CHAPTER I
AN INTRODUCTION

Tourism is a vital breath in the human activity while making a prolonged journey from one place to another. It is a human desire to make a round of the places of interest like religious, spiritual, natural, beautiful places, monuments, ancient cities, historical sites, pilgrimage centres and other places that raises curiosity.\(^1\) Tourism is a leading industry in the service sector at the global level. It is a vast dimension industry which supports socio-economic development of the destination. It provides job opportunities in different tourist sectors like accommodation, catering, transport, entertainment and others which related to tourism activities. It plays an important role in a country’s balance of payments. Lloyd records that the tourist industry is a composite group of heterogeneous services and industries.\(^2\) Therefore, the recreational studies are multifarious and complex, constituting a fruitful field of research in economic geography.\(^3\) The significance of Tourism, as defined by Ghosh is one of the major items of international trade.\(^4\) Tourism is many faceted phenomenon which strengthens the economies of tourism destinations and forges bonds of international-national and inter-regional relationship.

Travel and tourism has taken a place among the world industries and it offers a significant share in Gross Domestic Product (GDP), employment and different opportunities of developing countries for their better growth. Tourism destinations behave as dynamic evolving complex systems, encompassing numerous factors and activities which are interdependent and whose relationships might be highly nonlinear.\(^5\) It also explores the socio-economic impacts of the tourism development because district is famous for its scenic and glacier beauty that attracts- a development, then it must be economically viable, ecologically sensitive and culturally appropriate.\(^6\) The success of tourism in any country depends on the ability of that country to sufficiently develop, manage and market the tourism facilities and activities in that country.\(^7\) Tourism industry earns the gross revenue and foreign exchange earnings, play an important role in economic development. Therefore it is a generator of foreign exchange at the national level and also a fastest growing industry in the global economy. But, it has both socio-
economic and environmental implications. Socio-cultural transformation can be seen due to the mass tourism. Some of the socio impacts like promotion of social mobility, urbanization in host region, preserve ancient monuments, exchange culture values, and promote pilgrimage to holy places and many other factors related to society and tourism. The social impacts of tourism should not be confused with the popular term “social tourism”. The objective of social tourism is to ensure that it is accessible to all people. Social impact of tourism refers to the changes in the quality of life of residents and of tourist destination.  

Tourism can, therefore be a catalyst of national and regional development, bringing employment, exchange earning, balance of payment advantages and important infrastructure development benefiting locals and visitors alike. 

Tourism is an expanding service industry with vast growth potential and has, therefore, become one of the crucial concerns not only for the nations but also for international community’s as well. This industry has come up as a decisive link in gearing up the various aspects of socio-economic development and social change. Tourism has an ample potential to give rise to changes in the economic, ecological, societal and cultural aspects of the nations. There are two aspects of tourism industry viz-its capacity to generate employment, both directly as well as indirectly, and its potential to earn hard international currency for the host country which have made this industry greatly desirable for all concerned governments, planners, entrepreneurs and people in general. Elements in the process of tourism are considered as men, space and time and it has serious implications on the socio-economic conditions along with the environmental concerns. This industry in a significant sense is one of the most influential phenomenon in the economic and social development of society. There are hardly any other economic sectors which can generates as much added value-employment and foreign exchange and that also at a low investment as in this tourism sector. Travel in earlier times is synonymous with the modern day tourism. The practice and process of development tourism have passed through a long process. In its early phase, tourism was a more of a luxury available to the chosen few class people who could afford both the time and money to travel. Today, Tourism is no longer the privilege of a few; it has become an expected part of lifestyles all masses. Tourism, in everyday conservation is used interchangeably with travel. In spite of
the fact that travel is an essential ingredient of tourism, the latter concept encompasses much more than travel alone. Research revealed that there has been a definitive transition from 19th and early 20th century on the process and pattern of tourism movements. Tourism today has been viewed as economic activity having consumption, demand aspect and a production, or supply, aspect, as well. An important observation by the well known tourism experts Williams and Zelinsky in the context of travel flows reveals that these are not random rather well-defined patterns that can be described by certain identifiable factors in all international tourism flows. Accordingly, international tourism is dependent on:

- **Spatial distance, time and cost between the country of origin and the destination.**
- **Existence and nonexistence of past and present international connectivity forming economic and cultural linkages.**
- **Reciprocity of travel flows and patterns.**
- **Attractiveness of one country for the other thus creating universal brotherhood.**
- **Known or considered cost of visits within the destination country.**
- **Influence of intervening opportunities.**
- **Impact of characteristics on non-recurring events.**
- **The national character of the residents of tourist originating countries.**
- **The mental image of the country of destination in the minds of citizens of originating countries.**

Time and the cost of travel crops up as prime concerns for international tourists. History, facilitation procedures and image of the destination of a country are all-important for tourism and such elements either motivate the tourists to visit or otherwise draw them back from any destination.
THE NATURE AND CONCEPT OF TOURISM

Samuel Pegge for the first time reported the use of ‘tourist’ as a new expression for traveler in 1800 and later the same was brought in by the England’s sporting magazine in 1811. Drawing on the studies of Neil Leiper (1979, 90), it becomes evident that the terms ‘tourist’ and ‘tourism’ did not exist before sixteenth century. Nevertheless, the word ‘tour’ was in use in the French context of tower. According to Burkart and Medlik (1974), travel implies “journeys undertaken from one place to another for any purpose including journeys to work and as a part of employment, as part of leisure and to take up residence. All tourism includes some travel but not all travel is tourism”. Ritchie, Brent and Goeldner (1984) in their title ‘Travel, Tourism and Hospitality Research’ highlights that “It is common practice to use the words ‘travel’ and ‘tourism’ either singly or in combination to describe three types of concepts: (a) the movement of people; (b) a sector of economy or an industry; and (c) a broad system of interacting relationship of people, their needs to travel outside their communities, and services which attempts to respond to their needs”. The international organizations like the World Tourism Organization (WTO), the Tourism Committee of the Organization for Economic Cooperation and Development (OECD) use the concept ‘tourism’ and not ‘travel’. However, in respect of area, the majority is of the view that it should be described as ‘travel and tourism’.

Definitions:

Professor Hunziker and Krapf of Berne University in 1942 defined tourism as “the sum of the phenomenon and relationship 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”.

One who travels for a period of 24 hours or more in a country other than in which he usually resides? (League of Nations in 1937)

The temporary movement to destinations outside the normal home and workplace, the activities undertaken during the stay and the facilities created to cater for the needs of tourists.
The main elements of the definition are:

1) **Tourism comes into bring out of a movement of people to, and their stay in various destinations.**

2) **Tourism comprises of two essential factors: One, the travel to the destinations and two, the stay (including activities) at the destination.**

3) **The travel and stay occurs outside the typical place of domicile and work implying that tourism result in activities different from those of the resident and working populations of the places through and in which people travel and stay.**

4) **The movement of destinations is to temporary nature and short-term in character i.e. it is distinct from migration as the aim to all intents and purposes is to be backing home within a short span of time—a few days, weeks or months.**

5) **The purposes of the visit to the destinations can be any except seeking permanent residence or employment.**\(^{15}\) (Mathieson and Wall in 1982)

As per the recommendation of the United Nations Statistical Commission held in February 1993 the significant features of tourism will be:

1) **Usual environment implying exclusion of travel within the normal place of residence (first home), work, daily shopping, other local and routine activities, and education.**

2) **Second, the inclusion of time factor i.e., twelve month’s duration is purposed to rule out long-term migration.**

3) **Third, the general agreement over distance travelled from the usual place of environment was fixed around 80 Km.**

Holloway (1992) define tourist as ‘someone who travels to see something different, and then complains when he finds things are not the same.\(^{16}\)

McIntosh and Goeldner (1990) in the process of defining tourism have identified four different perspectives of tourism:

- **The tourist:** The tourist/visitor looks for diverse psychic and physical experiences and satisfactions from the tourism activity. And the nature of these experiences will mostly find out the destinations chosen and the activities experienced and enjoyed or participated in.
The business catering tourist goods and services: Business people behold tourism as an opening to make profit by furnishing goods and services demanded by the tourist market.

The government of the host community or area: The government looks on tourism as a capital and megabucks factor in the economy. Its attitude bears upon the income and employment generation, capabilities of this business for its citizens apart from the foreign exchange earnings from international tourism and the public /government revenue in the form of tax receipts from tourist expenditures, directly and/or indirectly.

The host community: Local residents most often consider tourism as a cultural and employment factor. It is primarily the effect of interaction between large numbers of international visitors as guests and the local residents as hosts which may be promising or unpromising, or both that is of significance and interest to this group.17

Gilbert (1992) goes on to say that the use of term tourism has generated a range of complex meanings and these over time have come to be identified with: the movement of people; a sector of the economy; an identifiable industry; services which to be provided for travellers.18

Thus, tourism can be defined as the temporary movement of people to destinations away from their usual or normal habitat, the activities entered upon during their stay in those destinations and the facilities developed to provide for their requirements. Culture is a wide term and closely linked with society. The socio-cultural potential of a destination can best be understood by looking into its past and symbols of past that still are connected with the present. Every culture originates in a specific geographical setting and forms a close link with the natural environment that surrounds it. The culture and society are no more an exception to this phenomenon. The society and culture of the state is an expression of typical Rajasthani culture, which is so beautifully mixed with its natural environment that has, become a source of attraction for the tourists. The manifestation of culture can be seen in various fascinating and interesting modes like dance, music, food, textile, painting, monuments, and palaces. This manifestation of millions of admirers across the world who can be counted as tourists.
APPROACHES TO THE STUDY OF TOURISM

Approaches are designed to study each concern element in broad view. Tourism typically and widely is studied by means of a number of processes with little or hardly any consensus on how the analysis of tourism should be endeavored. There are various patterns and approaches which are being an application for the tourism growth and sustainability which are shown in below figure no. 1.1.

- **Product Approach**: The product approach relates to the consideration of different tourism products involving the mode of production, marketing and consumption. However, this approach is with a limitation as being too time consuming thus, fails to deliver the basics of tourism instantly.

- **Institutional Approach**: This key approach to for the study of tourism and mainly takes into consideration the various organizations and intermediaries such as tour operators and travel agencies associated with tourism activities. The approach involves an examination of the organization, modus operandi, problems, costs and economic positions of travel agents and tour operators.

**Figure 1.1**

Approaches of Tourist

[Diagram showing various approaches related to tourism]

Source: Created by Research Scholar
Managerial Approach: The approach being enterprise/ firm oriented and basically microeconomics in nature. It concentrates on the management activities - as planning, research, pricing, marketing, control which are vital to the operation of a tourist establishment. This approach maintains its weight in the modern tourism scenario as tourism has been characterized as an industry globally.

Geographical Approach: This approach of tourism elucidates the location of tourist areas, the movement of people generated by tourist destinations, the changes in the landscape emerging from the provisioning of tourism facilities and amenities, putting to flight of tourism development, physical planning and economic-socio-cultural difficulties. The approach especially gains importance because of the parameters based on land use, economic impacts, demographic aspects and cultural problems.

Sociological Approach: The approach studies social classes, habits and customs of both hosts and guests in terms of tourism behavior of individuals and/ or groups of people and the impact assessment of tourism on society and the region. With the immense impact of growing tourism on society, the sociology of leisure, a developing discipline holds promise of progressing fast and being put to practice to a large extent for cultural sustainability.

Historical Approach: This approach helps in studying changes in the tie-up between prime elements of the destination system over the years which worked round to present day position. Thus, the following factors are helpful in providing a comprehension of tourism development in its historical context for a specific area or region:

- The factors instrumental in the initiation of tourism to the destination.
- The order of happening leading to tourism development
- The reasons for happening of occurrences in that order
- Beneficiaries of tourist activity
- An untimely and premature indemnification of negative effects
- The affected interest groups bringing word about these
**Economic Approach:** From an economic perspective, it is the sum total of tourist expenditures within the bounds of a nation or a political subdivision or a transportation-centered economic area of adjoining state or nations. Tourism today is viewed as the total sum of operations mainly of economic nature which directly relate to the entry, stay and the movement of foreigners inside and outside a certain country, city or region. However, modern tourism is a systematic and scientific activities that creates the atmosphere of prosperity among people regions and the nations.

**Interdisciplinary Approach:** Tourism under this approach takes all aspects of society and attracts people from different strata with diverse economic-socio-cultural and educational backgrounds, thereby behaving in different ways and travelling for different purposes.

**Systematic Approach:** This approach integrates the differing points of view into an all-inclusive approach capable of handling both minor and major points in question. At a micro level, it can be reviewed as tourist enterprise and its competitive environment, market and performance vis-a-vis linkages with other institutions. The consumer and the quality of interaction between firm and the consumers are also analyzed under this approach. At the macro level, this approach can facilitate a scrutiny of a country’s/region’s/area’s/tourism system and its operation within and in relation to other systems, such as economic, political and social.

**Types of Traveling Persons**

Tourism and its activities are being distinction on the basis of Types of Traveling persons: Various types of public travel for various reasons. Following figure no. 1.2 shows some important types of travelling persons.

**Traveler:** Any form of movement of a person irrespective of the distance travelled i.e., ranging from a small distance of only few kilometers to an immigrant going for long-haul travel with the purpose of seeking employment or even to move to place visited. That is, the term refers to a person travelling from place to place without any consideration of his motive, duration of stay, the remunerative actively involved or not or return to the place of origin.
Visitor: A visitor is also a traveler who sojourns a place or country ordinarily outside his typical beat area for non-immigration and non-remunerative purposes, whose movement is of pro tem nature as finally he comes round again to the place or origin i.e., the place from where he at first embarked upon his trip.

Tourist: A tourist is a visitor who is motivated to travel outside his ‘beat area’ for recreation, pleasure, health, study, sports, business, family and so forth; stays for at least 24 hours at the place of visit, does not involve in any remunerative activity and in due time returns to his place of domicile. It implies that all tourists are travelers but all travelers are not tourists.

Excursionist: An excursionist is different from a tourist in terms of duration of stay at the destination as his period of stay at the place of visit is less than 24 hours.

Transit Visitor/Transient: A traveler and a visitor who goes past a country or place without having a stopover or breaking off his journey on the way other than for layover and for transportation links. Alternatively, a person, moving past a country and while it may take more than 24 hours in the process, would not be
considered as a tourist or excursionist if his destination as a different country and is just passing through the in-between country owing to transport ties.

**International Tourist:** A person visiting India on a foreign passport, staying at least twenty four hours in India and the purpose of whose journey can be classified under one of the following:

- Leisure (recreation, holiday, health, study, religion and sport) and
- Business, Family, Mission and Meeting

The following are not regarded as foreign tourists:

- Persons arriving with or without contract to take up an occupation or engage in activities remunerated from within the country
- Persons coming to establish residences in the country
- Nationals of Nepal entering India through land routes along India-Nepal border
- All foreigners entering India from Bhutan by land and children aged less than three years

**Cruise Passengers:** A cruise passenger is a visitor who arrives in the India aboard cruise ships and who does not spend a night in an accommodation establishment in India.

All the above definitions stipulate that the traveler must hold a foreign passport in order to be included in the category of international visitor.

**Domestic Tourist:** A person who travels within the country to a place other than his usual place of residence and stays at hotels or other accommodation establishments run on commercial basis or dharmsalas/ sarais/ musafirkhanas/agrashalas etc., or stay with friends and relatives and uses sightseeing facilities, or pilgrims for a duration of not less than 24 hours or one night and for not more than 6 months at a time for any of the following purpose:

- Pleasure (holiday, leisure, sports etc.)
- Pilgrimage, religious and social functions
- Business, conferences and meeting; and
- Study and health

**The following are not regarded as domestic tourists**

- Persons arriving with or without a contract to take up an occupation or engage in activities remunerated from within the state/centre.
- Persons visiting their home town or native place on leave or a short visit for meeting relation and friends, attending social and religious functions etc. and stay in their own houses or with relatives and not using any sightseeing facilities.
- Foreigners resident in India.

**Touristic Motivation**

Prior to working over motivation to travel, there is the leading and most relevant question relating to what broadly prompts members in the society to travel. Ryan (1991) developed various types of motivation based on psychological makeup of the traveler which he effectively termed the determinants of travel demand such as escape, relaxation, social interaction, strengthening of family bonds, self/wish-fulfillment, prestige/status, shopping, sexual opportunity etc. In fact the determinants of travel can be categorized into what marketing professionals describe as ‘push’ and ‘pull’ influences, represented in figure no. 1.3.

![Figure 1.3: Touristic Motivation](image)

Source: Created by Research Scholar

The official classification (made by WTO and National Tourism Organizations of different tourism-participating countries) which is purely descriptive in nature is comprehensive and exhaustive, more or less considering one and all that travel excepting paid-workers, migrants etc. in one category or the other.
TOURIST TYPOLOGY

When planning for tourism at the destination different types of tourists i.e., excursionists, business travellers, a backpacker etc. requiring differently in terms of tourism plant on destination locations. Below table no. 1.1 shows the tourist typology described by Cohen (1974). Actually Cohen’s typology furnishes a sort of framework for understanding tourist types as well as destination impacts. Besides, it hardly rationalizes the time factor as different types of tourists take on different travel experiences.

<table>
<thead>
<tr>
<th>Type of tourist</th>
<th>Characteristic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organized mass tourist</td>
<td>Highly dependent on an ‘environmental bubble’ created, supplied and maintained by the international tourism industry. Characterized by all-inclusive, fully packaged holidays. Familiarity dominates novelty-non-existent or highly controlled.</td>
</tr>
<tr>
<td>Individual mass tourist</td>
<td>These will use the institutional facilities of the tourism system (scheduled flights, centralized bookings, transfers) to arrange as much as possible before leaving home; perhaps visiting the same sights as mass tourists but going under their own steam.</td>
</tr>
<tr>
<td>Explorer</td>
<td>The key phrase here is ‘off the beaten track’ perhaps following a destination lead given by a travel article rather than simply choosing from a brochure. This type will move into the bubble of comfort and familiarity if the going gets too tough.</td>
</tr>
<tr>
<td>Drifter</td>
<td>This type of tourist will seek novelty at all costs; even discomfort and danger. They will try to avoid all contact with ‘tourists’. Novelty will be their total goal; spending patterns tend to benefit immediate locale rather than large companies.</td>
</tr>
</tbody>
</table>

Source: Cohen (1974)

Smith (1977) accepts the challenge from Cohen. Smith in his studies classified seven types of tourists in his tourist typology especially pertinent to socio-cultural impact.
Table 1.2
Tourist Typology (by Smith)

<table>
<thead>
<tr>
<th>Type of tourist</th>
<th>Characteristic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explorers</td>
<td>Very limited numbers of travellers who do not see themselves as tourists, and live as active participants and observers among the local people, easily and fully accommodating to and accepting the lifestyles of and norms of their hosts.</td>
</tr>
<tr>
<td>Elite tourists</td>
<td>Also a few in number, rarely seen, with individuals who have been ‘almost everywhere’ but with pre-arranged service facilities and adapting fully but temporarily to local norms.</td>
</tr>
<tr>
<td>Off-beat tourists</td>
<td>Uncommon but seen and seeking either to get away from the tourist crowds or heighten the excitement of their vacation by doing something beyond the norms. In general, they adapt well.</td>
</tr>
<tr>
<td>Unusual tourists</td>
<td>Occasional in number, travelling in an organized tour and buying an optional one-day package tour to visit some native Indians, generally interested in the ‘primitive’ culture, but with his ‘safe’ box lunch, and adapting somewhat to local norms.</td>
</tr>
<tr>
<td>Incipient mass tourists</td>
<td>Are a steady flow of people seeking Western amenities and comfort?</td>
</tr>
<tr>
<td>Mass tourists</td>
<td>Are continuous fluxes of visitors of middle-class income and values, excepting trained multilingual hotel and tourist staffs to fulfill their needs as wanted? They obviously accept Western amenities.</td>
</tr>
<tr>
<td>Charter tourists</td>
<td>Are groups that arrive en masse, who have minimal involvement with the people and culture of the visited country, and who demand Western amenities?</td>
</tr>
</tbody>
</table>

Source: Smith (1997)

American Express in 1989 conducted a market survey from industry perspective; respondents are selected from US, UK Germany and Japan. Result of this survey is classified in table no.1.3.
Table 1.3
Tourist Typology (by American Express Survey)

<table>
<thead>
<tr>
<th>Type of tourist</th>
<th>Characteristic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adventurer</td>
<td>Affluent and educated, these tourists like to try new experiences and meet new people. Travel plays a central role in their lives.</td>
</tr>
<tr>
<td>Worriers</td>
<td>Lacking in self-confidence and in their own abilities to travel successfully, this group is nervous about flying and tends to take domestic holidays. These see travel as stress-laden.</td>
</tr>
<tr>
<td>Dreamers</td>
<td>Have high aspirations about travel and exotic destinations which are not usually borne out in the actual travel experiences which tend to be to rather ‘ordinary’ destinations. Tend to place great value on maps and travel books.</td>
</tr>
<tr>
<td>Economizers</td>
<td>For this group, travel is not perceived as something that adds particular value to their lives, they engage in it because it is a ‘normal’ way of taking routine relaxation. They see no worth in paying extra for special amenities or service.</td>
</tr>
<tr>
<td>Indulgers</td>
<td>Generally wealthy travelers who will pay for extra comfort and better service. Tend towards staying in five star accommodation, they like to be ‘pampered’.</td>
</tr>
</tbody>
</table>

Source: Amex (1989)

Thus the different typologies add to understanding of tourists but a thorough examination of these does reveal that hardly succeed in under skin in the form of providing a deeper understanding of tourists.

Changing Nature of Tourism

MacCannel (1992) goes to extent of symbolizing material goods but the very cultures in which they are located. He opines that the modern tourist-cannibal “manufactures an aura of involvement with the world outside itself while neutralizing it”. Cannibalism in the political-economic register is the globalizing and shrinking world, MacCannel’s interpretation of tourist is clearly related to consumerism. 23 Below Figure illustrates a specific perspective with respect to the way consumers all the time weigh their reactions to products put up for sale in the marketplace. These are Consumer, Industry, Technology, Politics, Globalization and Competition. Bayley (1991) has identified certain characteristics necessary for mass consumption and for tourism to meet the requirements of the mass tourist as under:
To satisfy the demand of billions of people moving annually around the globe, it requires mass production and trans-global repetition of services;

To provide the appropriate tourism plant, it warrants not only adequate public investment for the provisioning of necessary infrastructure but also financial incentives essential to induce collaborative investment from global organizations;

Figure 1.4

Changing Nature of Tourism and its Components

Source: MacCannel (1992)

The government going for tourism master plans and trans-national corporations associated with strategic planning may need long-lead times or long gestation period i.e., extended time between designing the plan and its outcome (production);

In order to make a purchase of the tourism product either from the intermediaries or by telephone/internet with the minimum of
cumbersome and inconvenience, it demands the standardization of products such as package holidays; and

- The horizontal, vertical and diagonal integration of the different elements of the tourism industry leading to scale economies which, in turn, result in low unit costs, and the use of sophisticated communication technology in order to facilitate the provisioning of a global distribution system for increasing employee productivity.\(^{24}\)

Accordingly, the catering of goods and services to tourists and the characteristics of International tourism is molded by mass consumption in the name of nationals of most developed countries who are beneficiaries of low production costs. On the other side, the role of travel intermediaries acting as a link between demand and supply is of particular significance to the tourist. These are the go-between who plays a major role in the development of destinations, guiding pace of growth, nature of development and the markets it will serve.
TOURISM AS A PRODUCT AND ITS COMPONENTS AND FEATURES

Tourism as a product can be described as ‘anything, which is based on following attributes physical objects, services, persons, places, organizations, and the ideas that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. From this definition we can we can describe tourism product on two levels:

a) The total tourism product, consisting of a combination of all the service elements consumed by the tourist from the time they sets off home, to the time of return. This product can be an idea, an expectation, or a frame of mind, at the point of sale.

b) The explicit products such as attractions, accommodation, transport and other facilities, are elements of the total tourism product.

Meinung (1989) identifies and categorizes the various components of a tourism product as

- Primary elements of an unchangeable kind (static factors)
- Secondary elements of a partially variable kind (dynamic factors)
- Tertiary elements of an unstable kind (current decision factors)

However, interrelationships exist among all the elements of primary, secondary and tertiary category. Following figure no. 1.5 illustrates the main components of the tourism’s total product.

a) Attractions: Attraction is the principal motivation for tourists. Attractions comprise natural attractions (landscape, seascape, beaches, mountains and climate), built attractions such as theme parks, cultural attractions (history and folklore organized as festivals and pageants, museums, theatre), and social attractions (opportunities to meet with, or encounter the residents of destinations, and experience their lifestyle, to some extent).

b) Accessibility: This component is a related to transport infrastructure and transport technology. Accessibility can be specified in terms of the extent of comfort or hassle with which visitors can reach the destinations of their liking. The three critical factors in transportation – cost, convenience and speed – affect the success of every destination or tourism product, even if it is
intended to be highly exclusive. For most tourists, the choice of travel mode is guided by the choice of destination.

**Figure 1.5**

**Main Components of Total Product**


c) **Destination Facilities/ Amenities**: Destination facilities imply the elements within the destination or linked to it, and facilitate the tourist’s stay at destinations and their partaking in the tourist activities. These facilities subsume accommodation (all types), restaurants, cafes and bars, transport at the destination and other ancillary services such as retailing, visitor information etc. Destination facilities surely impact the tourist motivation.

d) **Images**: Images are a characteristic of all forms of tourism product meaning the perceptions i.e., ideas and beliefs of tourists hold about the products they invest in. Images are, in fact, significant in the sense that they affect the buyer’s behavior. Images are, indeed, very potent and telling motivators in destination-choice.

e) **Price**: Price is the sums total of the costs on product elements such as travel, accommodation and involvement in a range of selected services at the destination. Price of the tourism product is not static but changes by the physical distance travelled, nature of accommodation, season of the year (peak time and lean/ off-peak time), and the types of activity opted for.
There is no automatic compatibility between the components of the total product, which are hardly ever under the same title for the demand for products, product formulation assessing consumer requirements (existing and potential) and identifying homogeneous groups of potential purchasers (segments).

**Basic Features of Tourism**

The diversity of tourism products, destinations, can be elucidated by diagnosing their common features which are as under shown in below figure No. 1.6:

- **Cultural Evaluations:** Tourists have to value a tourism product (destination) for its attractiveness against the time and money involved in a holiday visit, and for this reason, destinations can be considered as cultural evaluations. Moreover, the changes in tastes and fashion also impact the tourist destinations being supported promoted.

- **Inseparability:** Tourism is consumed where it is produced i.e., the providers as well as the visitor need to be physical present at the destination to deliver and fuel tourism. In other words, tourism services are often rendered and experienced simultaneously.

- **Perishability:** Tourism services are perishable and cannot be stored for periods of peak demand. That is, any unoccupied seat in a plane or hotel represents a loss, which affects industry’s profitability and ability to compete.

- **Seasonality:** Boyer (1972) indicates that not only was tourism ‘born seasonal’, but also that in this inheritance lies its ‘original sin’. Seasonality means the tendency of tourist flows to become concentrated into relatively short periods of the year\(^2\). Another scientist Bar On (1976) told that seasonality can be broadly classified as ‘natural’, and ‘institutional’. Natural seasonality refers to the impact of natural features (especially climate) on the demand for or supply of tourism. While institutional seasonality refers to the impact of institutional features (human design cycles of activities) on the demand for or supply of tourism. Hartmann (1986) explain it as “Tourism has been developed under seasonal auspices”. Hartmann emphasizes that the conceptualization of time in seasonal terms is itself, a cultural and not a natural fact\(^2\).
Figure 1.6

Basic Features of Tourism


- **Complementarities**: The fact that the quality of each element of the destination and the provisioning of tourism services by these elements is rationally even has, in particular, its own significance. The amalgam comprising the homogeneous quality elements is called the attribute of ‘Complementarities’. However, the fragmented nature of tourism enterprises renders it difficult for the destination organizers to manage the complementarities of destination elements.

- **Multiple Uses**: Some services such as catering and transport, provide for the needs of others besides tourists. In other words, certain destination amenities serve permanently the resident and workers at all times/seasons of the year, but at selective times, or in some cases, even throughout the years, excursionists or tourists, away from their natural habitat, use these facilities and amenities temporarily. This multiple use of destinations helps categorize the enterprises in those who solely depend upon tourism, local residents engaged in tourism businesses, or simply residents. The majority of destinations (except theme parks or health resorts) share tourism with alternative uses as tourism is the youngest and least dignified and reputable user.
TOURISM AND TRAVEL INDUSTRY ERA IN RAJASTHAN

Rajasthan has emerged as one of the popular tourist destinations in India for both domestic and foreign tourists. The number of tourist arrivals in the state has increased fourfold in the last thirty years and in 2013, the state received 1.43 Mn foreign tourist and over 3.02 Mn domestic tourists. The state is known for its diversity in terms of natural resources, cultural heritage, historical as well as archaeological wonders and rare wild life. The forts and palaces, heritage hotels, colourful fairs and festivals, local art and handicrafts, etc. has been a unique selling proposition for tourists coming to the state. The desert environment in the western parts of the state is also a major attraction for visitors, particularly the foreign tourist. Four decades ago tourism in Rajasthan was small industry that was largely confined to the elite foreign tourists and domestic pilgrim traffic. Tourist arrivals were restricted to a few thousand tourists annually and were primarily recorded in select places such as Jaipur, the state capital, Udaipur and Jodhpur (for foreign tourists) and the pilgrim centres of Ajmer, Pushkar and Nathdwara (for domestic tourists).

The employment in the sector and the sector's contribution to the state economy, as well as employment potential were limited. However, over the last few decades, due to the focused efforts of Rajasthan Tourism, various State Government agencies, select entrepreneurs / individuals, tourism has grown from an elite and pilgrim phenomenon to a mass phenomenon putting Rajasthan firmly on the foreign and domestic tourist map. Also, as compared to the past, where the tourism in the state meant desert tourism, heritage tourism (forts, palaces, etc.) and pilgrim tourism, today the tourists have a wide canvas of places, attractions and activities to choose from in the state, which enhances the overall tourism experience. The industry today employs over one lakh people directly and over three lakh people indirectly. Its contribution to the State economy is estimated to be over Rs 2000 Cr. presently. Given the increasingly important role that the sector plays in the overall socio-economic development of the state, the State Government of Rajasthan has accorded an industry status to tourism from the year 1989. As the nodal agency to promote tourism in the state, the Department of Tourism (DoT), Rajasthan has played a key role in this growth along with the DoT promoted Rajasthan Tourism Development Corporation (RTDC), which was
established in November, 1978 primarily to act as catalyst by developing tourism infrastructure facilities (for domestic and foreign tourists), particularly by way of basic amenities like accommodation, catering and organized tours / sightseeing facilities. As seen, Tourism in Rajasthan extends almost through the entire state, though tourist activity is concentrated around six main cities, which serve as 'tourist hubs' for places of tourist attraction in and around these 'hubs'. These tourist 'hub' cities are Jaipur, Jodhpur, Jaisalmer, Bikaner, Udaipur and Mount Abu. Almost every tourist (with the possible exception of pilgrim traffic) who visits Rajasthan would visit one or more of these 'tourist hub' locations as part of his / her tourist itinerary. There are nine tourist circuits as identified by Rajasthan DoT, based on their geography, attractions and coverage by independent / group tourists. The study involves an analysis for the circuits showing in below figure no. 1.7.

Figure 1.7
Circuits and Concern Area

<table>
<thead>
<tr>
<th>Circuit Name</th>
<th>Concern Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brij-Mewat Circuit</td>
<td>Alwar-Bharatpur-Karauli-Dholpur-Sawai Madhopur</td>
</tr>
<tr>
<td>Desert Circuit</td>
<td>Jodhpur-Jaisalmer-Bikaner-Barmer</td>
</tr>
<tr>
<td>Dhundhar Circuit</td>
<td>Jaipur-Dausa-Tonk</td>
</tr>
<tr>
<td>Godwar Circuit</td>
<td>Sirohi-Pali-Jalore</td>
</tr>
<tr>
<td>Hadoti Circuit</td>
<td>Kota-Bundi-Jhalawar</td>
</tr>
<tr>
<td>Merwara-Marwar Circuit</td>
<td>Ajmer-Nagaur</td>
</tr>
<tr>
<td>Mewar Circuit</td>
<td>Udaipur-Rajsamand-Chittaurgarh-Bhilwara</td>
</tr>
<tr>
<td>Shekhawati Circuit</td>
<td>Sikar-Jhunjhunun-Churu</td>
</tr>
<tr>
<td>Vagad Circuit</td>
<td>Dungarpur-Banswara</td>
</tr>
</tbody>
</table>

Source: Created by Research Scholar

These circuits includes Brij-Mewar circuit, Desert Circuit, Dhundhar circuit, Godwar circuit, Hadoti circuit, Merwara-Marwar circuit, Mewar circuit,
Shekhwati circuit and Vagad circuit. Each circuit gives an unforgettable experience to their visitors. The tourism travel industry experience sought from Rajasthan is changing. Traditionally the Rajasthan tourism experience offered palaces, forts, lakes and the desert. However, based on previous year trend in tourist traffic, the experience sought from Rajasthan is changing. Above circuits have great potential and provide a wide range of tourist products for their tourist. Great Indian desert to Chambal valley and Ranthambore to Kaeoladeo all destinations are unique in nature and vision.

The traditional tourism experience is no doubt desired but the focus is gradually shifting to more varied tourism products like:

- **Eco-tourism / wild life tourism (Sanctuaries and reserves)**
- **Weekend tourism / conference tourism (particularly in Northern Rajasthan**
  given its proximity to Delhi and NCR)
- **Value-added desert tourism (including adventure tourism, desert safaris, desert sports, etc.)**
- **Newer (less 'touristic') destinations offering the same traditional experience (e.g. Kota, Bundi distant heritage hotels, etc.)**

Domestic tourists are gradually becoming more important than foreign tourists: More so since in the last few years foreign tourists have been static while domestic tourists have grown.
RESEARCH METHODOLOGY

Prognostic exercises by the majority of tourism experts from the world over project tourism as the top global industry during this century. It seems not to be a distant reality in view of the ongoing technological advancement and its consequent aspects on growth of tourism as a strong cause and effective factor.

Incidentally, despite of extra-ordinary tourism ageism Rajasthan's share in international tourism is so far too narrow, i.e., 0.39% and 0.72% in terms of tourist traffic and tourism receipt respectively. Further, while per annum tourist inflow to countries like Italy, Spain, Switzerland and France is greater than their own population, it is merely 0.25% in the Rajasthan’s context. Problems ranging from economic backwardness, poor support infrastructure, lesser priority being attached to tourism - human resource management and development, lack of awareness, distance from the effective and potential leadership and motivational approach and many more cause hurdles in the tourism promotion and development in Rajasthan.

Tourism has become more popular in Rajasthan since the middle of the 1960's. As the number of visitors coming from main tourist generation countries with inclusive tours increased, the accommodation capacity and other tourist facilities in major tourist destinations within the state increased as well.

The industry has an annual turnover in excess of two hundred crore's in Rajasthan. Rajasthan was ranked as the 41st destination in terms of international tourist arrivals. It is assumed that tourism will be the most important industry in the state’s economic structure and will occupy a leading place amongst the tourist receiving states by the year 2018.

The present study proposes that qualitative and quantitative measurements of Marketing initiatives taken by the Government and the leading Tourism promoters. Present research is also examined the likes and dislikes of tourists. In this study, the quantitative competitiveness of tourism products of Rajasthan is also analyzed.

In the present research A Study of Destination Marketing Competitiveness and Promotion of Cultural Tourism in Rajasthan use of
both primaries as well a secondary data was collected to evaluate the Marketing strategies, growth potential and destination competitiveness with operating procedures. Other necessary information was collected to evaluate the economic issues in the management of the industry in order to evaluate tourist demand attractions, infrastructure, transportation and other facilities.

The brief descriptions on the methods adopted during the present study were follows:

1. Secondary Sources:

   The following secondary sources will be used to seek information about the various issues and economic patterns in this proposed study.

   VI. Estimates of receipts - Government of Rajasthan and the Indian Finance Department.

2. Survey Method:

   The primary data for the present study was collected from tourists, service providers, regulating agencies and employees engaged in tourism promotion and development to seek their opinion with regard to policy, promotion, marketing strategies and other related economic issues with the help of questionnaire.
Details of Random Survey

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Particulars</th>
<th>Service Providers</th>
<th>Public</th>
<th>Regulating Agencies</th>
<th>Tourist Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Area</td>
<td>Selected Hotels/ Motels Restaurants Heritage Hotels</td>
<td>Tourist Destination</td>
<td>Selected Officers</td>
<td>Selected Five Star Four Star Hotels</td>
</tr>
<tr>
<td>2.</td>
<td>No. of Respondents</td>
<td>150</td>
<td>150</td>
<td>150</td>
<td>400</td>
</tr>
<tr>
<td>3.</td>
<td>No. of Questions</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>32</td>
</tr>
</tbody>
</table>

Response obtained through random survey will be analyses in computer through Fox Pro Package, final result of value of P will be calculated with the help of

\[ P = \frac{T}{P (\text{Matrix})} \]

Sub details of Random survey Service Providers

**Sample Size** = 175  
**Questions** = 20 Approximate  
Tourist destination under study were be Ajmer, Pushkar, Merta, Nagaur Kota, Bundi, Baran, Jhalawar, Jodhpur, Alwar, Jaipur, Udaipur, Jaisalmer. The study was also cove responses of the officers of R.T.D.C.; Department of Tourism Government of Rajasthan and Department of Tourism Government of India; Finance Department Government of Rajasthan and Department of Culture and Art.

The other methodologies for the present study were as under:-

- Site Analysis
- Market evaluation
- Cost benefit analysis
• Pricing Methodologies.
• Feasibility approach of selected destinations
• Market evaluation and cost recovery approach.

To assess the Revenue Yielding Effect of Tourism Industry on State Economy the following equation was taken into consideration:

\[ T = E_t . K_t . P \]

Where

- \( T \) = Tax Revenue
- \( E_t \) = Expenditure by Tourists.
- \( K_t \) = Tourism Multiplier.
- \( P \) = Proportion of State Income accruing to Govt. through Direct and Indirect Taxes.

The Multiplier effect of the Tourism was ascertained with the help of the following equation:

\[ K = \frac{1 - L}{1 - (C - C_j - tic) - (1 - td - b) + m} \]

Where

- \( K \) = Multiplier
- \( L \) = Direct - First Round Leakage.
- \( C \) = Prosperity to Consume.
- \( C_i \) = Proportion of that Propensity Spend Abroad,
- \( tic \) = The Indirect Tax.
- \( td \) = The Value of Direct Deduction like Income Tax, National Insurance and so on.
- \( b \) = The Level of Govt. Benefits.
- \( m \) = The Value of Imports

Objectives

The present research work aims at providing the much-needed platform for interaction between the different players of tourism so that the Rajasthan's Tourism Marketing Strategies in the related field are critically introspected. The central objective of this research is to prepare some realistic planning, establishing strategies, cultural developmental issues and operating procedure in the management of this industry. This is lead to competitive advantages in this Sector and help in measuring performance against key competitors through bench marketing initiative. This study is also help to
evaluate the competitiveness in of the tourism sector in Rajasthan. The primary and secondary objectives of this present research work are translated into the following areas:-

MAJOR OBJECTIVES

✓ To establish marketing strategies and operating procedures that are lead to competitive advantage at tourist destinations of Rajasthan.
✓ To measure performance against the competitors through Bench Marketing initiative.
✓ To review Rajasthan tourism performance in the Regional Tourism in terms of tourist traffic inflow and cultural development.
✓ To measure and forecast demand for the Tourism industry for the next decade due to changes in performances and choices of the tourists.
✓ To examine an existing Rajasthan tourism planning, policy and patterns in the light of their viability, effectiveness, limitation.
✓ To evolve/suggest strategic and viable tourism development models with respective, specific destination covering this present research work.

Hypothesis for the proposed research:

H₁  Tourism Marketing Approach is inclusive to the growth and regional development in the state Rajasthan.

H₂  Competitiveness Models leads to competitive edge in terms of financial feasibility in Rajasthan.

Scope of the Study

The importance of Tourism Industry as contributor of economic growth is so widely accepted, year after year, throughout the world that a growing trend of investment continues to bore in its development. Tourism industry has grown rapidly to become a major economic force in the world. The gains of tourism industry cannot be restricted to the immediate financial and economic profitability. The beneficial effects of tourism are equally important than the purely economic returns.

In consideration of above benefits the promotion of tourism industry has assumed singular importance in the developmental strategy for speedy and
meaningful social and economic transportation of region like state of Rajasthan. Therefore, it is imperative to streamline the entire enterprise on the basis of principles and practice of modern industry. Rajasthan state being rich in history and culture enjoys very wide scope and rich prospects to attract increasing number of tourists, which naturally ensures additional income for local residence vis-à-vis the whole economy. In view of this consideration, the present study entitled “A Study of Destination Marketing Competitiveness and Promotion of Cultural Tourism In Rajasthan.” Has been undertaken to evaluate the role of tourism industry in the economic development of the region in terms of income creation and employment generation.

Another objective of this study is to forecast international tourism demand for tourism industry which may help the policy makers to prepare effective plans for the development of all the regions of the state. This study also aims at making a critical appraisal of the development and findings and to offer suggestions to all those parties interested with tourism trade.

Apart from the points highlighted above the scope of the study present study will be useful to determine the following points of consideration in the overall tourism planning and policy of the state of Rajasthan.

- To analyse the key problematic areas and its solution through remedial measures.
- To analyse the view and opinion of the tourist with regards to infrastructure facilities like accommodation, transportation, banking facilities and other services.
- To analyse the justification of government planning, policies and programs in the view of enhancing destination competitiveness.
- To establish such a tourism policy, it may be useful in the development of destination marketing internationally.

Thus, the prime objective of the study is to see and analyse thoroughly into the policies of destination marketing competitiveness and the agencies involved in it and provide useful and effective suggestions for enhancing destination competitiveness of the state as a whole.
LIMITATIONS OF THE STUDY

The study of this kind entails many hurdles and difficulties of various kinds in varying degrees like scarcity and inadequacy of statistical information. The conceptual problems and the difficulties in the measurement and quantification of various aspects of tourism industry are basic hurdles confronting the researcher. Absence of well established and recognized methodology to analyze the various elements of commercial tourism is yet another bottleneck particularly because the Macroeconomic techniques adopted for the analysis of tourism sector lack precision and refines. In view of these general difficulties the present study is conducted under following limitations:

1. The study has concentrated on the gross receipts from tourism and not the net measurement, which is made complicated because of the paucity of statistical information needed in this connection and also because of the heterogeneous nature of the tourism industry.

2. The study has dealt with the direct effects of tourism because indirect impact of tourism is beyond quantification.

Not withstanding these limitations, the study makes a comprehensive analysis of tourism industry in the state. The analysis has been facilitated by detailed and comprehensive information about tourist inflow compiled by the State Government of Rajasthan.
REFERENCES

18. Raheja, B. L. (2004).-“Tourism and Hospitality Services”, Aries Publishers and Distributers, New Delhi, p.6