

Tourism

Tourism is the temporary movement of people to destination outside the place where they normally live and work and include the activities they indulge in at the destination as well as all facilities and service especially created to meet their needs. And the people who move away from their usual place of work and stay for more than 24 hours and less than a year are known as tourist.

Tourism market is divided into **two** categories:

1. **Leisure tourist**- recreation activities or enjoyment
2. **Business tourist** – main motive for travel is to make profit or expanding their business

Tourism is of **two** types:

1. **Domestic tourism**: residents of a country travelling within the borders of that country
2. **International tourism**: travelling from one country to another
 - Inbound tourism - this refers to incoming tourist or tourist entering a country
 - Outbound tourism- this refers to outgoing tourist or tourist leaving their country of origin to travel to another country.

FEW TERMS:

Visitor: any person visiting a country other than his usual place of residence for any other reason than following an occupation from within the country visited.

Excursionist: a day visitor who stays for less than 24 hours at a place. Excursionists do not stay overnight.

Tourist: a temporary visitor to a place. People who leave their usual place of residence and work to have a change from their usual routine for a short time, they stay at the place overnight i.e. for at least 24 hours.

Traveller: a person who travels from one place to another, irrespective of the purpose of travel or duration of stay.

Transit visitor: a traveller who passes through a country without breaking journey other than taking connecting transport.

Destination: the place where the tourist travel for leisure or business related activities. There can be no tourism without a destination. For a destination to develop and sustain itself, the following five A's are (classic five 'A's of tourism) are:

1. Accessibility – refers to transport and transport infrastructure.
2. Accommodation – refers to place to stay
3. Amenities- facilities available at the destination which help in meeting the needs of the tourist.
4. Attraction- reason for travel(natural, human made, cultural, social)
5. Activities- thing to do.

6. Affordability- cost of tour

TOURISM IS MADE UP OF FIVE ELEMENTS:

- Traveller generating region
- Transit region
- Tourist destination region
- Tourist
- Tourism industry

All the above are influenced by the external environment.

POSITIVE IMPACT OF TOURISM

- **Economic impact**
 - Employment generator
 - Increase tax revenue
 - Foreign exchange earner
 - Rural development promoter
 - Improved infrastructure
 - Increase in gross domestic products
 - Multiplier effect
- **Environmental impact**
 - Some tourist destinations like parks, wildlife and bird sanctuaries helps in maintaining the ecological balance
 - Historical sites are preserved and restored
 - Endangered species protected
 - Forest are protected
 - Create awareness about environment
- **Sociocultural impact**
 - Develops entrepreneurship
 - Provides jobs
 - Increase income
 - Improve quality of life
 - Preserves heritage
 - Revive art and craft
 - Helps national and international integration develops facilities and infrastructure
 - Revives vernacular languages
- **Demonstration effect**
 - Welcoming Attitude
 - Dressing and fashion
 -
- **Cultural impact**
 - Helps in preservation of culture
 - Rejuvenation of art forms folk dance and music retain authenticity

NEGATIVE IMPACT OF TOURISM

- **Economic impact**
 - Leakage- it refers to the process through which tourism receipts are withdrawn or leave the destination's country. this happens when money is spent on buying goods and services from another economy .
- **Environmental impact**
 - Environmental pollution
 - Depletion of natural resources
 - Land erosion
 - Loss of natural resources
 - Traffic congestion
 - Garbage trails
- **Sociocultural impact**
 - Rural urban migration
 - Disruption of lifestyle
 - Narcotics and drug abuse
 - Decreased use of local language
 - Health issues like HIV, AIDS, flu and virus
 - Prostitution
 - Alcoholism
 - Crime- pick- pocketing, mugging, rape, murder
 - Money laundering
 - Disrespect to local customs
- **Demonstration effect**
 - Local or host irritation
 - Hostility from locals
- **Cultural impact**
 - Social norms and customs are effected
 - Cultural arrogance
 - Dilution of culture
- **Political impact**
 - Leads to Terrorism

CONSTITUENTS OF THE TOURISM INDUSTRY:

1. MAIN CONSTITUENTS:

- Transport- means the means of travel. It include
 - Airways
 - Roadways
 - Railways
 - Waterways
 - Parking areas

- Airports
 - Runways
 - Bus stands
- Hotel- tourist needs a place to stay. We will discuss the same in chapter II
- Food and beverage- tourist require the catering services which include
 - Non-commercial outlets or welfare outlets- like institutes etc.
 - Commercial outlets-
 - Residential- include hotels, guest houses, resorts etc.
 - Non-residential- include speciality or fine dining restaurants, fast food restaurant, coffee shop, bars and pub, lounge, vending machines, dhabas etc.
- Entertainment or attractions:
 - Natural attraction- hills, beaches
 - Built attraction- resorts, amusement or theme parks
 - Business attraction- MICE
 - Relatives and friends-
 - Historic attraction- heritage building, monuments, palaces
 - Cultural and ethnic attraction- custom, traditions, fairs, festivals
 - Special events- commonwealth games, Olympic games
 - Medical attraction-spa, sanatorium
 - Religious attraction- pilgrim
 - Government attraction– white house, parliament
- Retail and shopping- shopping malls, markets, hawkers etc.
- Travel agents and tour operators- travel agents act as intermediaries serving between the various services providers and travel consumers. Travel agency perform a number of function such as provide travel information, planning itineraries , liaising with vendors, costing, ticketing, reservation, documentation, settlement of account, MICE, foreign exchange.
Tour operators are different from travel agent. Tour operator assembles all the different components of travel and sells it as a package tour, to and from a destination, with complete ground arrangements.
- Guides and escort- guides is a travel industry representative; a public relations representative for his city, region and country- as well as an educator, an entertainer, and a public speaker. There are many types of guide location guide, monument guide, museum guide etc.
Escort has to accompany the tourist right from the commencement till the end of the tour. An escort facilitate check-in facilities, customs clearance; accompany the tour during sight-seeing, shopping etc.
- Tourism organisation- organization are formed when group of people come together for a common purpose. Tourism organisations play an important role in marketing destination and managing tourism industry. There are many levels of organization international, national, state and local levels. World Tourism Organisation is the international organization founded in the year 1975.Few tourism organizations are:
 - Airlines- IATA
 - Travel agencies- UFTAA, TAAI, ASTA

- Tour operators- IATO
- Hotels and restaurants- FHRAI
- Transport- IRU, IUR

2. **SECONDARY CONSTITUENTS:**

- Shops and state emporium
- Art and craft
- Local transport
- Banks
- Insurance companies
- Communication services- include public phones, mobiles, internet café, videoconferencing, television, radio, telex , fax
- Performing artist
- Publisher
- Advertisers
- Hawkers and coolies
- Agents and brokers
- Essential services- electricity, waste disposal, sewage, health facilities, security

TRAVEL MOTIVATORS: factors that create a desire in people to travel. Motivators are the internal psychological influences affecting individual choices.

- Physical motivators-these are related to
 - Physical rest
 - Relaxation
 - Sports
 - health
- Cultural motivators- these are related to
 - Culture
 - Lifestyle
 - folk art
 - music and dance
 - spiritual
- Interpersonal-these are related to meeting
 - friends
 - Family
 - New people
- Status and prestige motivators-
 - Personal esteem
 - Status symbol
 - Education
 - Pursuit of hobbies
 - Business and work

DIFFERENT FORMS AND TYPES OF TOURISM:

- **LEISURE OR HOLIDAY-** change in climate and place, enjoy scenery, de stress, rest and relax. Destination includes hill, beach, and island. Facilities include body massage, steam and sauna bath, yoga, facial etc.
- **ADVENTURE-**
 - ◆ Adventure on land-includes jungle safari, desert safari, motor racing, wall climbing, trekking, camping, rock climbing, mountain biking, skiing, heli- skiing,
 - ◆ Water adventure-includes diving, scuba diving, snorkelling, parasailing, water scooters, water skiing, wind surfing, white water rafting.
 - ◆ Aerial adventure-ballooning, parachuting, skydiving, para gliding, parasailing, gliding, hang gliding, bungee jumping
- **SPORTS-** oldest form hunting and skiing. Cricket, white water rafting, football, wind surfing, yachting, river rafting, hover crafting, racing, tennis, soccer, golf
- **RELIGIOUS-** is also known as pilgrimage or spiritual tourism.
- **HEALTH-** people travelling to improve and rebuild their health and stamina. Include visit to spa(sanus per aquam) means good health through water, yoga, massage, body scrub, facial, reiki, pain relief
Health tourism include following aspects:
 - Change in climate
 - Alternative therapy- like hot sulphur spring, ayurvedic treatment, mud therapy, naturopathy, art of living etc.
 - Medical tourism- tourist visiting for medical treatment i.e. Hospitals, technology, doctors, nursing, paramedical staff
- **CULTURAL-** lifestyle, dress, jewellery, dance, music, architecture and painting, customs, beliefs, fair, festivals, religion practised
- **VFR-** interpersonal relationship.
- **BUSINESS AND MICE-** motive for travel is work such as attending meeting, conference, convention, trade fair, selling product, meeting clients. 85% air travel is business related, 50% hotel occupancy is business travel segment. Business traveler looks for the best facilities as expenses are paid by the company. Duration of stay is short, destination business based, frequent and experienced traveller, more demanding.
MICE- MEETING, INCENTIVES, and CONVENTIONS AND EXHIBITION: not the main stream business travel but it is the subset of the business travel. It includes small

meeting, training courses, seminars, workshops. MICE traveller expects a high level of comfort, hassle free movement and value for money.

INFRASTRUCTURE REQUIRED FOR MICE

- i. Accommodation
- ii. Convention centre
- iii. Transportation

- iv. Exhibition grounds and halls
- v. Food and beverage service
- vi. Trained human resource
- vii. Communication aids
- viii. Internet accessibility
- ix. Security services
- x. Sightseeing
- xi. entertainment

Areas that require special planning for MICE are:

- ◆ venues- enough space for international delegations to hold meeting, conventions and exhibition
- ◆ transportation- both air and ground
- ◆ accommodation- near meeting, conference, exhibition venues and should be equipped with fax, laptop, internet connection, telex, video conference facilities
- ◆ other support services- catering, shopping, entertainment

ALTERNATIVE FORMS OF TOURISM-

Alternative tourists are different from the regular tourist. Alternative tourism establishes a cordial rapport between visitors and the local hosts. These tourists normally avoid the services that are used by the tourists such as accommodation, transport and other services. They prefer to use and share the services used of the local people. Their main motive is to experience and get an insight into their way of living. It is regarded as a key to sustainable development. While mass tourism can have a negative impact on a destination, alternative tourism promotes a balanced growth form, more in line with local environmental and sociocultural concerns.

- SPECIAL INTEREST TOURISM:
- ECOTOURISM
- RURAL TOURISM
- ETHNIC TOURISM
- SENIOR CITIZEN TOURISM
- WILDLIFE TOURISM
- SPACE TOURISM

- **SPECIAL INTEREST TOURISM:** special interest tourism can be defined as people travelling to a particular destination with the purpose of fulfilling a particular interest, which can be pursued only at that destination. Product ranges from historical, culinary, archaeological, and other interest such as golf, fishing, and underwater adventure e.g. Tal Mahal, Red Fort, Special interest tourism in India can include visiting Mughal architecture, gardens of India, textile centres of India, gourmet tours, tribal areas, safari, car racing, common wealth games, world cup etc.

ECOTOURISM: it is often defined as sustainable nature based tourism. Ecotourism is usually used to describe tourism activities which are conducted in harmony with nature. This tourism fosters environmental principals with an emphasis on visiting and observing natural areas, it controls the impact of tourism on the environment.

“Ecotourism can be defined as purposeful travel to natural areas to understand the culture and natural history of the environment, taking care not to alter the integrity of the ecosystem, while producing economic opportunities that make the conservation of natural resources financially beneficial to the local citizens.”

Large movement of people (carrying capacity) and unplanned tourism destroy forests, consume firewood, create pollution and destroy flora and fauna diversity. It upsets wildlife, ecosystem and the local people's life style. Ecotourism reduces all these ill effects of tourism.

- **RURAL TOURISM:** tourists nowadays are shifting their interest of travel to new destinations to explore and experience the destination and have first-hand knowledge of the local people, cuisine and actual way of living. Of late rural tourism has gained importance in India through its 'INCREDIBLE India' promotional campaign. In India states like Rajasthan, Gujarat, M.P., U.P., etc. have heritage hotels, forts, havelis and palaces which are converted into hotels, and are giving the true taste of that state to the tourist.
- **ETHNIC TOURISM:** ethnic tourism involves travel for the purpose of observing the cultural expression of lifestyle and customs of the indigenous and exotic people. This type of tourism focuses directly on the local people. The tourist visits the local homes, observe and participate in their traditional rituals, ceremonies, dances, festivals, etc.
- **SENIOR CITIZEN TOURISM:** This is a new emerging trend in tourism meant for the senior citizens or old people. Tours packages are specially designed for the elderly people. This type of tourism is common in the west.
- **WILDLIFE TOURISM:** wildlife is a term used to refer to both the floral and faunal components of a natural environment. Enthusiast's young and natural lovers, adventure seekers are exploring this new area of tourism. This is a comparative new form of tourism, becoming popular in last one decade. Wildlife tourism is also considering important elements in wildlife protection. Luxury safaris, wildlife backpacking, zoos, aquaria, and safari parks all form part of wildlife tourism industry.

- **SPACE TOURISM:** space tourism is the term broadly applied to the concept of paying customer travelling beyond the earth's atmosphere. New and not so popular type of tourism.

HISTORY OF TRAVEL AND TOURISM:

Throughout history, people have needed to travel for survival, trade, conquests or curiosity. Very little is known about the prehistoric period between 40000 BC to 10000 BC as no written records exist. But after that period we have records in form of archaeological records, cave paintings, stories, epics etc.

Growth of tourism can be studied under different period.

1. **Ancient period or early civilization-** Civilization developed around 10000 BC to 8000 BC in the Neolithic period when people began living together and developed settlement. Agriculture developed and trade began amongst various settlements. Travel on animals began and the military movement to acquire land and conquer tribes started. Journey was difficult and dangerous, by land and sea, journey was slow and time consuming. Development during this period – creation of path, and mode of transportation, growth of cities near main roads.
2. **Imperial or early empire period-** tourism was established during the early empires of Egypt, Persia, Rome, China and India. Transport was made available, and Development of road network, highways, roads and paths started in this period. Development of accommodation (sarais and inns), check post and chowkis started in this period. People used to travel with servants, kitchen utensils, tents and animals.
 - **SILK ROUTE-** silk route was a major route for caravans carrying silk and other luxury items from China to India and the Middle East which began as early as 2000BC. The Kushan emperors opened and protected the silk roads. Movement of people from east to west to exchange silk, muslin, porcelain, tea, rice, and spices started. Indian ships left Indian ports bound for the Roman Empire. Navigation was done by stars. Rome sent back gold coins & wines. New ideas and customs were exchanged.
3. **Pilgrimage** – or tirth yatra. For religion, belief, release from war and sickness, earn god's grace, Fair and rituals. Advantages- knowledge of geography, adventure, spiritual and social approval, cultural enhance group and family tour.
4. **European renaissance** – it was a great cultural movement that began in Italy in early 1300 AD and spread to England, France, Germany, Spain, and other countries in the late 1400s and ended about 1600 AD. During the middle age, the church was a patron of arts. The renaissance or the rebirth was a period of change and the revival of Greek and Roman culture. Painters and sculptors during this period tried to give their works a spiritual quality and unrealistic human figures which represented religious ideas.
 - **Grand tour** – in Western Europe, tours were conducted by wealthy social elite class for culture, Education and pleasure, literacy, health, science and business. Impact of grand tour- increase in the knowledge of art, intellectual, craft and skills, social and economic status.
5. **Transition period or industrial era-** the industrial revolution, which occurred in the late eighteenth and early nineteenth century, was a period when major changes occurred in

agriculture, manufacturing and transportation. It started in Britain and then spread throughout the world. The first product of industrial revolution to affect tourism was the development of steam engine. Later change in technology, increase in income, rapid industrialisation, and professionalisation in market helped the tourism to grow fast. British era brought much development like railways, education, adventure and leisure travel, dak bungalows and circuit houses.

6. **Modern period**- development in railways, airlines, formation of ministry of tourism in year 1990, Government policies like LTC etc., development of central bodies like ITDC, SITA, TAAI, and IATO.

EVOLUTION AND GROWTH OF HOTELS IN INDIA

- In 1964 Government of India set up three corporations
 - India Tourism and Hotel Corporation
 - India Tourism Corporation Ltd.
 - India Tourism and Transport corporation
- In 1966 Government of India merged these corporations and formed a new corporation INDIA TOURISM DEVELOPMENT CORPORATION (ITDC)
- Many hotels opened in India like Oberoi (1934), Welcome group (1975), Taj(1903), Sinclairs, Leela, Park Hotel, J.P. Hotels, and many more.

HOSPITALITY

The generous and cordial provision of service to a guest is known as hospitality. Dictionary defines hospitality as reception and entertainment of guest with liberality and goodwill. Hospitality organization provides accommodation, food and beverage, transportation, entertainment and health care. Hospitality industry mainly consist of all those businesses and institutions that provide food and lodging – such as hotels, motels, lodges, inns, cruise ships, restaurants, and the institutions of public services. In a broad sense, any group engaged in tourism, entertainment, transportation and lodging are covered under hospitality. Hospitality industry is part of travel and tourism industry. Hospitality industry is now both profit-making as well as non-profit making. For example, commercial hotels are profit making while canteens, cafeterias and religious catering outlets are non-profit making. Hospitality industry provides services which are need oriented and the services vary with the needs. For example, the need of a business executive shall be a business hotel while the needs of a student are generally a youth hostel.

ORIGIN- Early travellers were either warriors or traders or people in search of knowledge and there were no hotels for them to stay when they were away from their homes. They had to pitch tents for their accommodation and carry their food for entire duration of their journey. It was not always possible for everyone and so traders and people in search of knowledge had to place a high value on hospitality and sometimes traded their merchandise for lodging. Inn keeping can be said to be the first commercial enterprise and hospitality one of the first service for which money was exchanged. Inns of the Biblical times offered only a cot or a bench in the corner. Guests stayed in large communal rooms with no sanitation and privacy. The rates were, of course, reasonable. The company was rough. Travellers shared the same quarters with their horses and animals. These accommodations slowly and gradually improved.

HOTEL

A hotel is a public place that provides boarding and lodging to customer on payment. Common law states that “A hotel is a place where all who conduct themselves properly, and who being able to

pay for their entertainment, are received, if there be accommodation for them,” and who without any stipulated engagement as to the duration of their stay or as to the rate of compensation, are while there, supplied at a reasonable cost with their meals, lodging and other services and attention as are necessarily incident to the use as a temporary home.

A hotel may be called as an establishment where primary business is to provide to the general public lodging facilities and which may also furnish one or more of the various services such as food, beverage, laundry, uniformed services etc. As per dictionary, the term ‘Hotel’ refers to ‘a house of entertainment of travellers’

Inn: Public houses in early times in England were called inns. Normally the term inn was meant for the finer establishments catering to the nobilities and clergy. In France these were called Hotelleries.

Tavern: The house frequented by common man was known as taverns. The important establishments in France were called Cabarets.

Hostel: Derived from the word host and was used very late. The head of the hostel was called Hostler in French, while in England he was called Inn-keeper.

HOTEL SERVICES

The present day modern concept of the hotel is not just a place to provide accommodation, food and beverage, but is like a city within a city and offering to its guests every possible facility, accommodation, service and convenience., such as rooms, restaurants, bars, cocktail lounges, banqueting facilities, convention and conference facilities, telephone, radio and television, laundry, valets, cigars and cigarettes, book shops, banking, parking, florists, chemist, gymnasium, beauty parlour, travel agents business centre, etc. Apart from these a vast shopping arcade providing various items like jewellery, men’s wear, ladies’ wear, toys, books news stand and magazine, etc. are also provided. In addition to these, personal services like babysitting, private detectives, planning of tour itineraries, railway / air booking and accommodation, booking in other hotels may also be provided along with Clubs and night club, health club, foreign exchange, swimming pool, library, car rental and chauffeurs, cinema and theatre ticketing, etc. All these facilities may occasionally be without additional charges to the guest but generally specifically charged.

GUEST

A person who purchases the services of the hotel and pays for them. Hotel guest may be defined as “people who have, who are, or who will be availing the services of hotel, for a particular period in order to satisfy their demand for accommodation, food and beverage or entertainment, for which they are willing to pay”.

Initially a guest comes to a hotel for its good name and reputation about service and food, second time he comes to confirm his experiences and further keeps on coming for its comfortable and emphatic atmosphere and becomes a regular customer, because by now he is pretty confident about the hotel.