CHAPTER – I

THE CONCEPTUAL BACKGROUND OF TOURISM

1.1 Introduction

Man’s travel began with the first step of the first man in his desire to satisfy a basic need for food, shelter, clothing or social interaction. The inherent desire for enchanted lands and the curiosity for new worlds have always had the better of mankind. The travel has been an integral part of human life through ages. The need and want to seek out new places, experience unique environments, the urge to know the unknown, to gain his livelihood, to discover new land and for sheer thrill in seeing and enjoying the natural beauty the man started to move from one place to another. This insatiable wanderlust of man materialized into classical tours. Before the civilization nomadic man’s main function was making a living by gathering food and other essential commodities for which he travelled and also had the pleasure of seeing the fructuous naive of nature. Man is curious by nature; curiosity is one of the reasons that make man travel but the purpose behind it was different. Travel in the beginning was very simple, unconscious and unplanned. The trade was the strongest motive behind the travel of ancient man and these trade relations improved the cultural relations amongst the peoples of different regions. Apart from this the travel was undertaken for the purpose of education, pilgrimage and for religious teachings.
In Sanskrit literature there are references’ for the motivations of travel Viz, Paryatan-travel for the purpose of rest and seeking knowledge. Deshatan-for the purpose of trade and commerce, and Tirthatan-for the purpose of religious visits. The travelling has been a characteristic feature of human society and life style. Today every resourceful place are encroached by man in search of new horizon. The travel of olden days gave birth to ‘Tourism’. Tourism is a mind-broadening experience; the development of tourism is closely related to the speed of travel, economic growth and political developments. Tourism is an excellent means for the promotion of national and international brotherhood, friendship and peace. Hence, there is a remarkable increase in the modern tourism.

According to C.D Deshpande (1989) ‘Modern tourism owes its origin to European colonial expansion, industrialization, revolution in transport and urbanization from the industrial nations’. The British and French colonial imperialism brought to light the artifacts of Egyptians, Mesopotamians’, Greeks and Roman civilizations. Colonial conquests led not only the discovery and expansion of land but also to high adventure in the Himalayas, The Andes and safari expeditions in tropical African lands, etc. Life in crowded industrial cities of Western Europe impelled city dwellers to escape into the country side at least for a while as a change. This led to the holiday habit.

The development in the field of transport, information technology, and communication technology inspired man for travel. Travel and holiday can provide liveliness and take him away from the familiar environs to the new and unfamiliar world which gives him pleasure and happiness. Russ Johnston in his article “Motivation in Changing
Environment” put travel in a simple manner, i.e., “The greatest reason for travel can be summed up in one word ‘escape’. Escape from the dull daily routine, escape from the familiar common place, the ordinary life, from the job, the boss, the customers, the community and the house”. According to this definition a man wants a change in his routine work. Though the concept of travel is very old, but the term is developing at a faster rate all over the world and is having its impact on social, cultural and economic setup of developing and under developing countries.

1.2 Definitions of Tourism

Tourism, according to early dictionary, came to be understood as the theory and practice of touring and traveling for pleasure. In the year book of National Economy and Statistics (1910) the Austrian scholar on political economics, Herman Von Schullard described tourism as "Tourism is the sum total of operators mainly of an economic nature, which directly relate to the entry stay and movement of foreigners inside and outside a certain country city or region." It is one of the earliest definitions of tourism, which highlights the economic aspects of tourism, its reciprocal potentials and it also envisages its impact on production, traffic and the direct or indirect impact on social life of the people.

The concept of tourism found its expression, in a more technical definition of the Swiss Professors Hunziker and Krapf in the year 1942. They stated, “Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers. Provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity”. This definition was
subsequently adopted by the International Association of Scientific Experts on Tourism.

A.K. Bhatia (1991) brings out the following aspects as the elements of tourism based on the foregoing definitions.

- Involvement of travel by non residents
- Stay of temporary nature in the area visited
- Stay not connected with any remunerated activity or an activity involving earnings

Therefore Tourism embraces the incidence of mobile population of travelers who are strangers to the places they visit. It is a pleasure and recreational activity in which money earned in one's normal domicile is spent in the place visited.

- The temporary movement of people to destination outside the normal places of work and residence, activities undertaken during their stay in those destinations and the facilities creates to cater for their needs.

Mathieson and Wall 1982

- Tourism is the sum of phenomenon and relationships arising from the interaction of tourism, business suppliers host and governments and host communication in the process of attracting and hosting these tourists and other visitors.

Macintosh and Goeldner 1986

- Tourism comprises of the activities of persons travelling to and staying in places outside the usual environment for not more than one consecutive year for leisure, business or other purposes

WTO 1991
Tourism as an Industry it can be defined as a service industry with three main facts;

- **Transport**: Bringing people from one place to another.
- **Accommodation**: Giving people a place to stay.
- **Services**: Offering goods and man power in order to fulfill the wishes of the travelers.

WTO-Tourists are people who are travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

### 1.3 Tourism Typology

Tourism is a worldwide socio-economic phenomenon stemming from the human need for leisure, contact with nature and the desire to visit new places and cultures. The growth of tourism is an outcome of many factors such as rising standards of living, improvements in transport, the growth of income and free time, the “industrialization” of tourism etc. Its growth requires the contribution of environmental, cultural, economic and social factors. It is described as a multifaceted sector.

Tourist attractions according to the Butler (1980) are not infinite and timeless but should be viewed and treated as finite and possibly non-renewable resources. Spatial and cultural diversity among destinations are the motivational factors which drive towards the rise of many forms of tourism. They emerge on the basis of the types of travel experiences provided at the destinations. It may be argued that the typologies of emerging trends in tourism are nothing but a more
conscientious form of tourism along ecological lines. Recent studies in tourism development have coined new terms for the various forms of tourism, which to some extent, are quite capable of exemplifying the many forms of tourism.

Living patterns and there by the associated travel patterns play notably important role in the development/promotion of a specific form of tourism. In fact, in the present day tourism, there are several plausible criteria to explain the typology of tourism depending on the lifestyles and personalities, the perceptions of risk and familiarity of tourists besides the type of destinations. The growing relevance of tourism in the late 20th century has been classifying tourists on the basis of ‘number of tourists’ on the destination. It puts Mass tourism at one end and some type of alternate small-scale tourism called selective tourism on the other. The various criteria, namely, direction of traffic flow, geographical distribution, number of tourists, tourist motivations, economic class of tourists intensity of impact, type of tourist destinations, planning strategy, planning thrust and tourist activity perception mark out the various commonly prevalent notions of tourism. Sometimes tourism is also described along with the tourist demographics viz, age, number of tourists visiting a given destination, season, seasonality and miscellaneous to pronounce relatively uncommon types of tourism.

- **Domestic tourism**: is the tourism of resident visitors within the economic territory of the country of reference.

- **Inbound tourism**: is the tourism of non-resident visitors within the economic territory of the country of reference.
Outbound tourism: is the tourism of resident visitors outside the economic territory of the country of reference.

Internal tourism: is the tourism of visitors, both resident and non-resident, within the economic territory of the country of reference.

National tourism: is the tourism of resident visitors, within and outside the economic territory of the country of reference.

The emerging post-industrial society can be characterized by the dominance of service industry, more leisure time of the population, higher disposable income and more conscious consumers. These conscious consumers are more and more quality oriented and reject undifferentiated mass products. New customers of tourism and hospitality industry are not only more affluent – so less price conscious – and more quality oriented but, they are also seeking activity, participation, fantasy, and experience. These new types of tourists are interested rather in aesthetic aspects of life and are seeking highly differentiated, personalized experience.

The prime motive of the tourists is “leisure and pleasure”. However, it may vary from person to person in degree and importance and this has led to the development of recreational tourism, historical tourism, cultural tourism and ethnic tourism. The movement of tourists would be in groups or alone. It could also be according to a prearranged package programme or otherwise. On the basis of duration spent, there are picnic tourism, excursion tourism, holiday tourism, weekend tourism and the like. There are also other kinds of tourism like ethnic tourism and regional tourism. In the early days, tourism was associated with aristocracy because only the rich could afford this luxury. With the changing economic and social conditions, tourism
has become almost a part of normal life, irrespective of social or economic status. As a consequence, modern tourism has almost become a mass phenomenon and this era of mass tourism is already upon us.

1.4 Objectives

The major objectives of the study are to make an investigation of tourism in Dharwad, Gadag and Haveri districts. Following are the specific objectives of the study.

- To highlight the tourism resources of Dharwad, Gadag and Haveri districts.
- Introduction of, cultural heritage, artworks and festivals of the study area.
- To assess the existing infrastructural facilities in the study area.
- To explore the major problems of tourist places in Dharwad, Gadag and Haveri districts.
- To suggest a remedial measures for the development of tourism in the study region.

The Tourism Development Strategy clearly defines the key aim of the study. This study aims to provide information, guidance and direction to future development of the industry within the area.

1.5 Research Methodology

As the study concentrates on the possibilities of tourism development in Dharwad, Gadag and Haveri districts, survey method has been adopted in the study to collect the primary data. The secondary data is to be collected from the published sources like District Gazetteer,
magazines, local material and newspaper besides books and literature on the study area. The methodology used in compiling this report included:

- An initial detailed briefing by representatives of Dharwad, Gadag and Haveri districts.
- A series of site visits were conducted with a view to assess the tourism product in the study area.
- Primary research carried out as part of the assignment was: survey of visitors to the spot was conducted and fieldwork was undertaken by the researcher. A total of 900 (850 domestic and 50 international) interviews were completed during the period of mid-May to June - end 2011, at several tourist points throughout the study area.
- A series of consultative round tables with representatives from the public, private and voluntary sectors were conducted in May 2011. The consultants (individuals and organizations) willingly gave their time, information and experience.

1.6 Review of Literature

The concept and scope of tourism have been progressively changing in the recent years. Tourism as an academic subject has been studied in recent past. The American Geographers showed their interest in 1930’s e.g. M.C Murray (1930), Brown (1935), Carlson (1938) Jones’s (1933) and Eiselen (1945). In Britain the study of sea resorts was conducted by Gilbert (1939 and 1949) while in France by Miege (1933) and in Germany by Poser (1939), but, most of the literature started coming to light after the second world war, especially in the 1970’s and 1980’s. Tourism, as a field of research in academic arena has a recent origin. Therefore, many academic subjects such as
Sociology, Geography, Economics, History, and Management and so on contribute for the subject matter of tourism. Most of the literature that is available on tourism is purely Management-oriented and geography of tourism is subset of Management-oriented studies and is viewed from different perspectives. Tourism is widely recognized as the world’s largest industry and its growth is creating rapid social, economic and environmental changes, which require detailed understanding and measures to manage it. For the purpose of this research study, a thorough study of all possible academic and non-academic work in the field has been done.

Geographers became interested in tourism as a subject of research in the 1930s (McMurray 1930; Jones 1933; Brown 1935; Selke 1936; Carlson 1938). Ralph Brown (1935), in an article in the Geographical Review, offered “an invitation to geographers” writing “From the geographical point of view the study of tourism offers inviting possibilities for the development of new and ingenious techniques for research, for discovery of facts of value in their social implications in what is virtually a virgin field.” However, as Campbell (1966) noted, this so called invitation, was accepted by only a few geographers and therefore techniques for collection, analysis, interpretation, and cartographic representation of tourism data lagged (Deasy 1949). After World War II, however, those who began conducting tourism studies did so under the guise of economic geography, and looked at the regional and destination economic impacts of tourism as well as travel routes (Eiselen1945; e.g. Crisler and Hunt 1949; Deasy and Griess 1966). American geographers such as Cooper (1947) were involved in discussions concerning seasonality and travel motivations which
became a major precursor to works conducted in the 1980s and 1990s (Hall and Page 1999). By the 1950s, although many scholars felt tourism studies had not yet received the proper attention by geographers, McMurray (1954) included tourism studies in a chapter in an overview text on the state of geography in the United States (American Geography: Inventory and Prospect).

American geographers were not the only scholars conducting tourism research during these initial decades. In Britain and Canada, Gilbert and Wolfe, also delved into tourism studies. Gilbert (1939, 1949) published articles concerning British seaside resorts while Wolfe (1951) conducted research on “cottaging” in Ontario. Wolf’s studies created a base for later works on second home development (Coppock 1977). After Gilbert’s initial work little other research was conducted in the United Kingdom until the 1960s.

During the 1960s geographical research on tourism accelerated and continued to grow rapidly over the next decade. Several influential reviews were produced in the 1960s such as, Murphy (1963), Winsberg (1966), Wolfe (1967), and Mitchell (1969a and b). These authors focused on the geography of the tourism industry which led to works conducted by regional geographers such as Guthrie (1961), Christaller (1963) and Piperoglou (1966). However, as Williams and Zelinsky (1970:549) noted,

"virtually all the scholarship in the domain of tourism has been confined to intra-national description and analysis. In view of its great and increasing economic import, the probable significance of tourism in diffusing information and attitudes, and it’s even greater future potential for modifying patterns of migration, balance of payments,
land use, and general socio-economic structure with the introduction of third-generation jet transport and other innovations in travel, it is startling to discover how little attention the circulation of tourists has been accorded by geographers, demographers, and other social scientists."

The concerns of Williams and Zelinsky are at the forefront of tourism geography today, as well as the growing concern of the increases in leisure time worldwide. Mercer (1970) suggested a discussion of the increase in leisure time in the affluent countries of the world in the 1970s and commented that, “leisure still remains a sadly neglected area of study in geography.” Whether a dearth still exists today in this aspect in geographical studies is open for discussion, however, few can argue that it is important in determining source regions for tourist.

A research work on “Tourism and tourist industry” by Tej Vir Singh (1976) is one of the pioneer works on tourism in India. The work is organized in four sections. The first section deals with physical and cultural features, presenting a complete picture of UP’s tourism potential in her land and people. Second section is on historical approach tracing the evolution and development of tourism in the state. The third section describes the status of tourism related sectors (accommodation, transport, souvenir, recreation and entertainment) and provides an overview of impact of tourism of the state’s economy. The fourth and final section is a study on nine major tourist centers of U.P. (Uttar Pradesh) The conclusion is more than a traditional summing up providing an insight on the role of tourism, importance of
market research, tourism education and training, tourism planning and there related aspects.

Research work has been done by K. L. Batra on “problems and prospects of tourism in Rajasthan”, by M. M. Anand on “tourism and hotel industry in India: a study in Management “and by M. Selvam on “tourism industry in India: a study of its growth and its development needs with special reference to TamilNadu.

Hunziker and Krapf, in 1941, defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity"

Peters (1969) observed that many countries have embraced tourism as a way to increase foreign exchange earnings. He added that net foreign exchange earnings are high in tourism as the leakages are the minimum. The import content of tourism industry’s foreign exchange earnings is a mere 5 per cent. The present estimates show that foreign exchange earnings from tourism can be increased to about Rs. 5000 crores per annum (at 1986-87 prices) by the year 2000 A.D in India.

Pierce (1969) in his book, viewed tourist destination from five broad sectors namely attractions accommodation transport supporting factors and infrastructure. He explains that attractions encourage tourists to visit the location, the transport services enable them to do so the accommodation and supporting facilities alike (shops, hotels, banks, restaurants) cater for the tourists well being during there stay and infrastructure assures the essential functioning of all the above sectors.
Dower (1974), According to him “tourism and conservation can be brought to work together to mutual benefit, tourism and conservation are inter dependent and both can stand to gain from close and effective collaboration”.

White (1974) examined relationships between the growth of tourism and social change, using language change as an index of latter.

Berur and Jona and Arbel Anver (1975) Tourism scholars from Israel have proposed a comprehensive planning for tourism by taking into account supply and demand relationships comprising the number and categories of tourist ability to meet the requirements of the tourists and distribution of various activities over the years. Both also invite positive policy of tourism of concerned government and plan for the long term tourism policy so as to have a fair amount of seasonal and regional distribution of tourists.

Evans (1976) postulated that cross-cultural communications between tourists and their hosts may promote adaptive changes in local culture while preserving or revitalizing local ethnic and cultural identity.

Tangamani.K (1976) An Indian geographer discusses the India’s foreign exchange earnings from tourism multiplier effect on economy, seasonality of tourists flow and purpose of visit, age group, unfavorable and conducive factors of tourism and suggests how planned area development can benefit tourism development.

Kayastha.S.L and Singh.S.N. (1977) Indian geographers have traced the historical background of tourism and its relation with pilgrimage in Indian context especially to Varanasi. They have studied
behavioural pattern of both foreign and domestic tourists with variables such as profession, purpose, age, mode of travel, accommodation, income, recreation, motivation, frequency of tourist, duration of stay, rating of city of Varanasi in Indian cities.

Coppock (1977) argued that one of the strongest indicators of such impacts is the loss of native language as a result of an influx of tourist languages. There are three ways that tourism influences the language of the destination. These come from the new jobs associated with expanding tourist development, from the tourist’s portrayal of their material and financial background and the direct contact.

Subramanian points out that for accelerating the growth of tourism industry, it may be propounded that supply” should be available before demand can be generated. The centres with demand potential need be converted into centres with actual tourist traffic.

Ojo (1978) concluded his study with an analysis of the attitude of Nigerians to tourism and recreation using Ilorin as a case study. He concluded that there is a relationship between the individual’s educational background and his desire to participate in tourism. Another important variable is the individual’s level of awareness of the existence of a tourist resort.

According to Butler (1978), there is the example of the Isle of Skye in Scotland, where the tourism acts to displace the indigenous language by that of tourists.

Leiper, (1979) defined as the "Tourism is the temporary, short-term movement of people to destination outside the places where they
normally live and work and their activities during the stay at each
destination. It includes movements for all purposes."

Cohen (1979), however, argued against the tendency to over
generalize, to propose universal models and to conceive the dynamics
of tourism as a unilinear process. Instead, the author favored a
multiplicity of types, different typologies and a multi-linear approach
to the dynamics of tourism.

Smith (1987), in an earlier work, proposed a conceptual framework
relating tourism to human leisure. Today, tourism has attained the
status of the highest revenue earner industry for many countries. This
service sector industry has become a real threat for the core
manufacturing sector industries in the recent times. Consequently,
research interest in the area has also been increasing considerably.

Smith, S.L.J. (1988), in his paper proposes a supply side definition of
the tourism industry which is seen as being consistent with the
definition of other industries. According to him “tourism is the
aggregate of all business that directly provide goods or services to
facilitate business, pleasure and leisure activities away from the home
environment.” Two tiers of business are seen as being part of the
tourism industry; one tier composed of businesses that serve a mix of
tourists and local residents. These are operationally defined from
several Statistics Canada data sources and the Standard Industrial
Classifications codes. A key strength of the proposed definition is that
it permits both conceptualizations and measurement of tourism in
away that is consistent with other economic activity.
Medlik (1989) According to him the proportion of foreign and domestic tourists to total tourists to a country has relation to the number of hotels in that country. The larger the proportion of foreign tourists the higher would be the predominance of hotels and vice versa. According to Sharma K.K, accommodation is the matrix of tourism.

Vivek Sharma (1991), states that without an adequate development of hotel resources, all the national scenery, all climatic virtues and all the sporting and recreational facilities will hardly suffice to sustain a good volume of tourist’s trade. Seventy-five per cent of the problems of tourists on land are connected with unsatisfactory hotel accommodation and services. Hotels form an integral and vital segment of the tourism infrastructure in the country and hence the Government of India had initiated steps to double the hotel room capacity”. Government policies towards industry in general and the hotel and catering industry in particular, will be a reflection of how far the industry is able to contribute towards the achievements of government economic policies.

Virendra Kaul (1994) in his book ‘Tourism and the Economy’ discussed about the micro and macro economies of tourism and provides nature and extent of world tourism. And, also he explained about the environmental and cultural impacts of tourism on present day world economies and current issues in international tourism.

Nina Rao & Suresh K.T (1997), in their work tried to review the draft tourism policy. In the context of economic liberalization and globalization being persuaded by the country, the development policies of no sector can remain static. The emergence of tourism as an important instrument for sustainable human development includes
poverty elevation, employment generation, advancement of woman and other disadvantaged groups in the country. International tourist visiting interiors of the country for reasons of the purity of the environment and nature contributes to the development of these areas particularly backward regions. The tourism should also become a reason for better preservation and protection of our natural resources environment and ecology. To remove the constraints in tourism, the authors have suggested certain guidelines like integrated infrastructure development, involvement of public, private agencies, tourist development and sustainable levels etc.

Hall, C.M. and S.J.Page. (1999), in their work raises the question of the supply of recreation and tourism within the research agenda of the geographer. In particular the geographer is concerned with studying the location characteristics associated with the supply of different recreational resource; the patterns of demand and usage; and the spatial interactions which occurs between the demands for a supply of recreational resource. The research analysis has been approached in a number of different ways: descriptive, exploratory predictive and normative. Research on supply is often concerned with a number of specific factors including; an inventory of the quantity quality and extent of the resource base; the supply of recreational resources on the urban fringe; the production process; international hotel chains; the concept of the urban leisure product the role of the public sector; and spatial analysis of the supply of the tourism facilities.

According to Hall (2000) Governments have realized that long term potential tourism is not only for generating revenue but also as a promoter of International peace and goodwill. Consequently, many
countries are busy in capitalizing on the comparative advantage that they may have in the tourism area. A comparative advantage for tourism can often said developing nations in earning foreign exchange more rapidly and with less difficulty than would be true for other products. It is interesting to note that International tourism was proportionately more important for developing countries than for industrialized countries, accounting for about half of their services trade.

Ashley, Boyd and Goodwin (2000) have examined the effects of tourism on the livelihood of poor and enhancement of such positive impacts. It has also been observed the relevance of tourism to the poverty agenda. At the end of the study, it has been recommended to enhance economic opportunities for the poor, encouragement to private players to develop poor-poor strategies in tourism destinations. Ashley et al., (2001) have studied the impact of PPT initiatives on poor people of Namibia. In their study they have observed the role of government, donors, NGOs and the entire stakeholders in streamline the pro-poor tourism strategies. International Tourism Partnership (2003), International Centre for Responsibility Tourism has jointly examined the tourism and local economic development relationship. In the study it has also been observed the relationship between increase in travel and tourism industry and its contribution to local community and in pro-poor growth. In the study it has been focused on the role of local as well as national governments Tourism Ministries in framing tourism policies in curbing poverty and improving economic strength of the dependents of tourism. UNCTAD (2007) Study has highlighted on the necessity of international tourism for the
development of the countries and the upliftment of socio-economic conditions of the stakeholders in tourism. The said Study has also observed the potentiality of FDI in Tourism by applying Dunning’s OLI Model.

S.Dharmarajan and Rabindra Seth discussed about the Commercial operations in travel and tourism, growing as the world’s largest industry influences a wide spectrum of areas of development. This has inevitably raised concerns in several quarters because of tourism’s potential for assisting economic advance and the need to minimise its beneficial effects. The potential can be realized only if government policies take into account the role of the travel industry which has also to adapt its practices to keep pace with technology, changing consumer preferences and ecological sanity. India is an ideal destination product but marketing efforts will have to overcome prejudices arising from reasons fenced and real. Success will depend on the queries like what is our product? How to be competitive? What are the ecological and cultural balances to be maintained? How can private enterprises and official agencies synergize their efforts and spread awareness that tourism is everybody’s business?

Kunal Chattopadhyay, in his book ‘Economic Impact of Tourism Development – An Indian Experience’; the book provides a comprehensive overview of tourism development in the third world. The author illustrates his arguments with wide range of examples drawn from Asia, Africa, Europe, North America and the Caribbean islands. It also focuses on economic aspects of tourism development and an empirical model has been given on the international tourism for India.
According to Madhav Rao Scindia, tourism had emerged as the largest foreign exchange earner for the country. Tourism brings in stupendously large amount of foreign exchange. Even individual hotels brought in hefty chunks of foreign currency. Tourism can become India’s key foreign exchange earner within the next five years”

Hall (2003) in his study of the impact of tourism discovered that tourism has become a significant source of foreign exchange revenue for many countries of the world. According to him, tourism activities in Maldives contributed 66.6 percent of the country’s Gross Domestic Product (GDP) and accounted for 65.9 percent of its exports. According to Hall analyses, tourism industry in Vanuatu has contributed 47.0 percent of the country’s GDP and 73.7 percent of its total export earnings. They went further to emphasize those thirteen (13) developed countries in Asia (Cambodia, and Lao people’s democratic Republic). Tourism accounted for more than 15 percent of export earnings.

Ukpana, (2005) has contended that “domestic tourism in developing countries is a phenomenon that has so far been under estimated in scientific literature”. This statement applies to Nigeria almost more than any other country in view of the dearth of literature on this subject in the country.

Maneet Kumar points out that a country’s tourism traffic is assessed not only by the number of tourists visiting the country but also by the duration of their stay.
A.K.Bhatia (2006) in his book The Business of Tourism concepts and strategies explains about the new disciplines of marketing, management, special types of tourism, travel legislation, etc.

Williams (2006) provides a framework as to how organizations might effectively implement an experiential marketing strategy. Electronic Word-of-Mouth (WOM) it has been coined to describe a potentiality cost effective mean for marketing hospitality and tourism by Litvin et al. (2008).

Quereshi and Hamid (2008) in their HR related tourism study, they have identified the importance of multi-skilled employees. The particular study has focused on the role of travel companies in meeting international standards, emergence of knowing the tourist needs in the present context etc.

Subbarao (2008) has observed the impact of multi-tax on tourism stakeholders in India and the causes of delay in FDI approvals and government policies. At the end, the study has identified the necessity of rationalization of tax on hotel industry and imposition of single luxury tax across the country to boost the tourism sector.

It is evident from the study (Mukhopadyay, 2008) that, differentials in the levels of income from sale of artisan products during peak and lean seasons of the tourism activities. The survey data revealed that the artisan income was much higher in peak season compared to the lean season. The study found that tourism has strong linkages with livelihood artisan activities in the survey area.

Deepa Garg (2009) provides an account of the growth, development and changes that are occurring within the geography of tourism.
Techniques of regional development and area improvement strategies are also discussed in her book ‘Geography of Tourism’. According to her the regional development focuses on four aspects; design, infrastructure, basic services and attraction. The region needs various investments to improve the livability, visitability, and investibility.

Robert Collier asserts that the obvious reasons for people to stay in hotels are for business, meetings and seminars on the one hand and for leisure, recreation and holidays or vacation on the other. According to him the two most important factors relating to successful hotel stay are comfort and luxury and efficiency.

The latest message of U.N Secretary General (2011) about the key role of tourism in development and global solidarity in forth coming years on World Tourism Day 2011 was: “tourism’s ability to generate socio-economic opportunities and help reducing the gap between rich and poor is more important than ever”. This statement acquires significance in the face of the economic crisis in recent times. Hence, any formulation on tourism and its role in the society and economy must be rooted in due cognizance to the contribution of tourism in the development process and according its rightful place and position in the economic planning and programming contribution of tourism in the development process and according its rightful place and position in the economic planning and programming.

Sharma and Giri (2009) have observed the level of satisfaction of pilgrims for transport during the pilgrimage to the shrine. The study has recognized the importance of transport infrastructural facilities at Himachal Pradesh and Jammu and Kashmir shrines and changes in
number of pilgrims visiting the shrines and contribution of such shrines to the state economy.

Manikanda (2009) in his study has applied the SWOT analysis to know the Tamil Nadu as a global tourist destination. The study has also focused on the development of allied industries along with tourism sector. It has recognized the importance of HR and infrastructural facility involved in the development of this sector.

UNCTAD (2010) Study has revealed the opportunities and constraints created by Tourism. In the study, it has suggested the non-equity modes of foreign investment in tourism. The present Study has stressed on the “Sustainable Tourism” i.e. eco-friendly and the concept of welfare society through the benefits of tourism at large.

Roy et al., (2010) have observed the economic opportunities for community development through pro-poor tourism policies of the state. The study is based on a case study of Cooch Behar-a heritage place in West Bengal state. It has been compared the various tourist spots of the district. in the study it has been suggested a model of chain interaction from central to Panchayat level to mobilize local people for capacity building by providing financial assistance both from government and private level/ it is also suggested to extend financial support to introduce self-help programs like sale of local industrial products, handicrafts, income generation by native cultural programs by women, Setting up of hotels and restaurants by native poor people and by local youth for tour operation etc.

Michot (2010) has examined the tourism policy of Kerala state and its effects on the livelihood of Kumarakom a heritage place in Kerala
state. In the study it has also evaluated the pro-poor elements (aspects) of tourism policy. In the pilot study, it was found that the tourism policy of the Kerala state has positively effected on the economic and sociological conditions of the livelihood of the local community of Kumarakom heritage place. The study has also focused on the financial and non financial effects of tourism on the local community. At the end it has been admitted the positively the role of Responsibility Tourism (RT) in eradicating poverty.

Such investigations help for better tourism product and contribute towards building better infrastructure and for the formulation of marketing strategies to promote tourism. Marketing strategies could be at national, state, and location-based.

My work focuses on the potentials and strategies for the development of tourism, its impact on employment and the revenue for the study area. The methodology was included the personal interview of the tourist and non-tourists of the study region. It helped me in identifying the strengths and weaknesses of this region keeping in mind the opinions of tourists. Furthermore, there are also some proposed strategies in my work that can help in improving the existing condition of the tourism industry in Dharwad, Gadag and Haveri if considered by the Government, Ministry of Tourism, of Karnataka.

1.7 Relevance of the Study

Dharwad, Gadag and Haveri districts are the fascinating mosaic of Karnataka. They are full of surprises. There is abundance of historical, archeological, religious sites of outstanding interest, exciting range of architecture from various periods of history. Apart
from this they are surrounded by number of tourist spots like Bijapur-
The treasure of Islamic architecture, Uttar Kannada-treasure of scenic beauty, Bagalkote-The cradle of temple architecture, Humpi-The world heritage site, Koppal-A major holy place of Jains. All these places are situated within the reach of 200 kms from undivided Dharwad. To enhance the cultural heritage of central Karnataka the development of tourism in these districts is the right choice. Dharwad is one of the famous educational centers in Karnataka. These supporting factors lead to the development of Educational tourism, Cultural tourism, Heritage tourism and Pilgrimage tourism in Undivided Dharwad district

1.8 Historical Perspective of Tourism

“In the middle ages people were tourists because of their religion, whereas now they are tourists because tourism is their religion” --- Robert Runci

According to early Western history, upper classes often traveled around the Mediterranean basin. During the rule of Alexander the Great, 700,000 tourists visited to a part of Turkey. Alexander the Great traveled to India and found the road systems and facilities well arranged. It was during the same period that pleasure travel begun in China and Japan. The Chinese emperor, Wu Di traveled plenty in the 2nd century. His adventures were well described in his writing. Coach travel had become popular because of its style. Young gentlemen who came from wealthy backgrounds undertook the Grand Tour in this era. They would travel to parts of Great Britain, France, and Italy, it was considered crucial for the education of the young men.
The father of modern mass tourism was Thomas Cook, who organized the first package tour in history on 5th July 1841. There had been railway excursions before, but this one included entrance to an entertainment held in private grounds, rail tickets and food for the train journey. Cook immediately saw the potential of a convenience of the peg holiday product in which everything was included in one cost. He organized packages inclusive of accommodation for the Great Exhibition, and afterwards pioneered package holidays in both Britain and on the European continent. He was soon followed by others (the Polytechnic Touring Association, Dean and Dawson etc.), with the result that the tourist industry developed rapidly. Initially it was supported by the growing middle classes, who had time off from their work, and who could afford the luxury of travel and possibly even staying for periods of time in boarding houses. By the last quarter of the nineteenth century, the tradition of the working class holiday had become firmly established in Britain.

The real age of international mass travel began with the growth of air travel after World War II. Jet era has had a tremendous impact upon the overseas travel behavior, especially of the new industrial middle class. In the immediate post-war period, there was a surplus of transport aircraft, such as the popular and reliable Douglas Dakota, and a number of ex military pilots ready to fly them. Vladimir Raitz pioneered modern package tourism on 20 May 1950 his recently founded company, Horizon, provided arrangements for a two-week holiday in Corsica. The new tourist is the seeker of a new reality: The new tourist, on the contrary, is characterized by a sort of reverence to all; and, does not mind spending time and money. This is indeed a
paradigm shift from the traditional Western conception of mass tourism. Now tourism has become one of the largest industries at global level.

1.9 Concept of Leisure

Leisure is defined as time spent away from work, when you’re relaxing. People spend their leisure time doing things like watching TV, reading, listening to music and the like. On holiday, leisure time would include sunbathing, sitting by the pool, etc. It is a discretionary time remaining after working, commuting, sleeping and necessary household and personal chores which can be used in a chosen way. It also describes the range of activities that people do in their off day. Stockdale (1985), Identified three main ways in which the concept of leisure is used.

- As a period of time activity or state of mind in which choice is the dominant feature, in this sense leisure is a form of free time for an individual.
- An objective view, it is perceived as the opposite of work and is defined as non-work or residual time.
- As subjective view, it is a qualitative concept in which leisure activities take within the context of individual perceptions and belief systems and can therefore occur at any time in any setting.

According to Herbert (1988)”leisure is best seen as time over which an individual exercises choice and undertakes activities in a free voluntary way.
1.10 Concept of Recreation

Recreation refers to an activity that is more active and involves actually doing something that is stimulating in some way. It tends to take place outside the home and home based activities, which are described as active forms of leisure, things like swimming, golf, going to the park, working out, sailing, paragliding, reading, watching TV, gardening, etc. It also implies to the participation of a person in various activities for healthy refreshing mind and body. Recreation is the pursuit undertaken in leisure time. Recreation is nothing but the Leisure time activities or experience participated through choice, which brings enjoyment or Satisfaction to the participants. It is an activity of leisure, and a discretionary time of man. The--need to do something for recreation-- is an essential element of human biology and psychology. Recreational activities are often done for enjoyment, amusement, or pleasure and are considered to be “fun”. It is an essential part of human life and finds different forms, which are shaped naturally by individual interests but also by the surrounding social construction. Recreational activities can be communal or solitary, active or passive, outdoors or indoors, healthy or harmful, and useful for the society. Not all recreational activities can be considered wise, healthy, or socially acceptable or useful examples are gambling, drinking, or delinquent activities. Public space such as parks and beaches are essential venues for many recreational activities.

Tourism has recognized that many visitors are specifically attracted by recreational offerings. In support of recreational activities government has taken an important role in their creation, maintenance, and
organization, and whole industries have developed merchandise or services. Recreation-related business is an important factor in the economy; it has been estimated that the outdoor recreation sector alone contributes $730 billion annually to the U.S. economy and generates 6.5 million jobs.

1.11 Concept of Tourism

The term tourism is a newly developed phenomenon stemming from the human need for leisure. The Industrialization, Urbanization and Modernization have great pressures in present human life; speed, stress and strain have made it more necessary for people to relax and refresh their body and mind. A wide array of interests - entertainment, sports, religion, culture, adventure, education, health and business are the motivators of tourism. Speedy means of transport, communication and improvement in general economic well being increased the demand for tourism. Tourism has been pivotal in social progress as well as an important vehicle of widening socioeconomic and cultural contacts throughout human history. Today in advanced countries, majority of people afford an annual holiday.

Tourism’s concepts are embedded in the physical and cultural attributes of a visited place and the movement of people from the realm of the known to the realm of the unfamiliar or exotic. The whole concept of pleasure travel has changed quite drastically during the past 30 years. Foreign travel in pre-war days was only for more affluent, leisured and well educated people who were content to enjoy scenery, art, culture and flavor of foreign lands. This concept was however replaced by tourism something totally different from earlier concept.
The concept of modern tourism is changing, the tastes and desires of tourists are much more varied, and they have different ideas about travel. The whole concept of tourism has been transformed from the Mass, Rigid, and Packaged tourism to the present neo-tourism, which is Flexible, Segmented and diagonally Integrated. Modern man’s leisure time is limited so he wishes to enjoy it as much as possible.

1.12 Relationship between leisure, recreation and tourism

Geographers have to understand the spatial and temporal differences as well as the associated economic, social, political and environmental dimensions of the impacts associated with tourism, because of which tourism was discovered by geographers and other social scientists in the late 1980s and 1990s. Tourism is a form of leisure oriented temporary mobility with both spatial and temporal dimensions. Tourism is technically defined in relation to length of time away from home environment. Changes in the transport technology; same day travel is also becoming increasingly important to some countries. Therefore there is increasing international agreement that tourism also refers to all activities of visitors, including overnight and same day visitors. Such definitional issues are significant because of the potential impact of the tourists/day trippers/excursionists who are also described as Recreationists.

Tourism, Recreation, and Leisure are generally seen as series of interrelated and overlapping concepts. Which, indicate the value of viewing tourism and recreation as a part of a wider concept of leisure. Work is differentiated from leisure with there being two main realms of overlap. Firstly, business travels, which seen as a work oriented form of tourism in order to differentiate it from leisure based travel.
Secondly, serious leisure, which refers to the breakdown between leisure and work pursuits and the development of leisure currier paths with respect to hobbies and interests. Traditionally tourism was regarded as a commercial economic phenomenon rooted in the private domain. In contrast recreation and leisure was viewed as a social and resources concern rooted in the public domain. Outdoor recreation studies have historically focused on public sector (i.e. community and land management agencies) concerns, such as wilderness management, social carrying capacity and non-market valuation of recreation experiences. In contrast tourism tended to have a more applied industrial orientation which concentrated on traditional private sector (i.e. tourism industry) concerns such as the economic impacts of travel expenditures, travel patterns and tourist demands, and advertising and marketing.

**Leisure:** Discretionary time is the time remaining after working, commuting, sleeping and doing necessary household and personal chores which can be used in chosen way.

**Recreation:** Recreational pursuits include home-based activities such as reading and watching television, and those outside the home including sports, theatre, cinema and tourism.

**Tourism:** Visiting for at least one night for leisure and holiday, business and professional or other tourism purposes. Visiting means a temporary movement to destinations outside normal home and work place.
**Leisure and tourism sector organizations;** Organizations producing goods and services for use in leisure time, organizations producing goods and services for use in leisure time and tourism organizations.

The (Fig No. 1.1) shows distinction between tourism, recreation and other forms of temporary mobility in time and space. Outdoor recreation and tourist resources should therefore be seen as complimentary contexts and resources for leisure experiences, which differ more according to the home environment of the user and individual definitions of activities rather than intrinsic differences in the nature of the resources or the activities undertaken.

Crompton (1979), in his analysis of the 'motivations for pleasure vacations' makes the important observation that seven of the nine tourism motivations arising from his study are 'socio psychological' in origin and closely match those defined elsewhere for recreationists. Indeed, the general categories of recreation motives enacted through tourism may explain much of the push factors in tourist motivation (escape, relaxation, prestige and social interactions), while 'cultural' motives (novelty and education) may help explain pull factors shaping specific destination choice (see push-pull factors). While motivation is multi-faceted and may change over the course of a single trip, Crompton cautions that much tourism may thus simply be diversionary and destination-specific.

Leiper's (1995) work follows a similar vein. He advocates that tourism is 'a special form of leisure', albeit with some dimensions that raises it above daily recreation.
While the debate about recreation and tourism will continue, there can be little doubt that recreational activity is a central construct in tourist choice and decision making. Thus, the interrelationship between leisure, recreation and tourism seem set to continue to occupy a central place in tourism (and recreation) research for some time, whatever the disciplinary (geography, sociology, psychology, management) or interdisciplinary focus

### 1.13 Geography and Tourism

Tourism Geography is the study of travel and tourism, as an industry and as a social and cultural activity. Tourism geography covers a wide range of interests. Tourism is an intensely geographic phenomenon. It involves movement and activities between places. It stimulates large-
scale, global movement of people and forges distinctive relationships between people and the places they visit. It shapes processes of physical development and resource exploitation, whilst the presence of visitors exerts a range of economic, social, cultural and environmental impacts that often have important implications for local geographies. Physical geography provides the essential background against which tourism places are created, and environmental impacts and concerns are major issues that must be considered in managing the development of tourism places. Human geography provides an understanding of the social and economic relationships that exist in providing tourism and recreation opportunities and activities, as well as the special meaning that these places have to individuals. A destination's sense of place is often a key element behind tourism development without the uniqueness and diversity of places, tourism would be mundane and uninteresting. The following arguments are some justifications for treating tourism as a geographical study.

- Geography is concerned with the nature of environments, the location of phenomena such as settlement, spatial distributions and relationships. Tourism is very much concerned with spatial conditions the location of tourist areas and the movements of people between place and place and geography have a fundamental role to play in examining the spatial interplay of tourist demand and satisfaction.

- The phenomenon of tourism is closely related to the structure, form, use and conservation of the landscape. Geography has been an important part to play in the reconciling of tourist activity with other demands upon particular environments.
Tourism is a commercial activity and therefore an aspect of economic geography. In many countries, especially in Western Europe and North America, the tourist trade is now a major industry employing large number of people in the provision of accommodation, catering, transport, entertainment, other service industries and souvenir trade. In many of less developed countries governments have seen the development of tourism as one solution to their regional problems. The dispersion of development to underdeveloped areas is perhaps the greatest benefit brought by tourism. This is a key factor in the promotion of economic growth. Thus tourism is patently a topic for geographical study.

Finally tourism has important and far reaching social and cultural effects and these are of great concern to the geographer. The social benefits of tourism centered on the money brought into underdeveloped areas by the industry. The provision of infrastructure like construction of roads, electricity supply, water supply, sewage disposal, etc. becomes necessary when an area is developed for tourism. An increase in tourism also brings employment opportunities and developments in service industries such as food processing and in luxurious trades. Again tourists bring with them their own cultural ideas, practices and demands and these may have a profound effect upon the indigenous cultures as for instance, has occurred in Spain, where fishing villages have mushroomed into tourist resorts and social constraints have been greatly weakened. In view of these arguments it may be considered that the study of tourism comes within the purview of geography and should be seriously studied by the geographer.