CHAPTER - I

CONCEPTUAL FRAMEWORK

I. DEFINITION OF TOURISM AND A 'TOURIST'

For the purpose of analysis the following few important definitions of tourism are worth noting:-

"Tourism" denotes the temporary, short-term movement of people to destinations outside the place where they normally live and work and their activities during their stay at these destinations".


"Tourism may be thought of as the relationship and phenomena arising out of the journeys and temporary stays of people travelling primarily for leisure or recreational purpose".

(DOUGLAS PEARCE, 'TOPICS IN APPLIED GEOGRAPHY': TOURIST DEVELOPMENT LONGMAN, LONDON 1981).

"A tourist is a temporary visitor to a country other than the one in which he usually resides for any reason other than following an occupation remunerated from within the country visited".

(DEFINITION BY UNITED NATIONS).
The above selected definitions can be utilised for learning the etymology and dimensions of tourism.

II. ETYMOLOGY OF 'TOURISM'

It is necessary to understand the etymology of 'tourism' in order to know its implications as an industry and the importance of 'marketing' of tourism. Travel is person's activity to move around to get the pleasure of association with different places, people and situations. Travel is an enjoyable thrilling experience for those persons who want to avoid monotonous and stagnation in life by finding variety. The term 'tourist' substituted the word 'traveller' implying that a traveller may move about with whim whereas a tourist plans his trips or tours or visits or voyages or flies in certain direction with a view to satisfying certain predetermined objectives. In modern times therefore 'tourism' has attained the status of an international industry.

Existence of historical monuments, beautiful natural sites, centres of creative art, places of pilgrimages, gigantic industrial and cultural centres, places of religious importance, holiday resorts, museum, seabeaches, hill stations give impetus to marketing
of tourism. The modern means of dissemination of information and knowledge, development of most modern and sophisticated (computerised) means of communication have given boost to development of tourism in all the developed and under developed nations, by overcoming the time and space hurdles in the movement of people from one place to another, from one country to another.

'International Union of Official Travels organisation (a part of UNO) collected information on international travellers and according to its Report, during 1965 and 1980, as many as 16 crores and 100 crores of people travelled internationally. Though there appears to be an increase of 6.5 times in the number of travellers in the world, the direct visible movement of travellers started by the end of Ist World War and this was the origin of modern tourism. The characteristics of modern tourism of our times have gradually evolved during the last seventy years.

The evolution of the characteristics of modern tourism was as given below:

1. Originally businessman and students were not included in the list of 'tourists'.

2. A traveller was not treated as a consumer or a 'guest' to be treated, he was regarded as a casual visitor having no permanent ties with the places and people visited.

3. In modern tourism a tourist is regarded as a consumer and a customer to whom a facility or service is to be 'marketed'. He is not a producer.

4. Modern tourism has crossed national boundaries—it is a part of economic and cultural exchange based on 'natural' territorial division of:
   a) topographical or geographical features like, mountains, valleys, forests, climate, waterfalls, hill tops, lakes, beaches, natural scenery and gifts of the earth like flowers, fruits, minerals, herbs, stones, wood and general ecological gifts like bright sunshine, cool fresh air.
   b) man-made facilities and creations like structures, forts, roads, railways, airways, historical monuments and documents sanctuaries, zoos, holiday resorts, hotels and facilities
for food, bath, cooking and booking
information and guidance, protection,
shopping, telephone so that tourism
becomes a luxury which people with surplus
higher incomes alone can afford to enjoy.

5. The buying motives in tourism are of various
types:
   a) enjoyment of a luxurious non-monotonous life
      of thrill.
   b) curiosity to understand other cultures.
   c) to carry out research in antiques.
   d) to utilise holidays in a planned manner.
   e) to enjoy travel as a hobby.
   f) to travel for change of place and climate
      on medical advice.
   g) to arrange business trips or excursions.
   h) to do travel as a sporting and adventurous
      activity.

6. Depending upon the motives behind tourism several
connotations or definitions of tourism can be
given (as points of view):
   a) tourism as a transitory movement from the
      usual place of residence to a distant place
      of temporary stay - as a matter of enjoyment
      of change.
b) a non-recurrent travel (a change of place) voluntarily conducted in order to involve oneself in the undergoing of a novel, thrilling experience.

c) tourists' class represents emergence of a typical middle class which wants to expand discoveries from experiences of world tour.

7. The definitions which emphasize the economic aspects have given tourism the states of an industry and internationally known business. The 'umbrella concept' of tourism encompasses the whole process of systematic planning promotion and development of tourism through:

a) systematic advertising and sales promotion.

b) establishment of shops, hotels holiday resorts (camps) and travelling agencies.

c) creation of the whole network or organisational structure of government and non-government institutions systems, procedures (formalities) and service channels - e.g. renovation and preservation of old monuments, conservation of antiques, photography, display, construction of hotels, holiday resorts, canteens, hotels, food processing and other service facilities like guidance, information, communication
(telephone, télégrams, banking and remittance, computer booking, printing of literature, protection and security etc.).

d) The tourism market "basket" concept emphasises the product and service aspects of tourism and explains how tourism is a consumable commodity divided as:

i) **Tourist oriented products** - like accommodation food, transport, entertainment, means of communication and conveyance - organised trips and excursions.

ii) **Residence oriented products** - sites, forts, sea-beaches, roads, water, electricity, finance, health, medicare and security, guidance.

8. The selling points in the marketing of tourism are created by:

   a) physical or geographical (topographical) factors like locality, landscape, neighbouring people and countryside, work places, behavioural patterns.

   b) Cultural factors - cultural heritage, the people, their physical, intellectual and spiritual characteristics, their values, life-styles, hobbies, habits, art, music, literature, scientific progress, traditions, conventions,
customs, festivals, religious, gods, deities, standard of living.

9. From business potential point of view the following distinguishing characteristics of tourism should be taken into consideration.

a) tourism development is seasonal and fluctuating.

b) tourism is mainly labour-intensive service industry but in modern times it is becoming more and more capital-intensive because of the use of most modern and highly sophisticated technology in serving tourists.

c) tourism adds the 'invisible' items of experts, however expert of tourism is subject to frequent fluctuations.

d) tourism products and services are perishable and they cannot be stored - the supply of tourist products and services has to be demand-elastic and cost-elastic.

e) the cost correlation coefficient explaining the correlation between investment and gestation period for realisation is 3.5 i.e. in a given gestation period Re 1 invested in a particular period is realised three times the cost.
f) tourism can provide employment to people in all strata of society - in different income groups, with different traditions, castes, religions, values and customs - in business and in industry in variety of occupations (agents, clerks, publishers, guides, writers, telephone operators, caterers, cooks, waiters, gardeners, carpenters, builders, etc.) - people educated or illiterate - located in urban, semi-urban and village areas. Development of tourism is most appropriate and essential for providing employment to the excess labour.

g) for a developing economy like India tourism development is not only a source of foreign exchange but it provides a boost to and creates a congenial atmosphere for national integration, international understanding and development of socio-economic and cultural relations. It brings about decentralised industrial development, balanced development of backward areas, development of handicrafts and other small scale industries.
h) at the administrative level, development of tourism requires organisation of travel, creation of tourist centres, provision of transport routes and vehicles like luxury buses, luxury ferries, launches, guides, tourist resorts and administrative staff like receptionist, telephone or computer operators, clerical staff, coolies, cooking staff etc. As a complementary part of the first requirement it is necessary to develop new techniques in windowdressing, advertising interior decoration, photography and provision of supplementary food items like sauces, spices, jams, aachars, artistic articles, handicrafts, flower arrangements, decoration, stalls for selling cold drinks, ice-creams, flakes and local food specialities.

The above discussions point out the various dimensions of tourism as a business and industrial activity. For any country development and marketing of tourism entails heavy investment in a planned manner. Some repercussions - economic political and social of development of tourism must be mentioned. e.g. -

.
i) it is a seasonal industry with wider seasonal fluctuations and therefore having increasing element of risk.

ii) investments in five star hotel, roads, construction of holiday resorts, museums, preservation of old monuments, luxury buses, computerised systems, airflights, ships etc. are very heavy and unless supported by government such a heavy investment in the infrastructure facilities is not possible. Private investment in tourism can be boosted only by governmental investment in the planned development of tourism.

iii) tourism which encourages conspicuous consumption may not be healthy for the growth of an undeveloped economy which faces the problems of scarcity of resources.

iv) the adverse social consequences of tourism are encouragement to anti-social activities creating dangers and risks in the lives of citizens e.g. development of criminal tendencies, spread of infections diseases, smuggling, misappropriation theft of valuables, begging, drug selling, gambling and indulgence in social vices like prostitution, drinking, drugs etc.
In spite of some of the above mentioned adverse consequences of tourism it can be said unanimously that tourism is one of the most important foreign exchange earning industry and its usefulness in providing foreign exchange resources to undeveloping or under-developed economy (which requires import of capital for long term industrial development) cannot be overemphsized. In the field of foreign exchange earning, creation of employment opportunities, decentralised development, development of the neglected areas with high potential for growth, national and international integration and all others development of tourism is all the more justified.

Therefore development of tourism is all - pervading - of international character. It brings together in a harmonious way people in all the corners of the world and creates a successful convergence of different values systems, life styles, social customs, traditions, habits, hobbies, likes and dislikes etc. It is only through the cultural exchange and dialogue brought about by tourism that world unity peace and order can be established and therefore development of tourism is the need of the hour for all the countries, both developed and undeveloped. The etymology and dimensions of 'tourism' mentioned above would enable us know the selling points in the development of modern tourism which are discussed in the chapters that follow.