CHAPTER II
DEFINITIONS

Tourism has its testimonies in the earliest records of history and has undergone phenomenal rate of growth during the present century. Yet, there is not universally accepted definition of tourism and even now the term 'tourism' is defined by different authors, in various ways. R.de Meyer has defined tourism as, "A collective term for human movement and its attendant activities caused by the exteriorization and fulfilment of the desire to escape, that is more or less latent in everybody."\(^1\) This definition received the first prize by Academic Internation de Tourism at Montecarlo in 1952. But, it seems to lack precision and is not very useful for analytical purpose. Bernecker has provided a more workable definition of tourism. According to him, "Tourism is the sum of the relations and services connected with a temporary and voluntary change of residence for non-commercial or non-professional reason."\(^2\) If we analyse this definition, we find that the change of

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1 Kaul, R.N., *Dynamics of Tourism - A Trilogy*, Sterling, New Delhi, 1985, p.7

2 Ibid.
residence of a tourist must be (i) voluntary, (ii) of a temporary nature, and (iii) for a non-commercial or non-professional purpose.

It cannot be defined that unlike the first definition, Bernecker's definition is precise. But, perhaps it is too precise or narrow for our purpose. In the first place, the distinction between what is voluntary and what is compulsory is one of degree rather than of kind. In a sense, all travel is voluntary since, in a modern world, travel is performed only by a free agent. A person kidnapped or exiled from his own country is not travelling. On the other hand, a person seeking refuge into a neighbouring country to escape from the clutches of law or from political persecution is also making a voluntary decision though it is the forces of circumstances which are compelling him to leave his homeland for the time being. Secondly, while there could be no difference of opinion regarding the second aspect of change of residence in the above definition (namely the change of residence should be of a temporary nature, such an attribute differentiating a tourist from a migrant) all tourism need not necessarily involve a change of residence (or a second home) or even a single destination as in the case of resort tourist. Greenwood clearly brings
this into focus when he defines tourism as basically a form of recreation expressed either through travel or through a temporary change of residence. A similar viewpoint was expressed by Pearce when he defines tourism as, "the relationships and phenomena arising out of the journey and temporary stays of people travelling primarily for leisure or recreation."  

It may be noted, however, that both the above mentioned definitions (like Bernecker's definition quoted above) define tourism in the narrow sense of 'pleasure travel' only, and therefore, does not include travel for business, religion, education or culture. Sometimes, there is need to define tourism in a wider sense. Obviously, all forms of travel are not tourism. A daily commuter travelling between his suburban residence to the place of work in the city is not a tourist. But, if on any week-end, the same person takes his children to the city museum or zoo, he will be regarded as a tourist. By the same logic, a student going abroad to pursue higher study is not a tourist. He is more likely to have a student visa rather than a tourist visa and his period of stay usually continues


upto the completion of his study. But, the same student may
turn into a tourist when he spends his holiday by visiting
the places of interest of his host country. Even a person
attending a summer school away from his usual place of
residence would not be a tourist in the narrow sense, since
the purpose of his temporary change of residence is not pure
recreation. But, in many studies relating to international
tourism, students from abroad are regarded as foreign
tourists. Similarly, a journalist going to cover the
olympic games should not be termed as a tourist in the
narrow sense, although such visitors are on a par with other
tourist from the consideration of foreign exchange earning
by the host country. Nowadays business officials travelling
internationally are also called 'business tourists',
although they are not tourists according to the above
definitions.

A pertinent question that may be raised here is
whether we should, in defining tourism, bring in its
motivational aspect at all. Often persons with different
motivations for travel may behave in the same way. For
instance, a business executive attending business convention
or a scientist attending a seminar may also spend part of
his time in sightseeing, visiting night clubs and making
local shopping trips just like an ordinary tourist with
pleasure as his main motivation. He may be also accompanied by his family members for whom the main motive for travel is pleasure. Again, persons with the same motivation may behave quite differently. Thus, a commercial traveller say, a sales agent will behave differently from a business executive, attending a convention. He will have less money to spend on local shopping and will perhaps be left with no spare time for mixing business with pleasure. So, in a study with its main focus on economic aspects of tourism, the main consideration should be not the motive for travel but the mode of behaviour of the travel. On the other hand, it cannot be denied that often there may be a good deal of correspondence between a given motive for travel and a given mode of travel behaviour. A person desiring a period of rest from his active life-style is likely to be a resort tourist. On the other hand, a person wanting to escape from the drab monotony of life will be a 'wanderer'. The mode of behaviour of a 'pilgrim' tourist will be quite different from other tourists. Similarly, a tourist on a social visit, to meet his relatives or friends and staying with his host family can be singled out as a separate category.

Another feature of tourism that is not adequately brought out in the above definitions is how long should be the duration of stay of a tour. As an usual practice, a
stay of at least 24 hours is considered necessary to distinguish a tourist from a day-tripper. According to Pearce, there could be no hard and fast rule regarding the 'duration of stay' to qualify it as a tour. As he has pointed out, "For statistical purpose, a fortnight minimum is commonly accepted for domestic tourism but stays of only 24 hours are universally recognised in the case of international tourism." But there is hardly any justification for adopting two different criteria for international tourism (IT) and domestic tourism (DT). Realising the growing importance of collecting tourist statistics, the League of Nations defined in 1937 the term 'foreign tourist': "Any person visiting a country, other than that in which he usually resides for a period of at least 24 hours". According to this definition the following persons were to be considered tourists:

a. Persons travelling for pleasure, for domestic reasons, for health etc.

b. Persons travelling to meeting or in a representative capacity of any kind (scientific, administrative, diplomatic, religious, athletic etc.)

c. Persons travelling for business purpose.

d. Persons arriving in the course of a sea cruise, even when stay for less than 24 hours.
In 1963, a revised definition was prepared and adopted at the UN Conference on International Travel and Tourism held in Rome. It considered an overall definition of the term 'visitor', which for statistical purpose describes: "any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited."^5

This definition covered:

a. Tourists, i.e., temporary visitors staying at least 24 hours in the country visited and purpose of whose journey can be classified under one of the following headings.
   i. leisure (recreation, holiday, health, study, religion and sport);
   ii. business, family, mission, meeting.

b. Excursionists, i.e., temporary visitors staying less than 24 hours in the country visited (including travellers on cruises).

The above definition excludes the transit passengers (who don't leave airport's transit area).

Taking all these considerations into account, it is not difficult to see why, the most popular and widely accepted definition of tourism is one defined by the World

[^5]: Chib, S.N. Perspectives of Tourism in India, Publication Division, Ministry of Information and Broadcasting, Govt. of India, New Delhi, 1983.
Tourism Organisation (W.T.O). According to that definition: A tourist is a person who travels to a place other than his usual place of residence and stays at hotels or other accommodation establishments run on a commercial basis (or in any rent free places) for a duration of not less than 24 hours and not more than 6 months at a time, for any of the following purposes:

i. pleasure (holiday, leisure, sports etc.);
ii. pilgrimage, religious or social functions;
iii. study and health;
iv. meetings;
v. business.

Unless otherwise mentioned, we, henceforth, adopt the above definition of tourism in the wide sense.

Nature and Type of Tourism

So far, we have defined tourism and noted in that connection that there are different motives of tourism and there are different types of tourist behaviour. Often, it is necessary to make a distinction between different types of tourism for an analytical purpose. For instance, tourism is usually classified into two broad categories: International tourism and Domestic tourism defined in terms of territorial boundary of the permanent residence of the tourist. There need not be any minimum length of the trip to
qualify it as a tour and the critical factor is the movement away from the place of permanent residence to the destination or destinations not in the same locality.

Another common form of distinction that is made is between elite tourism and mass tourism. A tourist belonging to the former phase of tourism is likely to be independent minded and somewhat individualistic. He could be an antiquarian, a naturalist, an explorer visiting places not frequented by or not known to many. Being a 'snob' in nature and 'non conformist'; if not off-beat, his enjoyment is diminished with an increase in the tourist traffic to the place. For that reason alone, he has a preference for less accessible spots. The nature-loving tourist is often a loner wanting a mountain or a game sanctuary all for himself. The primary urge of such a nature loving tourist is the interaction between nature and himself. Even when he is found to travel in a group, this must be a very close group, say of his family members or close friends with whom he wants to share his own most intimate experience. An antique-lover, when frequenting a historical site or a monument also prefers solitude. Motivated by the spirit of adventure, difficulty in getting to tourist site may act as a challenge for him. He conforms well to local conditions and is not demanding as regards accommodation, food and
related facilities. On the other hand, a tourist belonging to the mass tourism phase of the tourist spot is a gregarious tourist, with the herd instinct. He avoids places not so well-known and flocks at a destination which is already passing through 'mass tourism' phase. An increase in tourist traffic has a 'bandwagon effect' on him. This provides a rationale for applying Box Jenkin type forecasting methods based on auto regressions. He demands facilities to which he is accustomed and does not want a change in his life-style. The primary urge of a gregarious tourist, does not come from nature or historical sites, but from a possible interaction between persons. Nature may provide a suitable backdrop, but not more than that. Usually he prefers company and hankers for sports and other entertainment facilities.

Tourists may often move in formal and informal groups. There are different types of group tourists. There are exclusive groups like married couples, particularly honeymooners, family groups, friends-circles or groups of students studying in the same class. Recently, co-operative holidays are enjoyed also by a group of workers belonging to a common business establishment. Secondly, we have those who may form their group in the course of the journey itself. For instance, pilgrims may start their journey
separately but the different terrain and the strain of the journey may often bring them together. Lastly, we have those group tourists who have been brought together by the tour operators like Thomas Cook with their pre-paid package tours. They usually form the largest and most heterogeneous polyglot. A single tourist could be a social drifter or an army personnel in search of drug, sex or other excitement. He could also be a high business executive or government official who come to the tourist spot to shed his inhibitions. A great majority of them would, however behave like any other tourist. Similarly, there are no reasons to think that married couples would not visit night clubs or gambling dens together. But, it cannot be denied that a 'solitary' unaccompanied tourist would be least bound by conventional morality and norms of behaviour to which he is likely to conform in his known surroundings. On the other hand, a family group tourist would stick to the same code of behaviour when travelling abroad as in the home town. A newly married couple will fall somewhere between the two, since the accepted code of behaviour is still not yet firmly established. To provide accommodation, transport and related facilities to a larger group is however, more difficult because of the bulky nature of the required services. Such difficulties are felt most acutely in the case of a package
tour. The amount and pattern of expenditure per day of a package tourist is expected to be different from that of a non-package tourist. Package tours, therefore, are based on some special arrangements like chartered flight (in the case of International tourism), a separate reserved railway compartment (in the case of domestic tourism) or a tourist bus (in the case of both international tourism and domestic tourism).

Motives for Tourism

From the motivational point of view, a distinction can be made between a recreational tourist and a motivated tourist. The primary urge of the first type of tourist is travel for pleasure with its entertainment value or recreation as an end in itself. The primary urge of motivated tourist (as defined here) may be altogether different. To him, travelling for pleasure is there, but not as a primary motive. For instance, a commercial traveller travels widely from one place to another to form or renew his business connections. His choice of place of tourism is determined primarily by business considerations though he may often mix business with pleasure. Similarly the primary urge of a pilgrim, whether travelling alone or in a group is not to enjoy the scenic surroundings of the place of pilgrimage but to fulfil some inner religious urge and to
perform some religious rites sanctioned by some commonly held religious norms. The sense of fulfilment of his religious urge may increase (rather than decrease) with the hardship of the journey. A student going abroad for higher study or to attend a summer school selects the university or college as his place of study not by the same consideration that would reign supreme for a vacation tourist. Similarly, in the case of a group of students accompanied by their teachers on an education tour, the declared motivation is not only pure enjoyment but educational also. But, in practice, such educational tours may often be a camouflage for an outing or picnic. It may be pertinent to add here that different motives for a tour need not necessarily lead to different types of tour. The mode of behaviour of a person attending a business convention or a seminar or a conference would be more or less same whether he is by profession a businessman or a government official or an educationist. Similarly the same motive for tourism (say, business or education) may leads to different types of touristic behaviour pattern. Thus, the continuous nature of journey of a commercial traveller may not be observed in the case of a business magnet attending a convention held abroad or within the country. Similarly, the nature of
tourism of an educationist attending a seminar, would be different from that of an exchange student. Besides, as usually it is said, all forms of travel are educational in nature. Hence, education may be regarded as a generalised motive, if not the primary motive for all forms of travel.

Pleasure Travel: Type

A distinction can be made between two polar types of pleasure travel which is, by far, the largest and the most dynamic component of tourism. Some holidaying tourists make a careful selection of the spot where the entire holiday or any leisure time (say privilege leave or a weekend) is spent. In making such a selection, more than climatic and other natural attribute of and the type of facilities available at the tourist spot, it is the user's preference pattern that plays the major role. Holiday homes or cottages cater for such resort tourists. Holiday homes are usually maintained by business establishments for the recreation of their employees only. Cottages are usually run by private entrepreneurs and are usually available on rent. A resort tourist prefers a peaceful life and a period of rest from work. Accordingly, he wants a change away from the din and hustle of his place of work. Often the resort tourist may own second home of his own (either owned or
rented for a time longer than the occasional staying period) away from his usual place of residence. The sites of such homes are likely to be close or to home. At the opposite end, we have tourists with wander lust. Their tour itinerary covers as many travel spots of natural wonders, historical sites and cultural centres as possible seeking as many different cultures, cuisines or ways of life all packed in a short period of time. The drab monotony of their nature of work forces them to spend their vacation (or any leisure time) by enjoying a hectic life, hustling about from place to place. Their holiday may consist of a continuous journey from one destination to another. Travel companies and tour operators with their pre-paid package tours cater to the above type of tourists. It is these persons for whom the popular refrain, "If it is Tuesday, it must be Belgium" would apply. Often such tourists are bitten by the culture bug, particularly those who move in a society where to be an accepted member of the inner circle, one must have visited Paris, Rome and other places of continent. The latter type of tourists perhaps should more appropriately be grouped under motivated tourists, making their own pilgrimage to the places of culture. Another suitable term for this type of 'wander lust' tourism is therefore cultural
tourism. The resort tourist not only wants a peaceful life but he also would not want to change his life style (food-habit, home comfort etc.). So, the demand for this type of tourism is therefore, very much responsive to the accommodation and supporting facilities and services, such as building up of tourists oriented facilities, luxurious hotels, restaurants and other eating places catering to food habits of the tourists. His period of stay being longer, he would demand cloth, furniture and other items of expenditure which would not be demanded by non-resort tourist. On the other hand, wander lust tourism is propelled mainly by the historical and cultural attraction of the tourist sites. A somewhat esoteric, culture or a different cuisine or a distinguished local craft may itself be a source of attraction for a wander lust tourist. Package tourism is a new type of development which is a compromise between the user oriented facilities of resort tourism with wander lust tourism. Since such tours are organised by some tour promotors, they, in order to attract a larger number of tourists, often arrange for food and accommodation facilities to which the tourists are accustomed. But, tourists in a package tour could not remain individualistic and must conform to the norms as laid down by the tourist company.
Other Visitors

In general, there are two major components of flow of visitors in a particular locality. As we have noted already, those visitors staying at least 24 hours and spending at least one night at the destination are defined as 'tourist', according to the W.T.O. Those who come for less than 24 hours during the day time could be designated as 'day trippers' or 'excursionists'. The two groups have very distinct preference patterns especially in the nature of facilities demanded and in their expenditure patterns. Stay over tourists have not only a larger average length of stay than the day-trippers, but also usually require commercial accommodation and spend considerable amount on a wide spectrum of goods. Day trippers will not require commercial accommodation and their expenditure pattern are heavily tilted towards shopping.

But dividing the tourists primarily into two heads; recreational tourists and motivated tourists and subdividing each further we have the following tree chart:
TOURIST

Recreational Tourist ($t_r$)

Resort Tourist

Tourist with wander lust

Motivated Tourist ($t_p$)

Business

Pilgrimage

Office

Study

Cultural events

conventions,

seminars,

conferences

Health

To attend

games &

sports

meet

Visiting native place of origin

(Ethnic visitors)

Meeting friends & relatives (social visitors)

Note: 1. This categorization is not watertight. It has been observed already that there is an overlap between the wander lust type of tourism and a cultural tourism which not only takes the nature of a pilgrimage but also includes cathedrals, temples in its tour itinerary. Similarly games and sports are also forms of recreation for many, though they are professions for others.

2. Some authors have used the term common interest tourist in place of motivated tourist. In a sense recreation is also the most common motive for travelling. But as it has been explained in the text, we have used the term motivated tourist only to designate those tourists for whom travel for pleasure is not the only or even the primary motive.
Some General Features of Tourism - Seasonality

The seasonality of touristic flow is a very commonly observed phenomenon. The tourist's decision regarding the destination and the timing of tour as a rule is delicately sensitive to the seasonal climatic variation. For European travellers, the usual reason for travelling is to escape the cold season at home. On the other hand, in the tropical countries, the scorching sun may also be a deterrent factors to the visitors. Except for a few stoic travellers hardly anybody will dare to take sun-bath at Andaman island under 40° celsius sun. However, in the case of a pilgrim, the choice of destination and the time for travel is often governed not by climatic consideration, so long as the place of destination remains accessible. Despite rainy season or adverse weather, devout tourists prefer to visit the Amarnath cave in the festival season. Haz gathering at Mecca may take place during blistering summer. In spite of all this, there could be a peak season for tourism, the season being determined by festival time (say for pilgrimages), the timing of big events (olympic games, trade fairs, youth festivals), school vacation (particularly for family group tourists), the climatic and other location specific factors of the tourist site.
(particularly for resort tourists). Almost a sort of metamorphosis takes place in the tourist sites as the slack season is over and the peak season approaches.

**Frequency**

So long a tourist is undertaking his journey, his experience is being stored in his memory. So, the tourism experience is like a durable consumer good. But the perishability character of a tourism experience depends only on time (memory gets dim with time) and not on the rate of utilization (as in the cost of other durable goods).

In the case of a tourist product, the law of diminishing marginal utility may not apply in all cases. For example, the satisfaction derived from hiking in the high altitude of Himalayan trails or sun-bathing on a sandy beach is likely to increase as a consumer adjusts to the surrounding. Some types of tourism are also habit forming. The decision to spend on any durable consumption good has empirically been found to be decreasing function of the amount spent on it in the immediate past\(^6\) (Houthakker, 1970). This may not be true in the case of the purchase of (durable) tourist experience. So, the same tourist spot may be visited more than once. As a rule, the frequency of visit

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would be higher in the case of Domestic tourism in relation to international tourism and less among the long distance visitors. Historical or cultural attractions would be in all probability visited once in a life time. The same is true of a distant sea beach or hill station. The frequency of visit would be regular and the largest in the case of second-home owners or cottagers.

Price elasticity of tourism demand, the seasonality of tourist traffic, the average length or the duration of stay, the frequency of visit of a tourist may vary widely for the different types of tourist. For example, the resort tourists are more responsive to the price level than the wander lust tourists because of the relatively intense competitiveness of tourist sites. The frequency of travel or length of stay and the expenditure per day of a holidaying tourist normally varies inversely to the cost of the tour since he has often a given (modest) vacation-budget at his disposal. The average length of stay of business tourist is below than that of a resort tourist, but, the expenditure per day of a business tourist could be much higher than that of the latter. Business tourist is essentially more time bound and such tourist has relatively little time to stand and stare for the tourist magnetic
factors like climate, culture and all that. The longest stay is likely to be observed in the case of students and the lowest expenditure per day could be observed in the case of students or pilgrims. The following table, in a summary from contains some of our conjectures regarding the nature of demand for different types of tourists (as in the case of other durable goods).
<table>
<thead>
<tr>
<th>SL No.</th>
<th>Type of Tourist</th>
<th>Destinations</th>
<th>Price Elasticity</th>
<th>Seasonality</th>
<th>Length of Stay in a particular spot</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Resort tourists</td>
<td>Beach resorts, hill stations</td>
<td>High</td>
<td>Highly seasonal</td>
<td>Average (i.e. 10 to 15 days)</td>
</tr>
<tr>
<td>2.</td>
<td>Wanderers</td>
<td>Beauty spots or big cities, art galleries, fairs, etc.</td>
<td>High</td>
<td>Highly seasonal</td>
<td>Average</td>
</tr>
<tr>
<td>3.</td>
<td>Delegates/participants</td>
<td>Places of events (sports), business conventions, seminars conferences</td>
<td>Low</td>
<td>Seasonal</td>
<td>Normally below average</td>
</tr>
<tr>
<td>4.</td>
<td>Commercial travellers</td>
<td>Big city or any where depending on the nature of business/duty</td>
<td>Inelastic</td>
<td>Negligible</td>
<td>Generally below average</td>
</tr>
<tr>
<td>5.</td>
<td>Pilgrim</td>
<td>Holy places</td>
<td>Low</td>
<td>Fairly seasonal</td>
<td>Normally average</td>
</tr>
<tr>
<td>6.</td>
<td>Health</td>
<td>Health resorts or big cities</td>
<td>High</td>
<td>Normally seasonal</td>
<td>Relatively longer stay</td>
</tr>
<tr>
<td>7.</td>
<td>Guests and family visitors</td>
<td>Anywhere depending on whom he likes to visit.</td>
<td>Inelastic</td>
<td>Seasonal</td>
<td>Longer stay</td>
</tr>
</tbody>
</table>
FOREIGN TOURISTS

DOMESTIC TOURISTS