any kind of hospitality, racism or discrimination. Their not mentioning any unsavoury incidents or lack of food/shelter itself, from a research point of view, were testimonies that India was hospitable to its illustrious visitors as well as common people.

In their extensive journeys, these scholars could not find any ungracious inhospitality anywhere in the land. Some of them came again and again and were welcomed and were never ill-treated in any part of the country. Traditional hospitality existed in India everywhere. Merchants, traders, seafaring people, political representatives and scholars, that is, people from all countries and all faiths and occupations found India friendly and hospitable. Some married and had family here, while others took occupations and settled down here. Indians too found distant shores pleasing enough to set up their arts and trades abroad. It is easy to argue that hospitality in India always continued as an unbroken chain and it did not concentrate in a particular region. These travellers went to remotest places and unheard of regions; still they always met with kindness and generosity. India was not ruled by a single king in those days. But, the law of the land about generosity was single.

**NOTES AND REFERENCES**

**CHAPTER - III**

**EXPECTATIONS OF THE MODERN TOURIST**

This chapter attempts to analyse the differences between traditional tourism and today’s unlimited vistas and avenues available for a modern tourist. This chapter also attempts to assesses how the
hospitality sector has been evolving in consonance with the ever increasing demands of the fast changing contours of modern tourism. Never the less, it will also focus and discuss about the inadequacies prevalent in both the sectors.

Who is a tourist?

The word tourist was used for the first time in 1772 and the word tourism came into vogue in the year 1811. According to The World Tourism Organization tourists are those people who are "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Changing face of tourism and tourist

Tourism that used to be an individualistic and private affair of earlier days, has altered today beyond recognition and to some countries, it is the bread earner. Today's tourist expects much more and his demands are evolving all the time. Tourism and Hospitality industries cannot stay back with traditional consumerism anymore. Making required goods and trends available, building of infrastructure and facilities for present and future have become necessary for the growth of this twin industry. It is the basis of a future touristy potential evolution.

It is undeniable that tourists are the focal point and the fulcrum around whom the entire industry of tourism revolves. Today’s hosts have to understand the visitor perspective from every angle for many reasons. In medieval times, governments and administrations were uninvolved in tourism, unless they were State-sponsored, like an expedition, war, building activities (for example, Phatepur Sikhri and Kings’ valley in Egypt), or expansion of religion etc. Ancient and Medieval tourisms did not involve communities, and societies, unlike
today’s trend where tourists, communities, local governments, central governments, security agencies, health providers etc. are absolutely involved.

Hence, it has become necessary to look at tourism from historical, local, global and individual perspectives. Tourist attitudes, fears and individual influences seem to dominate the industry today. Unless the hosts achieve harmonization of local communities, governments and the guests, tourism can run into troubled waters and for this achievement, knowledge of tourism demands are essential. Relevance of changing tourist demands, observing the trend, following the subtle evolvements is significant for keeping update with the global change.

Ostrowsky et al argue that there are two kinds of tourists now, hard tourist and soft tourist. According to them, Hard Tourists have a sense of superiority, expect everything to be arranged, usually belong to package tours, very cautious of their comforts, demonstrative and patronizing, have high expectations etc. Lack of knowledge about the culture to be visited, its attractions do not worry them.

Travelling is a status symbol and always accompanied by the imported life style and behaviour, accompanied by noisy and frequent moves. They are uninterested in local language and people and maintain a distance between self and tourist staff. On the other side, Soft travellers need long residence, maintain spontaneous decisions, activity, effort and usually, their expectations of higher quality and new experiences are practical. They maintain respectful relationships with hosts, have knowledge of visiting places, keep harmony with locals and their lifestyle, and keep silent appreciation. They collect individual souvenirs and give attention to filming, photos and make an effort to understand the local language and have a mingling, tactful approach with them. They are relaxed, give less importance to speed and comfort. This is the vision of a more active tourist and an increasingly dominating tourism of future.
Tourists and tourism create employment opportunities and build economic sector.\textsuperscript{ccv} Tourism is an important, even vital, source of income for many countries. Its importance was recognized in the \textit{Manila Declaration on World Tourism of 1980} as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations."\textsuperscript{ccvi}

Today's tourism has many branches and some of them are being newly introduced and are yet to gain prominence. Some, like the Ecotourism, have already become trends and are gaining increasing significance. Ecotourism, for example, 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 to educate the traveller; 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. \textit{Take only memories and leave only a footprint} is a very common slogan in protected areas\textsuperscript{ccvii}. With ecotourism coming into prominence, Tourist destinations are shifting to low carbon emissions following the trend of visitors more focused in being environmental responsible adopting a sustainable behaviour\textsuperscript{ccviii}.

Today’s tourist is more aware of climate changes and risk on nature and thus, the patterns of global tourism is steadily changing to a universal trend. Tourists are conscious of destroying nature because of the necessary flying, placing nature at risk due to overcrowding and have more concern about environmental ethic and reducing carbon footprint. Going further, some governments have imposed green taxes for flying by increasing the air passenger duty as has been done in the United Kingdom.\textsuperscript{ccix}
In recent years, many branches of tourism, hitherto unknown, have come up with interesting results. One such tourism is **Pro-poor tourism** that professes a different approach in which concerned communities share the benefit of procured finance, jobs, training etc. Communities become stakeholders and share the responsibilities and benefits of the tourism happening in their region. The Overseas Development Institute suggests that neither is the best way to encourage tourists' money to reach the poorest as only 25% or less (far less in some cases) ever reaches the poor; successful examples of money reaching the poor include mountain-climbing in Tanzania and cultural tourism in Luang Prabang, Laos.

**Creative tourism** has existed as a form of Cultural tourism, since the early beginnings of tourism itself. Its European roots date back to the time of the Grand Tour, which saw the sons of aristocratic families travelling for the purpose of mostly interactive, educational experiences.

More recently, creative tourism has been given its own name by Crispin Raymond and Greg Richards. Creative tourism has provided wings to the imagination of tourists and has worked well to bring out hidden talents. The members of the Association for Tourism and Leisure Education (ATLAS), have directed a number of projects for the European Commission, including cultural and crafts tourism, known as Sustainable Tourism.

They have defined "creative tourism" as tourism related to the active participation of travellers in the culture of the host community, through interactive workshops and informal learning experiences. The growing interest of tourists in this new way to discover a culture regards particularly the operators and branding managers, attentive to the possibility of attracting quality tourism, highlighting the cultural and creative part of it.
Another just emerging area of special interest has been identified by Lennon and Foley (2000) is the 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.

Also known as "Tourism of Doom" or "Last Chance Tourism" this emerging trend involves travelling to places that are environmentally or otherwise threatened (such as the ice caps of Mount Kilimanjaro, the melting glaciers of Patagonia, or the coral of the Great Barrier Reef, before it is too late. This was identified by travel trade magazine Travel Age West. Later, it was further discovered in 2007 by The New York Times. The other two known in recent years are Space Tourism and Sports Tourism.

What are the forces of change?

According to Cooper et al, forces of change depend on exogenous variables including demography, social trends, economic, financial trends, market forces, politics legislation and regulation, human resources international trade and transportation.

a) Demographic factors: Age, late setting up of home life, individualistic households, very small family, disconnected old age and loneliness, opting not to have children, women increasingly working).

b) Political factors cover international politics and migration, EU like unions, enhanced international migrations, readily available foreign currency, travel papers etc., instability in distant regions of the world, unfortunate terrorism, stress on safe travel.
c) Cultural and social factors are lesser working time, more free time, paid holidays, longer vacations, more time for less work, relaxed working atmosphere, retirements at will, healthier medical support, more income by more workers, political conflicts, modernisation in fast developing countries, their identities and assertiveness, ethnic movements, reaching the roots, sharing life with the original compatriots.

d) Economical factors constitute economical increase, increasing distance between rich and poor countries, financial crisis in a few, petroleum stability, steady increase in international trade, growth in capitalism, globalisation.

e) Technological factors are computerisation, advanced telecommunication, automation, developing systems, better transport, and infrastructure.

f) Ecological factors consist of more awareness in societies, modern technologies with less environmental degradation, soft technologies, movements to improve ecological tendencies, international help and knowledge.

g) The most significant factor remains income. “The disparity in magnitude between income and other explanatory factors may be explained by the fact that consumption of tourism services depends on a consumer’s propensity to spend (consumers respond to all manner of drivers, notably income)”

**Anticipating the change**

Unless the industries anticipate the changing trends and be ready for accommodating them, it will be difficult to meet the demands of tourists. Unless the trends are not anticipated, making correct decisions for the future can be handicapped. “The fluctuation and competition within the tourist market not only requires constant observation and the ability to anticipate change, but also being able to react to the new trend before it becomes the norm.”
This shows the importance of knowledge in the action of these megatrends, which can be classified into six basic groups; demographics, politics, social and cultural, economics, technology, and ecology. At the same time all products are not saleable, although demands exist. “Demand potentials for good products are there, but you will not be able to sell just anything to the skilled consumer” says Lohmann. So, the range of factors should be factual and pertinent and not whimsical.

Modern Tourism and Tourist

Tourism has been spreading like wild fire to the remotest areas of the world and even Japan, which had closed its doors to foreigners and had no trace of foreign tourism for centuries, hosted 8.3 million tourists in 2008 and has not looked back ever since. Tourism has developed into a mighty phenomenon in the world and it is unlikely to show a downward trend ever.

Tourism has come to stay and the conditions, transport and infrastructure etc. will improve with time. Today’s tourist is eco-friendly and aware of environment disasters that and his ilk might cause by careless or over-the-top tourism. When the tourism and tourist are showing only upward trends, it is not possible for Hospitality sector to lag behind, as both go hand in hand evenly compatible.

Difference between Old and Modern

Modern society’s tourism is very different from the tourism of ancient and medieval times. Earlier, tourism was a remote occurring, taken up by sages, adventurers, missionaries, writers, scholars, adventure seekers, religious warriors, medicine finders and those who were hungry for knowledge, etc. Personal tour affected only the individual or his immediate family. State Tourism, usually was conducted by Emperors on expansion frenzy and this could be called
the only exception, because it was not individualistic travel. But, today’s tourism is an enduring mass occurrence, expected only to enlarge itself and has enriched many national exchequers, sometimes even becoming the main national economy earner, like in the small Caribbean islands and various islands in the Indian Ocean, including the precariously positioned Maldives.

**Need to understand demands**

As a very prominently discussed and speculated topic today, it is necessary to understand its impact on modern economies and its role in nation building. To understand the various forms of tourism, firstly, it is important to know the psychology of the modern day tourist and his ever-changing demands. Modern Tourism is tourist driven and the entire concept is dominated by the tourist expectations.

Abilities and skills of hosts naturally depend on these expectations and get modified according to the evolving demands of visitors. It is acknowledged now that ‘guest expectations drive travel technology. There is a belief in Tourism circles nowadays that half the battle is won when the right destination is decided upon. “Many tourists, if satisfied with the destination, are known to develop a habit of making repeated visits” says Bakkal (1991). Repeated visits are comfortable and profitable both for tourists and the hosts. The familiarity leads to familiar demands, knowledge of habits and gives way to friendship.

Upheavals caused by unexpectedness are kept to the minimum and financial markets do not get unduly disturbed. Visitors, being familiar with the visiting places, accommodation facilities, food and modes of transportation need not be guided much. “The implication is that repeated visits enable markets to be relatively insulated from price and expenditure related fluctuations in tourist arrivals,” according to Sarath Divisekerav. Having studied the determinants of tourism demand from a quantitative perspective, because the consumer
behaviour is a multidisciplinary field, and the demand impacts on present day tourist behaviour is an important field of study, says Kasapi. ccxxvii

Demands and destination decisions go hand in hand, and hence, their importance to hosts. Understanding demands render proper direction to developments, making required goods and trends available, building of infrastructure and facilities for present and future. It is the basis of a future touristy potential evolution. It is undeniable that tourists are the centre around whom the entire industry of tourism revolves. Today’s hosts have to understand the visitor perspective from every angle for many reasons. In medieval times, governments and administrations were uninvolved in tourism, unless they were State-sponsored, like an expedition, war, building activities (for example, Phatepur Sikhri and Kings’ valley in Egypt), or expansion of religion etc.

Ancient and Medieval tourisms did not involve communities, and societies, unlike today’s trend where tourists, communities, local governments, central governments, security agencies, health providers etc. are absolutely involved. Hence, it has become necessary to look at tourism from historical, local, global and individual perspectives. Tourist attitudes, fears and individual influences seem to dominate the industry today.

Unless the hosts achieve harmonization of local communities, Governments and the guests, tourism can run into troubled waters and for this achievement, knowledge of tourism demands are essential. “It is difficult to pin-point in a short publication all the problems which will determine the direction of tourism’s development in the twenty-first century. This difficulty results from dynamic transformations which are in our modern civilization.” ccxxviii
Perspectives

There are various perspectives from which tourism and tourists could be assessed today and this is a far cry from the days of yore, where individualistic tourism was the time when tourist and tourism were generally neither recorded nor given significance. Perhaps, the earlier tourist was a better one in the true sense and today’s tourist is a diluted one or a pampered one, looking for comforts and sometimes, complaining. Earlier tourist felt affected by the places he had visited and travels he had experienced and might have left an account of his travels that has become a very valuable document of history today, similar to that of Fa Hein.

Despite this contribution, tourist had no effect on the host regions, apart from the government-sponsored tourism of political kind. With the reversed trend of recent times in which we are existing, tourist has become the cause of effect and influence, both beneficial and otherwise. So, it is imperative to understand tourism and tourist from many angles like political, social, financial, ecological, environmental, food chain disturbance, loss of habitat, disturbance to communities and maintenance of peace, etc. Tourist of days gone-by never complained of lack of infrastructure and gratefully made use of the available conditions however inadequate they were. They being more adventurous than their today’s counterparts looked with total awe at the difficulties and considered the lack of facilities as part of strangeness of new region! He had unplanned adventures, marvelled at nature’s difference, accepted the unfamiliar surroundings and mostly lived to tell the story without whining. Today’s tourist is very different. He is far more knowledgeable, complaining, sometimes, aggressive and loud.

Impacts of unbridled knowledge
While it is agreed that the tech-savvy travellers of today are extensively well-informed, there is a negative point of knowing too much, demanding too much, or in simple words, expecting too much. We come across many travellers who expect to be provided with the same luxuries ‘back home’ and more, upsetting the reasonable host. Different ways of living and the ‘peculiarities’ of an alien region are not acceptable to many.

Very little surprises greet them today; because all tourists are well-aware of the new land they are going to visit, clearly know what is where, what to expect at every turn and that knowledge kills the adventure and ‘discomforts’ could be exaggerated and sometimes, ridiculed. In those times of enriched travel, much was left to unexpected weather conditions, decisions of nature and the thrill and fear of venturing into unknown lands.

Today, almost all happenings could be seen in photos, maps and changing weathers and extremities of Nature are usually pre-measured and forecasted, killing the unpredictable joy. They returned with expanded knowledge and improved admiration for nature and its all-powerful swagger, appreciating people of other region. Today’s tourist, barring a handful few, returns home with resentment, bias and stories about the lack of facility and stupidity of ‘natives’, happy to return to his home comforts, which is true especially with the westerners.

**Escorted Travel**

The adventures of being a lone wanderer of a barren desolation do not attract an ordinary tourist any more. Travel is becoming increasingly an escorted affair to most parts of the world in recent decades. Hence, the expectations too are more or less standardized like any other consumer behaviour of the marketing-driven post-modern society. Tourism field services and products are naturally
controlled by the tourist demand and this means, by the experiential consumption and consumer behaviour, more and more standardized.

Tourism information centres are very important in selling the products and services. A lot depends upon these centres and the way they guide the tourists who are unfamiliar to the new culture, ways of life, language and customs. An unhelpful centre, by being unclear in its guidance of foreigners, can create friction before the hosts and guests, which could eventually turn hostile to guests. “Visitor information centers are primarily responsible for promoting local tourism products and services; and consequently, have direct impacts upon the economic, social, and recreational well-being of the region in which they are located,” informs a Study.

Unescorted Travel

This takes us to the field of ‘unescorted travel’, which is slowly enlarging its field in recent years. Here, tourists make their own arrangements, invent own itineraries just as it used to be in ancient and medieval times. Hosts, even in these unescorted travels, have to play their part of ‘delivering expectations’. One deterrent of planning one’s own travels nowadays could be the requirement of many permits and licenses wherever tourists go.

Culture-connected demands

Many demands are culturally connected, especially, with the culture of tourist, more than the host culture, although it is the responsibility of the hosts to meet these additional demands. “Tour operators are thus facing the challenge of combining the elements of classical cultural travel (transfer of knowledge, sociability, and safety) with new elements. This includes the individualization of offers because
participants place more value on flexibility and the realization of their own interests. On the other hand, cultural travel should not just transfer cognitive knowledge, but also facilitate sensual and emotional experiences.”

**Pilgrim’s travels**

Main reason behind ancient and medieval travels was pilgrimage. In spiritually-bound countries like India, pilgrimage still dominates the field of tourism, although modern travellers have many other reasons to travel. It is an undeniable fact that demands of pilgrims are minimal. Still, the romantic wistfulness of a modern day tourist in the garb of a modern day pilgrim is tremendously tempting.

In one such imagery, Peter Kujawinski muses: “That night, I thought of many things: the legend of a monstrous wolf that menaced pilgrims in the 12th Century, the bells that rang out from the Conques cathedral to guide pilgrims lost in the snow or rain, the alcoholic penitent in Sénergues and the ghosts of all those who died along the path.” While pilgrimage does not remain the dominating cause of travel today, every tourist fulfils a certain duties of a pilgrim, in appreciating a distant culture and creating a cultural bridge between the two, not to mention the possible and overpowering religious significance and spiritual onslaught, more so, in India.

**Legendary travellers**

Marco Polo is arguably history's most famous traveller and perhaps one of the earliest travel writers. The best part of his life was spent in travelling across the globe and writing down every experience in his awe-inspiring book, "Livres des Merveilles du Monde," this Venetian merchant initiated Europe to a fascinating Continent called Asia. Hu-yen-Tsang, Fa-hian, Captain Cook, Captain Scot, Magellan,
Columbus and many more others were the travellers, who demanded nothing and depended on their own skills and bravery. One world introduced itself to another through these untiring adventurers. Demands have to be understood with reference to the past evolving times and circumstances both political and economical.

Hence, this could be called an era of New Tourism and sometimes it is defined as the outcome of supersegmentation of demand. “New Tourism is characterised mainly by supersegmentation of demand, the need for flexibility of supply and distribution, and achieving profitability through diagonal integration and subsequent system economies and integrated values, instead of economies of scale, (Fayos-Sola, 1996)\(^{ccxxxii}\).

Researchers have shown that “In the last decade, a new postmodern paradigm in marketing has emerged and has influenced recent research in the consumption and tourism fields. Postmodernism has emerged as a critique of modernism and as a dominant foundation, linked to the constructs of consumer culture (Firat and Venkatesh, 1995\(^{ccxxxiii}\)).” In another study, the writer, Jung-Ho Park argues that “An implicit assumption shared by modern tourism demand models is that current consumption is determined only by current income. However, the consumption literature often finds evidence of significant wealth effect, through which the consumers adjust their spending based on adaptive expectations of future earnings even when their real income does not change\(^{ccxxxiv}\). This work clearly shows that tourism demand depends on the consumption behaviour of the tourist. Taking this into consideration, we can safely deduce that today we are dealing with a new kind of tourism, more environmentally viable, socially answerable and ecologically knowledgeable. As Dr. Aparna Raj has put it, “A new tourism is emerging, sustainable, environmentally and socially responsible and characterised by flexibility and choice. A
new type of tourist is driving it: more educated, experienced, independent, conservation-minded, respectful of cultures and insistent on value for money⁹⁶. But, it is almost impossible to get one voice from the researchers.

While the above heralded the beginning of a new tourism, others would like to root it in culture and tradition, with an encouraging future and they see the culture as an important role player, a firm partner of tourism. Albrecht Steinecke defines: “Culture is a tourist resource with a long tradition, a vivid present and a promising future⁹⁷. Martin Lohmann, in his ‘New Factors in Tourism’ says that ‘The Consumer in a World of change’ details the new aspects of the World in Change that has altered the tourist demands. He argues that the ‘New Demand Factors’ could be seen from two perspectives, one: as factors influencing the demand (economy, politics, crisis, threats, demographic change and technology) and another: the emerging factors like changing behaviour of the consumer. The second factor is external and affects the tourist behaviour very slowly.

Lohmann stresses the need of understanding the customer to fathom the demands. “But with all the sectors is a need to focus on the customer: Holiday travel is a behaviour of individual consumers, their perception of the reality is important⁹⁸. Generally speaking, efficient and clean accommodation, good food and beverage, transport assistance, help in booking tickets and rental services, cultural information, region-specific artefacts as memorabilia are the usual, common demands. “Tourism demand is the foundation on which all tourism-related business decisions ultimately rest. Governments and companies such as airlines, tour operators, hotels, cruise ship lines, and recreation facility providers are interested in the demand for their products by tourists. The success of many businesses depends largely or totally on the state of tourism demand, and ultimate management
failure is quite often due to the failure to meet market demand,” say Song et al\textsuperscript{ccxxxviii}. Tourism is an area where dreams are demanded and provided. Providers of dreams should have insight into demands to create connectivity and meeting of minds. Appreciation of nature and simplicity with respect for far-flung cultures are necessary in a tourist.

Coming back to the tourism demand we can state that the future in a quantitative perspective seems to be quite stable: There is no boom ahead, but no bust either. Of course, the future is predictable only within close limits, and unexpected events (e.g. crisis, terror attacks, war, epidemic diseases) will always cause confusion. Still it is important (and possible) to prepare oneself for the trends that can be identified with some reliability today. Demand potentials for good products are there, but you will not be able to sell just anything to the skilled consumer.\textsuperscript{ccxxxix}

Among the factors assessed in this analysis, the dominant factor is income and over the longer term, this influence increases. The disparity in magnitude between income and other explanatory factors may be explained by the fact that consumption of tourism services depends on a consumer’s propensity to spend (consumers respond to all manner of drivers, notably income).\textsuperscript{ccxl} It has been suggested there is a strong correlation between tourism expenditure per capita and the degree to which countries play in the global context.\textsuperscript{ccxli}

Range of factors affect the demands, and through them the tourist. Both sectors would find it beneficial to adapt to the changed tourist and tourism. Perhaps best summarised in a recent report, mobile solutions “must strive to adapt to the consumer on the go, and strike the right balance between simplicity and rich functionality. The key to success in this early stage of mobile development is to tailor the experience with a custom fit for mobile needs – serve the right product to the right customer at the right price at the right time.”\textsuperscript{ccxlii} Despite
increasing instability induced by economic, political, and environmental challenges, tourism is expected to remain a significant driver of future economic growth.\textsuperscript{ccxliii} ‘As a demand side phenomenon, the economic contribution of tourism has to be approached from the activities of visitors....However it can also be viewed from the supply side... as a set of ...activities that cater mainly to visitors....\textsuperscript{ccxliv}

\textbf{Fluctuation}

Improvement of the living standard has, among other things, caused the rise in fluctuation of tourists which has brought along the increase in tourist spending, i.e. the income from tourism. New tourist's behaviour is the most important factor in the new tourism development. Perhaps, it is desirous to find out if there is the universal type of tourist for the universal tourism supply or there are different types that require different marketing approach.\textsuperscript{ccxliv}

The subject of consumer behaviour is key to the underpinning of all marketing activity which is carried out to develop, promote and sell tourism products. Clearly, if we are to optimize the effectiveness and efficiency of marketing activities, we must try to understand how consumers make their decisions to purchase or use tourism products. Understanding the behaviour patterns enable facilitators the insight for when to intervene in the process to obtain the results. More importantly, it will provide more information on who to target at a particular time with a particular tourism product. More importantly, marketing will gain the knowhow on whom to persuade to choose certain designed products, how to design them more effectively to meet their particular needs and wants. An understanding of consumer behaviour is therefore crucial to make marketing activity more successful.

\textbf{Classification of tourists into psychographic types}
King and Hide (1989) classify tourists into interesting psychographic types with deep insight as below:

1. **Elite** – highly sophisticated and seek the same.
2. **Off-beat** = different and intellectual.
3. **Unusual** – class apart from others.
4. **Incipient mass** = nothing to differentiate.
5. **Mass** = an ordinary group.
6. **Charter** = exclusive.
7. **New indulgers** = new to tourism, self-indulgent.
8. **Escapists**, seeking comforts and fantasies of pampered luxury; major motivation, is to escape stress; are experiential more than acquisitive;
9. **Trendies** = want the good life.
10. **Anti-tourists** = Try to be seen as independent, non-conformist, and as the opposite of the symbols of ‘tourist’, which they avoid if possible; put very high value on authenticity; deep down they are insecure about status.
11. **Big spenders** = heavily dependent on extensive and intensive service; want luxury and are prepared to pay more to get it; usually experienced and discerning tourists.
12. **New enthusiasts** = Inexperienced tourists, eager for newness; energetic, mainly young and single; prefer resort holidays, e.g. Sun lust for socializing and for active recreation.
13. **Stay-at-homes** = These go on trips but want the destination to be much like home in its security; unimaginative, seek passive rather than active holidays; highly motivated by status of having been there, done that;
14. **Sightseers** = genuinely interested in new places.
Growth

Tourism has greatly grown over the years given that there have been advances of technology which has made this sector a global industry. Tourism is the business of providing tours and services for tourists. Tourism is a service industry which employees over 2 million people in Britain and this needs enormous number of travel agents and low cost airlines.

Future

Taking this into consideration, we can safely deduce that today we are dealing with a new kind of tourism, more environmentally viable, socially answerable and ecologically knowledgeable. As Dr. Aparna Raj has put it, “A new tourism is emerging, sustainable, environmentally and socially responsible and characterised by flexibility and choice.

A new type of tourist is driving it: more educated, experienced, independent, conservation-minded, respectful of cultures and insistent on value for money”. What is the future of global tourism and its demands? It will prosper at a steady pace and unless the world political order changes in a totally unexpected way and puts barriers on people, there will be no sign of reduction. As of today, the future is open, driven by the consumer demands alone.

All it needs is attractive marketing and respect for reasonable traveller demands. Consumer Trends, which will shape the tourist’s choice and how the consumer makes his decisions is a matter of consideration for researchers. There is no untruth in arguing that individual trends shape the tourism proposition and influence the motivation to travel. The negative trends are anxiety about health and safety, demography, image and brand, technology, environment, individualism, time pressures, movement from an experience economy to authenticity, hedonism and erotica and perceptions of luxury.