

in the modes of transportation and technology. The tourism industry in modern times is a complex mix of mass tourism with sustainable and eco friendly tourism activities. Mass tourism refers to the package tour tourists who travel to a destination for the purpose of “doing” a destination and adding it to the list of “have visited” destinations. Sustainable tourism and other alternative forms of tourism on the other hand refers to the possibilities of undertaking tourism activities in such a manner that it leaves minimum carbon foot prints and affects on the local environment and community. Modern tourism also means adapting with the changing times. For example, passenger ships lost popularity as a mode of transport between destinations with the commercial airlines setting up business. This led to the exploration of new areas by passenger ships and now we have the ever popular Cruise Ships – which are both floating hotels giving way to floating cities. The cruise ships have now become very popular among tourists both as a destination itself and as well as the mode of transport between two destinations in the same region. Similarly, alternative forms of tourism are just a means of caring for our heritage for the future generation; to protect from tourism impacts. You will study about tourism impacts in the next unit.

Nevertheless, tourism industry has grown and adapted itself to meet the growing needs of the tourists. This has reinforced tourism industry and its growing status. It is felt that the potential for the growth in this field has hardly been tapped and realised. At the same time it is imperative to note that Tourism industry in the recent times have undergone and survived many crisis situation such as terror attacks viz. 9/11 twin tower attack and bomb blasts in UK and other nations, natural disasters such as tsunami, economic meltdown, manmade crisis such as war and war like situations, and health scare such as SARS and avian flu.

Even in the face of various types of crisis situations, tourism industry has bounced back. According to the latest *UNWTO World Tourism Barometer*, international tourism receipts continued to recover from the losses of crisis year 2009 and hit new records in most destinations, reaching an estimated US\$ 1,030 billion (euro 740 billion) worldwide in 2011, up from US\$ 928 billion (euro 700 billion) in 2010. In real terms (adjusted for exchange rate fluctuations and inflation), international tourism receipts grew by 3.8%, while international tourist arrivals increased by 4.6% in 2011 to 982 million. Further, according to *UNWTO World Tourism Barometer*, the international tourist arrivals crossed 1 billion tourists in 2012, for the first time in history. Over a period of time there have been a growth in mass tourism and satisfying the growing demand of the tourism industry has led to the development of one of the largest Industry of modern era - Tourism. This leads one to believe that the industry has learned from its history and the lessons learned have been applied to sustain the growth of tourism.

The growing international tourism has attracted the attention of every nation. The capacity

of 'Tourism' to provide employment opportunities and earn foreign exchange means that it is not only a major social phenomenon but also a major economic activity. All these numbers make tourism a highly profitable and desirable sector. However being a industry which is fragmented into many other industries: hotels, motels and other types of accommodation, restaurants and other food services, transportation services and facilities, amusements, attractions and other leisure facilities, gift shops and a large number of other enterprises – it is not always possible to maintain the growth factors. Yet due to the diverse nature of travel and tourism industry, it has created an interest in the academicians as well as industry professionals and researchers. Tourism and its trends are now considered as a subject worthy of study. Researches and studies are regularly being undertaken to understand the needs of the tourists even before the tourist can say it and cater to the same.

## 2.6 Tourism in India: An Account

India has an ancient tradition of travel and tourism; and inspiration about travelling is not a new one. It has existed informally since ancient times and was indulged in by all classes of people. In "Aitareya Brahmanam of the Rigveda" written about 3000 years ago, the prime dictum is to be like the SUN and keep on travelling tirelessly; travel and move on. In Sanskrit literature there are three terms for tourism derived from the root word 'atna'; wherein "atna" which means "going or leaving home for some other place for a short period". The three words are:

- **Tirthatan** meaning going out to places of religious merits.
- **Deshatan** meaning going out of the country, primarily for economic gains.
- **Paryatan** meaning going for pleasure and knowledge.

Tirthatan i.e. pilgrimage was and still remains one of the major types of tourism in India, a country with diverse cultures and religions. Pilgrimage is sacred to all religion as humans have a tradition of co-relating most desirable human activities to religion. Pilgrimage such as followers of Hinduism visit Char Dham (four religious centers) and have holy dip in all the sacred rivers of the country. While followers of Buddhism on the other hand visit places associated with Buddhism such as Bodhgaya, Sarnath, Kushinagar and so on. Travel for pilgrimage was also facilitated by the Kings and emperors of the time. For example, Ashoka the great, travelled a great deal in to spread the doctrines of Buddha. He was the one who planted trees along the road sides and built rest houses along the way. Emperor Harsha also built many institutions, monasteries and dharamshalas to facilitate travel, especially for pilgrimage.

The Arthashastra also reveals the importance of the travel infrastructure for the state, and the presence of well developed mode of travel for military, commercial traveller



and civilian. Commerce and trade was another reason for travel. Silk route is one of the examples of travel for trade and commerce as Indian spices were one of the merchandise on this route. Account of travellers and history tells us that well maintained road with trees planted on both side and dharamshalas or rest houses along the way facilitated travel. During the rule of the Mughals, the emperors travelled extensively in the kingdom. The remains of the past like the mile stones, sarais and a network of roads and paths made all corners of this vast country accessible.

Travel in early times were not just limited to Indians travelling abroad but it also involved visitors visiting our country due to its rich trade links as well as the stories about India's culture and riches. Some of the fascinating and informative read are the travelogues of these foreign travellers. Some of these famous travellers are:

- “Herodotus” a Greek traveller to India. His work “Historica” gives a lot of information about Alexander’s invasion of India
- “Megasthenese” the Greek ambassador to the court of Mauryan Emperor Chandragupta Maurya wrote an account of the life during the time of the Chandragupta Maurya
- Unknown traveller wrote “Periplus of Arithen Sea”, information on Indian sea trade, ports and trade relations with western world.
- “Fahien” a Chinese traveller to India in the 5<sup>th</sup> century AD. His account is social life and Buddhism then the political events of that period.
- “Yuang Chwang” another Chinese traveller visited India in 7<sup>th</sup> Century AD and spent 16 years in India and described religious and cultural life of that period along with the political events.
- “Hsuang Tsang” (or “Xuangzang”, as he is referred to in China), the celebrated Buddhist scholar-pilgrim from China spent 14 years of his life, from 630 to 644 A.D.
- “Al – Masudi” an Arab traveller visited India in 941 to 943 A.D. and wrote about the Rashtra Kutas.
- “Abu Ryham” or “Alberuni” was a famous Arab traveller and a contemporary of Mahmud of Ghazani. He left a graphic, objective and unbiased description in his written work “Tahkik – ul – Hind”.
- “Marco Polo” a Venetian traveller visited South India in 1294 AD and gave valuable information on the economic history of India.

- “Ibn – Battuta” from Morocco visited India between 1333 and 1342 and wrote a Rehla i.e. Travelogue wherein he gave vivid account of the places in India that he had visited; he had visited length and breadth of India

Above lists only a few of the travellers to ancient India and it is indicative of the travel between various countries and India. One traveller who has given us the first travelogue in Hindi and in many other languages is Rahul Sankrityayan (April 9, 1893 – April 14, 1963), who is at times also referred to as Father of Hindi travel literature. He was one of the most widely travelled scholars of India and spent almost forty-five years of his life on travels away from his home. His travels took him all over the country as well as to a few foreign nations. The important point of notice is that he travelled mostly by using surface transport which makes his travelogues very interesting read. He was awarded Padmabhushan in 1963 and he received the Sahitya Akademi Award in 1958 for his book *Madhya Asia ka Itihaas*. He was a true traveller who has influenced both travel writing and literature of India.

Tourism as we know today started quite late in India. The extensive railways network has helped people with time and resources to travel. Air Travel was made easy by the Air Corporations Act on 1st August 1963, when the entire air transport industry in India was nationalized and subsequently the opening of the Indian Sky to private player in 1993; has helped people with means to travel in short time. The ITDC (India Tourism Development Corporation) was started to provide modern infrastructure and comfort to the guests, specially foreign tourist.

Although international tourist arrivals are very important for any country; for India domestic tourism was and always will be the mainstay of Indian tourism. This is due to the vast population of the country and the vast expanse and tourism attractions of our country. The movement of domestic tourists is always important for a country as foreign tourist arrival may get affected by various crisis situations but domestic tourism continues even in the face of adversities. Government also encourages domestic travel by giving paid vacation to its employees every couple of years under a scheme known as Leave Travel Concessions or LTC.

International Tourist Arrivals and tourism receipts of India are also showing an appreciable increase since the last couple of decade or so. India is being promoted as a destination of choice among the international tourists and the result is finally noticeable. Recent studies by the Ministry of Tourism show that the Foreign Exchange Earning (FEE) India in 2011 was US\$ 16.56 billion with an annual growth rate of 16.7% during this period. The number of Foreign Tourist Arrival (FTA) (provisional) for 2011 was 6.29 million with an annual growth



rate of 8.9% for this period. Yet in terms of global tourist arrival, the share of India has been insignificant as India is ranked at 38 with 0.64% of the Global Tourism share. This just goes to show that the potential of tourism in India is just opening up.

## 2.6.1 Tourism Circuits

You might have read or heard tourists and tourism professionals discuss tourism circuits. Often tourism stakeholders discuss the development of a particular circuit to increase the flow of tourists to that particular destination and thus help with the development of the place. Let us understand “circuit” by defining this term.

As per the Ministry of Tourism, Govt. of India, “a Tourist Circuit is defined as a route on which at least three major tourist destinations are located such that none of these are in the same town, village or city”. At the same time they are not separated by a long distance. It should have well defined entry and exit points. A tourist who enters at the entry point should get motivated to visit all the places identified on the circuit. The objective of having a tourist circuit is to increase the total number of visits to all the destinations on the circuit on the one hand and to provide to the tourist the attractions of all the destinations located on the circuit.

India with its vast and diverse mix of destinations has come up with many tourism circuits; such as the popular tourism circuits such as Golden Triangle, Buddhist circuit, and many more. Golden Triangle though is considered the most popular tourism circuit, especially with the international tourists. This circuit involves the three important tourism destinations of North India namely Delhi – Agra – Jaipur. The popularity of this triangle can be gauged by the fact that often international tourists enter the country through Delhi, visits Delhi and then travels to Agra and Jaipur before departing again from Delhi.



**Golden Triangle**

Source: <http://www.goldentriangle-india.net>

Similarly, Buddhist circuit involving the various destinations linked with the life of Lord Buddha is strung together. Destinations in the Buddhist Circuit include Sarnath, Gaya, Kushinagar and so on. It is important for tourism professional to be aware of the different tourist circuits both for informing the tourists as well as for the expansion of the business.

### ACTIVITY 3

Students should prepare a file with information regarding the destinations in their region of residence which can be considered to be part of a new tourist circuit. The idea is to identify new tourist circuits. This can be in the form of a report that can be evaluated later for the purpose of practical examination.

### Exercise-2

1. What is the role of Thomas Cook in modern tourism?

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2. What is the importance of pilgrimage in tourism?

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## 2.7 Summary

In this unit you have learned that past holds the key for identifying the factors promoting and hindering tourism. The history of tourism in the ancient world was discussed and how it has changed over the ages. The account of foreign travellers to India is fascinating as we get to learn about our country from these travelogues. The major events affecting global and Indian tourism such as the first railway trip, first passenger ship, first commercial airline and so on and their co - relation with tourism were discussed. Finally in this unit we have discussed the changing face of tourism industry.





## UNIT-3

# CONCEPTS OF TOURISM

### Contents:

- 3.0 Unit Overview & Description
- 3.1 Introduction
- 3.2 Tourism System
- 3.3 Tourism Motivators
- 3.4 Barriers to Tourism
- 3.5 Forms of Tourism
- 3.6 Types of Tourism
  - 3.6.1 Introduction to MICE
- 3.7 Types of Tour Packages
- 3.8 Defining Tourism Impacts
- 3.9 Summary

### 3.0 Unit Overview & Description

This unit will introduce students to the factors that form the concept of Tourism. Student will get acquainted with some of the factors that promote or hinder tourism activity. This unit will help students to:

- understand the concept behind tourism activities
- develop awareness about the various factor that motivate tourists as well as the

factors that hinder the growth of tourism activities.

- acquaint themselves with the forms and types of tourism
- learn about the types of tour packages available
- understand how tourism activities have various types of impact on a destination

### **Resource Material:**

Activity Sheet, Resource for Role Play, Pen, Projector and Computer, Half day city tour to a tourism place of interest such as a museum or monument.

## **3.1 Introduction**

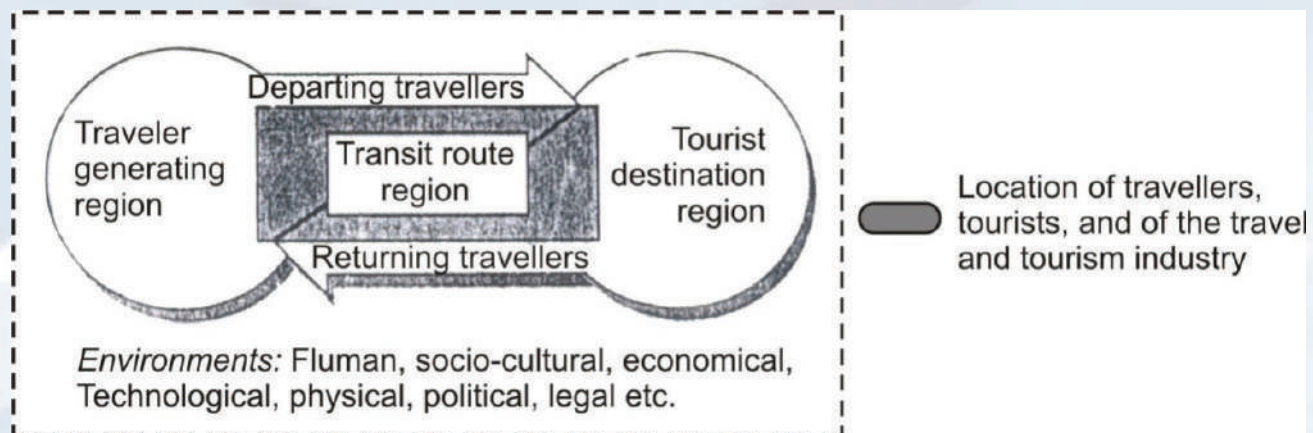
Tourism as we know today is a modern phenomenon that has developed and grown over the years. In the previous unit you have studied how tourism industry have grown and changed in the past few years with the change in the taste and choice of travellers and visitors. Yet there are some basics factors that have in the past driven tourism and are still driving tourism industry in the modern times. These are the factors that make one destination more popular over another, one person to take a tour, develop new type of tourism, and so on.

In this unit let us start by discussing the Tourism System – the mechanism of operations in the tourism industry. Primary objective of this unit is to give you an insight about tourism operations.

## **3.2 Tourism System**

Every activity, mechanism has a system and a procedure that it follows. Tourism also has a system, a proper method that involves many factors such as destinations, tourists and their activities. Destination, as you know, is the place that a tourist decides to visit for its attractions. The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip (UNWTO). There are also possibilities of many touristic activities in the destination such as visit to historic site, theme park and so on. Tourism system is studied to understand what and how of Tourism. Leiper in 1990 updated an earlier model of 'Tourism System' to signify this change in studying tourism.





**illustration 3.1: Tourism System**

Source: Leiper, 1990

There are three basic elements in Leiper's model of tourism system –

1. **Tourist-** Tourist is the one undertaking tourism activities and is mentioned as traveller in the above Tourism System model.

2. **Geographical Elements-**

- a) Traveller Generating Region–the region from where the tourists take tours and start their journey to go to a destination of choice.
- b) Tourist Destination Region–the region of choice which is the destination of tourists from the generating regions.
- c) Transit Route region–the Region through which the travellers go from traveller generating region to the tourist destination region. The transit route region includes both the short period of travel from their home region to the destination and other places on the way that the tourists may stop to visit.

Transit route, as explained by Leiper, is the area or region that is visited en route: “There is always an interval in a trip when the traveller feels they have left their home region but have not yet arrived where they choose to visit”.

3. **Tourism Industry** - The third element of Leiper's model is the tourism industry, which we can think of as the range of businesses and organisations involved in delivering the tourism product. The model allows the location of the various industrial sectors to be identified. The tourism industry is shown in dark colour primarily in the transit zone as tourism industry plays the role of travel facilitators in this region. Similarly tourism industry is also shown at work in the tourist generating and destination region, probably for the purpose of marketing and promotion.

All these tourism activities take place in the environment - of political decisions, socio – cultural conditions, technical updates and so on.

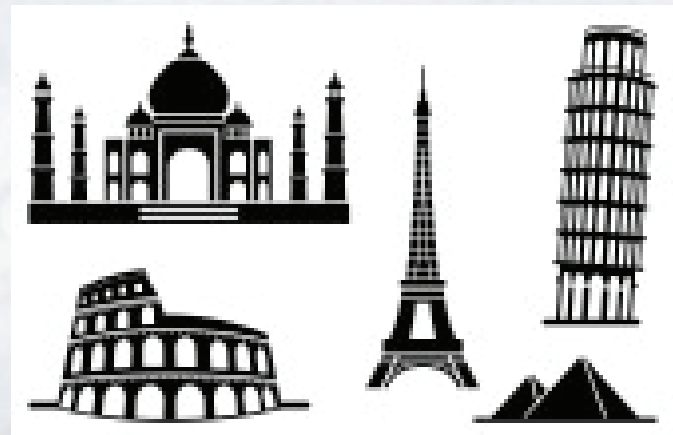
The tourism system is often referred to as the push – pull factors based tourism system. There are certain factors in the Traveller Generating Region that “pushes” i.e. motivates a tourist to go on a tour while certain factors i.e. tourist attractions at the Tourist Destination Region which “pull” the tourists to it. This is the Tourism system wherein “push and pull factors” have to work simultaneously in sync with each other for any tourism activity to take place.

#### PUSH FACTOR



Working before Computer

#### PULL FACTORS



Tourist Attractions

Understanding the tourism system helps us in identifying the “push and pull factors” involved in tourism activity. Once these factors are identified, the same can be replicated successfully in new upcoming tourism generating and destination regions.

#### Exercise-1

1. **Activity:** Discuss the push and pull factors related to the last tour taken by you.
2. What are the geographical elements of the Tourism System?

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### 3.3 Tourism Motivators

In the previous section you have read how the push and pull factors help the tourism system to work. These push factors can also be categorised as the motivation factor for traveller to move out of their home region for tourism activity. Motivation can be described



as a driving force within individuals that impels them to action. McIntosh, Goeldner and Ritchie state that there are four categories of motivation seen in tourism:

1. **Physical Motivators** are those related to the refreshment of body and mind, health purposes, sport and pleasure. These groups of motivators are seen to be linked to those activities which will reduce tension.

These motivators push people to travel to those tourism destinations where physical activities can be taken pursued.



Skydiving



Hiking

2. **Cultural Motivators** are those identified by the desire to see and know more about other cultures, to find out about the natives of a country, their lifestyle, music, art, folklore, dance, etc.



Manipuri Dance



Handicrafts

These motivators push a person to travel to destinations which provides an opportunity to visit historical monuments, participate in music concerts, dance recitals and so on.



3. **Interpersonal Motivators** mean this group includes a desire to meet new people, visit friends or relatives, and to seek new and different experiences. Travel is an escape from routine relationships with friends or neighbours or the home environment or it is used for spiritual reasons.

This motivator factor sees tourist travel and go for home stays so as to experience new culture while forging relationship during the period. This motivator would also mean that one would travel to a destination to attend a family / friend wedding.



Visiting Family, Friends & Relatives (VFR)



Attending a Wedding in the Family

4. **Status and Prestige Motivations** include a desire for continuation of education (i.e. personal developments). Such recognition and attention from others, in order to boost the personal ego. This category also includes personal development in relation to the pursuit of hobbies and education.



Pursuing Hobby



Educational Tourist

### 3.4 Barriers to Tourism

Motivators are the factors that push people to participate in the activity of tourism; similarly we have barriers that deter people from participating in the tourism activities. “Barriers” may be taken as certain conditions in the environment that interfere in ideas or thoughts





3. **Physical Limitations:** Poor physical fitness, health and physical limitations keep many persons at home, away from tourism activities. There can be three principle reasons for physical limitations – a) People with disability; b) Senior citizen bound by physical limitations; and c) Poor physical fitness, health issues or pregnancy and these issues may restrict people from taking up tourism activity.



**Physical Disability as Tourism Barrier**

4. **Space/Distance:** Proximity of the destination from the tourist's originating region affects travel choice. If there is no proper connectivity, tourist may opt out of long-haul travel, irrespective of the attractions of the destination and settle for a more accessible destination.
5. **Family Stage:** Parents of young children or with senior citizen parents often do not travel because of family obligations and inconvenience. At times single people do not travel because of the lack of a travelling companion; although these days many single traveller groups are active. A teenager may not travel since the travel plans are dependent on parent's decision.



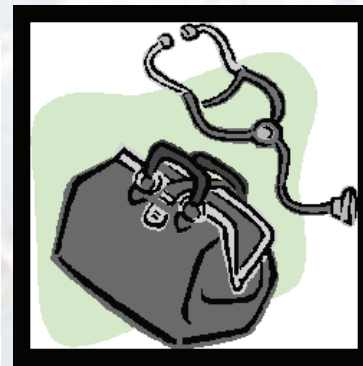
**Family with Young Children**



6. **Safety and Security:** Political unrest, wars, governmental advisories and negative publicity about a destination creates doubt and fear in the mind of the prospective visitor. In the modern world, post 9/11, terrorism has turned out to be the major deterrent to travel. For women, travelling alone at times is considered as unsafe and therefore causes problem and so on. At the same time, for many, health has also become a major tourism safety issue. For example, the decline witnessed in the global tourist traffic during the SARS and Swine flu outbreak.
7. **Infrastructure:** Tourism activity is highly dependent on the infrastructure being provided to the tourist. No matter how beautiful a destination is, tourists will not be visiting the destination in the absence of adequate infrastructure, such as adequate/poor local ground transportation, hygienic conditions around attractions, shortage of electricity and availability of drinking water, Poor condition of buildings and monuments, overcrowded destinations and attractions and so on.



**Sanitation Services**



**Medical Services**

8. **Political:** Government policies can also act as barrier to tourism. These government policies can be related to a) Government tax policies; b) Restriction on the entry of charter flights; c) Hassle at customs and immigration; d) Government regulations through visa restrictions, both at the country origin or at the destination
9. **Communication and Technology:** Information technology is helping in the tourism operations but it also means that media communications need to be extensive in terms of marketing for any destination to register with the tourists. In the event of less marketing activity tourists may not be aware of destinations for tourism activity of their choice.

Language also becomes a major barrier once the destination does not provide a tourist facility to communicate in the language he/she speaks or understands. Thus, the destination in question does not pull tourists to the destination.

10. **Lack of Interest:** Not aware of a pleasant travel destination due to the lack of

interest on the part of prospective tourists is a major tourism barrier; which is difficult to be overcome.

The above barriers in tourism need to be acknowledged and overcome by the tourism promoting agencies both at the traveller generating region and tourist destination region; for initiating successful tourism activities.

#### ACTIVITY 2

Subject teachers will ask the students to prepare a questionnaire of 6 – 10 questions to identify travel motivation as well as barriers of travel among tourists and potential tourists. For example, questions other than demographic can be as below:

1. When did travel last?
2. Who were the travel partners?
3. Was the travel related to work or vacation?
4. If on vacation, where did you travel to and why?

And so on.

The idea is to identify travel motivators as well as travel barriers among the tourists; and record them for discussion in the classroom. A minimum of 10 and maximum of twenty five questions can be filled up by each student. If possible, students may also find means and ways to overcome the travel barriers identified.

#### Exercise-2

1. What is meant by tourism motivators?

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2. Name any four barriers to tourism with suitable examples, from your own travel experiences.

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### 3.5 Forms of Tourism

Tourism is the movement of people in large number, within and across national borders. This leads to the necessity of identifying different forms of tourism; for the purpose of statistical analysis and understanding the flow of tourism; mainly for the purpose of calculating economic impact of each tourism activity undertaken by tourists. In the International Recommendations for Tourism Statistics 2008 (IRTS 2008) drafted by UNWTO, three basic forms of tourism were revised from earlier and updated as:

1. **Domestic Tourism:** comprises the activities of a resident visitor within the country of reference.
2. **Inbound Tourism:** comprises the activities of a non - resident visitor within the country of reference.
3. **Outbound Tourism:** comprises the activities of a resident visitor outside the country of reference.

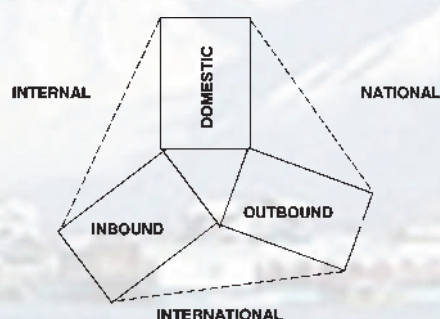


illustration 3.2 Forms of Tourism

Source: World Tourism Organisation

The illustration gives us a fair idea about the linkages of the different forms of tourism. To study the economic benefit of tourist movement, the forms are further combined to derive the following categories of tourism:

1. **Internal Tourism:** comprises domestic tourism and inbound tourism, that is, the activities of resident and non - resident visitors within the country of reference as part of domestic or international trips;
2. **National Tourism:** comprises domestic tourism and outbound tourism, that is, the activities of resident visitors within and outside the country of reference either as part of domestic or outbound trips;
3. **International Tourism:** comprising inbound and outbound tourism, that is, the activities of resident visitors outside the country of reference either as part of domestic or outbound trips and the activities of non - resident visitors within the country of reference on inbound trips.

## 3.6 Types of Tourism

Tourism activity is now available in many types, in order to meet the requirements and expectation of tourists. Each type of tourism is on offer to meet a certain purpose from the trip. According to UNWTO, purpose of tour can be mainly of two types – Personal and Business. All the other purpose of travel originates from these two main purposes. Based on the purpose of travel, the types of tourism available are mentioned in the Illustration 3.3.

In the illustration you can see that the types of tourism changes to meet the specialised needs of the tourists at every step. Tourists travel for education, cultural knowledge, leisure, cruises, wildlife safaris, rural tourism, business, and so on. One type of tourism that is popular both with industry as well as the tourists is known as the **Special Interest Tourism or SIT**, as it is commonly known. For example - SIT can be a special tour for the Botany students coming from United Kingdom for visiting the botanical gardens of India. It can also be “Root Tourism” wherein people of Indian Origin (PIO) travel to India to trace their “roots” i.e. ancestors in India.

### 3.6.1 Introduction to MICE

MICE Tourism, an acronym for Meeting, Incentive, Conference and Expositions, is rapidly becoming one of the popular types of Tourism.

**Meetings** as you understand refer to the meetings for the purpose of deliberation on matters related to business, academics, administrative matters, mergers and so on. The meetings can be in- house and can also need travel to other cities, thus leading to tourism.

**Incentive Tours** are usually offered by organisation as an incentive i.e. motivation for better performance; in terms of sales by employee or employee productivity. For example a golf package offered to top producers at Ford Motor Company and so on.

**Conferences** refer to the conferences, seminars or symposiums that are held to deliberate over issues that may affect one industry or sector. Conferences are called by academic bodies, associations as well as other bodies related to a particular industry.

**Expositions** refer to expositions, exhibitions, trade fairs and events that held to showcase some product or culture. For Example – Auto expo held annually in New Delhi or Art exhibitions and Fashion week held in the major cities of India and world.

**MICE** Tourism is popular with Tourism industry since business travel needs to be taken up even when one does not have time for recreational activities. This type of tourism is a



growing and expanding area of Tourism activity and many studies are being taken up by agencies to profile the tourists who are part of the MICE business and understand their needs. You will read more about this segment later.

#### ACTIVITY 3

A group visit to a Conference/Convention facility to understand the requirement of the facility both in terms of technology and man power is a must. If possible students can participate in conference or seminar or volunteer in a corporate event to understand the requirements of this industry.

A report, highlighting the qualities and responsibilities of an employee working with such an establishment, must be submitted to the subject teacher after the visit.

#### Exercise-3

1. What is the need of understanding forms of Tourism?

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2. What is meant by Special Interest Tourism? Give two examples of possible SIT packages.

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3. What do you understand by MICE?

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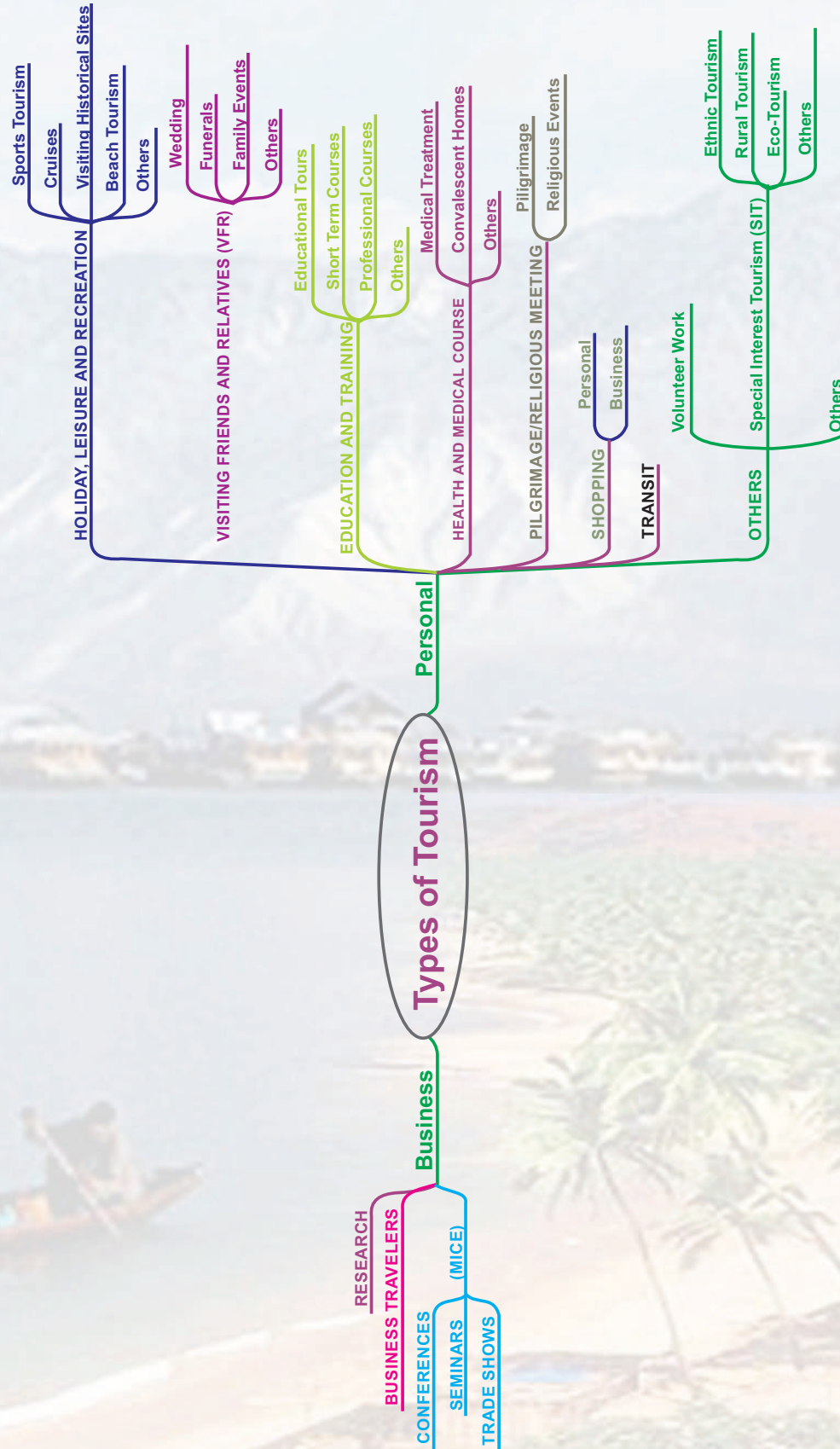


illustration 3:3: Types of Tourism (Based on Purpose of Travel as given by UNWTO)



### 3.7 Types of Tour Packages

In the previous section you have read about the various types of tourism possible. This leads to the question of how can one participate in these tourism activities. Tourism professionals offer tour packages for a price for this purpose.

A **tour** is a pre-arranged (but not necessarily prepaid) journey, which includes accommodations, transportations, food services and entertainment, to one or more destinations and back to the point of origin. Tour package usually has a predetermined price, length of time and features, but can also offer options for separate purchase. Tours that include all services for one price are called all-inclusive tours.

All - inclusive tours can be of two type based on the one taking part in the tourism activity.

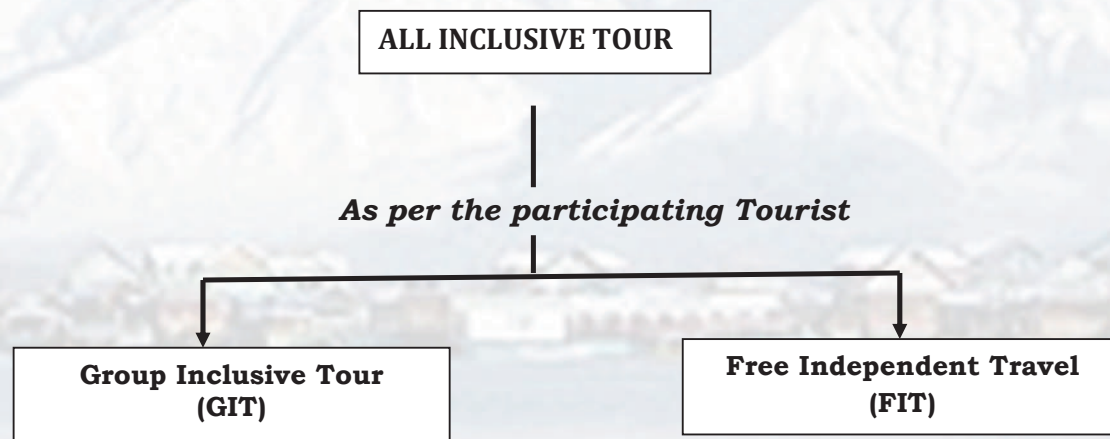


illustration 3.4: Types of Tour

**Group Inclusive Tour (GIT)** – wherein the tourist travels in the company of other tourists, in a group. A group usually comprises of 15 or more tourist or passengers, commonly referred to as “Pax”, travelling together. GIT often require a certain number of travellers in order to go ahead or it becomes a financial cost rather than profitable to the tour operator. It is also worth noting that there are also a maximum number of travellers on group tours, as number of passengers are determined by the mode of transport - coach or bus that will be used for the tour.

The *second type* - **Free Independent Travel (FIT) or Free Individual Traveller (FIT)** – wherein either one tourist or couple of tourists travel on a pre fixed tour specially made to suit the requirements of the tourist/s. The components of the FIT itinerary may resemble a package, but the itinerary is custom-built for the traveller.



### Tourists as Foreign Individual Traveller

The all inclusive tours are often categorised as readymade tour package and tailor – made or customised tour package depending the type of itinerary used in the tour package. An **Itinerary** is the travel schedule that provides all details of the tour such as the flight numbers, departure times, reservation confirmation numbers, etc. and also describes the planned activities to be taken up during the tour period.

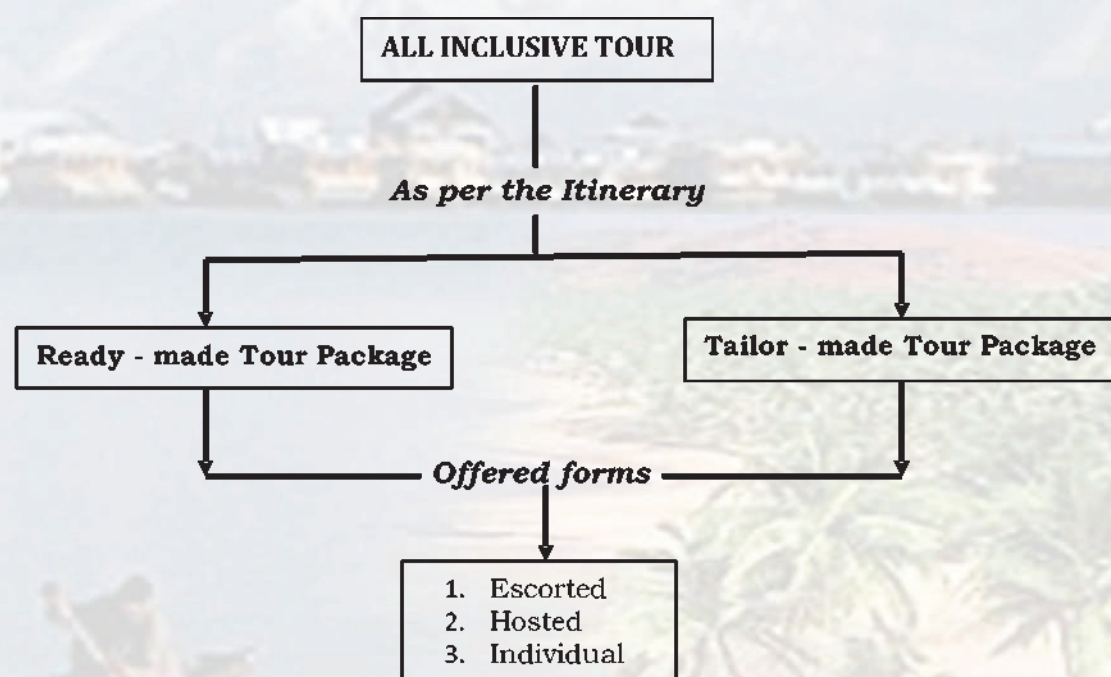


illustration 3.5: Types of Tour Packages

**Ready - made tour packages** are the tour packages on a pre - fixed itinerary. The price of tour, the services, number of Pax and the length of tour, etc are all pre – decided by the tour company. The customer can buy the pre – decided package as offered.

**Tailor – made tour package** or **customized tour**, as the name suggests makes changes



to include or change accommodations, transportation, sightseeing and other services in the tour package as per the requirement of the tourist. Usually it is seen that FITs go more often for tailor made tour packages than GITs.



**Tourists in a Group**

The tours when offered to the tourist can be in three forms:

1. **Escorted Tour:** In this type of tour an escort, either local or from the country of origin of tourist, travels with the tour from the beginning of the tour till end; in order to facilitate their tourists. The escorted tours usually uses local guide services at different destinations and sites.
2. **Hosted Tour:** In this type of tour, a new host meets the tour group at each destination. The hosted tours also usually uses local guide services at different destinations and sites.
3. **Individual Tour:** In this type of tour the tour member/s travels on their own without any escort or host. The services of local guide are engaged as and when required.

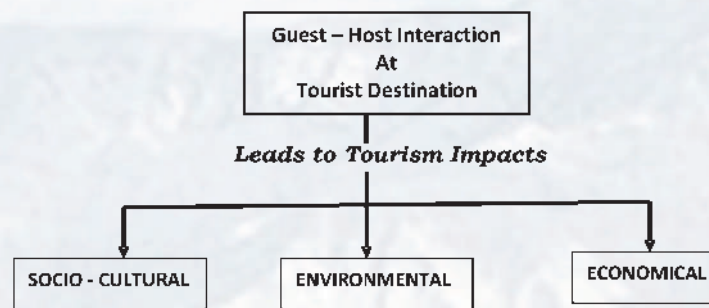
One more type of tour is often referred to in the tourism industry - **Familiarization Tour** also known as **FAM** tours. This is a complimentary or reduced-rate travel program for travel agents, tour operators or other travel buyers, designed to acquaint participants with specific destinations or suppliers such as accommodation and transport, so as to stimulate the sale of travel to the destination. Familiarization tours are also known to be offered to travel journalists as research trips for the purpose of cultivating media coverage of specific travel products.

### **3.8 Defining Tourism Impacts**

Tourism in any destination leads to a lot of interaction between the guests i.e. tourists and hosts i.e. locals. The guests interact with the hosts in order to buy products, services, eat the local cuisine, participate in the local events and so on. This interaction between

two different groups of people leads to some influences on both the host and the guest community of a destination. The changes that can be seen in the environment and community over a period of time, possibly due to the tourism activities are known as the **Impacts of Tourism**.

The Impacts of Tourism are usually categorized in three types for the ease of understanding the phenomenon:



**illustration 3.6: Types of Tourism Impacts**

- i) **Socio cultural:** Certain effects on the host communities can be observed due to the direct and indirect relationship with tourists as well as the interaction with the tourism industry. The impacts can be both negative and positive.

**For example:**

**Positive Impact** - Renewal of cultural pride as tourists visits help the locals to revisit their own culture and heritage; and thus enhancing a sense of belonging and helping to preserve traditional arts & crafts

**Negative Impact** - Demonstration Effect is the commonly cited negative impact of tourism wherein the locals start adopting the dressing, eating habits, language and behavior of the tourists. This leads to cultural degradation and local customs are disordered.

- ii) **Economic:** Tourism industry is often quoted to be the largest employer in the world. Therefore, it is understandable that tourism activity has both positive and negative impacts on both the local and guest community.

**For example:**

**Positive Impact** – Gives rise to employment in the local destination region as well as in the guest tourist generation region.

**Negative Impact** – Gives rise to Inflation as demand of the consumer products increases which leads to increased price of goods, services, land, housing, in short cost of living.



- iii) **Environmental:** Tourism activity is greatly related to the physical environment of a destination and any tourism activity affects it – both positively as well as negatively.

**For example:**

**Positive Impact** - Protection of selected natural areas and prevention from further ecological decline can be seen in National Parks and Wildlife Sanctuaries as a result of tourism activities; as it requires regular environmental audits

**Negative Impact** - Transport by air, road, and rail is continuously increasing in response to the rising number of tourists and their greater mobility. This leads to emissions and air pollution. One study estimated that a single transatlantic return flight emits almost half the CO2 emissions produced by all other sources (lighting, heating, car use, etc.) consumed by an average person yearly.

Considering the impacts of tourism it is imperative that any tourism activity should be based on proper planning at all levels and in consultation with the local community.

**ACTIVITY 4**

Three or more groups of students can be created to identify the impacts – both negative and positive of tourism in their city and neighbouring areas. Each group/team will collect detailed information about one aspect of tourism impact.

Sharing of information should also include solutions to curb negative impacts of tourism.

**Exercise-4**

1. What are the types of tour packages available?

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2. What is meant by the socio – cultural impact of Tourism?

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### 3.9 Summary

In this unit you have been introduced to many commonly used terminologies of tourism such as Destination, Pax, SIT, GIT, FIT and so on. As a student of tourism these commonly used terminologies will help you understand the business of tourism better. As now you understand the Push and Pull factors and their role in tourism. Further, now you are in a better position to understand the motivators and barriers of tourism. Most importantly the impacts of tourism in the last section has brought it out that for any action there is a reaction; therefore tourism activities need to be properly planned and then executed.





## UNIT-4

# TOURISM COMPONENTS-I

### Contents:

- 4.0 Objective
- 4.1 Introduction
- 4.2 Defining Attractions
- 4.3 Types of Attractions
- 4.4 Accessibility – Modes of Transportation and Significance.
  - 4.4.1 Surface Transport
  - 4.4.2 Air Transport
  - 4.4.3 Water Transport
- 4.5 Amenities: Health and Hygiene, Security.
- 4.6 Summary

### 4.0 Unit Overview & Description

You have been introduced to the components of tourism in the previous units. In this unit we will discuss the components of tourism in details. After reading this unit you will be able to:

- define attraction.
- understand various types of attractions.
- identify the different modes of transport.

- understand the importance of transportation in the promotion of tourism.
- comprehend about the role of health, hygiene and security amenities at destination.

### **Resource Material:**

Activity Sheet, Maps, Pen, Projector, Computer, Tourism related Brochures and Pamphlets.

## **4.1 Introduction**

When we think of tourism, we think primarily of people who are visiting a particular place for sightseeing, visiting friends and relatives, taking a vacation, and having a good time. They may spend their leisure time engaging in various sports, sunbathing, talking, singing, taking rides, touring, reading, or simply enjoying the environment. From the time a decision is taken to visit a particular destination for the purpose of travel, till the time a tourist returns home, a wide range of activities take place and involves many components and organisations. In fact tourism industry is a mix of the output and services of different industries and services. The Involvement of large number of tourists with a wide range of activities first in their own country before their departure and later on in the host country has made tourism an increasingly important activity of great magnitude. The present day tourism is the outcome of the combined efforts of its various constituents. The force behind this very complex activity encompassing a wide range of relationships in tourism is a phenomenon and its various components are very essential. So in order to understand tourism systematically, it is necessary to know the various components which together contribute to make tourism happen. The components of tourism industry are varied and are ranging from small scale business operating at local level to multinationals. For example a fast food outlet at an airport is a component of the tourism industry as is an airline or a hotel for it has its own serving purpose for the tourists. Moreover, these different components are closely interlinked to each other. The linkage is there in spite of the competition within one set of components. This unit discusses the important and basic components of tourism i.e attraction and accessibility. Knowledge of these basic components is the pre requisition for tourism professionals and students perusing tourism studies.

## **4.2 Defining Attractions**

Attraction means anything that creates a desire in any person to travel there. A physical or cultural feature of a particular place is that individual travellers or tourists perceive as capable of meeting one or more of their specific leisure-related needs. Such features may be ambient in nature (eg. climate, culture, vegetation or scenery), or they may be specific to a location, such as a theatre performance, a museum or a waterfall. It is



considered as the most important basic component of tourism. A tourist attraction is a place of interest where tourists visit, typically for its inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities. Some examples include historical places, monuments, zoos, aquaria, museums and art galleries, botanical gardens, buildings and structures (e.g., castles, libraries, former prisons, skyscrapers, bridges), national parks and forests, theme parks and carnivals, living history museums, ethnic enclave communities, historic trains and cultural events.

The attractions of tourism are, to a very large extent, geographical in character. Location of the attraction i.e inland or coastal position and accessibility i.e the means or convenience with which the tourist place can be reached is important. Natural resources consisting of mountains, lakes, rivers, waterfalls, glaciers, deserts etc are strong forces attracting large number of tourists to visit them. Great natural wonders such as the Niagara falls, the geysers of Iceland, the forests and wildlife of Africa, the mighty Himalayan rivers, hill stations and lakes of north Indian states are source of great interest to large number of tourists and have become the basis of an expanding tourism industry.



**Strokkur Geyser, Iceland**



**Bhagirathi River at Gangotri**

Climatic conditions (weather conditions-hot/cold, moist/dry and seasonality) are of special significance. Millions of tourists from countries with extreme weather climates visit beaches and hill stations in search of fine weather. Hill stations and beautiful beaches of India, Sri Lanka, Australia and Thailand and some other countries are examples of what good weather can do.

In tourism, very often you will come across terms like tourism resources, tourism products, tourism sites and destinations. Tourism is considered a product because just like any product, it is something that attracts “buyers”. “Buyers” are those tourists who visited different places and enjoy the activities and adventures it offers them. And when there are tourists, it means income. It is a chain reaction. If the place tourists visited earned good through their products and services that means additional tax for the country. This is why governments really encourage tourism in their country. It is also one way of attracting



investors. This is a simple explanation on why tourism is also a product. Tourism experience is the result of a number of products and services that are consumed by the tourist during his travel. It includes physical objects, services, persons, places, organizations and ideas.

Tourism resources, products or destinations are places that attract visitors for a temporary stay, and range from continents to countries to states and provinces to cities to villages. At the foundation level destinations are essentially communities based on local government boundaries. The WTO offered the following working definition of a “local tourism destination”: “A local tourism destination is a physical space in which a visitor spends at least one overnight”. It includes tourism products such as support services and attractions, and tourism resources within one day’s return travel time. A destination is both a site and an event, and these two factors are the attractions. In a site attraction, a location exercises appeal like the lakes of Kashmir, coastline of Goa or the Taj Mahal complex. In case of event, tourists are drawn to a particular place because of what is happening at that location like Olympic Games, Boat race in Kerala, Dance festival at Konark. Destinations can be spread over a wide geographical area. The attraction to a destination lies in the attraction it offers or the image it has. For example, many tourists think of India as a single destination. For some India is a land of Temples whilst for many its attraction lies in Mughal Forts and Palaces. Many reject India because it is strange and therefore fearsome and for many the poverty of India is a deterrent. In fact the image of a destination depends on a variety of factors like attitude of host population, civic amenities, natural setup, accessibility and available facilities and services.

## 4.2 Types of Attractions

Tourist attractions can be naturally attractive like mountains, hill stations, lakes or they can be designed with manmade or artificial attractions like theme parks, historical complexes or holiday villages. There are basically three types of attractions:

- natural Attractions.
- man made or Built Attractions.
- symbiotic Attractions

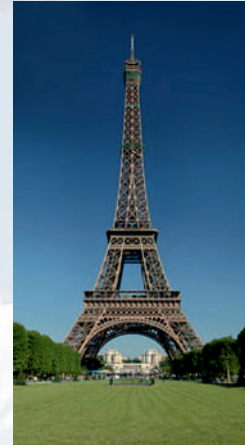
A Natural tourist attraction would be somewhere that was not built by humans but has always existed or was created at some point by processes on Earth, e.g Dal Lake, Niagra Falls, and beaches. Natural attractions are very important factors in tourism. Scenery consisting of mountains, lakes, waterfalls, glaciers, forests, deserts, is strong forces attracting people to visit them. Thousands and thousands of tourists are attracted by the northern slopes of the Alps in Switzerland and Austria and the southern slopes at Italy and also Himalayan Mountain slopes of India and Nepal.





**Jog Falls in Karnataka**

Source: Wikipedia



**Eiffel Tower**

Source: Wikipedia

**Built or Manmade Attractions** are any object that a person might travel to see which exists because a human being created it, such as the Statue of Liberty, Disney World, the Eiffel Tower, the Pyramids, the Taj Mahal, Mount Rushmore, the Great Wall of China, and so on, is a man-made attraction. It includes monuments, museums, archaeological and historical sites etc. Tradition in form of fairs and festivals, arts and handicrafts, dance, music, folklore, native life and customs and entertainment in form of amusement and recreation parks, sporting events, zoos and oceanariums, cinemas and theatre, night life and cuisine are examples of man-made attractions. India is truly a land of monuments. In whatever part of the country one moves, one finds numerous structures of temples, mosques, archaeological and historical sites. This is an enormous wealth and undoubtedly contains great tourism potential. Similarly the sculptural wealth and other objects of culture such as coins, paintings, handicrafts etc make India a veritable tourist attraction. Some part of this treasure has been successfully housed and displayed in the museums. These manmade attractions had become the flag-bearer of India's cultural heritage and the primary tourist attractions.

**Symbiotic Attractions:** Some tourism products do not fall into the above categories. Wildlife sanctuary, Marine parks, aero products and water sports, flower festivals are the example of tourism products which are a blending of nature and man. Nature has provided the resource and man has converted them into a tourism product by managing them. National parks for example, are left in their natural state of beauty as far as possible, but still need to be managed, through provision of access, parking facilities, limited accommodation, litter bins etc. Yet the core attraction is still nature in this category of product. These products are symbiosis of nature and man.

Another example of symbiotic attractions is the case of adventure sports, where the tourists can be participants. Adventure tourism involves participating in adventure activities mostly in natural environment. For example: white water rafting, one of the most important and exciting water sports, which involves riding down water rapids in an inflatable raft which is used to negotiate fast flowing rivers. Another adventure sports - skiing is the practice of

sliding over snow covered mountain slopes on runners, called skis, attached to each foot. The adventure tourism activities are good example of symbiotic attractions; since people have to travel to the destination that will offer the natural resources such as mountains, rapids or open space for the adventure activities.



**Rafting at Zaskar, Ladakh**

Source: Wikipedia

#### ACTIVITY 1

A game is to be conducted in the class by the subject teacher which will help to the students to identify the different types of attraction and clear their concept regarding the same.

Students will be divided into two groups. Each group will show a photograph or picture of attraction and the other group will identify the type of attraction category the attraction belongs to.

#### Exercise-1

1. Define attraction.

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2. What is the difference between a natural and manmade attraction?

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## 4.4 Accessibility–Modes of Transportation and Significance

Transport is a fundamental component of tourism, providing the vital link between tourist generating areas and destinations. Hence there are very close links between the transport and tourism industries where a two-way relationship exists. On the one hand good accessibility, which is determined by the transport services provided, is essential for the development of any tourist destination. Conversely for the transport industry, there can be substantial benefits from tourism because of the additional demand which this type of travel can produce.

Accessibility means the ease of reaching the destination through various means of transportation. A tourist has to travel to reach the tourist destination. There should be accessibility for each and every location of tourist attractions. As part of the growing impact of globalization in Asia and the Pacific, international tourism is dependent on efficient, reliable and cost-effective transport infrastructure and services to support continued growth and development. There can be no travel if there were no transport. If the locations are inaccessible by the normal means of transport, it would be of little importance. All kinds of transport facilities are to be made available for such locations. Transport contributes significantly to our socio-economic needs and has acquired a fundamental place in the global network system by facilitating the mobility of persons and goods from one place to another through various modes of transport. Accessibility is an important factor of tourism and its development depends heavily on the transport industry. A tourist always thinks of safe, comfortable and convenient mode of transport. No destination can become popular unless it is easily accessible. Transportation should be regular, comfortable, economical and safe. Today there are various means of transportation like airlines, railways, surface (road transportation) and water transportation. The transportation should be there for all kinds of tourists and destinations.

From the advent of human civilization we find that people have been travelling by various

modes, and over the passage of time the means of transport have been changing according to changed conditions and the development of technology. During the ancient times the means used were mainly animals on land and sails at sea. Before the sixteenth century, those who sought travel had three modes in which to do so:

- They could walk (many who were too poor to afford any form of transport had to do so, regardless of the distance involved).
- They could ride a horse, or they could be carried, either on a litter (carried by servants, and restricted largely to the aristocracy).or
- On a carrier's wagon.

The discovery and application of steam and electricity in the nineteenth century and the internal combustion engine in the 20th century revolutionised travel and transport and introduced the present era of mass transport. The next spectacular breakthrough came in the late 1950's with the propulsion of aircrafts with jet engines, opening the whole world to the immense benefits of air travel. Tourism and transportation are inextricably linked. As world tourism increases, additional demands will be placed on the transportation sectors. Looking at the position occupied by the various modes of passenger transportation, one finds that the modes of transportations can be classified in three categories:

- Surface Transportation
- Water Transportation
- Air Transportation

### **4.4.1 Surface Transport**

Surface transport means the movement of people or goods by road, train and ships rather than by plane. The main modes of surface transport are:

#### **i. Road Transport**

Road transport is one of the most promising and potent means suitable for short and medium distances. It caters the demand of the majority of the people who are living in far-off villages and provides them the basic infrastructure for bringing them into the mainstream of national life by connecting them with different places. It plays a vital role in the opening up of interior and remote areas and is comparably economical and less capital intensive. The main advantage of road transport includes flexibility, reliability, speed and door to door service. These modes of transport provide access to millions of people by using the



different categories of roads viz National highways, state highways, district roads, village roads or even unclassified village roads. The main state highways are primarily used to connect important tourist destinations located within the state in different districts. Road transport is playing much important role in context of India as more than 75 percent of the total population is still living in rural areas. The road transport plays vital role in reducing distances among these places.



## ii. Rail Transport

Railways are the principal carriers specially suited for long distance travel. In most of the countries especially in India railways serve as the main artery of surface transport. Roads can be built in the hilly areas also whereas railway lines cannot be laid easily. The railways have advantage over the roadways that they can carry a large number of passengers and large and heavy loads to long distances. Also journey by train is more comfortable than by bus. India has a large network of railways throughout the country. We have trains from one corner of India to the other corner. Total length of the railway tracks in India is about 63000 kilometres. About 7800 trains carry about eleven million passengers to their destinations every day. Our railway network is the largest in Asia and the second largest in the world. Our goods trains transport about 6 lakh tonnes of goods from one place to another daily. India is a land of diverse culture, and railways play a key role in not only meeting the transport needs of the country, but also in binding together dispersed areas and promoting national integration. Indian Railways have emerged as the sinews of the Indian economy, and have reached out to bring together the great Indian family. Apart from normal trains connecting almost all part of the country, the Indian Railways also runs special luxury trains like the Palace on Wheels, Rajdhani Express, Shatabdi Express, Fairy Queen etc.

International Tourist Bureaus are located at various important cities all over the country. International Tourist Bureaus issue reserved tickets to the foreign tourists and NRIs holding