1. Introduction.

1.1 Tourism: An Overview.

Tourism as an economic activity has been gaining tremendous importance in today’s world and is currently the fastest growing sector of the world economy. Tourism has grown over a period, both in terms of volume and monetary value.

The World Tourism Organization (WTO) preliminary tourism statistics for 2002 indicate international tourist arrivals at about 715 million with a 3.1% annual growth rate.

Tourism evolved over a period of time. In the ancient pre-industrial time, due to the pressures of ever-increasing empires, mobility became the focus of the emperors to facilitate the transportation of men and materials for military purposes. Better roads and increased road lengths and access also facilitated trade, which helped the growth and development of economies. The Greeks and the Romans then improved upon the transport systems, especially the waterways, to improve trade and commercial activities. In Greece, travel for pleasure was also indicated in three aspects, Religious travel, Sporting events and City travel, i.e. travel to various cities. Moreover the Greek language and
monetary exchange system facilitated wide travel. The rise of the Roman Empire and the beauty of Greece made travel an "in-thing" during those days.

After the fall of the Roman Empire, tourism evolved during the period of the Renaissance. There was a shift from the rural to the urban and the impact of the Renaissance on education gave a fillip to travel for learning purposes. As urban economies grew, the wealth that was generated induced travel. People with money, a strong facilitating monarchy and the desire to see places, set the pace for tourism to develop. Increased industrialization led to the development of smaller geographical areas and the concept of "congestion". Due to this people felt the desire to "escape" from this "congested" places. The development of steam engines gave an impetus to this desire in the form of flexibility of travel as both, steam locomotives and steam ships existed. The climatic conditions also helped people choose their destinations as most people started looking forward to sunny places, especially by the sea. The concept of regular holidays helped people travel even for shorter durations.

The seaside resorts were originally considered popular for "health" reasons. This was an offshoot from the concept of "spas" popularized by the Greeks in the earlier days. This phenomenon was also seen in the USA.
However the introduction of the Railroad in the US gave a strong boost to tourism and by the 1870s the Niagara Falls had become a "honeymoon" paradise. This continued till the World Wars.

The mass tourism boom was seen only after the World Wars. A host of reasons like double income families, incentive to travel overseas, cheaper rates of travel, development of passenger jets, convenience of time, etc., created the mass tourism that we know today. Tourism grew through the baby-boomers in the USA who were more financially independent as well as more in need of travel/tourism due to their work atmosphere and work hours. Today world tourism is still growing and hitherto unexplored areas such as the African countries, South-east Asia and China have been experiencing increased visitation in recent times. African countries recorded an annual growth rate in 1999 of 9% (WTO Website) while China recorded a 7.9% growth in the same period.

1.2 Definition of Tourism.

The definition of tourism has been the subject of a long-standing debate between academicians. The concept of tourism as an industry, the concept of visitor and the approach to defining tourism have been discussed in academic journals, organizations such as the WTO and the United Nations and among individual researchers in their theses. Though
various definitions have evolved due to these discussions since the Committee of Statistical Experts of the League of Nations in 1937, more recent debates since 1990 have given rise to two major aspects of defining tourism. One aspect is the “Demand Side” definition and the other is the “Supply Side” definition.

**Demand-side definition.**

The definition of tourism basically emerged out of the definition of a tourist. Answering the question “who is a tourist?” led to the definition of a tourist as “any person traveling for a period of twenty-four hours or more in a country other than the one in which he usually resides” (IUOTO: 1972). Over a period of time this definition has undergone a change and the “person” referred to in the definition of tourist is termed “VISITOR” and is defined as “any person traveling to a place other than that of his/her usual environment for less than twelve months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited”. (WTO: 2002) Two specific classifications of visitors are indicated:

❖ **Tourists (overnight visitors):** A visitor who stays at least one night in a collective or private accommodation in the country visited.
❖ **Same-day visitors:** A visitor who does not spend the night in a collective or private accommodation in the country visited.

One of the most comprehensive definitions of tourism was given by Leiper (1979). He gave a “systemic” definition of tourism as “the system involving the discretionary travel and temporary stay of persons away from their usual place of residence for one or more nights, excepting tours made for the primary purpose of earning remuneration from points enroute. The elements of the system are tourists, generating regions, transit regions, destination regions and a tourist industry. These five elements are arranged in spatial and functional connections. Having the characteristics of an open system, the organization of the five elements operates within broader environments: physical, cultural, social, economic, political, technological with which it interacts”.

This definition is systemic and is wholesome in its ability to have an overall understanding of the entire gamut of activities that comprise tourism. A similar definition was given Matheison and Wall (1982). They define tourism as “the temporary movement of people to destinations outside the normal home and workplace, the activities undertaken during the stay and the facilities created to cater for the needs of the tourists. The study of tourism is then the requirements of travelers, and the impact they
have on the economic, physical and social well-being of their hosts". This definition is also holistic and includes tourism as an aspect or phenomenon that can lead to its study as an academic inquiry. The subject matter deals with the movement of people from their usual home environment to a destination environment and their activities there is the focus of such inquiry.

Jafari (1977) also has a similar definition in which he suggests "tourism is the study of man away from his usual habitat, of the industry which responds to his needs and of the impacts that both, he and the industry, have on the socio-cultural, economic and physical environment of the host".

Burkart and Medlik (1981) define tourism as "... it denotes the temporary, short term movement of people to destinations outside their normal place of stay and work and their activities during their stay at these destinations". Both the above definitions talk not only about the movement of people away from their normal place of work and stay but also take into account the gamut of activities that enable the tourists to spend their time at the destination. Jafari (1977) is far more explicit in terms of the impacts that such movement of people to destinations has on their socio-economic and geo-political environments. Both the definitions look at tourism as a study of tourists when they spend their time at a destination.
Supply-side definition.

In contrast to the above definitions Smith (1988) proposes a supply-side definition of tourism:

"Tourism is the aggregate of all businesses that directly provide goods and services to facilitate business, pleasure and leisure activities away from the home environment".

Leiper (1990) argued that though the definition talks about the supply side, the data necessary for measuring tourism has to come from the demand side. He further states that tourism may be identified as a "mixed industry," indicating that the tourists would be served by both "exclusive" tourism services providers as well as by those that provide service to the local population as well.

Taking a cue from Smith's definition The WTO in 1994 decided to develop Tourism Satellite Account (TSA) as a method to measure the tourism activity in a destination country. To develop the TSA the WTO defined tourism as follows:

"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".
This is the definition that is now most commonly accepted in the operational and academic world although differences in defining the term "usual environment" will always exist in the academic world.

1.3 Tourism in Goa and Portugal.

Tourism in Goa is mainly associated with "Sun and Sand". International tourists to Goa have increased in numbers from 0.08 million in 1991 to 0.28 million in 1998 (GOI: 2002). In contrast the international arrivals to India during the same period were 1.68 million and 2.37 million respectively, indicating the growing importance of Goa as an international destination in India. A closer look at what the tourists do in Goa as contained in a report to the Government of Goa in 1994 indicated that most tourists prefer to spend time on the beaches. Beaches are the single most important attraction for them to visit Goa. The resultant impact on the development in Goa has been the increased number of hotels in areas closer to the beach. This has led to increased congestion on the "beach belt" resulting in a lower quality of tourism experience for the tourists, both international and domestic. Due to this increased preference for the beaches by both the international and domestic tourists, the strain on the resources available at the beach areas has been tremendous. Understandably there has been very little development in the hinterland. Diverting the tourists to the hinterland has been the new "mantra" for the
government of Goa as indicated by the Master Tourism Plan for Goa 2001.

A similar situation exists in Portugal where the beach destination of Algarve in the South accounts for more than 50% of the international arrivals to Portugal. It also accounts for 384 establishments in 2001 that are oriented towards accommodating tourists as compared to 392 in 2001 for the entire North of Portugal (DGT: 2003). Interestingly the number of beds in Algarve is 86751 as compared to 29523 in the entire north of Portugal (DGT, Portugal: 2003). Understandably, as in Goa, the hinterland in Portugal is relatively virgin and untouched in terms of tourism. There has been a concerted effort by Portugal to bring the tourist to the hinterland by creating the Turismo Espacio Rural (TER) to give a boost to Rural Tourism. Several aspects of this have enabled many heritage houses to develop products that are catering to specific segments of tourists. The international tourist arrivals in Portugal have shown an increase from 18.4 million in 1990 to 28.02 million in 2001 (DGT: 2003). Given these conditions a probable comparison between the attraction developments in Portugal especially in the North could be made with those in the peripheral areas of Goa.
1.4 Reasons for choosing this topic.

The development of attractions in a destination gives it an added advantage over its competitors in terms of a better choice for the tourists. Given the intense international competition and the growing importance of tourism as a means to economic development, it is but imperative that economies take a closer look at the destination to reveal its attraction resource base. Tourists, both domestic and international, who have visited Goa, have been charmed/captivated by the ‘sun and sand’ beauty of the State. Apart from these attractions Goa does not have much to offer to tourists in terms of attractions. Most of the other attractions are not very well developed and have poor visitation. Since beaches form the mainstay of international tourism in Goa the hinterland has been relatively unexplored though being blessed with a lot of geographical features and potential attraction sites. Some efforts by entrepreneurs to tap these sources as well as start some man-made attractions have not met with success in the past. An inquiry into the development of these attractions is necessary to find out how they develop in order to understand the process and also to find out possibilities of intervention measures both by the public/government and by private industry.

It has been seen in tourism literature that the developmental process of a destination is gradual. Lundgren (1973) has identified a model for entrepreneurial development and hotel linkages which has three stages,
Initial, Intermediate and Advanced, indicating the developmental process. Similarly there has been a lot of writing on the Tourism Area Life Cycle (TALC) concept that gives an indication of the development of a destination. Starting from Christaller (1963) to Plog (1973) to Butler (1980) there have been numerous academic contributions in this area. Cooper (1990) talks about the six stage model of Butler (1980) as providing an integrated medium for studying tourism at each stage of the life cycle as it involves physical development, investment, capacity planning, market changes etc., basically all aspects of demand and supply. It is definitely a tool for planning as well as a means to benchmark the developmental process. The six-stage model by Butler (1980) indicates some features of each stage:

1. **Exploration:** Adventurous tourists, little infrastructure, natural attractions.

2. **Involvement:** Local investment in Tourism, tourist season, Advertisement, public investment in infrastructure and definite market.

3. **Development:** Growth in visitation, external investment leading to loss of local control, higher promotions, man-made attractions and rising antagonism of locals against tourists.
4. **Consolidation:** Tourism a major part of local economy, tapering/leveling growth rate, some attractions losing visitation, efforts to extend tourist season.

5. **Stagnation:** Capacity levels are seen, property turnover rate is high, repeat trade is seen.

6. **Post stagnation:** Either decline or rejuvenation.

Goa can be easily seen fitting into the development-consolidation stage of the life cycle. There has been an effort to introduce man-made attractions though it has not been in a very planned manner. Emergence of such attractions is also an indicator of the developmental stage of the destination. Tourism being a major part of the local economy in Goa could be seen as an indicator that the consolidation stage of the destination may have arrived.

It is this aspect of the stage that small and medium entrepreneurs thrive on. They enter the market in the hope that the development of tourism would enable them to participate in the process and economically benefit themselves as well as the industry. They have a major role to play in any tourism destination in terms of providing services. A study of how they develop was a logical step for me to research.
2. **Attractions.**

A tourist attraction is the focal point for the tourist. It is the desire to experience an attraction that makes people choose particular attractions. Without attractions there would be no tourism (Gunn: 1972). Attractions have been the central point around which the development of a tourist destination hinges. It is so important that cities, regions, countries and regions try to develop distinct tourism attractions in a bid to draw tourists. The PASOLP model (Baud-Bovy: 1982) in fact models the tourism resources, the region's structure and the contemporary tourism market scenario to design effective tourism products. Given this strong focus on the development of tourism and also development of attractions one is but compelled to take a closer look at attractions. What are attractions after all? How does one define attractions? What are the different kinds of attractions? How do attractions develop? This chapter tries to look into the existing knowledge base on attractions.