Unit – I

Introduction

“God's earth in all its fullness & beauty is for the people” - Thomas Cook

“The art of using one’s leisure intelligently is a supreme sign of civilization.” – Bertrand Russell

1.1 Introduction

Travel from the earliest times has held a fascination for mankind. The urge to explore new places and seek a change of environment and experiences is not new. Rapid development in the means of transport and communication has made the whole world practically one neighborhood and has made travel an easy affair. Prosperity, leisure, coupled with the quest for pleasure and recreation, are the principle motivating factors which sustain the development of mass movement of people. The force behind this phenomenon is tourism.

One of the leading futurologists in the world, Herman Kahn, predicting a golden era for tourism says, “In Sum, I See a very bright future ahead for tourism and travel industry. There are clouds on the horizon, to be sure, but... it will become a larger giant than it already is in the next 50 years...”

The tourism phenomenon has attracted almost the entire world. Those responsible for managing the affairs of nations have almost universally recognized the economic advantages of tourism. Tourism is a painless procedure for transfer of real resources from industrially capital surplus developed countries to low income developing countries.
Besides economic benefits to a country by way of earning foreign exchange and employment generation, tourism also makes a tremendous contribution to the improvement of social and political understanding. Travel in different countries fosters a better rapport between people of various stocks.

International Association of Scientific Experts in Tourism defines “Tourism is the totality of the relationship and phenomena 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.” Tourism is, therefore a composite phenomenon which embraces the incidence of a mobile population of travelers who are strangers to the places they visit. It is essentially a pleasure activity in which money earned in one’s normal domicile is spent in the place visited.

1.2 Concept of Tourism

Tourism in its modern form is not the same as travels of the early periods of human history. In the language of Jews, the word ‘Torah’ means study or search and tour seems to have been derived from it. In ‘Latin’ the original word ‘Tornos’ stands close to it. ‘Tornos’ was a kind of round wheel-like tool hinting at the idea of a travel circuit or a package tour. In Sanskrit, ‘Paryatan’ means leaving one’s residence to travel for the sake of rest and for seeking knowledge. ‘Deshatan’ is another word which means travelling for economic benefits. ‘Tirthatan’ is the third equivalent which means travelling for religious purposes. All the three words convey the meaning and concept of tourism much more appropriately. Since 1970, India collects statistics in regard to tourist traffic on the basis of following definition given in United Nations Travel and Tourism paper: “A person who travels in India on foreign passport for a minimum period of 24 hours and the maximum period of 6 months is a tourist provided he or she does neither settles nor gets employed (or exciled) in this country.” It applies to international tourists. Tourism as a modern term is applicable to both international and domestic tourists. It is the temporary movement of people to destinations outside their normal place of work and residence. Such a pleasure-seeking tourist is a traveller moving from place to place or visiting the same place time and again. Tourism includes all economic activities which are organized around
the needs of such travelers. Any travel for holidaying, business or professional trip becomes a part of tourism if it is temporary and is undertaken voluntarily, without an aim to earn any livelihood out of it. The concern of business or professional tourism is for exchanging views for seeking collaboration between different parties. It is an era of economic reforms within the prospective of globalised economy. It is bringing more and more business tourists to our metropolises and other growing centre of industry and commerce. The word ’holiday’ is derived from the term ‘holy day’. The reason being that for long it was associated only with the day of religious observances. By 19th century, a number of other holidays have being fixed keeping in view the secular activities of the state. The concept of annual holidays allowed or taken by a citizen and their association with tourism is a very recent phenomenon.

1.3 Meaning

Theobald (1994) suggested that "etymologically, the word tour is derived from the Latin, ‘tornare’ and the Greek, ‘tornos’, meaning ’a lathe or circle; the movement around a central point or axis’. This meaning changed in modern English to represent ’one’s turn’. The suffix –ism is defined as ’an action or process; typical behavior or quality’, while the suffix, –ist denotes ’one that performs a given action’. When the word tour and the suffixes –ism and –ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey in that it is a round-trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist."

1.4 Definitions

**World Tourism Organization (WTO)** Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

- The term “usual environment” is intended to exclude trips within the place of residence, trip to the usual place of work or education and daily shopping and other local day-to-day activities.
- The threshold of twelve months is intended to exclude long-term migration.
- For the distance travelled there is no consensus. It varies from at least 40kms to at least 160kms away from home one way for any purpose other than commuting to work.

The definition of Swiss Professors, Hunziker and Krapf, and adopted by the International Association of Scientific Experts on Tourism (IASET) aptly describes the concept of tourism: “Tourism is the sum of 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.” IASET and The Tourism Society of Cardiff in 1981 defines “Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home.”

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**New Dimension of TOURISM**

![Diagram of New Dimension of Tourism]

- UPGRADE
- UPKEEP
- UPDATE

- T- RADEL AGENTS
- O- PERATORS
- U-NIQUE PLACES
- R-ESOURCES
- I-NFRASTRUCTURE
- S-ERVICES
- M-ARKETING

*Fig No. 1.1: New Dimension of Tourism*
1.5 Terminology

**Eco-tourism** - a combination of tourism and the environment (e.g. planning before development; sustainability of resources; economic viability of a tourism product; no negative impact on either the environment or local communities; responsibility for the environment from developers, the tourism industry and tourists; environmentally-friendly practices by all parties concerned and economic benefits flowing to local communities)

**Heritage** - a very broad expression that describes anything that has a link with some past event or person (e.g. cultural heritage refers to past customs and traditions with the unspoken implication that these are worthwhile or creditable)

**Heritage site** - a place that capitalizes on its connection with heritage

**Human-made attraction** - an attraction created by people

**Inbound tourist** - tourist coming into a country from another country

**International tourist** - tourist travelling to and between foreign countries
**Itinerary** - the written details of a customer's travel arrangements in the form of dates, times and destinations

**Natural attraction** - a tourist attraction that has not been made or created by people

**Outbound tourist** - a tourist departing to a destination beyond the borders of the country of residence

**Recreation** – activity that refreshes and recreates; activity that renews health and spirits by enjoyment and relaxation

**Sector** - a part or branch of the whole industry that provides particular goods and/or services

**Sustainable** - something which can be kept in the same or a better condition for the future

**Tourism** - the all-embracing term for the movement of people to destinations away from their place of residence for any reason other than following an occupation, remunerated from within the country visited, for a period of 24 hours or more

**Tourism geography** - the knowledge of countries, regions, major cities, gateways, famous icons, monuments, building structures, and geographical features such as rivers, seas, mountains, deserts and time zones

**Tourism industry** - a group of businesses that provide services and facilities for consumption by tourists

**Tourism infrastructure** - roads, railway lines, harbors, airport runways, water, electricity, other power supplies, sewerage disposal systems and other utilities to serve not only the local residents but also the tourist influx (suitable accommodation, restaurants and passenger transport terminals form the superstructure of the region)

**Tourism product** - different things to the various members of the tourism industry. To the hotel it is ‘guest- nights’. To the airline it is the ‘seats flown’ and the ‘passenger miles’. To the museum, art gallery or archaeological site, the product is measured in terms of the number of visitors. For the tourist the product is the complete experience resulting from the package tour or travel facility purchased, from the time they leave home until their return.
Tourist - one who travels for a period of 24 hours or more in a place other than that in which he or she usually resides, whose purpose could be classified as leisure (whether for recreation, health, sport, holiday, study or religion), business, family, mission or meeting.

Tourist facility - a feature created for utilization by tourists.

Tourist route - a route developed to attract tourists to an area to view or experience something unique to that area (e.g. wine route, whale route, heritage route, battlefield route).

Tourist trend - a general tendency to visit a country, region or destination or to pursue a specific tourist activity.

World heritage site - a site designated by UNESCO as being of special historical, cultural or natural importance.

Peter’s Inventory Of Tourist Attractions

- Sites & areas of Archaeological interest, Historical buildings and monuments, Places of Historical Significance, Museums, modern culture, Political, Educational and Religious institutions.
- National Parks, Wildlife, Flora & Fauna, beach resorts, mountain resorts.
- Scenic
- Cultural
- Tradition
- Entertainment
- Participation and Viewing Sports, Amusement and Recreation, Parks, Zoos and Oceanariums, Cinemas and Theatres, Nightlife, Cuisine.
- Others
- Climate, Health resorts or spas, Unique attractions not available elsewhere.
- National festivals, Arts & handicrafts, Music, Folklore, Native life and Customs.
1.6 Facts and Figures about Tourism

The tourism economy represents 5% of global GDP. Tourism employs 1 out of every 12 people in advanced and emerging economies. International tourism ranks fourth (after fuels, chemicals and automotive products) in global exports, with an industry value of US$1 trillion a year, accounting for 30% of the world’s exports of commercial services or 6% of total exports. Tourism is the main source of foreign exchange for one-third of developing countries and one-half of LDCs. 1 job in the core tourism industry creates about 1.5 additional or indirect jobs in the tourism-related economy. The number of international arrivals grew from 25 million international arrivals in 1950 to an estimated 806 million in 2005, corresponding to an average annual growth rate of 6.5%. The number of tourist trips is expected to continue to grow for the next decade, with the number of international tourist arrivals expected to reach 1.6 billion by 2020 and attaining 2.6 billion in 2050 (UNWTO).

**Seven Wonders of the World**

![Seven Wonders of the World](image)

Fig No. 1.3: Picture showing seven Wonders of the World.
1.7 Relationship between Transport, Recreation and Tourism

According to Patmore (1938), recreation and tourism activities occur in three contexts (i) time not required for work or basic functions such as eating and sleeping. (ii) activities or recreation within leisure time; and (iii) an attitude of mind based upon perception of pleasure and enjoyment. Whatever may be the cause but the role of transport is of prime importance. Geographers have studied tourism in their spatial context and have modeled and analyzed these patterns at the domestic, intra-regional and international scale. Halsall (1982) identified the fundamental relationship between transport and leisure time as follows:-

Transport is an integral part of much recreational behavior, both as an aid to access to recreational opportunities and as recreational activities in its own right. Progressive reductions in the relative costs of travel, and in the frictional effects of distance, have dramatically increased the demand for recreational trips. In particular, the growth of car ownership has extended both the distances travelled and the range of recreational foci.

Probably the most fundamental relationship examined in geographical analysis of leisure activity involves the linkages between origin and destination areas. Pearce (1995) identifies four types of models used by geographers to examine tourism and recreational travel: “those emphasizing the travel or linkage component, origin-destination models, Structural models and evolutionary models” (Pearce 1995:1). Mariot (1969, cited in Matley, 1976) proposed 3 different routes that may link an origin area to a tourist centre (or a recreational site). The most important spatial principle inherent in Mariot’s model is that of touring the concept of visiting several places during one trip, rather than travelling directly from A to B.

In brief, transport is a controlling factor of tourist industry. Each and every mode of transport has been utilized by the tourist. The road, rail, water and air transport have had their role in tourist traffic. The car has revolutionized holiday habits, as Patmore (1983) said, “the car brought incomparably greater freedom to recreational travel… in the choices of destination. . . in the timing of journeys. . . to pause at a moment’s
whim.” The opening up of a country to tourists and the development of new resort centres in most cases is dependent on an adequate road system to spread tourists around the country. Both transport and tourism are interrelated to each other and development of tourism as an economic activity always depends upon transport.

“An Investment of 1 million rupees in tourism industry creates 47.9 jobs as compared to 44 in agriculture, 13.8 in transport and only 2 in railways”.

- World Tourist Organization.

**Significance of Tourism**

**Economic Significance**
- As a revenue earner for government
- Foreign exchange earner.
- Employment Generator.
- Balance of Payment.

**Social & Cultural Significance**
- Development in Education.
- Conservation of Heritage of the country.
- Better Image of the country.
- Removing Regional Disparity.

Economic Development through multiplier effect.

Table 1.1: Significance of Tourism

What are the benefits of tourism and to whom do these benefits accrue? The questions are not easy to answer. Over the years various attempts have been made to answer these questions. Many attempts to evaluate tourism’s benefits fail because they cover too narrow horizon. True benefits of tourism can only be appreciated on a broad basis which includes not only economic aspects but also social and cultural aspects.
1.8 Economic Significance

Foreign exchange: The receipts from international tourism can provide a valuable source of earnings for many countries both developed as well as developing. Although tourism is sensitive to the level of economic activity in the tourist generating countries, it provides more stable earnings than primary products. The income from tourism has tended to increase at a higher rate than merchandise export in a number of countries. There is now almost an assured channel of financial flows from the richer countries to the not so richer, and developing ones, raising the latter’s export earnings and rate of economic growth. Tourism is thus a most important source of income for many countries. The major economic benefit in promoting the tourism industry has therefore tended to be the earning of foreign exchange. Income from foreign tourism in the form of foreign exchange earnings adds to the national income.

Balance of Payment: The balance of payments shows the relationship between a country’s total payments to all other countries and its total receipts from them. Most countries from time to time have serious problems with the balance of their international payments, much attention comes to be focused on tourism because of its potentially important contribution to, and also effect upon the balance of payments.

The Multiplier Effect: Tourism as a source of income is not easy to measure, at least with any degree of accuracy. This is because of the multiplier effect. The flow of money generated by tourist spending multiplies as it passes through various sections of the economy through the operation of the multiplier effect. In other words, tourist expenditure not only supports the tourist industry directly but helps indirectly to support many other industries which supply goods and services to the tourist industry.

Development of Infrastructure: Development and improvement of infrastructure is another important benefit. The benefits from infrastructure investments, justified primarily for tourism – airports, roads, water supply and other public utilities may be
widely shared by the other sectors of the economy. In addition to development of new infrastructure, the improvements in the existing infrastructure which are undertaken in order to attract tourists is also of crucial importance. These improvements may confer benefits upon the resident population by providing them with amenities, which, hitherto, they had not enjoyed. Furthermore, the provision of infrastructure may provide the basis or serve as an encouragement for greater economic diversification. A variety of secondary industries may be promoted which may not serve the needs of tourism. Thus, indirectly, tourist expenditure may be responsible for stimulating other economic activities.

**Regional Development:** Another important domestic effect relates to the regional aspects of tourist expenditure. Such expenditure is of special significance in marginal areas, which are relatively isolated, economically underdeveloped, and have unemployment problems. The United Nations Conference on International Travel and Tourism held in Rome in 1963 noted that tourism was important not as a source of foreign exchange, but also as a factor in the location of industry and in the development of less developed regions. It further stated that in some cases the development of tourism may be the only means of promoting the economic advancement of less-developed areas lacking in other resources.

Ex: Khajuraho in India which is now an internationally famous tourist spot is an example of one such region. To illustrate, Khajuraho, a remote and unknown small village about twenty years ago, is now on the world tourist map attracting thousands of tourists both domestic as well as international.

**Effects on Employment:** Another major direct economic effect of tourism relates to employment. The problem of unemployment and underemployment are more acute in the developing countries. The tourist industry is a highly labor intensive service industry and hence is a valuable source of employment. It employs large number of people and provides a wide range of jobs which extend from the unskilled to the highly specialized.
1.9 Social & Cultural Significance

**Promotes Cultural Exchange:** The first appearance of tourism in the world had a cultural motivation, and tourism has always stood as a unique vehicle for the cultural propagation that is necessary to a deeper understanding of peoples. Tourism, with its basic element of movement, stands for the possibility of communication between differing civilizations and it has served in this sense since its first emergence. Tourism has always been an essential medium for broadening the limits of human knowledge. From the very early times, a mainspring of the urge of travel has been that based on the cultural interest. Even today we can witness large masses of people travelling to foreign countries to become acquainted with the usages and customs to visit the museums and to admire works of art. As Medlik says: “When the tourist comes in contact with the place he visits and its population, a social exchange takes place. His social background affects the social structure and mode of life of his destination; he is in turn affected by it and sometimes carries back home with him new habits and ways of life”. Every type of civilization, from the most sophisticated and advanced to the most primitive, is a source of attraction and curiosity for mankind.

**Helps in Preservation of Cultural Heritage:** Tourism remains basically a cultural phenomenon. One way of hastening the beneficial effects resulting from tourism is to bring the cultural heritage into the economic circuit, thus justifying the investments made at the cost of the national community for its preservation. Taking a strictly economic view of the cultural heritage of a nation may not be altogether justified, considering that the preservation of its culture is one of the basic responsibilities of any community. But considering the financial obstacles especially for the developing countries, this may appear to be a rational approach. Hence mass tourism can contribute unique benefits to the exploiting of the cultural heritage of a nation and can serve indirectly to improve the individual cultural level of both nationals and foreigners, while at the same time developing into national wealth.

**Promotes International Understanding:** Improving international understanding is another major area where tourism can play and has played a major role. Tourism
can be a vehicle for international understanding by way of bringing diverse people face to face. It has been cited as a major contributor to international goodwill and as a prime means of developing social and cultural understanding among all peoples of the world. The interaction of a large number of people with the local population of the country visited results in making friends and goes a long way in increasing friendships. Tourism can greatly enrich and promote friendship and goodwill. People belonging to different countries, practicing different life-styles and speaking different languages come together to make friends. There is a mingling of cultures which has positive effects. Tourism helps to break down prejudices, barriers and suspicions that exist between nations. The very best way of getting to know another country is to go there, and when vast numbers travel, the narrow, rigid boundaries that keep people in compartments naturally tend to shrink and a positive move towards better international understanding begins to operate.

Tourism thus is not only an economic activity of importance as it earns a country the foreign exchange. It is an important medium of social and cultural development and also of promoting lasting goodwill and friendship among the nations of the world.

**Types of Tourism** 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. In 1994, the United Nations classified three forms of tourism like Domestic tourism (involving residents of the given country travelling within the country), Inbound tourism (involving non-residents traveling in the given country) and Outbound tourism (involving residents travelling in another country).

Based on the **purpose** of the tour, tourism can be classified into many categories. They are as follows:

**Sustainable Tourism:** "Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be
fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems." (World Tourism Organization).

**Ecotourism:** Ecotourism, also known as ecological tourism, is responsible travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale. It helps educate the traveler; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights.

**Recession Tourism:** Recession tourism is a travel trend, which evolved by way of the world economic crisis. Identified by American entrepreneur Matt Landau (2007), recession tourism is defined by low-cost, high-value experiences taking place of once-popular generic retreats. Various recession tourism hotspots have seen business boom during the recession thanks to comparatively low costs of living and a slow world job market suggesting travelers are elongating trips where their money travels further.

**Medical Tourism:** When there is a significant price difference between countries for a given medical procedure, particularly in Southeast Asia, India, Eastern Europe and where there are different regulatory regimes, in relation to particular medical procedures (e.g. dentistry), traveling to take advantage of the price or regulatory differences is often referred to as "medical tourism".

**Educational Tourism:** Educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment. In educational tourism, the main focus of the tour or leisure activity includes visiting another country to learn about the culture, such as in Student Exchange Programs and Study Tours, or to work and apply skills learned inside the classroom in a different environment, such as in the International Practicum Training Program.

**Creative Tourism:** Creative tourism has existed as a form of cultural tourism, since the early beginnings of tourism itself. The Association for Tourism and Leisure
Education (ATLAS) has defined creative tourism as tourism related to the active participation of travelers in the culture of the host community, through interactive workshops and informal learning experiences. Meanwhile, the concept of creative tourism has been picked up by high-profile organizations such as UNESCO, who through the Creative Cities Network, have endorsed creative tourism as an engaged, authentic experience that promotes an active understanding of the specific cultural features of a place.

Dark Tourism: This type of tourism involves visits to "dark" sites, such as battlegrounds, scenes of horrific crimes or acts of genocide, for example: concentration camps. Dark tourism remains a small niche market, driven by varied motivations, such as mourning, remembrance, education, macabre curiosity or even entertainment. Its early origins are rooted in fairgrounds and medieval fairs.

Doom Tourism: Also known as "Tourism of Doom," or "Last Chance Tourism" this emerging trend involves traveling to places that are environmentally or otherwise threatened (the ice caps of Mount Kilimanjaro, the melting glaciers of Patagonia, The coral of the Great Barrier Reef) before it is too late. Identified by travel trade magazine Travel Age West[36] editor-in-chief Kenneth Shapiro in 2007 and later explored in The New York Times,[37] this type of tourism is believed to be on the rise. Some see the trend as related to sustainable tourism or ecotourism due to the fact that a number of these tourist destinations are considered threatened by environmental factors such as global warming, over population or climate change. Others worry that travel to many of these threatened locations increases an individual’s carbon footprint and only hastens problems threatened locations are already facing.

1.10 Tourist Organization

For any industry or discipline to develop, an organization is an essential prerequisite as it plays a vital role in its proper planning, development and growth. Organization
means combination of a group of individuals whose main purpose is to achieve through group action the objectives for which it has been set up. The increasingly international character of modern tourism and the growing influence of international agencies in various fields are reflected in the growth and development of international co-operation and organization in tourism.

**International Union of Official Travel Organizations (IUOTO):** IUOTO was founded in the year 1947, the organization represented over 100 national tourist offices of various countries as full members and about 88 national and international organizations of both public and private sector as associate members. One of its major tasks was the stimulation and coordination of tourism development. The principal aim of the organization was to stimulate and increase the free flow of persons in the interest of economic development and to strengthen social and cultural relations. This it tried to do by way of resolving the problems arising in the field of tourist movements and in the adoption of a common policy amongst the members for all questions dealing with international travel.

**World Tourism Organization (WTO):** It is an intergovernmental technical body dealing with all aspects of tourism, began its legal existence on January 2, 1975 with the following aims:

- Promotion and development of tourism with a view to contributing to economic development, international understanding, peace, prosperity and universal respect for, and observance of, human rights and fundamental freedoms for all without distinction to either race, sex, language or religion.
- Particular attention to the interests of the developing countries in the field of tourism.
- To establish and maintain effective collaboration with the appropriate organs of the United Nations and its specialized agencies.
The creation of WTO thus is not only a proof that the states are fully conscious of their own responsibilities in the field of tourism, but also of the establishment of tourism to its rightful ranking at international level. (India is a full member of WTO)

The activities of the organization include:

- Clearing house for all available information on international and domestic tourism including statistical data, legislation and regulation and special events and its systematic collection, analysis and dissemination.
- Making travel easier by reducing and simplifying frontier formalities and removing barriers to the free movement of tourists.
- Organizing and convening international conferences, seminars, round tables and technical meetings of all aspects of tourism.
- Preparation of draft international agreements on tourism.

**Pacific Area Travel Association (PATA):** PATA was founded in the year 1951 as a non-profit organization set up with the objective of developing, promoting and facilitating travel to and within the Pacific area and South-East Asian region including India. The Organization provides the meeting point for the people involved in all aspects of the travel trade from a large number of countries. It focused attention on travel opportunities in member countries and builds up great awareness and specific contacts among the travel trade in countries from where the tourists originate. The underlying philosophy of PATA is that the entire travel industry must work together to develop an ever increasing flow of pleasure travel from which each member will derive a fair share of the total business. The activities of the PATA include assisting small and upcoming destinations to develop their infrastructure, providing expertise, planning group travel schemes, destinations, hotels operations and discounts. It provides up-to-date information and practical and theoretical experience in the field of tourism. The annual conferences of the PATA and its workshops provide greater scope to its members to share their ideas and exchange views about promotion of tourism in their respective regions. Promotion occupies a major portion of PATA’s total effort. The PATA publication, **Pacific Travel News, Pacific Area Destination Handbook** includes data that is required for the planning and sale of travel and is the
world’s most authoritative and comprehensive handbook on 31 Pacific destinations. PATA also publishes its Hotel Directory and Travel Guide listing the hotels, resorts and travel services in Pacific area.

**International Air Transport Association (IATA):** IATA a non-governmental body officially set up in Havana in April 1945. The IATA is the global organization for virtually all the international carriers. The principal function of IATA is to simplify and speed the movement of persons and goods from any point on the world air network to any other by a combination of routes. This is accomplished by a single ticket bought at a single price in one currency. The ticket is valid everywhere for the same amount and quality of service. The IATA provides a wide range of services.

- The global planning of international timetables.
- The standardization of the inter-company communications and reservations systems.
- The training of travel and freight agents.
- To examine and solve the problems raised by tourism and the flow of passengers and goods in the airports and to establish procedures and technical norms.

**International Civil Aviation Organization (ICAO):** The ICAO was formally established on April 4, 1947 as a specialized agency of the United Nations. The main objectives of the organization are to develop the principles and the techniques of international air navigation and to foster the planning and development of international air transport. In addition to these, the ICAO through its various proposals tries for the reduction of customs, immigration, public health and other formalities in order to facilitate air transportation.

**India Tourism Development Corporation (ITDC):** The amalgamated company (i.e. Hotel Corporation of India Ltd., India Tourism Corporation Ltd., and India Tourism Transport Undertaking Ltd.,) known as India Tourism Development Corporation Ltd. (ITDC) came into being with effect from March 23, 1970.
Broadly the Objectives and functions of the unified Corporation fall under the following categories: Construction and management of hotels, motels, resorts at various places for accommodating tourists. Provision of transport facilities to tourists. Provision of entertainment facilities to tourists by way of organizing cultural shows, music concerts, sound and light shows, etc. Provision of shopping facilities to tourists. Provision of publicity services to assist India’s promotion overseas as a tourist destination and projecting the national importance of tourism at home.

With these objectives, ITDC has provided a wide range of services essential for promotion of tourism. Working in close cooperation with the Department of Tourism in the central Ministry of Tourism and Civil Aviation, it is primarily concerned with the establishment of a solid infrastructure for the tourist industry and the provision of commercial services essential for the growth of tourist traffic. ITDC services include accommodation and restaurants, production of quality publicity material, Full-Fledged Money Changer (FFMC) services, engineering related consultancy services etc. The Ashok Institute of Hospitality & Tourism Management of the Corporation imparts training and education in the field of tourism and hospitality.

Presently, ITDC has a network of eight Ashok Group of Hotels, six Joint Venture Hotels, 2 Restaurants (including one Airport Restaurant), 12 Transport Units, one Tourist Service Station, 37 Duty Free Shops at International as well as Domestic Customs Airports, one Tax Free outlet and two Sound & Light Shows. Besides, ITDC is also managing a hotel at Bharatpur and a restaurant at Kosi on behalf of the Department of Tourism. In addition, it is also managing catering services at Western Court, Vigyan Bhawan, Hyderabad House and National Media Press Centre at Shastri Bhawan, New Delhi. The authorized capital of the Corporation is Rs 75 crores and the paid up capital as on 31.3.2005 was Rs 67.52 crores. 89.9748% of the paid up equity capital of the Corporation is held in the name of President of India. The Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities.
India Tourism Development Corporation has played a key role in promoting tourist product. The appointment of various expert committees, advisory committees, councils and boards from time to time has also helped the organization grow tremendously.

**Travel Agents Association of India (TAAI):** TAAI was formed towards the end of the year 1951 by a group of twelve leading Travel agents, who felt that the time had come to create an Association to regulate the Travel Industry in India. The Association has its registered office in Mumbai and regional offices in Kolkata, Delhi and Chennai. A monthly magazine “Travel News” for its members is also published by the Association. Following are the Primary activities of the Association:

- To protect the interests of those engaged in the industry.
- To promote the orderly growth and development of the travel industry.
- To safe-guard the rights of the travelling public.
- To build trust and credibility in the market place.

TAAI represents all that is professional, ethical and dynamic in our nation’s travel related activity and has been recognized as the “Voice” of the Travel & Tourism Industry of India.

With a membership base of over 11000 active, allied & associate members, comprising of IATA, accredited Travel Agencies, Airlines & General Sales Agencies, Hotels & Tour Operators, TAAI is the largest Travel Association of India. In fulfilling its mission and supporting traditional values as well as embracing change, TAAI’s objectives are to work towards:

- A committed national membership.
- Widening its area of influence by judiciously delegating authority and responsibility to Regions, Chapters and City Committees.
- Professional management of its affairs at all levels.
- A responsive and well-equipped Secretariat which benefits all members.

The manner in which TAAI conducts itself on issues of trade principles and practices will determine its contribution to the Travel and Tourism industry.
Karnataka State Tourism Development Corporation (KSTDC): KSTDC whose second name has been Hospitality is the largest Travels Corporation of the State is a professionally run State Government Organization. Established in 1971. Mayura Group of Hotels the premium Lodging and Restaurants setup and maintained by KSTDC are known for their high standard of service and excellent hospitality. KSTDC offices have been setup all over Karnataka to assist the tourists.

1.11 Tourism - Approaches

Tourism commonly is approached through a variety of methods. The following are several methods that have been used.

Institutional Approach: The institutional approach to the study of tourism considers the various intermediaries and institutions that perform tourism activities. It emphasizes institutions such as the travel agency. This approach requires an investigation of the organization, operating methods, problems, costs, and economic place of travel agents who act on behalf of the customer, purchasing services from airlines, rental car companies, hotels, and so on. An advantage of this approach is that the U.S. Census Bureau conducts a survey every five years on selected services that includes travel agents and lodging places, thus providing a database for further study.

Product Approach: The product approach involves the study of various tourism products and how they are produced, marketed, and consumed. For example, one might study an airline seat—how it is created, the people who are engaged in buying and selling it, how it is financed, how it is advertised, and so on. Repeating this procedure for rental cars, hotel rooms, meals, and other tourist services gives a full picture of the field. Unfortunately, the product approach tends to be too time-consuming; it does not allow the student to grasp the fundamentals of tourism quickly.
**Historical Approach:** The historical approach is not widely used. It involves an analysis of tourism activities and institutions from an evolutionary angle. It searches for the cause of innovations, their growth or decline, and shifts in interest. Because mass tourism is a fairly recent phenomenon, this approach has limited usefulness.

**Managerial Approach:** The managerial approach is firm-oriented (microeconomic), focusing on the management activities necessary to operate a tourist enterprise, such as planning, research, pricing, advertising, control, and the like. It is a popular approach, using insights gleaned from other approaches and disciplines. Although a major focus of this book is managerial, readers will recognize that other perspectives are also being used. Regardless of which approach is used to study tourism, it is important to know the managerial approach. Products change, institutions change, and society changes; this means that managerial objectives and procedures must be geared to change to meet shifts in the tourism environment.

**Economic Approach:** Because of its importance to both domestic and world economies, tourism has been examined closely by economists, who focus on supply, demand, balance of payments, foreign exchange, employment, expenditures, development, multipliers, and other economic factors. This approach is useful in providing a framework for analyzing tourism and its contributions to a country's economy and economic development. The disadvantage of the economic approach is that whereas tourism is an important economic phenomenon, it has noneconomic impacts as well. The economic approach does not usually pay adequate attention to the environmental, cultural, psychological, sociological, and anthropological approaches. Tourism Economics is a journal utilizing the economic approach.

**Sociological Approach:** Tourism tends to be a social activity. Consequently, it has attracted the attention of sociologists, who have studied the tourism behavior of individuals and groups of people and the impact of tourism on society. This approach examines social classes, habits, and customs of both hosts and guests. The sociology of leisure is a relatively undeveloped field, but it shows promise of
progressing rapidly and becoming more widely used. As tourism continues to make a massive impact on society, it will be studied more and more from a social point of view.

**Geographical Approach:** Geography is a wide-ranging discipline, so it is natural that geographers should be interested in tourism and its spatial aspects. The geographer specializes in the study of location, environment, climate, landscape, and economic aspects. The geographer’s approach to tourism sheds light on the location of tourist areas, the movements of people created by tourism locales, the changes that tourism brings to the landscape in the form of tourism facilities, dispersion of tourism development, physical planning, and economic, social, and cultural problems. Because tourism touches geography at so many points, geographers have investigated the area more thoroughly than have scholars in many other disciplines. Because the geographers’ approach is so encompassing—dealing with land use, economic aspects, demographic impacts, and cultural problems—a study of their contributions is highly recommended. Recreational geography is a common course title used by geographers studying this specialty. Because tourism, leisure, and recreation are so closely related, it is necessary to search for literature under all these titles to discover the contributions of various fields.

**Interdisciplinary Approaches:** Tourism embraces virtually all aspects of our society. We have cultural and heritage tourism, which calls for an anthropological approach. Because people behave in different ways and travel for different reasons, it is necessary to use a psychological approach to determine the best way to promote and market tourism products. Because tourists cross borders and require passports and visas from government offices, and because most countries have government-operated tourism development departments, we find that political institutions are involved and are calling for a political science approach. Any industry that becomes an economic giant affecting the lives of many people attracts the attention of legislative bodies (along with that of the sociologists, geographers, economists, and anthropologists), which create the laws, regulations, and legal environment in which the tourist industry must operate; so we also have a legal
approach. The great importance of transportation suggests passenger transportation as another approach. The fact simply is that tourism is so vast, so complex, and so multifaceted that it is necessary to have a number of approaches to studying the field, each geared to a somewhat different task or objective illustrates the interdisciplinary nature of tourism studies and their reciprocity and mutuality.

“A Plan is Static and Planning must be Dynamic”

One of the tourists

1.12 Tourism Planning

The beauty of nature lies in its variety which indeed is endless. So is the timeless desire in the human beings to appreciate the nature from the bottom of their heart. This is why since ancient times explorers, discoverers and travelers undertook adventurous journeys in spite of all difficulties they came across. The underlying idea of visiting new places to appreciate their beauty, in course of time, has given birth to a modern industry called tourism. It is the job of tourism industry to spot such places of beauty and interest and bring people and places physically closer to one another by providing every facility and comfort. Thus natural scenery, favorable weather and climate and cultural heritage are used for area development through promotion of tourism.

The need for planning arises whenever some rational thinking is required to arrive at a choice among a set of limited means so that certain ends are satisfied especially when the means are substitutable among themselves. In other words planning essentially attempts to allocate scarce resources between different competing uses with a view to maximizing output, income and employment and to ensure the balanced growth of different sectors. Such planning may be at an individual level or at a firm level or at an industry level or for the economy as a whole.

In field of tourism, the need for planned development is of paramount importance. Many countries in the world especially the developing countries have lately realized
the importance of tourism and the benefits which it brings out. The essential aim of the tourist plan is to arrive at a balanced growth of demand and supply. In other words to arrive at an optimum harmonization of the inter-relations between these two poles of market, while avoiding the creation of serious economic, territorial or social imbalances. Hence, the basis of planning in a sector must be viewed globally and mutually arranged with country’s economic and social development and with the overall policy of planning for the territory in which the location of tourist centres assume primary importance.

1.13 The Planning Process

Assessment of Tourist Demand and Supply: One of the early steps in planning is gathering information on the things the way they are and on the potential available for desirable growth. The important initial steps in evaluating a potential for tourism development lies in determining status. An analysis of the present structure of demand and supply in tourism is a pre-condition of any other estimate. This information base is a pre-requisite for initiating tourism planning programme. In the first place there must be a survey of the tourist attractions of various types which the country has to offer. Without a full study of the attractions a country possesses, it is not possible to plan for future expansion.

Establishing Objectives: Basically, objectives for tourism should be a sub-set of the overall objectives (either implicit or documented) for nation, the economy, the people and the social structure within an area. There are however, no hard or set rules as to what the objectives should be. In general, however, tourism objectives should deal with growth leading to increased standard of living, employment levels and opportunities for intellectual growth, enhancement of the investment potential in an area or country.

Territorial Planning: The need will arise of locating each pole of tourism development so as to fit in with the general policy of territorial planning. Particular attention must be given here to natural and cultural assets of the country, while
avoiding the damage which results from an unbalanced exploitation of their economic value. The need for tourist territorial planning must be reconciled with the limits in pace of industrialization and urbanization which, even though complementary to tourism, can constitute a serious danger to it.

**Basic Infrastructure:** If a tourism development programme is to succeed, it is necessary to provide life support through a number of infrastructural facilities and services. Infrastructure elements comprise the system of services and utilities which are necessary to the operation of a tourism destination. The estimation of the basic infrastructure required for tourist expansion accordingly becomes a key economic factor in proceeding to the active phase of implementation.

**Financial Planning:** Financial planning is very essential for a successful tourism development plan. Before any major attraction, facility or destination gets into full swing, considerable expenses are involved. There follows the study of a vital element in tourist development, that is, the financing of both infrastructure and superstructure.

**Human Resource Planning:** Efficient and professional management is an obvious prerequisite of successful tourism development. Of equal importance, however, is the quality of staff training. Tourism basically being a service business, a developing destination must take the necessary steps to build a pool of efficiently trained people to fill various jobs which will be created subsequently.

**Administrative Structure:** Next comes the necessity of setting up an adequate administrative organization to look after various aspects. If a tourism programme is to succeed, the responsibility of success must be assumed by some entity in the form of an organization. This organization should have a charter and resources appropriate to carry out various functions.
Tourism Marketing and Promotion: The final stage of the plan is concerned with the preparation of promotional activities aimed at launching the new tourist industry both within and outside the country. Contacts with and support of travel professionals and intermediaries are among the most important factors for successful marketing and promotion of tourist destination.

Monitoring Progress: Monitoring the progress periodically is very crucial to get the best results. Preparation of a plan document is not an end in itself. The task of the planner does not end when a plan for three years, five years or seven years has been prepared. A system of constant revision and monitoring of the plan progress should be a part of the exercise of the planning. Targets must be revised continually in the light of changing resources and other circumstances. To use a more elegant vocabulary, a plan is static and planning must be dynamic.

Time Factor: Time factor is a very important element. The main purpose of development planning is to move towards self-sustaining growth; that is to create a cadre of trained manpower, to increase knowledge of natural resources and their effective utilization and to create institutions for enterprising investment. All this takes time. Time is a fundamental factor in the preparation of the plan and in the identification of the objectives to be attained upon its termination.

1.14 Tourism Assessment

One of the main problems in investigating the potential of tourism can be the simple lack of information. The important initial steps in evaluating a potential for tourism development lies in determining present status. An analysis of the present structure of demand and supply in tourism is a pre-condition of any other estimate. This information base is a pre-requisite for initiating tourism planning programme. In the first place there must be a survey of the tourist attractions of various types which the country has to offer. Without a full study of the attractions a country possess, it is not possible to plan for future expansion. It is therefore of fundamental importance that a
very careful assessment be made of all attractions – physical, cultural, historical that a country possesses.

There are number of principles on which assessment should be based.

- Firstly, it is highly desirable that the attractions should be developed progressively throughout the entire region (Bangalore) so that tourism is spread as widely as possible. In this way the benefits which accrue from the industry are also widely spread and most parts of the country benefit.
- Secondly, areas and attractions which are singled out for special development should appeal to the widest possible cross section of tourists over the longest possible season. By adhering to this principle, overdependence upon a particular season of the year will be avoided.
- Thirdly, priority should be given to those attractions which can be most easily and most successfully developed. Those attractions which can be based upon the existing infrastructural services should be given priority as these would require less finance.
- Fourthly, since it is very difficult, rather impossible to develop all the potential attractions at the same time, it is important that similar or competing attractions should not be embarked upon until the volume of visitors can justify them.
- Finally, it is important to know that the tourist is usually looking for something new, he desires new experiences, different environments, new thrills, etc. Any country possessing attractions which are unique or out of the ordinary should attempt to capitalize on these for they are likely to have a great drawing power.

Jawaharlal Nehru, India’s first prime minister, accurately described Bengaluru as “the city of the future”.

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