CHAPTER I

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Throughout the World, tourism has emerged as a major sociological and economical factor. The turnover figures are indeed tremendous. It is not an exaggeration to say that tourism has now become one of the largest industries in the world.

The word “tour” originated from the Latin word “tornus” which was later changed into tours, standing for lath or turner’s wheel. As the full turn of the wheel or lathe forms a circle or circuit, the word “tornus or tourn” also means a round journey in which one returns to the starting point. The word tour was first used for a journey in which one travelled and visited a number of places in circuit or sequence, thus meaning a circuitous or circular journey.

Tourism encompasses travel for pleasure during holiday, wanderlust, health, business and trade, pilgrimage and social purpose, historical and geographical research, educational purpose, foreign offices and other official functions. The perspective of travel spreads over many fields of human activity such as cultural, religious and sociological thereby influencing the social and economic aspects of international trade, transport and finance.

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Centuries back, the King of Babylon established protected roads, rest houses and gardens for travellers. The Romans used to travel for pleasure. They rode hundred miles in a day on horseback to see the monuments of Egypt. Olympic Games were also a reason for their travelling from their houses to Olympia. In the fifth century the downfall of Roman Empire accounted for the setback for tourism.  

The earliest recorded evidence of tourism could be traced back to the Roman Empire. The Romans visited temples and shrines, attended festivals and took baths for health and amusements. With the fall of the Roman Empire, tourism ceased to exist till the Middle Ages. In the Middle Ages, thousands of pilgrims made journey under the existing difficult conditions. The development of trade and commerce, religious activities, etc., between the eleventh and fifteenth centuries gave added impetus to the movement of merchants, soldiers and pilgrims. Thus travel before the Industrial Revolution was largely a matter of pilgrimage and to a limited extent of business and for official purposes.

Between the sixteenth and eighteenth centuries, especially in advanced countries, travel became very common and this encouraged the elite to go abroad. Travel also had been recommended as a part of

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2 ibid., p.14.

curriculum development. In fact foreign travel was a part of education of the aristocratic men in those days. During the same period, domestic travel to sea resorts and hill resorts for health reasons became part of entertainments.

In the nineteenth century, the professional travel agencies were established. Overseas tour was organised for the first time during 1860s. In the later years of that century, developments such as holiday with pay in certain countries, establishment of travel and tourism club etc. added new dimension to tourism. In the first half of the 20th century, tourism grew to new heights due to the development in the transport industry and other factors. Travel by private cars and coaches for the first time became popular in the 1910s. Tourism has been sensitive to world peace and prosperity after the World War periods i.e., from 1950 onwards. Tourism has got another boost as most of the Governments of the third world countries have started patronising tourism as an important economic activity.

**Importance of Tourism**

Tourism is one of the most striking phenomena of the present times and it offers man an opportunity to learn, to enrich humanity and to identify what may be termed as goals for a better life and society. In Europe and

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America, it is now a part of the life style of not only the aristocracy but also the merchants and the professional class.\(^5\)

Tourism is often viewed as a new wave of economic opportunity. It is largely responsible for the transfer of wealth from one nation to another and redistribution of income, leading to a gross increase in wealth-income to the lower community of the tourism region. The degree of benefit from tourism depends largely upon the level of self-sufficiency of the economy of the hosting region. Tourism seems to be the most sought-after economic business today and its social activities of attracting and serving visitors earn new or 'basic' income for the fostering community as a whole. The infusion of new wealth through overseas visitors is equivalent to the export earnings from any other international trade.

Another advantage of tourism is employment generation. Since the industry is labour intensive, it has capacity to absorb skilled, semi-skilled and very often unskilled manpower in its various sectors from within the tourism region itself, thus stirring up a series of subsidiary activities.

Tourism industry has the capacity to transform certain apparently economically useless goods/services into marketable attractions. Such goods and services may include cultural, natural and social assets of the society.

This function of the tourism industry is largely responsible for strengthening and preserving fragile resources as they are converted into essential 'economic' goods and services that form the 'export items' ready for sale to the guests.6

Tourist expenditure leads to a chain of effects. With the infusion of funds in the destination area, the economy is greatly affected as the income of the host area is increased. This effect is known as 'income multiplier'. With a dose of wealth from outside, the propensity to spend naturally increases thereby necessitating more jobs that in turn results in what is considered as 'employment multiplier'. Growth in tourism activities leads to the development of infrastructure and superstructure that causes 'capital multiplier'.

Tourism today is one of the fastest growing industries throughout the world. Though the third world shares a small slice of this growth, in a large number of developing countries tourism is an important economic force and its study is of increasing academic and practical interest. A large number of developing countries today are aware of the potential benefit of tourism and most of those having suitable infrastructure are well ahead in the way of exploiting this avenue for economic development. Tourism can earn not

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only foreign exchange but also a lot of Government revenue by way of taxes. It generates mostly indirect taxes for the Government.

One of the striking features of the present century is the emergence of tourism as an industry in quite a few developing countries. Tourism offers to these nations an opportunity for earning foreign exchange at a low social cost. It not only stimulates the rate of growth of overall economy because of its immense growth potential, but under certain situation can also be rightly regarded as an important industry for the diversification of the industrial structure as well as regional development of backward areas.7

Tourism brings about an intermingling of people from various sections of social and cultural backgrounds and this helps in national integration. It can help the regional development of areas which otherwise have little economic potential. It can also contribute significantly to the generation of employment opportunities of a low or semi-skilled nature in backward regions. Besides, tourism has often a seasonal character. It is, therefore, eminently suitable to supplement the income of the chronically underemployed labour population.

A substantial proportion of the population engages in going away on holiday. Hence, new socialised forms of the provision for goods and services are developed in order to cater to the mass character of tourism practices.

The tourist is, therefore, different from the traveller, because travel has an individual character whereas tourism has a mass character. Tourism is directed at places chosen for the anticipation of intense pleasure because such places are different from what are normally encountered.

The tourist’s gaze is directed towards a landscape, a town or an event by pointing out those features that separate it from everyday life. Whilst many features are viewed, because they are out of the ordinary, there is much more emphasis on the visual elements because they were seen them before through photographs, post cards, films, etc. In fact, it helps to recapture the site through personal experience.

Tourism has also become a status symbol in modern society. As much as of about 40% of free time is devoted to travel in developed countries. Touring and outdoor recreation have become genuine social, economic and psychological needs, not for individuals alone but also for entire society and its economy. The ‘Tourism Revolution’ has made tourism as an important industry of this super-industrialised era. Tourism development holds immense appeal because of anticipated economic benefits of income and employment. In terms of employment, it is the

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8 Kapil Kumar, op. cit., p. 19.
largest industry that provides jobs to about one in every sixteen workers worldwide.\textsuperscript{9}

**Definition of Tourism**

There is no universally accepted definition of tourism and even now the term “Tourism” is defined by different authors in various ways. Tourism refers to the temporary movement of people to destinations outside their normal place of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs. Tourism is the sum of phenomena and relationships arising from the interactions of tourists, business suppliers, host governments and host communities in the process of attracting tourists.

The Tourism Society in Britain in 1976 defined tourism as, “Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations; it includes movement for all purposes, as well as day visits or excursions.”\textsuperscript{\textdegree}10

Hermann V. Schullard defined tourism as “the sum total of the operators, mainly of an economic nature, which directly relates to the entry.

\textsuperscript{9} Shalini Singh, op. cit., p.16.

stay and movement of foreigners inside and outside a certain country, city or region.”

According to Hunziker and Krapf, “Tourism is the totality of the relationship and phenomenon arising from the travel and the stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity”.

The International Conference on Leisure, Recreation, Tourism in 1981 defines tourism as: “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 way from home”.

Tourism: Multi-disciplinary Study

A number of diverse academic disciplines are involved in tourism. The various disciplines have their own orientation towards the study of tourism. Figure 1.1 shows the various disciplines involved in the study of tourism and their approaches.

Jafari summed up these approaches as “Tourism is the study of man way away from his usual habitat, of the industry which responds to his

11 ibid.


13 As quoted in Ratandeep Singh, op.cit., p. 68.
FIG. 1.1
MULTIDISCIPLINARY STUDY OF TOURISM

Source: Chris Cooper, et. al., 2000, Tourism Principles and Practice.
needs, and of the impacts that both he and the industry have on the host sociocultural, economic and physical environments”\textsuperscript{14}.

Sociology of Tourism is relatively a new discipline, beginning in 1970. From the point of view of Sociology, tourism studies have five major points of departure that explore its domain such as the stranger, leisure, hospitality, travel and religion.

While Sociology of stranger uses insights gained from studies of minorities, ethnic groups and expatriates, to analyse the role of tourists as temporary strangers, the Sociology of leisure introduces many new ways of looking at the tourism phenomenon in the context of urbanisation, industrialisation, gender, consumerism, technology, etc. The Sociology of hospitality looks at issues of conflict and contradiction in the process of commercialisation and social exchange.

The Sociology of travel gains insights into the tourists' attitudes, behaviour and motivation, tour landscapes or itineraries and the image of a destination as well as the role of infrastructure and the travel culture on the other hand, sociology of religion, particularly of the pilgrimage, attracts a great deal of interest in determining how the sacred is determined; the search for the transformation of the self and the role of norms in determining behaviour. The sociology of tourism, thus, helped to establish the study of tourists and tourism as an independent field of enquiry.

Basic Components of Tourism

Tourism does not exist in isolation. It is made up of various components. The important basic components are transport, accommodation and locale.¹⁵

A tourist in order to reach his destination has to travel and therefore, some mode of transport is necessary. This mode of transport may be a motorcar, a coach, a train, an aeroplane, a ship etc. Provision of accommodation is very basic to any tourist destination; the term is used to cover board and lodging. To a great extent, tourism depends upon the types, quantity and quality of accommodation available at tourist centers. Accommodation is the matrix of tourism and thus plays a distinctive role in the development of this expanding industry.

Locale means destination or resort, which forms the basis of tourism. The destination, may offer natural attraction like sunshine, scenic beauty, sporting facilities etc. The important attractions of tourist destination are pleasing weather, scenic attractions, historical and cultural factors, accessibility and amenities.

One of the most important and crucial attractions to any tourist is fine weather with warm sunshine. Beautiful beaches have become prominent

tourist centers due to pleasant weather. Pleasing weather at tourist spots prolongs the length of stay on the part of tourists. Long stay of tourists helps the tourism industry flourish as a whole. Scenic attraction in the form of mountains, lakes, waterfalls, glaciers, forests and deserts are strong forces attracting people to visit there. Historical and cultural interests attached to certain places exert a powerful attraction for many.

Accessibility is a very crucial factor as it is a means by which the tourist can reach the area, where attractions are located. If the tourist attractions are located at places, where no means of transport are available or inadequate, those places will have little value. Availability of efficient transport makes the destination easily accessible and valuable. Facilities are necessary aids to the development of tourist centers. Mention may be made of the facilities for swimming, boating, surf-riding, yachting, recreation and amusement.

The amenities are two types: (i) natural amenities, which include beaches, sea bathing, angling etc and (ii) man-made amenities which include various types of entertainments and facilities catering to the special needs of the tourists like sports club, dance, musical performances etc.
Types of Tourism

There are many types of tourism. Vasudeva classifies tourism into nature tourism, pilgrimage tourism, highway tourism, cultural tourism, adventure tourism and eco-tourism.¹⁶

Tourists are attracted to the greenery landscape and climate of the tourist spots. The scenic attraction is a major motivating factor in the nature tourism. Scenery or the landscapes consisting of mountains, lakes, waterfalls, glaciers, deserts, etc., are strong forces attracting more tourists to visit them. Breath-taking mountain scenery and the coast scenery exert a strong fascination for tourists.

The practice for travelling for religious purposes became a well established custom in many parts of the world. Travelling to shrines and sacred places for religious purpose assumed a significant importance in promoting pilgrimage tourism. The extent and intensity of pilgrimage tourism is more popular in India than in any country in the world.

Under highway tourism, man-made attractions are provided in or nearby highways. Many attractive spots are also linked with the highways to motivate the tourists to have a comfortable and speedy visit.

Tourism development revives and rejuvenates the silent aspects of local culture. People are motivated to travel in order to see the cultural heritage of their own country or foreign countries, to visit ancient historical buildings and monuments, museums and art galleries. Many countries are using the legacy of their historical past as their major tourist attractions. The tourists are interested in attending some cultural festivals at the tourist spots.

The terrain and geographical condition of the states make a place for the propagation and development of adventure tourism. Generally, adventure sports are based on land, air and water. Land sports comprises of mountaineering, rock climbing, trekking and skiing. River running is the most common and popular water sports including water skiing, scuba diving, sailing, wind surfing and boating. Powered hang gliding and para sailing are the main aero sports.

Development of tourism based on natural resources of a place is known as eco-tourism. Eco-tourism is a purposeful travel to a natural area to understand the cultural and natural history of environment, taking care not to alter the integrity of the eco-system, and making conservation of natural resources beneficial to local people. It is a specific category of nature-based tourism, which takes into account the natural ecological attractions of a place and their conservation and development.
Definition of Tourist

The World Tourism Organisation defines a tourist as temporary visitor, whose purpose of visit may be for pleasure. Visitors are further distinguished as “day visitor or excursionist”, who stays less than 24 hours, and the tourist who stays longer than 24 hours. It further says that tourists who are temporary visitors staying at least 24 hours in the country visited and the purpose of whose journey can be classified under one of the following headings: leisure (recreation, health, study, religion and sports), business, family, mission and meeting. Excursionists are those temporary visitors who stay for less than 24 hours in the country visited, including travellers on cruise ships.17

“A tourist is a person, who undertakes a journey for pleasure, recreation or culture, who may enter a country of visit, a place for a temporary sojourn of not less than 24 hours and spend the money he brought in, without seeking or taking up work or employment in the country or the place of his visits”.18


Norval defines a tourist as "a person who comes to a foreign country for a reason other than to establish permanent residence or to work there regularly and who spends, in the country of his temporary stay, the money he has earned elsewhere".\(^{19}\)

Tourist, according to Cohen, refers to "a voluntary, temporary traveller travelling at the expectation of pleasure from the novelty and change experienced on a relatively long and non-recurrent round-trip".\(^{20}\)

The most popular and widely accepted definition of tourist is given by the World Tourism Organisation. It reads: "A tourist is a person who travels to a place other than his usual place or residence and stays at hotels or other accommodation establishments run on a commercial basis (or in any rent-free places) for duration of not less than 24 hours and not more than 6 months at a time, for any of the following purposes: pleasure (holiday, leisure sports etc.), pilgrimage, religious or social functions, study and health, participation in sports and professional or business".\(^{21}\)

However, it is to be noted that the following categories of travellers are not included in tourism statistics: Border Workers, Temporary

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\(^{19}\) As quoted in Ratandeep Singh, op.cit., p.114.

\(^{20}\) As quoted in Suhita Chopra, op.cit., p.5.

\(^{21}\) As cited in Kunal Chattopadhyay, op. cit., p.7.
immigrants, Permanent immigrants, Nomads, Transit passengers, Refugees, Members of the armed forces, Representation of consulates and Diplomats.

**Environment and Tourism: An Inter-relationship**

Environment is one of the major element, which forms the foundation of the tourism industry of a nation. Both, the natural environment in the form of land, water plants and animals, and the man-made environment (Theme parks, Gardens etc.,) constitute the attraction, which tourists look for in a destination.

As the environment is an integral component of tourism industry, it is expected that tourism developers of a country should take special care to ensure that the environment is properly cared for and preserved. But, such an ideal situation is very rare, since the impact of tourism and tourists on both the man-made and natural environment is far from beneficial and often the impact proves to be quite harmful. This situation is further strengthened by the discovery of the following two types of tourism related impact on the environment:

1. Harmonious coexistence between tourism and the environment,

   and

2. Conflicting relationship between tourism and the environment
Most of the literature on impacts has viewed the relationship between tourism and environmental conservation as one of conflict. There are no doubt examples of negative or detrimental impacts of tourism on environment, which include degradation of natural resources by deforestation and erosion, destruction of landscapes, pollution of beaches, noise and congestion as well as negative effects on cultural heritage and social customs.

**Mass Tourism**

In mass tourism, large number of tourists assembling in a particular place in the same period for their pleasure. Seasonal climate, event and festival attracts more tourists in a same place.

Tourism today is a mass phenomenon, with a dual concentration in time and space, which threatens the environment. Geographers, Environmentalists and Sociologists attempt to understand and explain the effect of mass tourists on a land.

Mass tourism in the early 1960’s and 70’s was characterized by a steady rise in number; the 80’s saw a sudden upsurge of tourists. Mass tourism, both international and domestic is the order of the day. Mass tourism is the result of sustained prosperity and consequent rise in income, increase in paid leisure time, emergence of a growing affluent consumer
society and greater expansion of tourist trade through organized trips. The recreational boom of the late 1980's resulted in mass tourism.

Mass tourism tends to be highly spatially polarised. Beaches, mountains, hill stations, places of natural beauty, cultural and pilgrim centres are the destinations of these mass tourists. Mass tourism is also seasonal as it occurs during the holiday season or coincides with the favourable climatic season. This leads to a saturation of tourists at destinations during certain times of the year.

Hill stations have been in existence for a long time. They have generally developed incrementally over long periods. Hill stations typically have an attraction, which is seasonally specific and short duration. The summer season witnesses a peaking of tourists. The past decade has seen a mass influx of domestic tourist into the hills. Ninety eight per cent of the tourist traffic in the hills is domestic. There has been a change in the nature of visitors to the hill stations. The present tourists to the hills stay shorter, spend less, want to see more and have a different out look on life than the earlier leisured elite of the colonial and post independence eras.

Mass tourism, by assembling large number of tourists in small areas, began creating intense environmental pressures, as the normal urbanisation pressures of air, water and terrestrial pollution were accentuated. The initial
euphoria of high demand and rapid growth of tourism began wearing out, when the swarm of mass tourists began leaving destruction in their wake. Mass tourism has caused tremendous strains at the destination areas and the quality of tourism is declining. Almost all the hill stations are struggling to cope with this onslaught of tourists.

The impact of these mass tourists who demand the experience of change and novelty without foregoing comforts is maximum in terms of ecology and land use pattern. Development at destination zones often alters the environment adversely. The damages wrought by mass tourism seem to outweigh the benefits of tourism. With increasing tourism, the initial euphoria has led to apathy and even antagonism.

**Impact of Tourism**

Impact simply means the strong impression or effect of force exerted by one subject striking against another. Since the topic selected being impact of tourism, it denotes the influence of tourism.

The impacts of tourism are grouped into three major categories: economic, physical and social. Rapid growth of tourism has given rise to increasingly pronounced economic, environmental and social effects. The
consequences of tourism have become increasingly complex and contradictory.  

Tourism can bring both benefits and problems to the local community and its cultural patterns. It is very difficult to measure its impact on economic, socio-cultural and environment. Inflation of local prices of land and certain goods and services may take place in rapidly developing tourism areas. This places a financial burden on residents.

Studies of tourism in India shows that in all the tourist regions, tourism affects the moral behaviour of people. It is closely related to the increase in the sale of sex (Prostitution) and crime of various kinds such as organized gambling. The environmental impacts are also seen due to tourism. The ecological impacts of coastal tourism and hill tourism are a complex problem because of its range of beneficial and detrimental effects. In order to make a region more attractive to tourists, measures are some times taken to drain swamps and protect the flora and fauna. Most effects of tourism have been largely negative because of inadequate planning. Human

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pressure inevitably leads to ecological disturbance, disfigurement of the coastline and a reduction in the attractiveness of the resource. Disposal of wastes in the waters of many resorts has reduced the bathing and boating potential of those areas.

**Tourism and Sustainable Development**

Sustainable development is defined as “Development that meets the needs of the present without compromising the ability of future generation”.\(^{25}\) This development refers to sustainable levels of both production and consumption.

Sociologically, the concept has been fulfilling many functions for many categories of economic, social and political actors in the environment and development fields. According to sociologists Hawkins and Buttel,\(^ {26}\) sustainable development must be understood in terms of four roles that it can play: (1) as an environmental movement ideology: (2) as a development fad and symbolic pivot of conflict over development policy (3) as a guide post for designing and evaluating development policies and programs; and (4) as a theoretical category.

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Sustainable development refers to economic development and standard of living, which do not hamper the future ability of the environment to provide adequate means of livelihood for the population. In other words, it meets the needs the aspiration of the ability of future generation to meet their needs.\textsuperscript{27} Thus, sustainable development is expected to provide economic well being, not only to the present generation but also to the future generation along with the maintenance of healthy environment and life support system.

In environmental dimension, the sustainable development aims to improve human welfare by protecting the scarce resources and minimization of wastes in order to prevent the human being from the harmful effects\textsuperscript{28}. The environmental and ecological aspects play an important role in sustainable development. This framework also highlights the dependency of human systems on the biophysical environment.

Sustainable tourism refers to the "tourism without impairing the natural and cultural heritage or opportunities for the collective enjoyment of


tourist of the future."^29 The principles and objectives of sustainable tourism, as outlined in the Charter of World Conference on Sustainable Tourism (1995), are

(a) Tourism development shall be based on the criteria of sustainability, which means that it must be ecologically bearable in the long terms as well as economically viable and ethically and socially equitable for social management of tourism is that the sustainability of the resources on which it depends must be guaranteed.

(b) Tourism should contribute to sustainable development and be integrated with the natural, cultural and human environment. Tourism should ensure an acceptable evolution as regard its influence on natural resources, biodiversity and the capacity for assimilation of the many impacts and residues produced.

Eco-tourism and sustainable developments are closely related. These two approaches are helpful to developing tourism for long time. Eco-tourism means a purposeful travel to natural areas to understand the cultural and natural history of environment, taking care not to alter the integrity of the eco-system, while producing economic opportunities that make conservation

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of natural resources beneficial to local people. It is a specific category of nature-based tourism.

The sustainable eco-tourism requires a judicious balance between the interest of hosts, visitors and the tourism industry. Eco-tourism promotes sustainable development while at the same time creates economic justification for the preservation of natural lands and wild life. A society was formed in 1991 known as Eco-Tourism Society (ETS) and it defined eco-tourism as, "Responsible travel that conserves natural environment and sustains the well-being of local people".  

The term ‘Eco-tourism’ coined in 1983, by Hector Ceballos-hascurian, a Mexican environmentalist was initially used to describe nature-based travel to relatively undisturbed areas with an emphasis on education. This concept has, however developed into a scientific approach to the planning, management and development of sustainable tourism products and activities. 

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Statement of the Problem

Hill stations by their very nature are ecologically fragile zones. The incursions of tourism here have hastened the process of environmental decay. Tourism like industrialization and urbanization causes irreparable harm to the environment. The relentless pressure of tourism can erase the resource base i.e. the natural environment in the case of hill tourism. The environment is the core of the tourism product.* Over-exploitation leads to its degradation. A sound environment is the basic resource upon which the tourism industry depends for its growth. With increasing tourist numbers over crowding and congestion disturb the natural environment resulting in a decline in the quality of recreation experience and this will ultimately turn away tourists. The destination gradually loses its charm and importance as a tourist centre. Tourism, being a heterogeneous industry, involves numerous individual entrepreneurs striving to make profit within their own short term horizons. As the volume of tourism expands and as development increases, many segments of tourism will run on collision courses, thus reducing the satisfaction of visitors to the tourist spot.

Considering all the topics discussed above the present study was undertaken in Ooty town, one of the most attractive hill tourist spots in

* Tourism product is the sum total of a place’s tourist attractions, transport, accommodation etc. which serves the tourist. It can be entirely manmade or nature’s creation improved upon by man
Tamil Nadu, focussing the impact of tourism on various environmental factors. With growing pressure of tourism, there is a need to protect the environment for tourism the need to protect it form tourism. The outcome of the study will help in formulating strategies that could attract more tourists and also in maintaining the sustainability of the eco-system prevailing in Ooty.

**Organisation of the Thesis:**

The Thesis is organised into seven Chapters.

Chapter I includes general introduction, objectives, scope and limitations of the study.

In Chapter II, a brief account of review of literature relating to the problem under study is presented.

Chapter III, discusses the details of methodology adopted in the study.

A brief description of the study area is given in Chapter IV.

Chapter V assess the impact of tourism on environment in Ooty.

Impact of tourism on the life of residents in Ooty town is brought out in Chapter VI.

Chapter VII presents the summary and conclusion of the study, besides suggestions for further action.