundamental impediment to more effective governance

in many countries. The challenge of delivering public services has led the central governments of many countries to delegate responsibility for public activities to low-level administration entities or other organizations (Yuksel, Bramwell & Yuksel 2002).

Decentralization is defined as involving “*a transfer of authority to perform some service to the public from an individual or an agency in central government to some other individual or agency which is ‘closer’ to the public to be served*” (Turner and Hulme, 1997). Decentralization can take several forms, including decentralization of powers and functions within the central government, the delegation of semi-government or semiautonomous enterprises, delegation to local-level governments, and the allocation of duties to voluntary organizations. It has led to increased involvement in development activities. More effective and productive management of local and rural development initiatives and increased administrative capability can be practically possible with delegation of power or empowering local people at the bottom. This perspective is thought to improve service delivery efficiency by including varied public, private and voluntary sector bodies while also bringing decision-making closer to the people. Because of its growing popularity, most emerging countries have shown keen interest in pursuing this way of policy course of action.

It has been observed that the transfer of power/authority from the national government to local level bodies enables responsiveness since local bodies are in close contact with people and have a better idea about their demands. Decentralization makes local bodies more reachable to the general public, thereby increasing their involvement in policy-making. It may further contribute to improve political accountability. Decentralization can also encourage reformulation of prevailing standards and lead to constructive revolution (Rondinelli et al.,1983).

Decentralization, however, is often difficult to implement due to various constraints. For example, the central government sometimes expresses unwillingness to delegate powers to the region or local bodies and continues to prioritize their needs indirectly. In addition, local governments may also find it difficult to take up enhanced responsibilities due to lack of resources. Furthermore, low socio-economic

groups may be uninterested in participating in policy making due to the lack of support from the central governance system.

Like other sectors, the tourism administration also has two divergent models: centralization and decentralization. Centralization is based on the argument that tourism should be centrally regulated where the government is responsible for planning and implementing tourism programs and allocating the budget for the projects. This may isolate local people from participating in their own state's tourism processes. Therefore, the decentralization perspective has sparked increased interest in service planning and delivery, including public-private sector collaborations, NGOs, and communities.

Tourism is considered a means to fuel economic growth and attain a significantly vital role in the global economy. It is a popular means to bring foreign exchange, provide employment, preserve and promote art and culture, boost handicraft sales, and support transportation infrastructure development. Therefore, Governments in various countries, especially developing countries, take responsibility related to tourism administration and policy making. Making and implementing tourism policies is an intricate process and is often constrained by various factors such as the nature of tourism policy, the involvement of several sectors, and politics. According to the existing literature, governments encounter various problems in implementing the policies they seek to accomplish. These include lack of political backing, limited financial resources, institutional capacity limits, and poor collaboration and coordination at the local level.

Unlike other developing countries where national governments continue to dominate tourist policy, India's tourism policy is fairly decentralized to regional level organizations. Tourism is India's third largest foreign-exchange earner, contributing to 6.8% of the GDP.

India's tourism development program dates back to 1945-46, when as Special Commission (the Sargent Committee) advised the formation of a national agency to coordinate promotion and advertising, training, liaison, and the gathering of data to promote tourism in India. In 1949, the Ministry of Transport established a Tourist Traffic Branch, which grew into a complete Tourism Department in 1958. Finally, a separate Ministry of Tourism and Civil Aviation was established in 1967. However,

it was not until 1982 that India's first National Tourism Policy was announced. This policy resulted in greater decentralization, as each state assumed responsibility for promoting and evolving its own tourist industry. The state government was responsible for developing tourism programs and infrastructure in their respective domain. With the aid of the decentralized nature of the country's tourism administration area, the state governments in India are introducing policies and schemes focusing on responsible and sustainable tourism practices. For example, apart from promoting the heritage sites in the state, the Government of Maharashtra is focused on policies that facilitate eco-friendly tourism initiatives with sustainable resource management.

In 2002, a new tourism policy was announced, acknowledging the major role of the private sector. One of the objectives involved developing integrated tourism circuits in partnership with states, the private sector, and other agencies. Realizing the importance of the private sector, the central and state government explored various ideas. The ITDC, a public corporation, provided expertise to private hoteliers in setting and managing their business. One noteworthy example is the heritage hotel concept in Rajasthan, Madhya Pradesh, and Gujarat where various *havelis* and *mahals* were abandoned by their owners. The government gave them the option of converting them into hotels and encouraged them by providing subsidies and promotional and licensing benefits. These kinds of operations gained momentum and became successful (Singh 2001).

Recently, voluntary organizations (NGOs) are showing their presence in the tourism sector with a major role to play and take initiatives in representing the disenfranchised sections of the tourism industry and the community. For example, in Sikkim, lakes are one of the important tourist attractions. The State followed a co-management framework where the government facilitates local communities by providing institutional capacity to take up new responsibility. NGOs provided technical and scientific support and communities, thus taking the lead role in the conservation of the alpine lakes (Tambe & Arrawatia 2008).

In 2006, the Centre for Conservation of Governance and Policy had proposed a National Ecotourism Directorate under the Ministry of Tourism to emphasize the need for each state to have its own State Ecotourism Directorate with a decentralized

approach till the district level (“White Paper on Eco-Tourism Policy Draft,” 2006). For example, Kerala has shown an exemplary decentralization policy in empowering Eco-Development Committees (EDCs) to make their own decisions in maintaining the ecotourism project sites and share the benefits for community welfare.

Decentralization demonstrates a participatory approach, and it is a type of governance that provides opportunities for disadvantaged communities to be involved at the local level in policy planning and implementation. Involving local people makes the projects more sustainable and cost-efficient. This approach leads to better openness, transparency, impartiality, and integrity. It also empowers locals, encourages participation, and improves their quality of life, thus alleviating poverty. For example, Kerala Tourism in 2021 launched a ‘STREET’ project under the Responsible Tourism Mission (RTM) to take tourism to the nook and corners of the state. The project was executed under Public-Private Partnership (PPP) model having local bodies and residents as stakeholders.

In India, decentralization has led to clear segregation of authority between the national and local governments. As a result of India’s decentralization policy, the community's needs have primarily been taken into consideration, and benefits have been directed more efficiently to these vulnerable groups, particularly women and youth in some cases. Other accomplishments include enhanced efficacy in project delivery, mobilization of local resources, and horizontal and vertical coordination. Furthermore, local inhabitants have become more politically informed, and more robust networks have been built at the local level to gather information. This strengthens the fundamental ideas of legitimacy and responsibility. Decentralization has contributed to the increased completion rate of local projects, and resource distribution has become more transparent and fairer. Kerala, a popular ecotourism destination, is playing a key role in shaping global tourism policies through innovative initiatives. In 2008, Kerala launched the Responsible Tourism Initiative (RTI) in Kumarakoram by involving local panchayat, communities, Kudumbashree (Community Organisation), District Tourism Promotion Council (DTPC), the hospitality industry as well as other local government departments. The initiative linked communities with private players creating local employment and a market for local goods and services. The results of the initiative have shown huge success that

working together and sharing the powers can be very effective in making the destination sustainable.

However, the decentralization process in India still has a long way to go as there are many constraints and problems to implement this approach completely. For instance, devolution initiatives are often hampered by a tendency to underestimate local community capabilities, an unwillingness to relinquish authority, or overly cautious tactics. This frequently leads to lopsided decentralization, with the local community bearing the brunt of the burden without any actual decision-making authority or financial resources. It is critical to strengthen the institutional ability of the local community members to take on this new responsibility.

4.6. The Hague Resolutions: World Tourism Organization

The Hague Declaration on Tourism

- In 1989, an inter-parliamentary conference was organized, from 10 to 14 April. This conference was jointly attended by members of IPU (Inter-parliamentary Union) and WTO (world tourism organization), currently known as UNWTO (United nation world tourism organization)
- The conference was held in Hague (Netherlands), aiming to contribute to the economic, social, and cultural development of tourism on the international stage. The special objective was to create an international community where all participants could contribute with cooperation to work collaboratively in maintaining world peace, thus improving tourism for developing nations.
- In 1948, at the General Assembly of United Nations, article 24 was adopted, i.e., the Universal Declaration of Human rights, which states that “Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.”
- Similarly, in the year 1966, in International Covenant on Economic Social and Cultural Rights, Article 7 was adopted in the General Assembly of the United Nations, where states ensured “Rest, leisure, reasonable limitations of working hours and periodic holidays with pay, as well as remuneration for public holidays.” And article 12, which

states, “Everyone shall be free to leave any country, including his own,” in due consideration with the resolution adopted by the United Nations Conference on International Travel and Tourism held in 1963 in Rome.

- These resolutions aimed to simplify governmental rules and regulations for the citizens to apply for travel formalities to promote tourism, especially international tourism.
- Tourism can be recognized as a sector for improving quality of life and eventually leading towards an order of world peace. This true potential of tourism was recognized and announced in the Manila Declaration on World Tourism and Documents such as the Acapulco Document, The Tourism Code, and the Bill of Rights.
- Tourism can become a tool of awareness for nations to promote and enhance the heritage of humankind. It can create a blueprint for the future, which can help generate awareness for protecting culture and heritage and bring economic prosperity to the new international order.
- United Nations recognized the central and decisive role of the World Tourism Organization (WTO), which work in the development of tourism with a view that tourism as a whole can contribute to monitoring world peace, economic development, international peace and prosperity, human rights and fundamental freedom without any discrimination of sex, race, religion or language.
- Tourism is an amalgamation of multiple fields which requires collaboration between numerous governments and NGOs to work together for smooth functioning. Some of these organizations include
 1. the International Labor Organization (ILO),
 2. the World Health Organization (WHO),
 3. the United Nations Educational, Scientific and Cultural Organization (UNESCO),
 4. the International Maritime Organization (IMO),
 5. the International Civil Aviation Organization (ICAO),
 6. the United National Environment Programme (UNEP),
 7. the International Criminal Police Organization (ICPO INTERPOL),

8. the Organization for Economic Cooperation and Development (OECD),

- Tourism activities are not restricted to a single form and can be of multiple types: educational tourism, business tourism, leisure tourism, recreational tourism, adventure tourism, pilgrimage tourism, etc. Tourism being such a mix of forms require numerous other organizations to work together and form a pathway for development. Departments like human rights have huge participation, for travelers to enjoy the travel experience, i.e., human rights to travel freely, a human right to work anywhere, and the human right to education.
- The current UNWTO was formed in 1925 as the International Union of Official Travel Organization (IUOTO) in the presence of the First International Congress of Official Tourist Traffic Associations at Hague. In 1975, IUOTO was transformed into WTO, which later was changed to UNWTO.
- The Hague declaration promotes tourism as a key instrument for international cooperation. Tourism has the prospect of inclusive development, which requires collective efforts from
 1. Governments
 2. Public and Communities
 3. Private Organizations
 4. Institutions
 5. Local Associations
 6. Professionals
 7. Travellers and Tourists

The Hague Declaration pronounced a set of principles as a framework for tourism to follow

- **Principle 1** – Tourism as a sector promotes an inclusive atmosphere, and tourism boosts the collective development of the society and the people living in it. It involves free movement of people from one place to another, with all the other industries contributing directly and indirectly to achieving tourist satisfaction. Tourism as an industry can create international cooperation in terms of economic, political, and

cultural prosperity. Therefore, all international governments and organizations should work on tourism as a front force for peace and security maintenance.

- **Principle 2** – Tourism can provide economic and social benefits for any region by uplifting any destination from the grass-root level, with community participation. It can be used to tackle numerous socio-economic downsides, bringing investment opportunities and a sense of self-sufficiency to the destination community. These investment opportunities can bring – infrastructural development, personnel development, skill education, transformation for a better lifestyle, medical facilities and access to basic amenities. This balanced and planned growth will integrate the values of society along with inclusive development.
- **Principle 3** – tourism can only achieve its goal when the optimum care of the resource utilization is done. There is a relation of reciprocation where tourism uses the environment, culture, heritage, and communities as a tourism product for tourists, and in return, they all want tourism to reap benefits in direct and indirect ways. Tourism can be utilized in educating tourists about the environment and culture present at the destination for preservation and conservation. To promote a sustainable approach to tourism, the Brundtland report (the report of the world commission on environment and development) and UNEP's (United Nations Environment Programme) "The environment perspective to the year 2000 and beyond" were encouraged for ensuring respect for destination resources and monitoring carrying capacity.
- **Principle 4** – The conference defined the international tourist as a person traveling to any destination outside their country of residence and staying there for not more than three months.
- **Principle 5** – Universal recognition of freedom of movement of people and right to travel freely. Efforts from governments and organizations are required to ensure that individuals exercise their rights. Ease in application processes and better assistance in travel regulations are necessary.

- **Principle 6** – Inclusion of public and private sectors for contribution to the facilitation of tourism activities. Appropriate facilities and better accessibility in travel formalities such as visa norms, passport requirements, health provisions, and other travel-related information are required to expand tourism growth.
- **Principle 7** – Tourists' safety, security, and protection is a precondition. Accessibility along with protection enables travel with dignity. Better and effective policies to attract more and more tourists. Countries should prepare laws for better governance and contractual obligations.
- **Principle 8** - Countries should be against illegal processes. No country should promote international terrorism, and state-sponsored terrorism should be discouraged. No country will be supported if it is found to be a haven for terrorism.
- **Principle 9** – emphasis on community education and upliftment in terms of learning. Education could bridge the gap in society for skills and professionalism. Encouraging young minds to be curious to learn. International standard of education provided.
- **Principle 10**- Tourism, like any other industry, holds important economic benefits for the communities and governments. Tourism holds the key to the development of any destination involved. It requires harmony between the government and the people involved in travel services. Tourism's role doesn't end with destination upliftment but also involves the inclusion of society. Progress needs to be scaled with the development of the locality involved. Policies aimed at protecting and safeguarding the rights of individuals involved and recognizing international cooperation are necessary.

4.7. Tourism Legislation protection of Sites

Tourism Legislation

The rise of tourism as a significant industry has highlighted the need for positive interaction between visitors and service providers. The absence of any conventional framework regulating commerce could lead to various difficulties.

When service quality standards are established and amended regularly in response to market demands, everyone knows whether or not the services provided are defective in any given scenario. As a result, overall service quality increases, and disagreements between tourists and service providers are reduced. Tourism's economic significance brings the need for appropriate legislation to coordinate and control industry activities on professional lines and ensure adherence to high ethical standards commensurate with the needs/demands of international movement into a sharper focus. This is especially true because global tourism is becoming increasingly competitive. The focus should be on service quality, upholding standards, and avoiding conflicts between service providers and tourists. There are several grey areas in tourism regulation, such as child labor, sex tourism, and the state of small service providers, to name a few. There is a need for a code of conduct in various fields, primarily commercial organizations functioning in the tourism sector. Having one tourism legislation is not easy for any country due to the numerous laws regulating various Acts and Regulations that affect tourism activities and operations. However, efforts in this regard must be balanced by the notion that tourism law must have a broad scope and not be considered just a tool to protect the interests of tourism business as suppliers or tourists as consumers.

Because of the diverse nature of tourism, no single entity can be classified as tourism regulation. However, the tourism industry often uses laws to control, permit, promote, empower, or prohibit service providers and tourists from engaging in commercial/leisure activities. Other laws respect tourist rights and contract rules that govern relationships between industry divisions. Travel and lodging have long had regulations, but new areas that need to be included in tourist legislation have evolved. There has been a demand for comprehensive tourism legislation. In almost all civilizations, the existence of what we now know as tourist regulation can be dated back to the founding of humankind. Many ancient writings mention lodging and facilitation, the rules controlling the operation of sarais, the duties of state officials to travellers, tariffs, and other themes. However, we now have more intricate rules, which have evolved not just due to the complexity industry, but also due to differing government viewpoints and the presence of several government offices, visitor awareness, and so on.

The rules that govern tourism are derived from various sources. For example, tourist law in the United States is backed by 51 different sources such as the constitutions, common law, administrative law, treaties, and legislation. Even though tourism is not formally stated anywhere in India, the Union list, Concurrent list, and State list all include aspects related to tourism. The Union list includes expulsion laws, aviation, historical buildings and monuments, shipping, highways, and so on; the Concurrent list includes wild animal and bird conservation, forests, and so on; and the State list includes domestic pilgrimage, theatres, and so on. Many laws have been enacted in these areas in different periods.

In India, tourism is a critical business that draws many people, yet a lack of specific legislation plagues it. Tourism has benefited society to a large extent by providing jobs for many people, but it has also hurt society and the environment. Tourists have been seen wreaking havoc in tourist places, destroying the environment and drawing on monument walls, causing public property damage, and bringing a lousy rep to their native country or state. Travelers, on the other hand, were not always permitted complete freedom; they were viewed with suspicion, and a log of their activities was delivered to the monarchs regularly to account for their crimes and wrongdoings. The laws of various countries and kingdoms were used to punish them. While most values and ethics were respected in assigning punishments to lawbreakers, major offenses were not tolerated. In the current context, tourist norms are comparable to India's judiciary and legislation. The National Tourism Policy, formed in 2002 for the promotion and advancement of the tourism industry, comprises critical principles for protecting the interests of tourists and tourism businesses. However, different regulations govern different areas of tourism.

Environment-related laws pertinent to tourism in India include the Indian Forest Act, the Wildlife Protection Act, the Forest Conservation Act, the Air Prevention and Control of Pollution Act, the Environment Act, the National Environment Tribunal Act, Coastal Zone Regulations, etc. The Wildlife Protection Act, for example, protects wild animals, birds, and plants, as well as matters related to, ancillary to, or incidental to their preservation.

Regarding the protection of historical monuments, the ancient monuments Act and Regulations made by the Archaeological Survey of India (ASI) plays a

central role. The Statute assures that old structures in private hands be adequately maintained and repaired, except those utilized for religious purposes. It is crucial for preserving ancient monuments, exercising control over antiquities traffic and excavation in specific regions, and protecting and acquiring historical buildings and archaeological, historic, and elegant artifacts in certain circumstances.

The Sarais Act, alongside the rent control act, comes into the picture for accommodation. The primary goal of the Act was to regulate Sarais, or structures used for refuge and hospitality of travelers in the Mofussil. According to the act, Sarai means *“any building used for the shelter and accommodation of travelers, and includes, in any case, only part of a building is used as a Sarai, the part so used of such building.”* The Act allows anyone to request and receive free water and use hotels restrooms at any time.

The Consumer Protection Act and the prevention of Food Adulteration Act protect the health of tourists. The former legislation primarily informs consumers about the quality, amount, potency, purity, standard, and price of goods to protect consumers from unfair commercial practices. The latter guards against food adulteration or contamination, putting consumers' health at risk. The Act addresses the scams dealers might commit by supplying lower-quality or contaminated foods.

Other laws like the foreigners' Act require the host to report to the police about the presence of a foreigner whom they speculate for whatever reason of not having valid documents to stay in India. On the other hand, the Passport Act governs the issuance of passports and travel documents, regulating citizens' and other individuals' departures from India and things incidental or auxiliary. Regarding transportation, the carriage by air act incorporates the Warsaw Convention, the Hague protocol, and the Montreal Convention dealing with carriers' liability. Furthermore, the baggage rules state that on his return to India, a passenger who has been away for more than one year will be allowed a duty-free clearance of jewelry up to a weight of twenty grams with a valuation of fifty thousand rupees if he is a gentleman passenger, or forty grams with a value cap of one lakh rupees if he is a lady passenger.

Other than these laws, the Ministry of Tourism, Government of India, has taken the following initiatives towards protecting the interest of tourists in the country

- (a) Introducing a code of behavior for responsible and safe tourism award of federal financial support to the Rajasthan, Uttar Pradesh, and Andhra Pradesh state governments for the establishment of tourist facilitation and security organization on a trial basis
- (b) Establishment of an optional scheme for approving hotel proposals and categorizing existing hotels under the star system in terms of their attractiveness to international travelers

To encourage quality, standard, and service in these areas, a voluntary method of accrediting travel agents, tour operators, adventure tour operators, and tourist transport operators has been developed

The inauguration of a 24-hour toll-free multi-lingual tourist helpline in 12 languages, including Hindi and English, on the toll-free number 1800111363 or the shortcode 1363, which will provide a “multi-lingual helpdesk” in the specified languages.

4.8. Facilitation of Tourism and Travel Security

The impact of safety and security on the arrival of tourists and past trends are linked to shaping policies and regulations for a particular destination. This explains how a change in regulations has had a huge impact on changing trends for tourism and how destination security plays a vital role in consumer decision-making in choosing to travel to any destination. Tourism is one of the most vulnerable industries in the world. This industry requires a specific set of indicators to be able to attract tourists. Any disruption in peace and well-being of people can pause any tourism activity. In the recent past, multiple examples of such occurrences have been natural calamities, terrorism, pandemic, etc. (Bipithalal Nair et al. 2020). Tourism requires a specific set of circumstances to be able to operate freely. Tourism and its activities are sensitive to any slight change in conditions available.

The industry very rapidly gets weary of any change in the atmosphere. Tourism is the industry that gets discomforted, be it political turmoil, harsh weather situations, natural calamity, public unrest, etc.; even a rumor can downsize the tourism activity at any destination. Statistically, tourism is one of the most battered and bruised industries. The definition of tourism can explain such helplessness of the industry. According to UNWTO, *“tourism is the movement of people outside their usual environment, i.e., the movement of people from one location to another.”* These movements can be linked with business, leisure, voluntary, ecological, etc. These types of travel and tourism movements require extensive human capital and management involvement. The decision required to move to any destination requires comprehensive planning and arrangements. Hence tourism security, policies, rules and regulations contribute hugely to attracting tourists to a particular destination.

Safety and security are the major concerns for any destination, as most tourist activities rely on the tourist's intention to visit. Any destination which generates tourist interest is required to create a safe and sound environment. Each stakeholder involved with the destination is responsible for maintaining the safety of tourists, be it authorities, governments, communities, or local traders. A safe environment ensures a smooth economic transaction of tourism for the destination, thus the ultimate benefit of tourism, i.e., economic upliftment of the local destination.

The whole purpose of travel and tourism is to demonstrate the attractiveness of a destination. The responsibility of maintaining the destination comes upon every stakeholder involved. Even the tourists have a responsibility to respect the rules and regulations of the destination, adopting sustainable approaches in upholding the cultural spirit of the destination and its communities. With the arrival of tourists comes accountability towards keeping the destination travel friendly. Thus tourism security plays a vital role in sustaining the spirit of the destination. Travel policing is a concept that has emerged due to ill-practices at the local destinations, according to Doxey's Irritation index model. The model explains that residents' attitude toward visiting tourists passes through multiple stages over time from

1. Euphoria
2. Apathy

3. Irritation

4. Antagonism.

In the later stages, the tourist is considered more of a bane rather than a boon, where the local communities start repelling, and the frequency of mischievous activities increases. The major role of travel policing and travel security is to safeguard the interest of tourists visiting the destination and provide a secured trip to the visiting destination. Even when destination security is considered, travel security is also a key determinant in making tourists behave in a sustainable, responsible and accountable manner. The tourist has a responsibility towards the destination they visit. This responsibility to be accountable for their action and maintain the dignity of the destination comes into play in travel policing, which ensures a sustainable and respectable approach towards the local environment, local community, culture, and tradition is approached by the visiting travelers.

Travel security requires multiple folds of policymaking and regulation building. The regulations where the tourist has the freedom to explore and the community has the right to live with their cultural heritage. It requires creating a sustainable atmosphere for local tourists. The approach is to consider every aspect of the environment, community, and economic means.

Historical Overview

The ever-changing global events have shaped travel safety and security. The tourism industry is susceptible to even small tweaks in the governance of any destination. Every global event like terrorist attacks, pandemics, political turmoil, natural calamity, financial crisis, and much more has made policymakers rethink and rebuild tourism practices and governance. A few major events that have shaped tourism security in the twenty-first century: -

- **The Attacks of 9/11 on the United States (2001)**

Global aviation security was massively affected by the September 11, 2001, hijacking in New York. According to IATA, global aviation traffic was reduced to very minimal due to these attacks. The restriction at the global level increased to such a level that tourism suffered a huge setback due to these attacks. Frightened to travel, there was a significant reduction in travel movements around the globe. The

whole industry made numerous changes in tourism security. The overall airline industry was not able to resume its operation even to the half of the previous operations. A sense of panic created by this event and the crisis it induced in aviation and tourism lasted for a significant amount of time.

Introduction to newer and stricter security regimes and better aviation technology was introduced to bring the confidence of the traveler in airlines. Innovative methods were introduced to make air travel more convenient and safer for travelers.

- **Tsunami in Southeast Asia 2004**

The devastating tsunami of December 26, 2004, wreaked havoc on the coasts of South-East Asia and islands in the Indian Ocean. This natural calamity shook the rising tourism industry of South-East Asia. The mass destruction of land and human capital and huge losses faced by the government ripped the South- Asian economy. The death of millions of local people and tourists gave a setback to the industry, thus forcing them to invest in innovation and technology to predict the forecast and better safety and security measures.

- **Global Financial Crisis of 2008**

The economic collapse of the world power due to the housing bubble crisis of late 2007-08 shook the world to its knees. The crisis created a downward spiral in the global economy, reducing expenditure in every field, thus minimizing the tourism industry to a minimum. Travel is a leisure and recreational pursuit, which is why budget constraint-induced by this global economic downfall led to huge losses to tourism businesses. Governments introduced newer policies for attracting foreign and domestic tourists, better accessible destinations, and ease travel norms.

- **Radioactive Leakages in Japan and Russia**

The leakages of harmful gases and nuclear material led to more precautionary measures. The world has faced such hazardous gas leakages before, and this was a signal for the world to adopt better safety measures to ensure safety in the travel industry. Tourism is a sensitive market, and any bad news related to the destination can create a mental block for the travelers to discard the traveling plan for the destination. There is a requirement for strict measures in dealing with such hazardous materials.

- **Global Diseases and Pandemics**

Coronavirus, Ebola, SARS-CoV, etc have been one of the major reasons for restricting the travel industry. One of the most recent Coronavirus reduced the world economy to negative. De Hass et al. (2020) suggested in their study how COVID-19 and the Dutch ‘intelligent lockdown’ change activities, work, and travel behaviour: Evidence from longitudinal data in the Netherlands, described the worldwide lockdown and the impact it had on the global tourism industry. The global tourism industry led to the reset after the pandemic of 2019-2020. No movement of people was possible due to the highly contractive nature of the Airbourne virus. No government could find a possible solution to the virus in the initial phase, when lockdown was imposed to restrict traveling. This led to huge losses to the travel industry and other industries linked to it. The magnitude of the setback was so huge that the global travel industry, which once contributed about 10% of the global economy was reduced to a meagre number close to zero. Governments and scientists have taken multiple measures to reduce the contraction of the disease, with studies still under trial to reduce the impact of covid 19.

- **Climate Change and Global Warming**

Climate change and global warming have been major concerns in shaping tourism policies worldwide. UNWTO, IPCC, UNSDG, WTTC, and multiple other organizations have made numerous conferences to address climate change and the ill effects linked with tourism. Recent conferences have concluded with binding targets to reduce global carbon emissions. Climate change has been evident with the rise in global temperature and rising sea level, and many island nations have faced serious threats in receding coastline and natural calamities related to it.

The listed incidences along with numerous others, shaped the Indian policy-making and tourism security formulation. Each incidence challenged tourism security decisions made by policymakers.

- Indo-Pak war 1971
- Indian political turmoil 1977-79
- Indian economic liberation in 1992
- Indo-Pak tension in Kargil 1999
- Indian Airlines Flight IC-814, 1999

- Indian ocean and Bay of Bengal Tsunami 2004
- Terror attacks in Mumbai 2008
- Visa on arrival and E-visa 2014-15
- Demonetization in 2016-17

Tourism Security and Its Requirement

Mattheisian and Wall's Travel Decision-Making Model

A safer and more secure destination increases any destination's chances to be considered as a potential destination. Security is one of the aspects of Mattheisian and Wall's 1982 model of consumer decision-making model.

Felt Need – Information Collection and Evaluation – Travel Decision – Travel Preparation – Travel and Satisfaction.

Security is one of the strongest pillars of tourism, and it is the backbone of the industry. Whenever any travel decision arises, security concern is raised first. In the second part of the model, information collected about the destination is usually around the security and attraction of the destination.

- safety and security in transportation and accessibility of the destination
- security in digital data keeping
- the political stability of the destination
- the capability of the destination to handle unforeseen situations
- medical facility available at the destination
- updated weather forecast for the destination

After evaluating the decision around the collected information, the decision is made to travel. In the current times, information about destination security is readily available through the internet, and embassy information domains are available online as well. Tourists are more conscious of the availability of different options. Each destination provides accurate information for brand building and destination promotion. Online information is now a priority for a destination to update tourists about the destination. This will help the tourist make a quick decision regarding travel to the destination.

The online presence of the marketplace has transformed the world. Now tourists can access any information about the destination, not only this but can also book anything related to travel with a single touch on the smartphone. With this digital transformation, a requirement for better digital data keeping is also now a priority for tourists.

Changed Scenario After Covid -19 Pandemic

Coronavirus has been a world-altering event. The pandemic changed the way this world worked and the pandemic created a huge reset in the traditional working styles of the world. Tourism was at its all-time high just before covid -19 pandemic. Numerous organizations highlighted many problems related to tourism, which require a change in the current tourism operations. Over-tourism, environmental harm, global warming, and multiple others are some problems highlighted that proved to be major threats to the environment and the people. These issues were the outcomes of the unsustainable approaches adopted in tourism. This had to change, tourism required a reset to mend its damage, and the pandemic provided a reset to the industry, with a complete halt.

The pandemic included more technological innovations for the industry. The industry forcefully had to adopt IT, AI, IoT, and many more innovative methods to ensure traveler security. The hotel industry introduced keyless doors, and faceless check-ins, Usage of biometrics in security and facial scans led to better innovation in the industry. The pandemic accelerated digital transformation, creating opportunities for newer alliances and partnerships in digital transformation. The exploration of digital transformation made decision-makers make sudden changes related to workforce productivity, tools used, and global supply chain transformation. These changes needed rapid decision-making and adaptive focus for businesses to reframe their approach and digital outlook.

The introduction of technology not only helped the consumers in making better and faster decisions but also the hospitality industry professionals as well. Technology helps find solutions, and it helps in better gauging resource usage. It helps proactively accelerate data usage and gathering for better predictability of future troubles. With a heightened awareness of technology, the industry can utilize

contactless, human-free tech for lesser communication and hassle-free operations. Consumers are bracing for experimental and newer technological changes. Rise in augmented reality and metaverse – the emergence of uniqueness.

There are contrasting changes from different approaches:

For example, Greece in 2021 gave an exemption of 7 years for 50% of taxes on a staycation, **“Come for the sun, stay for the taxes and technology” is the running slogan**, encouraging companies and travelers from around the world to travel Greece and work and utilize vacation in Greek islands and cities.

Similarly, in the Maldives case, when major countries slammed their doors to travelers in the time of covid crisis, Maldives opened its doors for travelers. A major reason being tourism is a major contributor to Maldives economy. Despite the presence of the virus, the Maldives allowed tourism to flourish with separate islands available for quarantine.

Contrastingly, New Zealand had a different approach to reopening its tourism. The Parliamentary Commissioner for the Environment Simon Upton, wanted to reopen tourism only for conscious travelers, the travelers who understand the sensitive ecological balance of New Zealand. The government levied extra taxes on tourism for better investment in innovation to emission fuel and climate change. New Zealand tightened its regulations for conservation.

It depends on the priority of the government with what approach they want to use in the total reset of tourism after the pandemic.

Travel has to embrace these technological innovations to create a better and more secure world. Digital transformation not only made companies adapt to the rapidly changing working environment but also opened doors for an organization for more innovative opportunities such as a flexible online ecosystem, digital collaborations for enabling remote working, and broader supply and demand operations. One of the major benefits of digital transformation is building a digital platform for hospitality organizations. Digital inclusion will cater to organizational tasks and data keeping, with much better leverage to technical up-gradation and employee assistance, for a better future organizational growth. Customized software and system owned by the organization to work and remove the previous complexity

and rigidity. This next-generation digital architecture will emerge as the keystone for tourism. Creating standardized business processes, digital passports, and vaccine passports will be the future of travel, where better facilities would allow travelers to reach out to unexplored destinations. Innovation in medicine and human awareness will create an environment of growth. Travel will create more opportunities with heightened immunity.

4.9 Let Us Sum Up

Tourism is a socio-economic phenomenon with typical characteristics to provide end services to tourists and ample scope for vendors at different levels to process and deliver services. There are demand and supply functions that determine the business of tourism. Demand for leisure or business travel brings in the role of service providers at different supply chain points. In this process, tourism generates income and employment, making huge multiplier effects. In this context, the Unit covers tourism and economic development with regard to developed and developing countries. Developed countries have taken advantage of infrastructure and superstructure for the promotion of tourism. Tourism is a significant contributor to economic development in these developed countries. Many insignificant tourism attractions get converted into very appealing destinations with the intervention of planning and policy of the government. As such tourism industry is a private sector driven to ensure accountability and sustainability. On the other hand, even though developing countries possess incredible historical, cultural, and natural attractions, tourism is not a key contributor to the GDP of these countries due to lack of infrastructure. Thus, developing countries need special policy support to extract optimum benefits from tourism revenue.

Tourism activities primarily disturb the natural and cultural environment in those places where sustainable tourism development approaches need to be implemented to minimize negative impacts. Mass tourism causes permanent harm to the natural and cultural ecosystem. Sustainable or responsible guidelines can reduce the damage and preserve the pristine natural and amazing cultural heritage from decay.

In order to make tourism a vibrant or dynamic industry, there must be decentralization of authority and responsibility at all levels to execute the works for positive outcomes such as increasing generation of tourism revenue, employment creations, economic multiplier effects, better host-guest relationships, industry-community linkages, industry- government connections, etc. However, a community with authority can make visible changes in tourism development. This can reduce economic leakages from the economic system for importing goods and services.

In order to make organised and planned development of tourism, the Hague resolutions changed perspectives of tourism business worldwide. All these resolutions, directly and indirectly, influence global tourism.

In order to control unlawful or unethical tourism business, legislations have been formulated at the national, state, and local level to protect the interests of tourists as consumers, suppliers as vendors, hosts as community, etc. When tourism becomes business, it may invite disputes or conflicts in the tractions. All these Acts or legislations immensely help support the tourism industry in India.

Safety and security are two important destination features. They fundamentally affect tourists when making travel decisions. Both transit and destination regions must be safe to travel and stay in for leisure or business purposes. Several geo-spatial incidences worldwide have shaken the tourism industry or ground tourism business. Thus, the tourism business is very sensitive to natural calamities, law & order-related problems, terrorist activities, etc.

4.10 Self-Assessment Questions

- Q.1. Find the logical relationships between tourism and economic development. Take the case of developing countries.
- Q.2. What are the different types of impacts of tourism in developed countries?
- Q.3. How does tourism affect the natural scenic attractions of tourism destinations? Explain with examples.
- Q.4. How does tourism gets affected by the cultural environment? Explain with examples.
- Q.5. How can decentralization contribute to building a robust tourism system in developing countries? Answer with examples.

Q.6. What are the salient features of The Hague Declarations?

Q.7. Highlight important legislations that primarily govern unlawful or unethical practices in tourism? Answer with two or three examples pertaining to the Acts or legislations.

Q.8. What are security features to be tightened to ensure safe travel to a country or destination? Offer your own suggestions for taking several security measures worldwide.

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UNIT – V

IMPACTS OF TOURISM

Unit Structure

- Lesson-5.1: Economic Impacts
- Lesson-5.2: Social Impacts of Tourism
- Lesson-5.3: Physical Impacts of Tourism
- Lesson-5.4: Environmental Impact

Lesson-5.1: Economic Impacts

- 5.1.1: Objectives
- 5.1.2: Introduction
- 5.1.3: Economic Impacts of Tourism
- 5.1.4: Multiplier Effect in Tourism
- 5.1.5: Leakages in Tourism
- 5.1.6: Regional Impact of Tourism
- 5.1.7: National Impact of Tourism
- 5.1.8: Local Level Impact
- 5.1.9: Carrying Capacity in Tourism
- 5.1.10: Negative Impacts of Tourism
- 5.1.11: Case Study
- 5.1.12: Let us sum up
- 5.1.13: Self-Assessment Questions
- 5.1.14: References

5.1.1 Objectives

The main objectives of this Lesson are to

- know the positive and negative economic impacts of tourism
- learn about the characteristics of economic impacts
- familiarize with the economic impacts at regional, national and local levels,
- understand the concepts of multiplier effect and carrying capacity

5.1.2 Introduction

In tourism, “impact” is understood as “an outcome of tourism development in an area”. It could be either positive or negative depending on the nature of tourism development at a particular destination. The positive impact is concerned with an increase in income levels, generation of more employment opportunities, multiplier effect, higher GDP growth, foreign exchange earnings and poverty alleviation. The negative impacts of tourism includes displacement of local people, carrying capacity issues, air pollution and contamination of water and safety and security issues. Tourism development can also result in the social, economic and ecological changes. These changes could be either positive or negative. While on the one hand, tourism contributes to the welfare of the society and on the other hand, it can have lasting impact on the behavior of the host community. The money, which the tourist brings in, their outfits, language, behaviour all play a vital role in the transformation of societies. Tourism impacts are usually classified as economic, social, cultural and environmental.

As one of the largest emerging industries in the world, tourism, like any other industry, is perceived by the governments as a “development tool”. The economic impact of tourism is visible at all levels – regional, national, local and at destination levels. Most governments in the world view tourism as an economic activity having great potential for employment generation, earning foreign exchange, creating infrastructural facilities in the local areas and is also responsible for the rise in the standard of living of host populations. However, some critics are of the opinion that “these benefits will be there only if there are no leakages in the economy”. In their opinion, tourism can also have adverse negative impacts like it can lead to rises in prices, congestion, etc. In this Lesson, you will learn the positive and negative economic impacts of tourism.

5.1.3 Economic Impacts of Tourism

Tourism has the potential to bring in many changes in the global, national, local economies. It is considered as “a major source of capital and income to the local people”. It can alter the economic conditions at a destination. While studying

the economic impacts of tourism, it is important to keep in view the type and nature of

economy, i.e., to understand the tourists interests in consuming tourism related goods and services available at the local destination by spending their own money. At the same time, it is also important to understand the positive or negative impact it has on the behavior of the host community. These impacts produce a dramatic in change the lifestyles of the people of the host societies.

Characteristics of Economic Impacts of Tourism

Economic impacts of tourism deal with the economic benefits accrued from tourism activity. The United Nations World Tourism Organization (UNWTO) mentions six major areas from the economic benefits of tourism could be derived. These are as follows:

- **Foreign Exchange Earnings:** For many countries International tourism is the largest foreign exchange earner. This is important for the balance of payments to be done.
- **Employment:** Tourism creates employment opportunities for the local people in hotels, resorts, restaurants, cottages, parks and for those who provide entertainment. Even the local business men, transport operators, travel agents, and others associated with tourism industry also benefit immensely from tourism. World statistics mentions that “the tourism sector alone creates employment for about 100 million people in the world. It is considered as a new job creator with multiplier effects. The jobs are mainly in small, medium sized and family-owned enterprises. Job creation in tourism is growing one and a half times faster than any other industrial sector”. This tells us the growing importance of tourism in recent times.
- **Controls migrations from rural areas:** With the introduction of several forms of tourism like eco-tourism, nature tourism, adventure tourism, rural tourism etc., many under-developed regions of the world are brought into the realm of tourism. This creates economic

opportunities throughout the country and controls the migration of youth to cities.

- **Develops Infrastructure:** Tourism development in destination encourages investors to undertake projects like construction of roads, airports, hotels, civic amenities, restoration of cultural monuments, etc. It produces good returns on investments. The development of infrastructural facilities in turn improves the economic conditions of people living in these regions, thus resulting in the change in their lifestyles.
- **Contributes Tax Revenues:** Tourism industry increases the revenues of the host countries collected through enormous tax revenues. Direct and indirect taxes imposed on tourist facilities such as accommodation, restaurants, shops, and fees collected near the monuments, etc. contribute to increase the government's revenues.
- **Gross Domestic Product:** International and domestic tourism together generate up to 10% of the world's GDP.

Thus, the economic impact of tourism has been commonly viewed as “a positive force which stimulates secondary economic growth”. Economists consider tourism as “basic income since it helps to pay for goods and services, imported from other regions and contribution to government revenues through taxes, that can be used to develop community and infrastructural facilities and services in general economic development”. However, critics mention that “everything is not good as far as economic impacts are concerned. Variety of factors like heavy infra-structure costs and leakages in the economy, expenditure on imports, etc.” are highlighted to make their point. Irrespective of these arguments on both sides, the economic impacts of tourism have a bearing on the national, regional and local economies.

5.1.4 Multiplier Effect in Tourism

Tourism which falls under the tertiary or service sector has tremendous potential for creating employment not only in tertiary sector, but also in primary and secondary sectors as well. For instance, the hotel built in a tourist destination, not only provides direct jobs in the hotel at various levels, but also creates jobs indirectly

in the following ways: The hotel which provides catering services to the tourists, has to buy vegetables and other food products from the local farmers. The local farmer in turn, spends some of the money, which he receives from the hotel manager, on buying fertilizers or other essentials for the house. The tourist arrivals at the destination also augments demand for local products like souvenirs, craft items, dresses, sweets etc., which the tourists buys at the destination. This increases employment opportunities in the secondary sector. These network of linkages established between the tertiary, primary and secondary sectors is known as the “multiplier effect”. In simple terms it refers to the circulation of money, which the tourist spends at a destination, among many people. The multiplier effect is derived from the direct, indirect and induced effects.

Direct economic effects of tourism are linked with spending money for purchasing air tickets or hotel accommodation directly from a travel agency. The money thus earned by the travel agent from tourism activity would constitute his direct income.

The travel agent in turn spends that money which he earned from the tourist on the other linked industries, for making payments to various kinds of suppliers for their supplies and services refers to indirect economic effect.

Induced economic effects refer to the expenditure incurred by those who have directly or indirectly earned from tourists spending. For example, an employee of a travel agency after earning his wages invests it for buying his other essentials.

The total economic impact of tourism in an area is calculated by adding the direct, indirect and induced effects of tourism within a region. It is out of these effects that there emerges the multiplier effect in tourism. This is further related to the economic dependency among various sectors in a region. The multiplier effect continues until the money eventually 'leaks' from the economy through imports i.e., the purchase of goods from other countries.

5.1.5 Leakages in Tourism

The term “Leakages” in tourism are referred to those investments made on imports for tourism consumption. Mostly, while highlighting the positive impacts of tourism these leakages are ignored to have longer impacts of tourism on economy.

Thus, to have an exact picture of economic gains ensued through tourism for any nation, region or a local area the amount spent on leakages is generally inferred from the tourism earnings.

Development of Tourism in a region brings many opportunities to improve and add more facilities such as outdoor recreation, parks and roads at the destination. It can also bring social and economic benefits to the local community, by creating jobs for local people, earning more foreign exchange, stable development of weaker areas and increasing the revenues of the state. It also causes sustainable human development through quick economic growth. This is possible, because tourists spend their money on a wide variety of goods and services. They purchase food and beverage, transport and communication, entertainment services, and also spend on accommodation, goods from retail outlets and tour or travel services. The money thus earned will contribute for the development of the host economy. However, the value of tourist expenditure represents only a partial picture of the economic impacts. The impact brought about by the interaction of host and guest is another important phenomenon.

5.1.6 Regional Impact of Tourism

The UNWTO has formed six world tourism regions consisting of Africa, Americas (both North and South), East Asia and Pacific, Europe, Middle East and South Asia. Of these, some were rich and some poor countries. These include both highly advanced and under-developed tourism destinations. UNWTO, focuses more on backward regions and under developed regions by encouraging them to develop tourism for attaining economic progress. Regions which are historically and culturally backward are encouraged to promote eco-tourism, cruises, water sports, tropical forests, high mountain ranges, ocean beds, etc., to attract tourists and thus provide an opportunity to those destinations, which lag behind in competing with industrialized countries in attracting large number of tourists.

In order to develop tourism and to transform the region's economy through attracting foreign investment, the Multilateral Investment Guarantee Agency (MIGA) is created for helping developing countries and backward regions. This agency follows a three pronged strategy.

- i. To adopt an uncompromising business approach for sustainable development of tourism and to ensure returns on the investments made. This is done through partnership between the public and private sectors and formulate a framework for encouraging growth and reduce poverty. This would also lead to a growth in infrastructure and technology at the destination, while protecting the environment and local cultures.
- ii. Most of the developing countries and backward regions encourage tourism because of its potentiality in creating jobs. The World Bank which is operated in more than 140 countries considers tourism as the fastest growing industries in the world. It was estimated that the hospitality sector alone created 1 to 2 jobs direct or indirectly and hence suggests the countries to develop a framework that would encourage the development of tourism.
- iii. The National Tourist Offices (NTO) role in the wake of globalization and competition between new destinations has increased. It defines the brand value of destinations, and spread awareness to draw more customers by guaranteeing them with quality services.

5.1.7 National Impact

After the end of World War II, the newly independent countries looked towards developing tourism. It was presumed that the competition between the industrialized and agricultural economies would be reduced with tourism earnings. India is not an exception. After Independence, India has set goals to derive maximum economic benefits from tourism. The Planning Commission has developed an integrated plan for tourism in its Tenth Plan period (2002-2007). Tourist destinations were developed and hotel industry witnessed a boom. Millions of direct as well as indirect jobs were created by tourism sector alone. Foreign exchange earnings grew largely. The hotel industry emerged as a major source of foreign exchange earnings from tourism.

The Indian model of tourism development focused on mitigating regional imbalances. Some regions which do not have potential for industrial development used gifts of 'nature'. Example Kashmir, hill regions of Himachal Pradesh, Uttarakhand, Uttar Pradesh, North Eastern States, which were considered as

undeveloped areas now came to be integrated with tourism development. It was expected that human resource requirements in this sector are not very high as the skills and education required in transport, accommodation, catering and other services do not require high levels of training and therefore investment on human resource development in this sector would be very less.

In order to increase the domestic tourism, the Government introduced Leave Travel Concession for domestic tourism. Any government servant travelling more than 1500 hours within the country would be reimbursed the travel expenditure. Following this many private companies offered travel allowance to its employees. An important outcome of these measures was an increase in domestic tourism. The major benefactor of these developments was the pilgrimage sector.

After establishing a Department of Tourism under Ministry of Tourism, at the Central and State levels, Tourism Development Corporations showed interest in developing tourist places. The Government of India relaxed visa and custom procedures for the tourists coming from ASEAN (Association of South East Asian Nations). The liberal or “Open Skies” policies adopted by the Indian Government from the 1980’s not only brought in more international tourists but also simultaneously led to the development of tourist hospitality and transport sections as well.

The Government also considered introducing new tourism products like Eco-Tourism, adventure sports along with cultural tourism to attract niche markets. In the late 80’s it was realized that tourism development is dependent on providing easy accessibility, better infrastructure and planned promotion. The new tourism policy, therefore revolves around 4’S viz., *Swagat*, *Suchna*, *Suvidha* and *Suraksha*.

5.1.8 Local Level Impact

Tourism is an industry which requires a clean and attractive environment, whether it is natural or man-made. Hence it becomes the responsibility of the locals to ensure sustainable development of tourism. For achieving the sustainable development of local tourism sites, the governance should be decentralized. Decision-making is also localized. The locals should be made part of eco-tourism and heritage conservation. Keeping in view of their larger responsibility, in tourism

development and promotion, the Rio World Summit of 1992 proposed Local Agenda 21. Agenda 21 is an important policy which gives the local government and authorities the whole responsibility to control tourism development and enjoy its benefits.

Initiatives of the Agenda 21:

Governments and NTO (National Tourism Organizations) play an important role by bringing all the stakeholders in the tourism together to plan for sustainable development of tourism. The Agenda 21 aims at building the disparity between nations, and strives for safeguarding human health, natural wealth, and environment through formulating legislations. Some of the initiatives taken by Agenda 21 for Travel and Tourism are as follows:-

1. Help people to lead a healthy and productive lifestyles in harmony with nature.
2. Conserve, protect and restore the Earth's eco-system.
3. Develop a joint system of tourism trade.
4. Maintain harmony among countries.
5. Include women and local people in tourism by providing them employment.
6. Recognize, support and protect the identity, culture and interests of indigenous people.

Though the aims of Agenda 21 are praiseworthy, yet it requires commitment to implement these aims. However, to minimize the negative impacts of tourism, it is essential to study and analyze the carrying capacity of a destination.

Merits

If tourism is well-planned and executed properly at the local level it reaps many benefits for the locals. It could improve their standards of living. Taxes generated from tourism could be utilized for the improvement of facilities such as schools, hospitals, roads, etc. The infrastructural development in turn creates new opportunities for the local residents. Local heritage, nature, arts and crafts can be offered as tourism products exhibiting local talents. At many destinations, tourism

has become a major economic activity for the local people. It has become a main source of income for them.

Demerits

Despite its benefits like job creation, infrastructure development at destinations, increased tourism activity has affected agriculture in most of the places. In many instances, agricultural land was converted for the construction of resorts. Crops and vegetables were also grown to meet tourist requirements, than the local population.

Excess tourism activity at a destination can also led to an increase in prices, shortage of drinking water and irregular supply of electricity, over-crowding etc.. This in turn, affect the local economy in a big way. Another major concern for the local population is once, the place becomes a popular transit destination, and many outside players enter and dominate over the local population. Further, the economic benefits will also get diverted to the outsiders. These factors generate tension among the residents and tourism providers and tourists.

5.1.9 Carrying Capacity in Tourism

The United Nations World Tourism Organization (UNWTO) defined "Tourism Carrying Capacity" as "the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction." Therefore, carrying capacity becomes essential criterion in planning and management of tourism. WTO further states that carrying capacity in tourism includes several elements such as:

Physical carrying capacity: It refers to the maximum number of tourists that an area can accommodate. If the site is viewed as overcrowded, then it requires some control.

Economic carrying capacity: It is related to the level of acceptable change within the local economy of a destination. If the money spent on tourism development is more than the revenues it brings, it will lead to inflation affecting the local economy.

Social and cultural carrying capacity: This represents the point at which the social, cultural and historical resources of a tourist place deteriorate due to tourism development. An increase in crime rate and fall in tourist arrivals are indicators of the social carrying capacity.

Ecological carrying capacity: This is concerned with the extent to which the natural environment is able to endure human interference. This is based on the ecological changes that accrue from tourism development though providing infrastructure, services and facilities to tourists.

5.1.10 Negative Impacts of Tourism

Despite of having many positive aspects of tourism, particularly in contributing to the rise in nations GDP and generating employment, tourism has its negative impacts, which are influenced more by political and social conditions. Some of these are listed below:

Instability: Tourism is vulnerable to socio-political, environmental or financial instabilities. This has been witnessed in the recent past, when the pandemic of COVID-19 has effected severely all sectors of tourism in the entire world. Similarly, political instability caused due to war, and improper political decisions can also affect tourism in the region. These fluctuations in the tourism market cause insecurity for those who depend on tourism industry for their sustenance.

Seasonality: Tourism business operations are seasonal in nature. In most of the places, tourism operations run for short period. For instance, in India, the best time for tourism business is only for six months i.e. from October to March. During off season, the local traders and others involved in tourism business have to search for other means for livelihood.

Burden of taxes: As the tourist destinations become popular, the local government imposes variety of taxes in the locality. These additional taxes are meant to improve the facilities in the tourist destinations. However, along with the tourist, the local residents also have to accept the burden of additional taxes.

Overuse of natural resources: Unplanned and excessive usage of natural resources such as land, water, food, bio-diversity and power, for tourism purpose at

a destination may deprive the local residents their rights over such resources and may also threaten the sustainability of such resources.

Displacement: Displacement means dislocation of residents when they are forced to shift from their lands. In tourism however, displacement is of a different nature. Though the government does not force the residents to leave the place, but because of the changes that arise due to tourism activity such as price rise and loss of traditional livelihood opportunities, etc., residents themselves eventually leave the place.

Change in Occupation: Tourism as an industry creates many white collar jobs. For example a hotel at a destination provides jobs of receptionist, a cook, waiter, bell boy, security guards, etc. The sophistication in tourism jobs attract farmers, fishermen, and labours who show interest to migrate from their traditional occupation to join the jobs in tourism. This can have an impact on traditional occupations like agriculture, fishing and others.

Employing Migrant foreign Workers: Many top hotels in the world prefer employing migrant foreign workers, depriving opportunities for the local residents. There are two reasons for it. First, they believe that the local labour force may not possess the required skills and second, the local residents may not be interested to work in hotel industry. In both these cases, the country forfeits a huge amount of money paid as salary to these migrant employees.

5.1.11 Case Study

When Spain faced economic crisis in 2007, tourism was the only hope through which it could manage the situation. Through strategic planning, Spain could attract large of tourists, resulting in a great boom in the Spanish economy. Within a decade, i.e., by the year 2017, tourism has accounted for 14.9% of the national GDP creating 2.8 million jobs and Spain stood second in terms of international tourist arrivals. Despite such tremendous growth, some tourist areas protested against over tourism. They expressed their dissent by attacking tourists in restaurants, tourist buses, damaging bikes in tourist spots, and resorting to other acts of vandalism. Barcelona, Balearic Islands and surrounding regions became a stage for these incidents. This trend spread to other European cities like Berlin, Paris and London

creating a feeling of tourism-phobia. At many places anti-tourism movements were manifested rejecting over-tourism.

Barcelona, situated in northeast of Spain is the second largest city in Spain. In this city, tourism activity holds a significant position. The tourism industry alone contributes 15% of the GDP and 9% of the employment. After the celebrations of 1992 Olympic Games at Barcelona, tourism activity in this city has increased tremendously. At present 30 million tourists visit Barcelona every year, thus taking it position to third place in Europe next only to London and Paris and twelfth position in the world.

These over-crowding tourists resulted in many dissent movements. The local population rejected the over-night stay of tourists in large numbers. The prices of houses and rentals increased greatly. The local resources were used largely for the tourists. The benefits of tourism were reaped by the international hoteliers than the local people. It also increased pollution at the place. The price of real estate is rising. Many traditional business houses faced losses. All these outcomes of over tourism invited strong reaction against the tourists. There were protests all over Barcelona rejecting over tourism. Though the local people here are not against tourism but are not in favour of over tourism. The locals demanded to impose strict rules while giving permissions to hotels and other tourism related organizations. Regulate the apartment rents, reduce the number of cruises, increase salaries and improve the working conditions of the local workers, increase the taxes on tourism related companies and organizations and use the amount thus accrued in the development of local regions.

Let us look at another case study of Bermuda. Bermuda is a British Overseas territory located in the North Atlantic Ocean. Tourism has made this country as the most affluent countries in the world. The tourist arrivals to Bermuda outnumber its actual population which is only 64,000. In order to develop sustainable tourism, the officials made a framework to monitor the impacts of tourism. Accordingly, the households were restricted to possess only one car, car rentals were not allowed. They also limited the number of ships in harbor. Aquatic animals like whales, dolphins, marine turtles and corals are safeguarded legally. They prohibited the use of neon signs and even framed building code restricting the height of buildings. Even

the architectural styles of buildings were specified. National park and nature reserves allow entry of tourists only on foot. All these measures led to the sustainable development of tourism in Bermuda.

5.1.12 Let Us Sum Up

In this Lesson, the economic impacts of tourism have been highlighted. The economic impacts of tourism are felt on every nation, region and also at local and destination level. Tourism has the potential to generate direct, indirect and induced employment with multiplier effect. However, the benefits of tourism are assessed and deduced from the leakages out of the earnings. The economic impacts of tourism are both beneficial and harmful for the local economies. Hence, these should be managed properly to minimize the negative impacts. Tourism management should focus on the carrying capacity for sustainable development of tourism.

5.1.13 Self-Assessment Questions

1. What are the characteristics of economic impacts of tourism?
2. What is Multiplier Effect?
3. Write an essay on the regional and National impacts of tourism.
4. Write about Local Agenda 21?
5. What is Carrying Capacity of a destination?

5.1.14 References

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Lesson-5.2: Social Impacts of Tourism

5.2.0 Objectives

5.2.1 Introduction

5.2.2 Social Impacts of Tourism

5.2.3 Positive Social Impacts of Tourism

5.2.4 Negative Social Impacts

5.2.5 Summary

5.2.6 Exercises

5.2.7 Suggested Readings

5.2.0 Learning Objectives

The main objectives of this Lesson are to

- Understand the social impacts of tourism
- Know the positive and negative impacts of tourism on the local communities
- Comprehend how tourism can bring in cultural change
- Analyse the positive and negative impacts of tourism on culture.

5.2.1 Introduction

The social impact of tourism refers to changes brought in the quality of life of residents of tourist destination. Social impacts deal with study of interpersonal relations between residents and visitors. Tourism can bring transformations in the societal values, behavioural patterns of individuals, family bondage, religion, language, relationships, etc. These relations are built based on the mutual exchange of information, ideas and knowledge that helps in fostering better international understandings. The social impacts of tourism results in the “demonstration effect”. In demonstration effect, “the tourist influences the behavior of the host population. The local people tend to observe and learn the life style of the visitors coming from affluent societies. They try to emulate their way of life”. The social impacts can be positive and as well negative. Therefore, in this Lesson, let us understand the positive and negative social impacts of tourism.

5.2.2 Social Impacts of Tourism

By nature, tourism is an interactive service industry between the guest and host communities. Mutual interactions ensure sustainable management of tourism industry. There are many positive and negative social impacts which depend a lot on the guest-host relationship. Pierre L. van den Berghe views tourism as “a special form of culture contact, of race and ethnic relations, and of the class relations, which inescapably involves contact between groups of people who might otherwise not meet, and who differ on one or more dimensions of social class, religion, language, ethnicity, or race”. He further suggested seven properties on the basis of which the tourist- host interactions depend. These are as follows:

1. Asymmetrical Interactions in which the tourist-host interaction is based on unequal relationship. Further, the host has greater advantage of being more knowledgeable about the local conditions, prices and so on and can take advantage against the ignorance of the tourist.
2. Ephemeral Interactions are generally short-lived. These are based on the negative attitude of mistrust and deception on both sides.
3. Segmented and instrumental interactions are temporary relationships built for specific purposes. These will not have any long-lasting consequences.
4. Tourist-host interactions are vulnerable and can even lead to disputes owing to language barriers.
5. Guest- host relationship can be affected due to cultural barriers between the two.
6. The interaction between the two i.e., the guest and host takes place amidst the preconceived notions of each side about the other.
7. While speaking about the guest-host interactions, Pierre suggested that “the mutual expectations are low and the interactions are carefully bracketed in both time and space, they are found to be profitable and enjoyable” He thus, listed the “structural conditions within which the tourists-host interaction takes place”. He further reiterates that “the only safe generalisation is that tourism never leaves a host society and

culture unchanged". The tourist-hosts relationship therefore are based on "a variety of issues, like, attitudes, language, photography, stage shows, etc. which has both positive and negative impacts for both the host and the guest". Let us now examine some positive social impacts.

5.2.3 Positive Social Impacts of Tourism.

Tourism activity can bring in many positive social impacts in a destination. These are listed as development of infrastructural facilities benefitting the locals, conservation of cultural heritage and handicrafts, mutual exchange of ideas, tourism playing a transformational role on societies, helps in reducing migrations and so on. Let us elaborate these points:

Infrastructure Development: Tourists have distinct and different tastes. Their aptitude to learn from other cultures and traditions motivate them to visit different places around the world. For such tourists, tourism industry provides hotels, restaurants, transport and other facilities at the destination. They are also benefited by schools, libraries, health care institutions, internet cafes, and so on. Provision of all these facilities, creates employment to the local people, and improves their quality of life, which may otherwise take a long time. Tourism, thus helps the local people to lead a better lifestyle.

Conservation of cultural heritage and handicrafts: Tourism activity stimulates the local communities for conservation of cultural heritage. Tourists show interest not only to know the culture of the host community but also to participate in various activities. When the guests appreciate, understand and respect the host community, it encourages the host communities to take pride in their culture leading to community celebrations and the revival of cultural activities. Tourism also helps to revive handicrafts which otherwise were on the verge of extinction.

Mutual exchange of ideas: Tourism results in embracing new ideas from the guest. Social contacts between the guest and host leads to mutual understanding, appreciation and learning. Frequent interaction with each other may also develops friendship, family bonding, respect, and liking for each other. The hosts benefit through these contacts as they gain knowledge about other places in the world without going out of their place of residence. Similarly, the guests (tourists)

understands and absorbs the unique culture of the host communities. This develops tolerance towards each other's culture which ultimately results in improved social behaviours. The improved behaviour of host community, leads to an increase in the tourist arrivals.

Transforming Societies: Tourism plays a positive role in transforming the complete picture of a destination or a country. Social exchanges between hosts and guests build good relations between them. This in turn can help in promotion of global peace and bring awareness on issues such as poverty and human rights abuses.

Prevents Migrations: Tourism can put a check on the migration of youth to other regions for better employment opportunities. Tourism demands better services and infrastructural facilities. This creates various employment opportunities in the region. Consequently, people will not move to other cities for livelihood.

Emergence of cosmopolitan cultures: Tourism relies on the mutual interaction between the tourist and the hosts and other tourism providers. Since, both come from diverse cultural backgrounds, it creates a cosmopolitan culture in the region.

Impetus for local handicrafts: Tourism helps in providing impetus for the local arts and crafts. Many destinations, exhibit the local handicrafts, which the tourist purchase as souvenirs. The demand for souvenirs helps to revive arts and crafts from diminishing. It provides economic benefits to the local artisans, who have no other skills other than the production of handicrafts.

Demand for learning foreign languages: Tourism inspires the local people to learn the foreign languages. At destinations which attract more number of foreign tourists, the local guides and escorts prefer to learn foreign languages for effective communication with the foreigners. This has resulted in an increase in their income levels. For instance, in places like Kovalam, Jaisalmer, Pushkar and other places in India, the youth learn different foreign languages to communicate with the foreign tourists.

Safeguarding Cultural Heritage: Tourism plays an important role in the conservation and preservation of both tangible and intangible cultural heritage. Tangible cultural heritage includes handicrafts, sculptures, architectural heritages,

monuments, forts, etc. Intangible heritage includes oral traditions, festivals, performing arts, dance, music, language, etc. which constitute the heritage of local community. Tourism providers include local festivals activities and traditions in the tour itinerary to attract tourists. The tourists enthusiastically participate in the cultural programs and festivals organized by the host community during their stay. This would lead to the preservation of the local culture and traditions, which eventually benefits both. For example, many places in India such as Himachal Pradesh, Kerala, Assam have emerged as popular tourist destinations among international and domestic tourists for their unique festivals and cultural activities.

Rejuvenates Culture: Tourism helps in rejuvenating and reviving many traditional cultures which are on the verge of extinction. The cultural preservation due to tourism support inculcates a sense of pride for their culture among the host communities and further escalates the creativity among them. Tourism thus contributes for the preservation and rejuvenation of intangible heritage.

Preservation of Monumental Heritage: Tourism mostly revolves around visiting the famous historical monuments. These architectural edifices of the past constitute the prime motive for travel by national and international tourists. Place with historical monuments get a new life because of tourism activities. The government authorities frequently supervises and safeguards these historical places, as they earn lot of revenues for the state.

Promotes Amicability and trust: Tourism encourages social interactions between the hosts and the guests. The cultures which were hitherto confined to the place acquires an identity and recognition through tourism. The local communities work collectively and assist each other to display trustworthiness, decency and friendliness to tourists.

Thus, tourism plays an key role in bringing communities and social groups together. It helps in developing mutual respect for each other. It makes the host community to take pride in their culture. It increases the knowledge and understanding about the other cultures. Tourism helps to improve the behaviour of the resident community, which in turn escalates the tourist arrivals. Improves the infrastructure that benefits the local communities. Further, the other progressive factors such as “national integration, social upliftment, communication and

preservation of culture and heritage etc., enhances the overall social impact of tourism”. Thus, we can say that tourism helps to foster international amity, peace and prosperity. Hence, effective and management of tourism will contribute to the cultural, social, economic and technological development of a tourist destination.

5.2.4 Negative Social Impacts

Though tourism has many advantages, yet there are also some negative impacts. These negative impacts from tourism generally occur when there is excess tourism activity which deprives the host community to enjoy the benefits of tourism. Under the influence of non-host cultures, traditional cultures are losing their significance. It was also observed that often tourists don't respect and follow the local culture and values and eventually exploit them. Sociological researches have pointed out to attitudes, demonstration effect, tourist bubble, etc., which can be destructive to the host communities. Let us now understand the negative social impacts of tourism.

Attitudes: Attitude refers to “the behaviour pattern of both guests and hosts. It expresses the degree of acceptability or irritation of the local community towards tourism-related activities that affect the quality of life at a destination”. For example, tourism results in an increase in the prices of commodities. This will have an impact on the host communities. This leads to the change in the behaviour of the host towards the tourist.

Further, in many countries like India, tourism is promoted primarily for deriving economic benefits. Socially, tourism is considered as an activity of the rich people in the society, who have the capacity to pay high taxes. The revenue thus earned, is spent for developing the infrastructure in the destination. It also create jobs for the local youth. However, those who work in other sectors consider these tourists as idle, rich and careless. Older generation people are apprehensive about the tourists influencing the lifestyle and culture of the local people, which is not acceptable to them. On the other hand, the tourist point of view is different. They expect friendly and efficient services at a low cost, and tolerance and friendly behaviour from the hosts at several levels. This results in a complex social interaction.

The tourists also expect value for their money. However, often they are deceived by the middlemen who controlled urban and export markets. The middlemen also exploit local artisans by introducing new methods in the production of souvenirs. As a result, manufactured goods were preferred over the handmade goods as their quality was comparatively better.

The “Tourist Bubble”: Globalization and mass tourism has accelerated changes in tradition and value systems. Many of the old customs are becoming obsolete in the modern world. In tourism “the tourist bubble” creates a gap between host-guest relations. A tourist bubble may be defined as a space within the limited area of a destination, which comprises tourist attractions and facilities and is separated from its surrounding environment either spatially or psychologically. For example, if tourists visit a resort or takes a cruise ship they are limited to that space only. They do not come into contact with the local people at all.

Changes in Society: Sociological studies revealed that tourism activity at many destinations has accelerated the changes in society and culture of the host community. “Cultural homogenisation while retaining cultural difference has become a major contradiction in tourism practice”. At many destinations particularly in Asia, bad practices like “prostitution, drug abuse, alcoholism, money laundering, crime, and paedophilia” have alienated the hosts from tourism.

Tourists are guests and temporary visitors. But their “insensitive behaviour towards religious shrines and symbols, towards juveniles and towards local norms can turn tourism from a bridge of understanding to that of mistrust and hostility”.

Similarly, hosts see the tourists as wealthy people, lacking morality. They collaborate with cheats in robbing the tourists. Many such instances occur especially in the third world countries, where no proper securing measures are taken to safeguard the foreign tourists. For instance, when few young Japanese travellers visited India, some hawkers and cheaters collaborated with each other and cheated the young Japanese travellers who are not familiar with English language.

Demonstration Effect: According to Valene L Smith, The "demonstration effect" refers to the “tendency for a more economically primitive culture to imitate the behaviour patterns of a more complex nature”. This means that a tourist is often

viewed as coming from an economically advanced society and hence, the host community tries to imitate them.

Dekadt is of the opinion that the tourist often projects a distorted picture of their status. He states that "tourists on vacation usually demonstrate a standard of living that is considerably higher than their average level of consumption at home during the rest of the year. The image they project of their home society is thus distorted and further magnifies the gap between their living standards and those of the majority of the host country's population".

Acculturation: Anthropologists view tourism issues under the acculturation model. In this model, "when two cultures meet, for any length of time or connect through any process, each learns from the other through borrowing. When the borrowing is symmetrical the results of the contact can be positive". However, the tourist-host encounter can become asymmetrical based on how much time "the tourist spends with the host, the tourist profile, the openness of the host culture to accept the tourist", etc. In many societies, it has been noticed that the hosts acculturate the tourist's beliefs and outlooks much quicker, thus diluting the "natural" or "authentic" appeal of the location. In this sense, tourism is held responsible for polluting tourism.

Language: Though language is considered as a barrier between the tourist-host interactions, it has its impact in many respects. While some tourists may show interest to learn some basic terms for greeting etc., others neither have time nor interest for learning language of the host communities. The tourists rely on only those guides and escorts who can converse with them fluently. They believe in everything what the guide tells them, without even verifying whether such information is authentic or not.

Problem of authenticity of tourist Space: In recent years, a new trend has emerged in managing a tourist site, to reduce social stress. The tourism providers instead of meddling with the private spaces of the people's live introduced the concept of reconstruction of a historical past by replicating architectural and cultural features and exhibiting the same to the tourists. For example, "Indonesia has a mini Indonesia park, Hawaii has a Cultural Centre, Fiji has an Orchid Park, Thailand has a mini park and India has the Pragati Maidan, to replicate architectural and

cultural features”. Tourism promoters publicize these reconstructions as more realistic than the modern village or ethnic group.

Photography and Staged Shows: McMannell Dean in his research states that for a tourist, photography, is a proof and memory of the tourist experience. Hence, they wish to record what is authentic, natural and real. They wish to capture their memories through photographs with the local ethnic groups. But at many places, the real ethnic groups view photography as an intrusion into their privacy. In some cases, the hosts demand money to be photographed with them. In such cases, the tourism industry at many destinations has encouraged “staged authenticity”. The term staged authenticity is used by the tourism industry to define the way that traditional cultures are presented (i.e. staged) to outsiders. Many tourists prefer the professional models who dress up like the real ethnic group than the host community. In many instances the host communities oppose it as a misrepresentation of the real.

Loss of Indigenous Cultures and Identity: Tourism can both be “a source of international amity, peace and understanding and a destroyer and corrupter of indigenous cultures”. In many areas, tourism intrudes in “people’s privacy, assault dignity, and destroys authenticity of ancient traditions, cultures and values of a society or community”. Many traditional skills like farming, carpentry, pottery are losing their existence or being forgotten in the garb of modernization and globalization. Tourism can cause change or loss of local identity.

Inconvenience for the Locals: An increase in tourism activities leads to the use of more vehicles on the local roads. This leads to traffic congestion. The local residents who had to travel only short distance face problem as it now take longer time. In addition to it, too many vehicles create sound and air pollution. This disturbs local residents, destroying their peace and tranquillity.

Ill-effects on behaviour: “Crowding and congestion, drugs and alcohol problems, prostitution and increased crime levels can have a detrimental effect on the quality of life of the host community.” Tourism can even impinge on local rights and can lead their displacement, when new hotels make their way.

Seasonality of tourism jobs: Besides some economic benefits tourism can have serious drawbacks. Since tourism is a seasonal activity, it can cause seasonal employment problem affecting the local people. Further, the income from these jobs is also very limited. This can cause serious problem for those countries for which tourism constitutes the main source of revenue. Seasonal jobs can lead to high rates of unemployment.

Commodification: Local communities attract and impress tourists by their cultural and social activities. Tourism can “turn local cultures into commodities when religious rituals, traditional ethnic rites and festivals are reduced and diluted to conform to tourist expectations, resulting in what has been called "reconstructed ethnicity." Once a destination is sold as a tourism product, and the tourism demand for souvenirs, arts, entertainment and other commodities begins to exert influence, basic changes in human values may occur. Sacred sites and objects may not be respected when they are perceived as goods to trade”.

Standardization: “Destinations risk standardization in the process of satisfying tourists' desires for familiar facilities. While landscape, accommodation, food and drinks, etc., must meet the tourists' desire for the new and unfamiliar, they must at the same time not be too new or strange because few tourists are actually looking for completely new things. Tourists often look for recognizable facilities in an unfamiliar environment, like well-known fast-food restaurants and hotel chains.”

Adaptation to tourist demands: Tourists take with them souvenirs, arts, crafts, that manifest the local cultures. At many places, craftsmen modified their products to suit the market demands that adhering to their originality. These practices of commodification of cultural goods can result in the loss authenticity.

Cultural Clashes: Tourism involves “movement of people to different geographical locations, and establishment of social relations between people who would otherwise not meet”. Sometimes, this leads to cultural clashes which arise due to differences in religious beliefs, social values, lifestyles, languages and prosperity. “This attitude of local residents towards tourism development may unfold through the stages of euphoria, where visitors are welcome, through apathy, irritation and potential antagonism, when anti-tourist attitudes begin growing among local people”. Eventually, it can be said that “increased tourism activities

could turn into cultural destruction, can result in an overexploitation as the local community, continue to loss its original language, values, traditions, religions, rituals etc.”

Crime: The growth of mass tourism is often accompanied by increased crime. The presence of a large number of tourists with a lot of money to spend, and often carrying valuables such as cameras and jewelry, attracts criminals indulging in activities like robbery and drug abuse, which may cause negative changes in social behaviour.

Child labour: International Labour Organization studies show that many jobs in the tourism sector have long working hours, unstable employment, low pay, little training and poor chances for qualification. “For many jobs young children are recruited, as they are cheap and flexible employees. An estimated 15-19 million children and young people below 18 years of age are employed in the tourism industry worldwide. Child labour in tourism is common in both developing and in developed countries. Many boys and girls below 12 years of age are engaged in small business activities related to hotels and restaurants, the entertainment sector or the souvenir trade, often as porters or street or beach vendors. They are frequently subjected to harsh working and employment conditions.”

Thus, though tourism in one way foster friendship and cultural exchanges, on the other hand it can create several problems to the host communities. More than the positive impacts, the negative influence of tourism is effecting many tourist destinations leading to the protests from host communities. Hence, there is need to consider the negative aspects of tourism and resolve the issues through consulting the various stakeholders and encourage positive tourism.

5.2.5 Summary

In this Lesson, we have discussed the social impacts of tourism. Tourism as an activity involves interaction with the host communities, which can produce both positive and negative impacts. The positive impacts are often seen as benefactors to the society. The local communities and the tourists through their mutual interactions help in the exchange of knowledge, appreciate each other’s culture. Tourism also helps in the conservation of traditional knowledge systems and promotes local

handicrafts. Local festivals, dance, music and other ethnic components of the host societies gets recognition and identity and boosts the local people to preserve them.

However, tourism is not without negative impacts. In spite of the positive role tourism activity can leave an indelible mark on the host communities. There is often a danger of commodification of heritage. A kind of mistrust is built between the host and the guest if they both try to cheat each other. Many social crimes like prostitution, drug abuse, robbery, child exploitation are associated with tourism. Many times, the tourist feel superior and ill-treat the local population lead to tensions. Hence, on one hand, tourism is beneficial to the society, on the other hand, it has its own negative impacts. Therefore, the need of the hour is to work for sustainable development of tourism minimizing the negative and maximising the positive impacts.

5.2.6 Self-Assessment Questions

1. Define “Demonstration Effect”?
2. What is “Tourist Bubble”?
5. Explain the positive social impacts of tourism.
4. Discuss the negative social impacts of tourism.
5. Describe the impact of tourism on culture.

5.2.7 References

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Lesson-5.3: Physical Impacts of Tourism

5.3.1 Objectives

5.3.2 Introduction

5.3.3 Islands and Beach Tourism-Purpose of travel

5.3.4 Impacts of Island and Beach Tourism

5.3.5 Hills and Mountains as Tourist attractions-Their Impacts

5.3.6 Tourism Management Plan- Towards Sustainable Development

5.3.7 Let us Sum up

5.3.8 Self-Assessment Questions

5.3.9 References

5.3.1 Learning Objectives:

The main objectives of this lesson are to

- Understand the physical features as tourism products
- Analyze the positive and negative impacts of tourism on physical features such as mountains, hills, islands, beaches etc.
- Know the various measures taken for reducing the negative impacts of tourism

5.3.2 Introduction

The world is dotted with attractive landscape sites, such as sandy beaches, lakes, silvery riversides, mountaintops and slopes, which constitute the physical features. To promote these ecological zones as tourism attractions, the concept of “ecotourism” has emerged. Ecotourism has been defined as “a form of sustainable tourism that involves environmentally responsible travel and visitation to, in order to enjoy, study and appreciate nature and any accompanying cultural features of the place. It also promotes conservation, has low visitor impact, and provides for beneficially active socio-economic involvement of local populations”. Ecotourism encompasses different forms of tourism activity such as wildlife tourism, beach tourism, island, mountain, hill, forests tourism, etc. All these types have their impacts on these fragile eco-systems. There is an ongoing debate among the Environmentalists on the positive and negative impacts of this type of tourism. In

this Lesson, we shall enumerate the impacts of tourism on the physical features and the measures taken to mitigate the negative impacts and thus protect the ecosystems.

5.3.3 Islands and Beach Tourism - Purpose of Travel

Let us begin with Islands and beaches. Islands and beaches form important tourist destinations. Islands were mainly looked as isolated spaces engaged in the cultivation of plantation crops. However, this perception has changed from 1950's. Tourists are no longer viewing islands as secluded places but prefer these as holiday destinations resulting in a phenomenal growth in Island tourism. The following reasons are cited as reasons for such remarkable rise in Island tourism:

- i) For studying the universal aspects of Islands such as its history, customs, hospitality, cultural differences and climate and environment.
- ii) For experiencing the remoteness of islands with access to abundant water, sand and sunshine attracts tourists to have an 'island experience' and for general relaxation.
- iii) Researchers and students studying the nature, flora and fauna visit islands and beaches for studying oceanic ecosystems, endemic species, tropical forests, corals, etc.
- iv) Sports enthusiasts and adventure tourists whose love for water sports like" scuba diving, snorkelling, deep sea diving, rafting, water surfing, etc.", are fascinated to visit beaches and islands.

5.3.4 Impacts of Islands and Beach Tourism

The impacts of tourism on islands and beaches are categorised into three broad headings, viz., physical, socio-cultural and economic impacts.

Physical impacts: Though tourism provides positive ways for environmental protection on the islands by labelling areas as national parks, restoring historic buildings, creating pedestrian precincts, there are also some negative impacts. Some of these are as follows:

- Mass tourism exposes island's bio-cultural diversity to peril. Islands with fresh water resources are endangered by the construction of hotels and

apartments on steep slopes, harming watersheds, causing soil erosion and lagoon pollution, thus destroying the coastal habitats.

- Coral Reefs are endangered due to overflowing sedimentation and letting the municipal and hotel waste into the sea, thus imperiling marine and aquatic ecosystems.
- A large portion of the coral and fish life around the boat jetties and hotel beaches are killed.
- Trampling of shallow water corals is very common. Souvenir trade in “shells, shell jewellery and ornaments” results in the removal of life forms.
- Dumping of solid wastes like “plastic cans, bottles, polythenes, eatables, leaflets, coconut wastes, religious objects, and other non-biodegradable materials” damage the scenic beauty of the physical landscape and marine ecosystems.
- Many beaches are confronted with the problems of disposing human wastes and defecation on the beaches.
- The excess use of salt water in oceanic islands cause sewage problems damaging marine life.
- Another major problem to oceans is the discharge of motor boats ferries, and ships used for transporting tourists and goods. Losses incurred due to “transportation, collision, fire explosion, etc. have an adverse effect on fish, coral and mangrove vegetation”.
- Tourism requires construction of “resorts, hotels, providing transport and communication lines, setting up of golf courses, eating joints,” etc. Construction activities involves dredging, which can cause the death of benthic organisms at the site and bring drastic changes in the ecosystem and cause mass killing of the coral reefs. Construction also enhances the sea erosion of the coast.
- Removal of evergreen tropical forests cover for the construction of touristic facilities causes irreparable damage for the ecosystem of the islands.
- Clearing of forests also leads to increase in temperatures and depletion of ground water resources. This would have an impact on the coconut plantations and mangrove forests on the coasts.

- Water and adventure sports like” scuba diving, deep sea diving, snorkelling etc. if done on a massive scale can affect marine ecosystems”.
- Marine life is also threatened by high-speed cruising tourist boats.
- Over fishing on islands disruptions sensitive and ecologically fragile ecosystems.
- Golf courses with rolling turfs affect the local biodiversity.

Socio-Cultural impacts: The social and cultural impacts of tourism are dependent on the host-guest interaction which can create a plethora of problems such as:

- Converting local arts and culture as commercial products.
- Increasing crime levels, degeneration in social values, addiction to drugs and gambling, juvenile delinquencies, alcoholism, casino culture, prostitution, particularly among local youth.
- “Demonstration Effect” i.e. adapting foreign lifestyle by the local inhabitants particularly the youth by neglecting the local customs and traditions.
- Disillusionment among local residents resulting from leakages of income overseas, high levels of expatriate ownership and management. Such alienation often breeds hostility or indifference among the locals towards tourists.

Economic Impacts

Tourism has impacts on the economy of the region in the following ways:

- It leads to resource augmentation of a tourist destination.
- It creates employment, trains the locals in developing skills. It also has the “multiplier effects of foreign exchange earnings” to the host community.
- Tourism is the largest service industry in many islands and beaches.
- Some destinations witnessed the domination by multinational or external companies depriving the local involvement. According to the World Bank, “remote islanders also suffer reduced real income and basic services because of high transport costs associated with dependence on essential imports”.

Measures for Protection of biodiversity

The need to implement proper and effective planning with regard to islands and beach tourism has been recognized internationally. The United Nations Commission on Sustainable Development (1999) echoes a similar concern when it stated that "the survival of small island developing states is firmly rooted in their human resource and cultural heritage, which are their significant assets, those assets are under severe stress and all efforts must be taken to ensure the central position of people in the process of sustainable development". Some of the propositions includes:

- i. Regulation of tourism by way of legislations on physical pollution of beaches. Increase beach patrols to control cultural pollution.
- ii. Conducting Tourist educational camps to make tourists ecologically sensitive.
- iii. Planning an "Integrated Coastal Area Management (ICAM)" for long term planning. The following are some of the components of such a management plan:
 - a) Develop new tourism plans taking into consideration municipal, industrial, agri/aqua-cultural and nature protection activities.
 - b) Destination development plan should work in collaboration with other plans made at area or regional or at the national levels.
 - c) Local culture, traditions should be taken into account and attempts should be made to promote local ownership and management of programmes and projects.
 - d) Tourist traffic should be based on the carrying capacity of the region. Quality tourism based on social and ecological carrying capacities should be encouraged which are also economically sustainable.
 - e) Local Agenda 21 plans should be implemented. This could be done by way of a task force or Sustainable Tourism Working Group.

- f) Such a management plan which incorporates the concerns and interests of all possible stakeholders- the local people, the NGO's, tourist agencies, small and medium enterprises industry representatives. Lessons learnt in one community should be accessible to others.
- g) Above all, awareness generation and tourist sensitisation to the local socio-environmental milieu needs to be undertaken.

5.3.5 Hills and Mountains as Tourist Attractions- their Impacts

Since ancient times, hills and mountains have an important place as abodes of gods. Mountains like “Kailash, Meru, Kishkindha, Govardhan, Vaikuntha” are venerated as sacred places, in the Indian mythology. For sages and hermits too, mountains served as places to meditate. These mountains always attracted tourists.

Hill stations are other major tourist attractions. The modern concept of hill stations owes much to the British endeavours. The hill stations provided relief from the scorching heat of the plains in summer. Some famous hills stations built by the British in India are Chakrata and Jalapahar (cantonment hill stations), Ooty, Murree and Nainital (administrative centres for the British), Kotagiri (for planters and box-wallahs), Mussoorie (for high-spirited young military cadets), Shimla (for the top military and civilian personnel).

“Hills and mountains are unique ecosystems, their ecological and cultural attributes make them favourite tourist destinations. As “zones of refugia” they offer ideal conditions for the three R's-rest, relaxation and recreation. They cater to the varied demands of a vast segment of society”. Some of the main reasons for the popularity of hill tourism are:

- a) Hill stations, offer an ideal summer retreat from the scorching heat of the plains.
- b) Hills form a confluence of various ecosystems. “Forests, snow, rocks and varied relief and ecological features of hills attract naturalists, bio-scientists, academicians, poets, sightseers, photographers”.

- c) Some hill stations are also major pilgrim centres. Vaishno Devi, Amarnath, Kedarnath, Badrinath, Gangotri, Yamunotri, are some examples.
- d) Hills and mountains attract sports enthusiasts interested in mountaineering, trekking, skiing, ice skating, helicopter skiing, river rafting, gliding etc. and lure many adventurers or explorers
- e) For wildlife lovers, hills are perfect places to observe various species of animals and plants.

Impacts of Tourism on Mountains and Hills

The mountain environment refers not only to “the physical or the natural landscape, i.e., forests, rocks, snow, ice, climate, but also includes the cultivated landscape (houses, villages, fields, infrastructural facilities) and the people as well as their behaviour, customs and traditions”. Let us discuss some direct and induced impacts of tourism, on the hills and mountains. These can be studied under three sections.

- a) Ecological impacts
- b) Socio-cultural impact
- c) Economic impact

a) Ecological Impacts

Ecological impacts are referred to “an unregulated tourism which tends to destroy forests, consume firewood, creates pollution due to over-crowding, endangers ecological balance, threatens the floral and faunal diversity, produces garbage trails, overburdens environment with tourist structures and roads, causes at times natural hazards and sometime withdraws labour from agriculture, changes the land use pattern, etc.,” Let us discuss some of these impacts.

- i) Excess tourism activity in some places have converted the rich forested slopes into barren rocks. This was due to the building of infrastructural and accommodation facilities like roads, hotels, huts, and trekking trails.

Grazing or firewood collection also reduced forest cover in the hills and mountains, accelerating “erosion damage”.

- ii) Tourism related projects are major destroyers of the floral and faunal wealth. Trampling also kills plants and causes soil compaction. Picking of wild fruits and flowers by travellers can also lead to eventual loss of the species.
- iii) Hotels generate a lot of solid waste in the form of food, vegetable, paper, rags, clothes, bottles or the hospitals waste like glass, bottles polythene, gloves bandage, cotton, plastics, etc. causes immense harm to the local ecosystems as many hill stations lack sewerage and waste disposal facilities.
- iv) Atmospheric and noise pollution caused by “motor vehicles, aircrafts, road and rail transportation, coal fuel, oil, natural gas, wood fuel and forest fires” also causes disturbance to the silent, serene ecosystems.
- v) Increasing instances of natural hazards like “snow avalanches, earthquakes, flash floods, rock slides, slope failures”, etc. causes ecological disturbances in the hills and mountains.
- vi) Mountain sports like “trekking, skiing, ice-skating, etc. are accelerating rate of deforestation, thereby destroying the habitat of numerous wild animals and high altitude plants”. For example, Nanda Devi Sanctuary, in India, closed down for the trekkers and shepherds. Similarly, adventurous activities like water sports involving diesel-powered speedboats and motor boats create surface water pollution in many areas.
- vii) The local residents of the hills desire for 'quick gains' through tourism. This has led to regression of agricultural activities. In many cases, tourism has overlapped agriculture thus creating a tourist monoculture. This is harmful to the economy as well as to the ecology of the region. Likewise “overcrowding, urban sprawl, shortage of civic amenities when incongruent with the carrying capacity of the region tend to produce harmful effects on the environment”.

However, in many cases tourism has also “served as a tool for conservation and environmental regeneration. If conducted properly tourism awakens ecological consciousness and the need for introducing measures of conservation in sensitive

areas of nature and wilderness. Retreat from hillside farming in the most marginal and dangerous areas is another gain”.

Socio-Cultural Impacts

Local society and its customs constitute an important tourism resource. Village lifestyle, traditional ceremonies and religious processions, arts and crafts are vigorously marketed by tourist organisations. However, mass tourism can also lead to erosion of the quality of life of the host society, when the tourists are not interested in knowing the local culture and history.

Unregulated and insensitive tourism can also lead to “dissolution of social cohesion, social conflicts, criminality, prostitution and immorality in the host society. Loss of cultural identity promoting commercialisation of tradition selling of antiques, vandalism and materialistic thinking also afflict the host society”.

Tourism, however, also has a positive side. It transforms the behaviour of the host population when they attempt to improve their “image”. It also, prevents migration and provides opportunity for learning. “Preservation of cultural monuments, rediscovery of lost traditions, promotion of current culture, training of new craftsmen and contact with the outside world by way of infrastructure modernisation and urbanisation” are other positive outcomes of tourism development.

Economic Impacts

Tourism growth is perceptible at three levels -national, regional and local, although it varies at different levels. Let us have a look at some of the possible mechanisms through which tourism affects the economy of a region.

a) Tourism industries and employment opportunities

Geographers call tourism as a “landscape industry since the products of tourism are made of natural beauty, attractive landscape and cultural heritage”. Tourism development depends upon the importance and popularity of the tourist places.

In popular tourist places, activities like laying down of transport networks like roads, railway tracks, trek routes, rope ways are required. All these involve a

huge labour force for their construction and maintenance. Likewise, tourism industry also has to provide better accommodation facilities by way of construction of hotels, tourist bungalows, tent houses, dharmasalas, etc. Tourism industry employs a large number of seasonal workers such as “the masons, carpenters, porters, rickshaw pullers, hotel guides, waiters, tourist guides, escorts, boatmen, pony owners, candi carriers, souvenir makers, etc”. Thus, tourism development helps to sustain the hill economy by creating employment in different segments.

b) Income aspects and multiplier effect

Tourism circulates existing wealth among social groups and geographic regions through multiplier effect. The money spent by the tourists goes to the local business in a number of ways. This money in turn is spent on provision of goods and services to the tourists. However, the scope of multiplier effect is greatly reduced if there are more leakages in the form of import of foreign goods, interest on foreign investments, etc.

c) Infrastructure and regional development

Tourism initiates infrastructure development and improve the facilities in the region. “The construction of roads, railway lines, airports, electricity and gas supplies, sanitation, water supply etc. which are mainly undertaken to attract the tourists benefit the local residents also by way of provision of civic amenities”. Thus, regional development “is a natural corollary of development of tourism in a region. Foreign exchange, taxi revenues, impetus to local arts, economic diversification - are other accompaniments of development of tourist destinations”.

However, there are certain negative aspects of tourism development, which should not be ignored. It creates “inflation and seasonal dependency besides uneven economic development. Domination of external entrepreneurs, burden on commercial services and over-utilisation of scarce resources” are other negative aspects.

5.3.6. Tourism Management Plan- towards Sustainable Development

The World Tourism Organisation has published "Guidelines for the Sustainable Development and Management of Tourism in National Parks and Protected Areas". Based on these guidelines, the governments of many countries have laid down certain guidelines to promote 'eco-tourism'. Tourism Management Plan is devised for every region to reduce the negative impacts of tourism and control further damage to eco systems. This comprehensive plan is inclusive and interactive in nature. The main features of this plan are:

- i. The macro level tourism development plans should be “integrated with the socio-economic development at the micro-level. Integrated rural development schemes, non-conventional energy development, self-employment programmes, conservation programmes and tourism development plan should work together as an integrated whole towards a common goal of development without disturbing the lives of the local people”.
- ii. Building laws should be made more “stringent in the mountainous areas. Multi-storeyed building unsuitable to the local landscape should not be allowed. All the buildings must be built on passive heating designs, to reduce dependence on fuel-wood. Solar waters could be encouraged”.
- iii. Local people should be “involved while making tourism plans or administrative boards. Their wishes, aspirations, cultural values and economic necessities should necessarily be taken into consideration.”
- iv. Awareness programmes and orientation programmes should be organized on sensitising the tourists to local ecology, culture, economy, etc. In fact, the tourist centres should take the task of disseminating information both to the tourists and the local people about the merits and demerits of tourism.
- v. It is important to have trained guides or escorts to entertain and educate tourists, as they form a crucial link between the tourists and the local communities and ecosystems.
- vi. Alternative tourist spots should be developed to reduce the tourist traffic in more frequented sites. A policy with this regard could be of immense help.

- vii. Tourism regulations and legislations should be adding to the efforts taken by other agencies.

Thus, any “successful management strategy related to tourism has to be very comprehensive in its scope. The tourism industry has to take a serious view of this regard not merely through resolutions but through actual practice in their operations”.

5.3.7 Let Us Sum Up

Tourism is an important industry with several consequences. The tourism activity has both positive and negative impacts on the environment of physical attractions like hills, mountains, islands, beaches etc. This lesson has focussed on the positive and negative impacts of tourism on physical features such as hills, mountains, islands and beaches, which is also an important component of tourism. While on the positive side, it leads to sharing of local knowledge, encouragement of local handicrafts and creation of employment opportunities, on the negative side, it leads to the destruction of the fragile ecosystems resulting in the extinction of several endangered species of wild life, flora and fauna, due to tourist activities. This lesson also discusses some important measures to be taken to minimise the negative impacts of tourism and the sustainable development of eco-tourism.

5.3.8 Self Assessment Questions

1. Mention the purpose for which the tourists visit islands and beaches
2. What are the physical impacts of island and beach tourism?
3. Why do people visit hills and mountains?
4. Discuss the negative impacts of eco-tourism.
5. Explain some important points of Tourism Management Plan.

5.3.9 References

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Lesson-5.4: Environmental Impact

5.4.1 Objectives

5.4.2 Introduction

5.4.3 Environmental Impacts of Tourism

5.4.4 Utilization of Resources and its Impacts

5.4.5 Pollution

5.4.6 Impact on Ecosystems

5.4.7 Let us sum up

5.4.8 Exercises

5.4.9 References

5.4.1 Learning Objectives

The main objectives of this lesson are to

- Understand the environmental impacts of tourism
- Learn about various resources and their impact on environment
- Understand how tourism can be responsible for polluting the natural environment.

5.4.2 Introduction

Understanding environmental impacts is crucial in tourism. Studies have showed that the trend of visiting wildlife sanctuaries, forests, mountains, islands, beaches, waterfalls, and other natural resources is growing immensely in recent years. However, this complex interaction between tourism and environment is though is beneficial in one way, yet can also be a potential threat to environment. It can have adverse impacts such as soil erosion, increased pollution, strain on water resources, pressure on land and resources and so on. Hence, in this Lesson, we shall enumerate the positive and negative environment impacts of tourism on natural resources and environmental pollution.

5.4.3 Environmental Impacts of Tourism

In recent years, ecotourism has been promoted widely to attract young tourists. “Ecotourism” is defined as “a form of sustainable tourism that involves environmentally responsible travel and visitation to relatively isolated places, in

order to enjoy, study and appreciate nature and any accompanying cultural features of the place. It also promotes conservation, has low visitor impact, and provides for beneficially active socio-economic involvement of local populations”. However, there is an ongoing debate on the positive and negative impacts of this type tourism. Environmentalists, particularly are concerned about the effects of tourism on environment. Though tourism is considered as a major tool for economic development by many nations, yet, if not properly planned, it could result in the mismanagement of natural resources like fresh water, forests, and marine life. It was observed that “at many places, an uncontrolled conventional tourism poses potential threats to many natural areas around the world. It can put enormous pressure on an area and lead to negative impacts such as soil erosion, increased pollution, discharges into the sea, natural habitat loss, increased pressure on endangered species and heightened vulnerability to forest fires. It often puts a strain on water resources, and it can force local populations to compete for the use of critical resources”. Let us discuss the implications of tourism, when it is used beyond the carrying capacity of the area.

5.4.4 Utilization of Resources and its Impact

Tourism activity can have an impact on local resources like water, land, energy and so on, which are essential for the local people. When tourism providers encroach on these, it leads to tension between the tourists who are strangers to the land and the local communities. Let us elaborate on these.

Water Resources

Water is an essential natural resource. Water is used not only for drinking, but is used for various other purposes. In tourism activity, more water is consumed by the tourists as well as by other tourism related industries like the hotels, swimming pools, golf courses, water sports, etc. In dry and hot regions where water resources are limited or scarce, this can lead to serious problem for the local population. As the tourists consume more water in hot climate, this results in the shortage of water supplies, as well as creating greater volume of waste water. This further leads to strained and unpleasant relationship between the guest and host communities.

Golf courses, swimming pools and water sports have emerged as popular tourism activities in recent times. Enormous amount of water required for the maintenance of Golf course can create water scarcity. Since Golf resorts are situated in or near protected areas or areas where resources are limited, ground water is pumped from wells. This not only leads to the depletion of fresh water resources can also increase salinity in the groundwater.

Local Resources

These include energy, food, and other raw materials, consumed by the local people. Tourism activity can create shortage of these resources. Because of the seasonal character of the tourism industry, in many destinations there would be more tourists during the peak season, thus creating high demand for utilizing these resources. The tourism industry places the tourists' demands, for heating, hot water, power and energy, on high priority. This greater extraction of local resources by tourists deprives the locals to use their own resources, thus causing rift between the tourism industry and local population.

Land Degradation

Creation of tourism facilities has" increased pressure on the land resources like minerals, fossil fuels, fertility of soil, forests, wetlands, wildlife and on scenic landscapes". The tourism industry uses these resources for providing tourist facilities. For instance, land is used for lodging and other infrastructural facilities. This has direct impact on natural resources both renewable and non-renewable. Forests also suffer from negative impacts of tourism. Forest land is cleared for laying trekking tracts, construction activity, collecting fuel wood, etc All these require clearing forest land, which results in deforestation.

5.4.5 Pollution

Though tourism is considered as a smokeless industry, however, it can create the same forms of pollution as any other industry. "Air emissions, noise, solid waste and littering, oil and chemicals, even architectural/visual pollution" has serious effect on environment.

Air Pollution

The International Civil Aviation Organization reported that “the number of international air passengers worldwide is rising enormously. One consequence of this increase in air transport is that tourism now accounts for more than 60% of air travel and is therefore responsible for an important share of air emissions, especially carbon dioxide (CO₂)”. This can contribute to severe air pollution at the global and local levels.

Road and rail transport is also used to a great extent by the tourists. Emissions from air conditioned tour buses and trains are also factors of air pollution, as they too emit carbon monoxide into the air. Transport emissions and emissions from energy production cause acid rains, global warming and photochemical pollution.

Noise Pollution

Every form of transport whether by land, sea or air cause noise pollution in rural surroundings and in residential areas. For instance, when an aircraft is landing or taking off, it causes severe sound disturbing the local residents. Similarly, the sounds emanated from boats and ships travelling along rivers and canals in the coastal regions disturb the tranquillity and peace in the nights. New waterborne vehicles such as jet bikes and water bikes, which are often used offshore at popular beach resorts, create loud noise. Rail and road transport too cause noise pollution when they traverse through the rural areas.

The tourists too are responsible for causing noise pollution. Their loud conversations particularly, when they visit national parks and celebrate parties in wilderness areas, disrupt wildlife behaviour to a great extent. Cities and towns are also affected by the human conversations, shouting and laughter. Late-night music clubs and bars organized for the tourists cause inconvenience to the locals residents during the nights. In some places, authorities took the police assistance to curb excessive noise. Construction activity in tourist destination can be offensive both visibly and audibly.

Visual Pollution

A place with beautiful and pleasing sceneries attracts more number of tourists. Consequently, more hotels along with amenities come up to cater for tourists' needs. As a result, the natural landscape is lost to development and eventually the site is no longer viewed as 'aesthetic' by the tourists and who choose to go in search of new places. At some places like the USA, the tourists are provided with a wide range of facilities, such as "larger car parks, cafés, shops, directional signposts and toilet facilities". These destroy the aesthetic appeal of the main attractions in both the countryside and towns.

Another aesthetic form of visual pollution is encountered in the design of tourist buildings. In seaside resorts around the world, the tourism developers build concrete high-rise hotels which has become the norm. These skyscrapers lack planning, character and their architecture do not match with the surrounding architecture. For example, at many tourist places in Hawaii, Spain, etc., tourists are confronted with architecture that has no sequence to the culture or traditions of the country. In recent years, some thoughtful government authorities at places like Mauritius, Tunisia, Oman etc., had set limits to control the height of building constructed at seaside and mountain resorts. Mauritius for example, imposes restrictions on both the architectural style and the materials to be used in building hotels. Tunisia passed regulations for controlling the height of the buildings which are not to exceed "the normal height of the palm trees that surround them". Oman introduced the tourism development framework for setting limitations on the height of buildings which are applied to all buildings in that country.

Solid Waste and Littering

Other common forms of visual pollution by tourists include "littering, particularly in areas around picnic sites, and graffiti on buildings". Curiously, it has been observed that "in areas with high concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler of the natural environment, rivers, scenic areas, and roadsides. Solid waste and littering can degrade the physical appearance of the water and shoreline and cause the death of marine animals".

In mountainous regions, littering becomes a critical issue. “Trekking tourists generate a great deal of waste. Tourists on expedition leave behind their garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment with all the garbage typical of the developed world, in remote areas that have few garbage collection or disposal facilities”. Unfortunately, at some sites terrorist bombs or vandalism has caused rubbish bins making its disposal more difficult. Environmentalists and enlightened tour operators are now encouraging visitors to either burn or carried out their disposables.

Graffiti has become a common problem at many tourist places in the world. Some insensitive tourists “vandalise ancient monuments with spray-painted, scratched and even chiselled messages”. Some government authorities have taken stringent steps to control this. In extreme cases, the authorities even deny access, as in the case of Stonehenge, where visitors are no longer permitted to walk among the stones themselves, but must be content to view them from a distance.

Sewage

Another most significant problem associated with tourism activity is an increasing pressure on sewage treatment plants. “Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Wastewater generated through tourism activities has polluted already various seas and lakes surrounding tourist attractions, damaged heavily the flora and fauna. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which hinders their ability to survive. Changes in salinity and siltation can have wide-ranging impacts on coastal environments. The sewage pollution can also threaten the health of humans causing diseases like typhoid fever, dysentery, infectious hepatitis, and gastroenteritis etc. Even animals are affected by polluted water”. In India, such pollution is seen in the coastal states of Goa, Karnataka, Kerala, Maharashtra, Tamil Nadu, Andhra Pradesh, etc.

5.4.6 Impact on Eco-Systems

Congestion/ Carrying Capacity: The most self-evident problem created by mass tourism is congestion. It is caused due to overcrowding of tourists. Overcrowding, leads to jamming at parking places, streets, beaches, ski slopes, etc. It is a complex

problem, as it exists at both psychological and physical level. The latter is more easily measured, in terms of “the capacity of an area to absorb tourists. Car parking, streets, beaches, and similar features all have a limit to accommodate the number of tourists at any given time”. However, most national tourist offices “continue to develop policies aimed at creating an ever-expanding influx of tourists year after year, with little consideration of the carrying capacity of the areas to absorb those numbers”.

Ecosystem Alteration and Fragmentation: Ecosystems and natural habitat are always in precarious condition due to tourism activity. It has been noted that “tourist infrastructure, tourist activities, recreational boating, and the cruise vessels can damage aquatic vegetation by cutting it with their propellers or otherwise damaging it when grounded. Wetlands have been destroyed in order to build tourist related infrastructure, such as airports, roads, and marinas. When snorkelling and hiking, tourists can damage ecosystems by littering, and trampling coral and vegetation. This type of damage is cumulative in nature. One or two tourists may not cause visible harm, but hundreds over time can do substantial damage”.

Impact on Communities: Tourism affects the natural landscape and character of “gateway communities,” which are adjacent to national parks, and other tourist destinations. Tourist activity at these places can be harmful to cultural and aesthetic aspects of these communities.

Loss of biological diversity: Tourism activity can have adverse effects on the loss of biodiversity. These are as follows: a) It threatens supplies of food, wood, medicines and energy. b) It interferes with ecological functions such as species balance, soil formation, and greenhouse gas absorption. c) It reduces productivity of ecosystems. d) It destabilizes ecosystems and weakens their ability to deal with natural disasters such as floods, droughts, and hurricanes, and with human-caused stresses, such as pollution and climate change. Tourism, especially nature tourism, is “closely linked to biodiversity and the attractions created by a rich and varied environment. It can also cause loss of biodiversity when land and resources are strained by excessive use, and when impacts on vegetation, wildlife, mountain, marine and coastal environments and water resources exceed their carrying capacity. This loss of biodiversity in fact means loss of tourism potential.

Introduction of exotic species which tourists and suppliers can bring in species (insects, wild and cultivated plants and diseases) that are not native to the local environment can cause enormous disruption and even destruction of ecosystems”.

Depletion of the Ozone Layer

The ozone layer is a protective layer for life on earth. It is situated in the stratosphere at an altitude of 12-50 kilometers. It absorbs the harmful ultraviolet (UV) radiation of the sun. Ozone depleting substances (ODSs) such as CFCs (chlorofluorocarbon) and halons have contributed to the destruction of this layer. “The tourism industry has direct impacts on Ozone layer. The use of refrigerators, air conditioners and propellants in aerosol spray cans, contain ODSs and are widely used in the hotel and tourism industry. Emissions from jet aircraft are also a significant source of ODSs. Scientists predict that by 2020 half of the annual destruction of the ozone layer will be caused by air travel”.

Climate change

Environmentalists are of the opinion that “in recent years there is a steady rise in the Earth's surface temperatures. This is because of an increase in the so-called greenhouse gases like carbon dioxide (CO₂) in the atmosphere. This gas is generated when fossil fuels, such as coal, oil and natural gas are burned in an industry, or for electricity generation, by automobiles and by deforestation. Accumulation of CO₂ and other greenhouse gases in the atmosphere can cause global climate change over a period of time. Passenger jets which the tourists use in large number, are major contributors of greenhouse gas emissions”.

While the above-mentioned factors lead to the environmental pollution, in which tourism activity is also one of the actors, tourism also has both the positive and negative impacts on the physical features such as mountains, islands, beaches, rivers, lakes, wildlife, etc.

5.4.7 Let Us Sum Up

In this Lesson, we have discussed how tourism activity can cause damage to eco-systems. An excess to tourism activity contaminates the natural climate of a region. It can cause air pollution, soil degradation, water contamination, depletion of

ozone layer causing global warming. In many tourist destinations, tourism is beyond the carrying capacity. This is in turn inviting resistance against the tourist from the local residents, who had to face the brunt of negative impacts of tourism.

5.4.8 Self Assessment Questions

1. Discuss how tourism can bring in the climatic changes.
2. Explain different types of pollutions caused due to tourism activity.
3. Mention how local resources are affected due to tourism.
4. Describe how tourism can have an impact on eco-systems.

5.4.9 References

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