INTRODUCTION
CHAPTER - I

INTRODUCTION

Tourism is the growth industry of the 1990's and is well on its way to becoming the world's largest industry. The tourist industry serves more than 450 million people traveling internationally and 10 times as much traveling domestically (UNEP 1992).

The general basis for tourism is the existence of leisure time. Industrialisation, Urbanisation and modernisation has created a great deal of stress that makes a change imperative for relaxation. Simultaneously there has been a reduction in working hours and greater availability of leisure time.

Leisure is discretionary time, as it is the time for doing what one likes best. Recreation is the wide range of activities undertaken during leisure (Mathieson and Wall 1982 ). Tourism is a distinctive form of recreation. It is a form of recreation expressed through travel. Tourism has been the most spectacular growth sector in leisure.

1.1. DEFINITION OF TOURISM

Tourism is the temporary movement of people to destinations outside their normal place of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs (Mathieson and Wall 1982).

'Tourism is the sum of the phenomena and relationships arising from the interactions of tourists, business suppliers, host governments and host communities in the process of attracting tourists. ( Mc.Intosh and Goeldner. 1986).

Thus tourism is the totality of the relationships and phenomena arising from the travel and stay of people. Tourism involves a wide range of activities involving the users (tourists) and a large number of suppliers.
1.1.1. TOURISM INDUSTRY

The tourism industry refers to the aggregate of all businesses that directly provide goods or services to facilitate business, pleasure and leisure activities away from home (Smith 1988). The industry includes all those firms, organisations and facilities intended to serve the specific needs and wants of tourism. UNCTAD (1971) defines tourism industry as 'the sum of those industrial and commercial activities producing goods and services wholly or mainly consumed by tourists'. The tourism industry is an amalgam of services and resources used by tourists.

1.1.2. TOURISTS

Tourists are voluntary, temporary travelers traveling in the expectation of pleasure (Cohen 1974). The World Tourism Organisation defines a tourist as a temporary visitor, whose purpose of visit may be for pleasure, for business or for visiting family etc. Visitors are further distinguished as 'day visitors' or 'excursionist, who stay less than 24 hours, and the tourist who stay longer than 24 hours.

1.2. SUBJECT OF TOURISM

Tourism is a composite phenomena embracing a whole range of different relationship between travelers and host populations. Tourism is a complex phenomena lying at the interface of sociologist, economist, anthropologist, geographers etc. A number of diverse industrial sectors and academic disciplines are involved in tourism. The various disciplines of study have their own orientation towards the study of the phenomena of tourism. Figure 1.1 shows the various disciplines involved in the study of tourism and their approaches.

Jafari (1977) summed these approaches in his holistic definition of tourism. '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 hosts sociocultural, economic and physical environments.
1.3. GEOGRAPHY AND TOURISM

Tourism is studied by various disciplines and the geographer's interest lies in its spatial or place context. Geography is concerned with the location of phenomena in space. Tourism geography is concerned with patterns of tourism as it occurs in space. It studies the spatial expression of tourism. Tourism geographers observe, analyse and explain the relationships of specific activities and facilities that are located in particular areas or regions (Mitchell, 1989)

Tourism varies in form and function from place to place and its impacts vary in different locales. The geographer concentrates on the questions pertaining to the location of tourism sites, the movements of people between these areas, and its relationship to and impact upon the society, culture and environment (Harron, 1988). Geography studies the spatial and temporal expressions of tourism, focusing on both tourism generating and tourist assimilating areas. Geographers attempt to understand and explain contemporary and temporal spatial processes and patterns on the earth's surface. Tourism has some inherent geographical characteristics. Tourists move from place to place, tourism occurs in different geographical settings, and tourism results in changes in landuse etc. Pearce (1981) recognises six major components of the geography of tourism - spatial patterns of supply, spatial patterns of demands, the geography of resorts, tourist movement and flows, the impacts of tourism and models of tourist space. Of these factors, the supply, resort and impact components are important from the point of view of tourism development.

1.3.1. GEOGRAPHY and TOURISM ENVIRONMENT

By the 1970's a fifth tradition of environmental geography was added to the four traditions of geography viz. earth science tradition, spatial tradition, area studies tradition and man-land tradition. (Rosell, 1979). Geography has contributed to the environmental, regional, spatial and evolutionary aspects of tourism.

However to a geographer, the environmental is the totality of tourism activity, involving natural elements and society's modifications of the landscape and resources. Tourism related activities may be resource orientated (physical environment) or user orientated (cultural environment). The interactions may have beneficial or harmful results.
It is the totality of the beneficial and harmful results of the interactions between tourist and the environment that creates the context within which tourism managers and geographers operate.

Tourism today is a mass phenomena, with a dual concentration in time and space which threatens the environment. Geographers attempt to understand and explain the effect of the mass tourists on the land.

1.4. MASS TOURISM

While tourism in the early 1960's and 70's was characterised by a steady rise in number, the 80's saw a sudden upsurge of tourists. Mass tourism, both international and domestic is the order of the day.

Mass tourism is the result of sustained prosperity and consequent rise in income, increase in paid leisure time, emergence of a growing affluent consumer society and greater expansion of tourist trade through organised trips. The recreational boom of the late 1980's resulted in mass tourism.

1.4.1. NATURE OF MASS TOURISM

Mass tourism tends to be highly spatially polarised. Beaches, mountains, hill stations, places of natural beauty, cultural and pilgrim centers are the destinations of these mass tourists. Mass tourism is also seasonal as it occurs during the holiday reason or coincides with the favourable climatic season. This leads to a saturation of tourists at destinations during certain times of the year. These two factors, i.e., a space and time saturation of tourists, are of special significance to any geographer.

1.4.2. NATURE OF MASS TOURIST

In the developing countries, it is the domestic tourists, who make up the bulk of this mass tourism. In India, there were about 65 million domestic tourists in 1992 (Economic times 21.3. 93). The middle class forms the bulk of these mass tourists. The increasing income levels of the middle class, a larger number of double income families, the heightened awareness of travel and holidaying through the media, leave travel schemes,
holiday packages and incentive travel packages have led to an increase in domestic tourism.

These domestic tourists usually consist of large groups of families, who are usually low spending, stay only for a short time, often less than a day, and desire to see as much as possible. They have neither the time nor the money for a lengthy stay. Tourist buses fulfill the need within their means and groups often arrive in chartered buses.

While the traditional pilgrimage circuit is still important in domestic tourism, travel for pleasure to other places like beaches, cities, hillstations etc. are on the increase. Hill stations are a popular tourist destination especially during the summer season.

1.4.3. MASS TOURISM TO HILL STATIONS

Hillstations have been in existence for a long time. They have generally developed incrementally over long periods. Hillstations typically have an attraction which is seasonally specific and of short duration. The summer season witnesses a peaking of tourists.

The past decade has seen a mass influx of domestic tourist into the hills. 98% of the tourist traffic in the hills is domestic. There has been a change in the nature of visitors to the hill stations. The present tourists to the hill stay shorter, spend less, want to see more and have a different outlook on life than the earlier leisured elite of the colonial and post independence eras.

Mass tourism, by assembling large number of tourists in small areas, began creating intense environmental pressures, as the normal urbanisation pressures of air, water and terrestrial pollution were accentuated. The initial euphoria of high demand and rapid growth of tourism began wearing out, when the swarm of mass tourists began leaving destruction in their wake. Mass tourism has caused tremendous strains at the destination areas and the quality of tourism is declining. Almost all the hill stations are struggling to cope with this onslaught of tourists.
The impact of these mass tourists who demand the experience of change and novelty without foregoing comforts is maximum in terms of ecology and land use pattern. Development at destination zones often alters the environment adversely. The damages wrought by mass tourism seem to outweigh the benefits of tourism. With increasing tourism, the initial euphoria has led to apathy and even antagonism.

1.5. STATEMENT OF THE PROBLEM

Hill stations by their very nature are ecologically fragile zones. The incursions of tourism here have hastened the process of environmental decay. Tourism like industrialisation and urbanisation cause irreparable harm to the environment. The relentless pressure of tourism can erase the resource base i.e. the natural environment in the case of hill tourism. Tourism impacts can arise through the construction and operation of tourist facilities and from the activities of tourist themselves.

The environment is the core of the tourism product. Overexploitation leads to its degradation. A sound environment is the basic resource upon which the tourism industry depends to thrive and grow. Increasing tourist numbers has disturbed the natural environment resulting in a decline in the quality of recreation experience and this will ultimately turn away tourists.

Tourism is a heterogeneous industry involving tourists and numerous individual entrepreneurs striving to make profit within their own short term horizons. 'As the volume of tourism expands and as development increases, many segments of tourism are running on collision courses. These conflicts appear to be expressed in reduced satisfaction to visitors, reduced rewards to owner-managers and erosion of basic resource asserts' (Gunn 1988).

Saturation tourism leads to obvious environmental problem as the resort infrastructure becomes overloaded causing shortages and problems of overcrowding and congestion. Ecological and social conflicts arise leading to the decline of the industry in the area. The destination gradually looses its charm and importance as a tourist center.

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1 Tourism product is the sum total of a place's tourist attractions, transport, accommodation etc. which serves the tourist. It can be entirely manmade or nature's creation improved upon by man.
The very survival of the industry is threatened by the galloping pace of development of tourism. As early as 1973, Young noted that 'man has made a mess of the organisation of his leisure - the evil consequences are not inherent in tourism. It just happened when tourism developed in a thoughtless and casual way'. With growing pressure of tourism, there is a need for responsible tourism to sustain the industry. Cohen(1978) described this situation as, the need to protect the environment for tourism and the need to protect it from tourism.

1.5.1. SUSTAINABLE TOURISM

The 1960's was the period of buoyant economic growth. By the 1970's resource depletion, growing population , rising fuel costs etc. necessitated a change in the development paradigm. The concept of sustainable development rose from the green consciousness of the late 1980's. Sustainability has become the watchword of the 1990's.

Sustainability is about limiting the rate of consumption of finite resources. Sustainable tourism implies regulating the development of tourism so that the tourism resource is not eroded or depleted or polluted in such a way as to affect future tourism. Sustainable tourism was defined by Globe'96 as meeting the needs of present tourists and hosts, while protecting and enhancing opportunities for the future.

Butler(1993) defined sustainable development in tourism as ' tourism which is developed and maintained in an area in such a manner and such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well being of other activities and processes'.

With growing pressure of tourism, there is a need for responsible tourism to sustain the industry. Unrestrained tourism is self destructive. Without adequate controls, the industry cannot thrive in the long run. Sustainable tourism has an economic rationale-survival. It is therefore imperative that proper regulatory mechanism accompanies the development and promotion of tourism.
1.6. NEED FOR THE STUDY

Udagamandalam, which is popularly known as Ooty is the pre eminent hill station of South India, established by the British as early as 1828. Since its inception it has been a focal point for pleasure trips especially during summer. Since the 1980's tourism has witnessed a tremendous growth. Ooty is a hill station and hill stations are, by their very nature vulnerable to damage by the onslaught of tourism related activity. Ooty is the focal point of summer tourism not only for the state of Tamil Nadu, but also attracts large numbers of tourists from the neighbouring states of Kerala and Karnataka. During the rest of the year, it draws tourists from the states further North.

Despite Ooty experiencing a flurry of tourism related activities, yet there has been no detailed study of tourism in this hill station. Thangamani (1981), in her study of tourism development planning, has done a brief study of tourism in Ooty. Besides this one lone study, there has been no other study of tourism in Ooty.

Hockings (1989) notes that although the Nilgiri district, of which Ooty is the headquarters town, is one of the most intensively studied areas with 3000 books and articles, there is no serious study of the contemporary tourist industry.

Ooty is the focal point of tourism in the district. Despite the rumblings of discontent in this host region, as is evident in newspaper articles, there has been no detailed study of tourism in Ooty. Hence the need for the study.

1.7. AIMS and OBJECTIVES

The study aims at an assessment of the state of tourism in Ooty. The research objective is to understand the dynamics of tourism in Ooty.

The specific objectives are :-

1) To trace the evolution of tourism and examine the existing state of tourism- its location, growth and organisation.

2) To measure the impact of tourism on the environment, specifically its impact on the land and water resources and various infrastructural facilities.
3) To examine the perceptions and attitudes of various hosts and tourists in the study area.

4) To evaluate the existing provisions for regulating tourism.

5) To suggest policies and strategies for the sustainable development of tourism industry in the study area.

1.8. LIMITATIONS OF THE STUDY

At the very outset, it is necessary to point out that there is a lack of information concerning conditions prior to the advent of mass tourism in Ooty. As a net result, there is a lack of a baseline information against which change could be measured. This absence of earlier studies in the study area makes it difficult to clearly show what has changed over time.

- Other land uses existed well before tourism development in Ooty. The determination of tourism induced environmental impacts are difficult to isolate.

- There is a lack of systematic documentation of information relating to tourism and the general infrastructural growth.

- Due to time and cost constraint it was not possible to compare the aerial photographs available for different time periods to study detailed land use changes.

- Due to cost constraints and the non availability of testing facilities at Ooty, some observations relating to lake water samples, air quality etc. at different periods of time could not be carried out.

- Access to some potentially useful secondary source reports was difficult.

- Due to cost and time constraints a year round participation observation was not possible.
OOTY TOWN
STUDY AREA

REFERENCE
GAC - GOVT. ARTS COLLEGE
CO - COLLECTOR'S OFFICE
GH - GOVT. HOSPITAL
CBS - CENTRAL BUS STAND

- - - - - TOWN BOUNDARY
- - - - STATE HIGHWAYS
- - OTHER ROADS
- - - - - - - RAILWAY LINE

Source: Census of India, series 49 - Tamil Nadu, Part VI-A.

FIG. 1.2
1.9. STUDY AREA

Ooty is a hill resort located in the Nilgiri district of Tamil Nadu. Its development began around 1823 when the British first developed it as a summer resort. Since then the town has registered tremendous growth. Over the past two decades a large number of tourist have been visiting Ooty and it presently is the focus of domestic tourism.

Ooty is the headquarters town of Ooty Taluk. It lies in a valley surrounded by steep sloping hills. Its average elevation is 2100 -2200 mts. It is known for its pleasant climate and is well connected by roads and railway. Fig. 1.2 shows the study area.

A pleasant climate and unique landscape features are its major attractions. The summer season is the peak tourist season in Ooty. Sky rocketing prices for accommodation and food are common during this time, and so are water and other shortages. The roads are crowded and the air heavy with exhaust fumes. Yet tourism is a flourishing industry now. The flood of tourists is overwhelming and is more than 10 times the local population of Ooty town.

1.10. METHODOLOGY

The study attempts to comprehend the state of tourism in Ooty and its impact on land and water resources.

Research is essential for an environmentally sound development of tourism. Ooty was chosen as the study area because of the high degree of tourism development, and especially because of the time space concentration of tourists which has an impact on the environment. Ooty is the focal point of domestic tourism with crowds thronging the hills especially during the summer vacation.

In trying to study tourism in Ooty a variety of data are required. Tourism can be viewed from a demand and supply aspect. The demand for tourism comes from the tourists or individuals who reside in different places. The supply side includes the various tourists facilities which are in the nature of hotels, restaurants, tour operators etc, as well as the general services like water drainage etc. Data on all these aspects of tourism are obtainable.
from a variety of reports, registers etc. Because of the inadequacy of the secondary sources, primary data collection is also necessary.

Information was gathered from both primary and secondary sources. The data obtained from primary and secondary sources were analysed using a variety of simple statistical tests.

1.10.1. SECONDARY SOURCES

Secondary data refers to the compilation or the assembling of information or data, for the purpose of a particular investigation. Prominent secondary sources include census data, municipal reports, literature, newspapers, magazines, maps, reports of various departments and agencies, etc. The use of the various sources allows for cross checking of findings which assures greater reliability (Marshall and Rossman, 1989).

The specific secondary sources used to gather information for the demand and supply aspects of tourism in Ooty are listed below.

Data relating to Hotels and Restaurants were collected from the following sources:

a) Assessment register of the commercial tax office or D2 register. This is a register maintained by the deputy commercial tax office, Ooty North and South. The register lists all hotels with an annual turnover exceeding rupees 2 lakhs and restaurants with a turn over of rupees 3 lakhs per annum. Register of 1985, 1990 and 1995 were referred to obtain a list of hotels at different time periods.

(b) Assessment register or Demand register of the town planning section of the Ooty Municipal council. This is a register of building licenses issued. License issued for the constructions of lodges and hotels were noted from 1971-95.

The following registers of the health sections of the municipal council were referred.

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2 Hotels and restaurants have been taxed since 1981. Restaurants have been exclude since 1991 because of the perishable nature of the product.
- Prevention of Food Adulteration list (PFA) which lists the license issued to hotels and restaurants annually.
- Annual list of Dangerous and offensive trades (D and O) which is a list of places for industries and establishment for which licenses are required.
- Register of miscellaneous license issued by the municipality.

Although absolute numbers varied some what, the available data was sufficient to determine broad trends.

Data on registered Travel Agents was collected from the Travel Agent license register or B2 register of the regional transport office.

Data on tourists inflow was collected from the ticket sales record at the Botanical gardens. Assuming that at least 90% of the tourists would visit this popular tourist spot in Ooty, the record of entrance ticket sales at the garden has been used to estimate tourist numbers, in the absence of any other systemic recording of tourists.

Details of number of vehicles was collected from the DCB statement file\(^3\), and the transport department booklet of the regional transport office, Nilgiris.

Records of ticket sales at the toll on the ghat road at Burliar, and records of the regional transport office checkpost on the Mysore ghat road have been used to estimate the flow of tourist vehicles into Ooty.

Data on the infrastructure of Ooty town was collected from the administrative reports of the municipality, municipal council notes on water supply and drainage, Tamil Nadu water supply and Drainage board (TWAD) reports, Town and Country planning office master plan reports etc.

Data on tourism development schemes were gathered from the Tamil Nadu state Administration reports, stock files of the Hill Area Development Programme (HADP) etc.

\(^3\) DCB or Demand Collection Balance is a quarterly statement of vehicular position of the district regional transport office.
Details on Ooty lake were gathered from various reports compiled by the Institute of Hydraulics and Hydrology (I.H.H), irrigation wing of the public works department (P.W.D) and Tamil Nadu Pollution Control Board (TNPCB).

Other relevant secondary data sources included Census of India abstracts, Tourist Traffic Advisory Committee booklet and report (1971 and 1977), state Planning Commission reports district hand books, district gazetteers etc. Besides these specific sources of secondary data, newsletters, newspapers etc. were also referred.

Newspapers and magazines are a good source of information and emphasize a general contemporary viewpoint. However editorial stands, government strictures, opinions etc. may cloud the presentation of facts since they are based solely on testimonial and opinion. Despite this drawback, it is an important source of information. For this study, articles relating to tourism in general and to Ooty in particular were referred to in several newspapers, magazines, newsletters etc.

Maps are useful in determining historical evidence through comparison of early maps of the study area to present reality in the assessment of land use change. Maps published by the census of India 1971, and later were used, as also maps prepared by the TCPO.

1.10.2. PRIMARY DATA

Collection of primary data was necessary because of the inadequacy of secondary data to observe impacts and to obtain an idea of the perceptions of residents, tourists etc.

Primary data collection was essential since no information was available on the patterns of land use by hotels, restaurants, tour operators and the perception of residents and tourists. Primary data was collected from 5 groups- hotels, restaurants, tour operators, tourists and residents. These 5 target groups were chosen since they are the major players in the tourism center causing impacts or feeling the pinch of the impacts.

Although retail traders are also important in tourism, they also cater to the resident population and it is difficult to separate their services. The informal sector of peddlers,
guides etc. were also ignored because of their possible smaller impact on the environment of Ooty.

Primary data was gathered through questionnaires, interview and participant observation.

Detailed questionnaires were prepared to collect a wide range of information from the target groups. The questionnaire survey is useful for gathering quantitative and qualitative information through both open ended and closed ended questions. Both types of questions were included to balance the strength and weaknesses inherent to both types of questioning. Information was gathered through questionnaires from samples themselves and through the enumerator.

A pilot survey consisting of 25 interviews (10 tourist, 5 hotels, 3 restaurants, 5 residents and 2 tour operators) was conducted to identify possible problems with clarity, interpretations etc. The results of these interviews were excluded from the final study. Based on the results of the pilot survey, the main survey was carried out between September '96 and May '97.

Multistage sampling was used. For the hotels a proportionate, stratified sample was used. The 110 hotels listed in the tourist office booklet was stratified into 7 groups based on the room tariff. Then a proportionate number was chosen from each group. The choice of these were random. A total of 40 hotels were chosen and 32 of them responded.

For restaurants a stratified random sample was used. Restaurant attached to some of the above sampled hotels were included. Besides these, the other restaurants were chosen on the basis of geographic accessibility to the crowds of tourists. A large proportion of the tourists are day trippers. Hence, accessibility to roads or transportation nodes were considered in choosing restaurants. Along the major roads restaurants were chosen at random, from both large and small restaurants. A total of 50 restaurants were chosen and 32 of them responded.
A clustered, stratified random sample was used for tour operators. The tour operators located in the traffic pooling areas of Charring Cross and the bus stand were chosen. From these clusters, the licensed and unlicensed tour operators were singled out and 6 licensed and 15 unlicensed tour operators were randomly chosen.

For the tourists primary data was collected at random from both hotels and tourists spots. A few questionnaires were left at a few hotel reception counters and then collected postally. The majority of the tourists were met at the botanic garden, since it is a popular tourist spot. Out of the 1500 questionnaires given out, there were 886 valid returns.

A stratified random sample was used for the residents. Ooty town municipal limits extends over 30 sq. km. But the focus of the tourism is in the 12 sq. km zone in the catchment area of Ooty lake. Since the impact of tourism is likely to be felt maximum by the residents in this focal zone of tourism, the residents were chosen at random from the catchment area of the lake. Of the 500 questionnaires given out, there were 267 valid returns.

Besides these, officials of the Ooty municipal council, Tamil Nadu Water Supply and Drainage Board, Tamil Nadu Pollution Control Board, NGOS, launderers, etc. were also interviewed.

1.10.3. ANALYSIS OF DATA

Analysis refers to the closely related operations that are performed with the purpose of summarizing the collected data and organising it, in such a manner as to determine inherent facts so as to draw conclusions. Data collected through primary survey was coded and tabulated for the applications of various statistical techniques and thematic mapping.

Simple statistical and tabular techniques like percentages were used for cartographic representation and analysis.

1.11. ORGANISATION OF THE THESIS

The outline of the thesis is as follows. Chapter I presents the statement of the problem, objectives and methodology of the study. Chapter II presents a review of existing
research literature on the impacts of tourism and its sustainability. Chapter III sets the geographic context by describing the site and the unique geographical character of Ooty.

Chapter IV describes the evolution and organisation of tourism and the current status of tourism in Ooty.

Chapter V documents the impacts of tourism through the use of primary and secondary sources. Chapter VI deals with perception and attitudes of the hosts and guests in Ooty.

Chapter VII presents the summary and concludes the dissertation with the results of the research.