CHAPTER - II

EVOLUTION OF TOURISM

I. The history of development of tourism dates back to the last two hundred years. Modern tourism developed since 1950 in two stages:

i) Domestic tourism, and

ii) International tourism.

The chief factors responsible for development of tourism on the international scale are:

i) Evolution of different religious along with material progress - this has led to the creation of religious places of pilgrimages, holiplaces, festivals, temples - commercialisation of religion is a responsible factor in modern times.

ii) Desire for change in routine life - travel as a source for recreation and relief - by reducing monotony - this trait is common in the personalities of all people in the world.

iii) Attraction for the 'natural' and 'original' - There is craving and craze for variety and grandeur of nature - forests, valleys, animals, insects, mountains, snowfalls, waterfalls, icebergs, islands, lakes, sea-shores, deserts, oasis on the places inviting curiosity of man. Nature develops human sense of beauty.
iv) Curiosity and inquisitive mind leading to study and research in antiquities - cities, villages, forts, seabottoms, palaces, dams, museums, historical monuments, sanctuaries attract human minds.

v) Innovative ways of spending leisure and entertainment of mind - These create hobbies and habits of visiting festivals pilgrims, holiday resorts, islands, mountains and seabeaches.

vi) The desire for thrill in the unusual enterprising and abnormal way of living craving for long journeys - people want to learn from 'on the spot' genuine experience.

vii) Study and research.

viii) Business commitments requiring business trips.

ix) Study tours, excursions and visits as a part of education.

x) Journey for specific reasons like honeymoon, health treatment - travel as a temporary assignment.

II. FACTORS FACILITATING DEVELOPMENT OF TOURISM

The above factors which lead to development of tourism necessitate creation of creation of a supporting and congenial atmosphere in the following manner:-
I. Primary Developments:
   - Transport,
   - Hotel,
   - Food,
   - Water,
   - Road,
   - Railways.

II. Secondary Developments:
   - Hill stations
   - Holiday Houses,
   - Sanctuaries,
   - Historical Places,
   - Road linkages vehicles.

Tourist facilities and amenities like
   - Beach Houses, Beach Sport.

Different Hotelling experiences like
   - Chinese, Italian.

Training of staff in Catering, Hotel Management.

Court games

Single and multi bedroom cottages with rural exteriors.

Swimming pools

Hill Hermittages

Sea Shell

Achor Bar

Food of different schools of cooking

A.C. Cubicles

Golden Palm
Studio apartments club house
Beach apartments
Holiday Houses
Parks for children
Shopping Complex - Emporia
Seaside Villas
Hotels Motels Dhabas
Consortium of banks,
Construction companies
Hotel companies
Travel Corporation (agencies)
Tourist infrastructure through coordination of
different departments and private agencies.

Note: It is noted that Government's resources are not
adequate to bring about these primary and secondary
developments and therefore, private investments
should be encouraged.
For an underdeveloped economy like India, tourism is a way of utilising unused resources like landscapes and cultural sites.

Tourism is currently India's largest domestic generator of foreign exchange (Rs. 2456 crore in 1989 and Rs. 2103 crores in 1988). The tourism industry produces direct and indirect employment to nearly 1.3 million in the country. Although 1.3 million foreigners visited India in 1989 and 1.2 million in 1988, India's share in earnings from international tourism remained at just above 1%. During the 'Visit India' year efforts were made to attract tourists from the United States, Britain, Western Europe, Japan, West Asia and Australia. Recognising the significance of tourism as a tool of economic development, the National Development Council (NDC) in 1984 gave it the status of an industry. India's efforts to promote Tourism have been monumented. Indian tourism has been promoted through electronic media for the first time. The Department of Tourism has also helped organise Festivals of India abroad - (Germany, USA, UK, USSR, Sweden and France). A calendar of 46 fairs and festivals was also drawn up for promotion of tourism. 50% of earnings in foreign exchange are exempted from income tax and the remaining 50% is also exempted from income tax if re-invested in the tourism industry.
In spite of the promotional policies and programmes for the development of tourism in India, the target of wooing 2 million tourists during the 1991 Visit India Year could not be attained. India's share in the earnings from international tourism (1%) was less than that of Thailand, with a fraction of India's geographical area and population had more than four million in 1988. The downfall in the foreign tourist arrivals was from 1.7 million expected to 1.5 million who actually visited by the end of 1991. After almost a year of virtual stagnation it is expected that tourist arrivals would pick up if all went on well, by the end of winter (the peak season) things would be back to normal.

The progress of tourism in the year 1991-92 was in a fluctuating state -

a) January to March - minus months through i.e. the period of peak tourist traffic.

b) Tourist traffic was - 26% in February, 1991.

c) South India has emerged as the alternate destination point for foreign visitors.

d) In May and summer months (slump period for tourist arrivals) there was positive growth of 5.6% till August.
e) The bulk of the tourist traffic was from Spain, as a result the Department of Tourism had to request the Ministry of External Affairs to sanction additional staff for the Indian Embassy in Madrid to cope with the demand for visas.

f) With the crisis in Yugoslavia and the continuing tension in the West Asia, the tourist traffic normally going to the Adriatic Region, Cairo etc. turned to India.

(Surprisingly the Tourism Department maintains that 'this is a desirable performance').

There are both the external (macro) and internal (micro) causes operating towards adverse conditions for India since June 1990. Internal strife, political unstability, the Gulf war, trouble in East Europe and the disintegration of the Soviet Union have contributed to the ups and downs of tourist arrivals in India. Tensions – Kashmir, Punjab and Assam, the Anti Mandal Stir, the Ayodhya tension and the collapse of V.P. Singh Government have contributed to the late spurt in Tourism in India.

To provide the necessary boost to tourism the Government of India – the Tourism Department identified 15 major tourism circuits all over the country for concentrated development in terms of infra structure like
hotels, way-side facilities, information counters, adventure sports, recreational activities and so on. The motive was to pump in Funds in a planned manner for removing obstacles and bringing about proper growth avoiding diffused development. Indian Government has been making efforts to strengthen the data base on tourism. As a result plans and publicity programmes can be targetted high volume - low budget tour projects. (e.g. back-packers, young couples) as well as low-volume-high budget travellers (older couples, corporate executives).

However, the major weakness has been the total lack of recreational facilities in the evening - tourists not getting adequate opportunity for sight seeing and shopping after 1.00 p.m. Planners are trying with the idea like setting up casions in five star hotels, floating restaurants, food-wine-music evenings. However, these facilities are inadequate.

With the Devaluation of the Rupee by nearly 20% the much awaited inflow of tourist to India is expected to increase because, with the advent of devaluation a foreign tourist are now pay fewer dollars for the same facilities. Goods and other items of tourist value would cost 20% less than before.
However, India's continuing problems would mean a fall in holiday sales. Bookings have slumped because of the internal problems culminating into the assassination of Rajiv Gandhi and election isolation. The implication of these events for the foreign tourists is that there is an atmosphere of insecurity and instability. However, the newly identified Southern Circuits are expected to divert the bulk of tourist traffic from the Golden Triangle 'Delhi-Agra-Jaipur' to the Southern part of the country. Owing to the disturbing situation in Jammu & Kashmir and Northern states the South is expected to hold aloft the charm of India as a tourist destination.

This confer the hypothesis that the most important thing which must be looked after for the development of Tourism is creation an atmosphere of safety and security. It is necessary to wipe out the Image about India that it is dangerous to visit India. As stated previously there is always a fear complex in the minds of foreigners about security to their health, property, and other belongings created by the atmosphere of political and economic instability. Relatively the Southern part of the country is becoming more prominent tourist destination but safety and security of tourists is the general problem everywhere.
I. FUNDAMENTAL ISSUES IN THE DEVELOPMENT OF TOURISM

Tourism erupted as a grand scale in the Western industrial nations because of the growing affluence of the middle class. Tourism offered a new opportunity for the developing nations to earn foreign exchange and stimulate economic growth. Their geographical and physical assets like sunny climates, sandy beaches and exotic cultures attracted streams of visitors (travellers). Resorts went on multiplying to meet the demand from increasing number of vacationers. Except for the pause in growth in 1974-75 because of the Oil Crisis and recession tourism has continued to grow in all parts of the world.

This boom created in tourism is spurred by jumbo jets, charter tours and the affluence of the industrial nations and has become a major economic activity. However, the fundamental issue in the development of tourism which needs to be addressed is whether tourism yielded economic returns commensurate with its economic costs (in terms of heavy investments made) and whether it can be assumed that there is a direct and proportionate correlation between tourism development and economic growth. The doubt
that there does not exist such a proportional relation between tourism and development was reinforced by the larger adverse social and cultural effects than by its favourable effects on the development of other sectors.

In spite of the existence of this basic issue several factors justify focus on tourism in both developed and developing countries.

Tourism differs from other potential exports activities because the ultimate consumer of the goods and services comes to the exporting country rather than having most goods and services delivered to him at home. Therefore, in the analysis of the economy of tourism transport and marketing arrangements need place of prominence and focus of attention. The very presence of foreigners in the exporting country generates significant social effects by demonstrating alien and unattainable life styles and values. There is really no such thing as tourism 'industry' which can be analogous to other industries like construction, steel or agriculture. Instead tourists purchase goods and services from a variety of industries with most of their expenditure in hotels and restaurants or resorts specially prepared for holidays.
In developing countries, the problems special to tourism will have to be considered, by the general policy makers in the wider context of development, in the context of heterogeneous community of development specialists. The list of such specialist may contain government officials, private agencies, academic institutions, travel industry and the list may become more and more exhaustive with the growth of modern tourism. In modern time interests and curiosity of visitors have been aroused in a variety of subjects like -

Centres of arts and crafts, temples, pitchwork, jewelled instruments like swords, daggers, studded shields and armour colourful textiles, gem-studded and gilded paintings, traditional kingdoms, forts, statues monuments, exclusive galleries of paintings, sculptures, national museums, authentic antiques, golden paintaings and maniatures. This has created the elite art market. Visiting people are after classic's pieces like miniature paintings and portraits with photographic naturalism. Diplomats and tourists are the biggest buyers. International and bilateral development agencies play a vital role in developing market for art and cultural exchange.

This implies that cultural development is an essential component of the general development of countries. The crucial policy-decision makers should not forget the
cultural and non-material aspects of development of national and international tourism. Issues of human dignity or cultural identity and pride are of paramount importance. However, the trade-offs between material and socio-cultural costs and benefits are not quantifiable.

The three broad areas of concern which are relevant to tourism are -

1) Economic growth alone is not sufficient to overcome poverty - but tourism creates a development community which obtains means to provide the poor peoples' basic needs through more productive work and more widely available social service.

2) Against the background of inequality in the working of international economic system no developmental strategy can be successful without restructuring economic relations as regards trade investment and transfer of technology. This would necessitate major institutional and structural adjustments. If there is non-restrictionist response tourism which does not significantly threaten employment in other sectors finds increasing favour in international negotiations and discussions.
3) The pursuit by all countries of rapidly rising mass consumption will not be feasible for a long time because of the consequent environmental deterioration and looming exhaustion of non-renewable natural resources. Further rise in the consumption of the rich will increasingly conflict with attempts to improve the living standard of the poor. The consumption patterns of international tourism are the examples of conspicuous consumerism which is out of reach of poor country's masses but within the reach of their elites. Therefore tourism as does takes place should be so planned to generate a maximum effect on development. Anti-tourism stance cannot be taken up without plausible arguments which are not there to support such an approach.

The tourism development programmes which are planned on the basis of cost-benefit analysis are specific tourism projects. However, cost-benefit analysis may conceal analyst's value judgements. Moreover, the weights of distributional, social and cultural components are of different nature and they should be reflected in decision-making on tourism development.
It is necessary to assess and predict changes in the social structure of tourism development areas, modifications in class relations and more general potential consequences, for the local areas, of attracting interests of groups with economic or political power in the transactional sphere. The socio-cultural changes materially affect employment and income and on the basis of these consequences tourism development is considered either good or bad by the people affected.

The macro effects of tourism development do influence to a considerable extent, development of tourism facilitates at the macro as well as micro level.

The classification of tourism development facilities at the micro level has following dimensions:

a) the characteristics of the tourist -

has income group, life style, nationality, education, purpose of travel (mission).

b) the characteristics of the tour -

duration, distance, number of places visited, country, number of destinations to be changed etc.
c) **the mode of organisation** -
   individual arrangements, packaged tour.

d) **types of facilities used** -
   mode of transport, type of accommodation,
   outdoor camping, renting a room in a private
   unit or government sponsored holiday camp.

e) **motivation for the trip** -
   luxury, leisure, business, education,
   pilgrimage, contacting friends and relatives,
   conduct of research, entertainment etc.

II. **MARKETING PROCESS IN TOURISM**

The fundamental buying motive leading to creation
of demand for tourism products and services is the
tourists' attitude towards the tourism experience.
These attitudes are not directly accessible to those
who are responsible for tourism development. In the
marketing of tourism it is possible to identify
typical situations in which certain kinds of tourist
motivations will predominant. This has practical
importance from marketing point of view.

The marketing situation in respect of tourism has
certain characteristics. These characteristics are:
1) The impact of tourism on the local population varies according to the predominance of different types of tourists e.g. tourists desiring temporary identification with one another, or settle tourists retiring to a destination.

2) In the stages of tourism development - the tourists discover a destination, in response the local entrepreneurs provide facilities to accommodate growing number of visitors and in the last - 'institutionalisation' or mass tourism follows.

3) Development of tourism facilities come under the control of agencies - private and public which may be routed outside the local community and country.

4) The planners of tourism development first identify feasible alternatives and after assessing their possible outcomes build the necessary infrastructure.

5) On the demand side of tourism development there are tourists who stay in hotels or guest houses, (government or non-government). The inflow of tourists is for religious pilgrimages and there is resort tourism. The main demand situation
wherein the tourists seek Sun & Sand, stay in
large hotels, often travel in group tours that
provide transport room and board in one package.
The popularity of such package tours is because
of its low cost. There are economies of scale
in respect of money and time for the customers.

Buying the whole vehicle is more economical and
better than buying individual seats, it is always
economical to have multi-room-reservations for
the whole season rather than rooms for a week
or two. By packaging transport and accommodation
into 'convenience travel' the tour operator was
able to secure lower price and also reduced the
time the consumer-tourist had to spend in seeking
out and choosing the best from among the many
options that were available. The transporter also
could increase the number of options which was
important in generating tourism flows into new and
smaller destinations.

There are no constraints created for 'resort
tourism' by limited skills, entrepreneurship or
savings of the population of the resort area. Good
beaches, reasonable weather, low vicinity of the
area from tourist's distance, can facilitate making available the human and financial resources (needed to construct and operate facilities for the tourists) from national or international sources, if not available locally. This feature has made resort tourism an appealing choice for the rapid stimulation of large scale development. It has also important implications for social and cultural development of the host community in tourism area. Therefore, to be successful package tourism like any other mass-consumer product has to appeal to a large market - the mass marketing technique has to be used.

Economics of scale earned should enable the tour operator to offer a resort offering sun, sea and some ration of exoticism at lower prices and increase accessibility of package tours to majority of the potential tourists. Reduction in the real cost of travel should serve to widen the market. Such tours range from cruises, seaside and safari holidays, resort holidays and brief trips specially created to offer standardized encounters with free natural assets and culture of the locality. Environments are also preserved wherein the indigenous culture of the destination may be experienced. This in future there may be more scope (a high marketing potential) for
growth in tours to developing countries where socio-cultural experiences are the main purpose of the trip. Such tours cater to tourists' interest in art, history or archaeology through visits to museums, sites or performances. The mixture of ancient monuments, cultural artifacts and contemporary events forms a potent appeal for visitors (tourists) to countries as diverse as India. As specialised tour operators send thousands of people abroad annually from each major tourist-originating country and there may well be scope for some market experience of 'package tourism' like a mass consumer product.

Thus 'market' potential for tourism in India is very vast. Both domestic and foreign tourism can develop provided both the qualitative as well as quantitative aspects of tourism are cared for by government. The major areas for qualitative developments are hotel accommodation, transport sector, air lines, road development, 'luxury vehicles', maintenance of wild life, parks, beaches and monuments. The development and preservative aspect of Tourism should be looked after by encouraging private investment and participation by the local people.
OTHER MACRO ASPECTS OF TOURISM
MARKETING DEVELOPMENT

Resources available for economic growth and investment in a country may be more or less than what tourism requires. It potential for earning foreign exchange, levels of income, employment and regional development are low. The national plan for tourism development will have to be prepared against constraints. Experiences of successful and sustained planning and implementation of intervention and decision making at the transnational, national and local level tour tourism development may not indicate an optimistic picture. The priorities must be laid down in the following manner :-

a) Gains from tourism development should go to the needy local people rather than to the better-off outsiders.

b) Tourism sector by itself cannot create congenial socio-economic conditions unless supplemented by development of infra-structure by other sector.

c) Without active governmental intervention planning and monitoring of tourism development projects the benefit of tourism development cannot accrue to the people.

d) Problems which are unique at the micro (tourism development unit) level and macro (national development)
level pertain to commodity production import substituting manufacturing, export oriented processing and assembly.

e) Local capacity to control tourism development is generally weak depending upon whether it a capitalist or private development or socialist development.

f) It is a part of developing country's responsibility to provide benefits (facilities) to the wealthier inhabitants of developed countries who make up the bulk of the tourist market. This responsibility has to be shared by both government and non-government agencies.

g) Measures must be taken at the macro-planning level to tackle the following problems:—
   a) ill-conceived and demaging legislations and control;
   b) resentment of tourism by the local population;
   c) provision of organisational inputs like trained personnel for tourism development projects.

The Host country situations determining the supply side.

A country interested in tourism development is faced with a considerable variety of tourists and types of tourism. It has to address itself to solving the following
issues for determining the qualitative and quantitative aspects (the selling points) of tourism:

1) It has to match its own resources with the requirements of different types of tourists.

2) It is necessary to ensure that the needs of the local people and the extent of their involvement in tourism development as needs of the local people and their involvement cannot be isolated from wider socio-political considerations. Local peoples' participation in tourism planning is likely to be meaningful when popular participation in politics is acceptable to the government.

3) Information on the structure of the tourism industry, together with data on prices should be made available to negotiators and planners in developing countries.

4) It is necessary to establish through negotiations and collaborations the complex links between tour operators, hotels and airlines, in such a way as to benefit the host country more than the social, economic and cultural costs.

5) Tourism generates derived demand in other sector by creating demand in other sectors like food products, souvenirs, agriculture, food processing, handicrafts
and light manufacturing. Jobs are created in construction and capital goods industries, hotels, resort complexes. This raises the levels of employment, income and standard of living of the people in host countries. There is also the emergence of the new entrepreneurial class leading to the strengthening of middle income group.

6) Several modernising influences such as mass media, education, urbanisation affects the attitudes and values of people in all societies. These factors have tremendous impact of demand and supply situations in tourism marketing developments.

7) The host country characteristics which create selling points are -

a) Size of the country.
b) General level of development of the host country.
c) Population density determining the nature and frequency of contacts between hosts and tourists.
d) Level of education of the people.
e) Distribution of skills and wealth among the local people.
f) The strength and resilience of local cultural traditions.
h) Production and infrastructure facilities.
Growth of tourism facilities should be gradual. The 'tourist carrying capacity' (measured by the number of tourists visiting and the extent of accommodation provided to them) depends upon the type of tourism encouraged. The data for marketing potential of tourism would consist of entrance, exit and length of stay of the tourists (international travellers) and if the tourism planners have to base their tourism development and marketing strategies on the thrust objective and adequate information.
THE CONCERN FOR ECOLOGY

Man has been meddling with nature. Ever increasing presence of chemical affluents, nuclear waste, acid rain and carbon dioxide, monoxide have led to ecological deterioration and the resultant ecological crisis. The organic life in relation to environment covers plants, fungi, animals including microbes and man. Of all the animate species man has set out on confrontation with nature. Ecological crisis is therefore a man-made crisis created in the latter half of 20th century. Man's interference with the ecosystem has increased both in volume and intensity. Colonisation of remote corners of the Earth (in the name of "Conquest of Nature") Man's interference with our ecosystem (either plant or animal) is responsible for the loss of ecological balance. The magnitude of ecological damage done by the human mischief is such that the situation has passed beyond repair. Man cleared forests to grow food for himself. Huge irrigation systems were created to ensure a perpetual supply of water to crops. Soil was eroded because of over-cropping and overgrazing. Salinity has converted good land into barren tracts - because of the excessive consumption of ground-water resources. Fertile lands have been converted into vast deserts. Industrial Revolution has led to tremendous consumption of minerals. (coal and oil). What is
destroyed in Nature is not replaced. No bird fouls its own nest but the so-called wise man excels in this obnoxious practice - creation and accumulation of waste, industrial byproducts (garbages) which are wanted by nobody. The technological revolution has backfired. It has hastened the consumption of scarce natural resources. The synthetic wastes pose a threat to the ecosystem. The worst of all are pollutants which the sophisticated technology has been spewing all around. Pollution has damaged vegetable crops, lowers their nutrient quality and spoils the health of animals - the secondary effects of pollutions are alarmingly dangerous water and air are loaded with poisonous chemicals and gases and the biological balance goes out of order permanently. The rare species of animals and plants are in danger. The ozon and oxygen contents of the atmosphere have been seriously decreasing. The greatest single source of contamination of the planet is radio activity from the explosions of nuclear weapons in the atmosphere- the fallants from nuclear tests have contaminated every part of the Earth's surface and has destroyed the healthy life of all its inhabitants - the plants, the animals and other living organisms which provide food, medicines and materials for nutrition and cure from diseases- and which contribute a lot to maintenance of ecological balance.
Destruction of tropical rain and extinction of rare species is a great ecological calamity. Only such ecological balance can feed, protect and improve human life, can protect fragile soil from erosion, can regulate atmosphere, maintain water supplies for agriculture and prevent formation of deserts. This natural process of survival, protection improvement should certainly not get destroyed because of man's ignorance and short sightedness.

THE ECOLOGICAL THREAT ANALYSED

The problem of ecological threat or environmental insecurity is created for air, water, animals, insects, forests, trees, plants sceneries and had led to the problem of survival of man. The problem of pollution of water, air, food, loss of ecological balance have created the problem of malnutrition. The beauty of nature, rainfall schedule the meteorological cycles have all been adversely affected and by the end of this century the whole earth would be converted into a barren land useless for cultivation. Unless the ecological problems are seriously and earnestly addressed by both the developed as well developing countries it would be difficult for the animal and human species to survive. Green movement, fuel conservation, soil conservation, heritage conservation, water management, forest management, pollution control economical use of
resources and productivity as the various dimensions of ecological management. If these challenges are not met effectively with a foresight survival of human and other existence is in danger, not to talk about tourism which is the result of geographical human mobility.
Tourism is a big business for an underdeveloped but
developing economy like India. Overseas visitors have
been making India one of the most popular tourist
countries. Holiday makers who want excitement in their
holidays spend millions, whether it is a Road, or a street
or a seaside resort with plenty to do and no one to tell
them 'not to'. The foreigners enjoy tea shoppes, gnomes,
souvenirs and signs which accompany their sight-seeing.
All this is tourism out of which others make their
livelihood and the country also earns foreign exchange.
However, a large part of the tourist trade, particularly
from the overseas (which is so important to the national
economy) has been constantly in danger of decay, damage,
and destruction. Tourism and conservation fo soil, water,
forests, historic cities, beautiful countryside and
villages, historic building and monuments - are
interdependent.

Apart from earnings in the form of entrance fees,
tourism does not directly contribute to maintenance and
improvement of tourist attractions themselves. However,
tourism as an economic force contributes to the general
prosperity of the place if properly planned and directed.
Something more than use of grants and statutory powers - which give a new lease of life to tourist prone assets monuments and areas. The danger is that tourism which centres round the national heritage of ancient towns and unspoilt country is not sensitively and sensibly controlled and this is going to gradually kill the goose that lays the golden egg. Owing to commercial anarchy, the tourist attractions themselves become less interesting. Ecological balance is not maintained to the plan of conservation. Local planning authorities local bodies, chambers of commerce, clubs (like Rotary, Lion's Clubs) and tourist boards should contribute. This would lead to improved presentation of established tourist attractions (better sign-posting, information service centres, well designed hotel developments, coordinated publicity etc) restoration and tidying up of conservation areas. Major tourist attraction whether private or government need planning with foresight to take account of rapidly increasing or decreasing number of visitors.