3.1 Marketing

Marketing is the process by which companies create customer interest in goods or services. It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong customer relationships and creates value for their customers and for themselves. Marketing is used to identify the customer, to satisfy the customer, and to keep the customer. With the customer as the focus of its activities, it
can be concluded that marketing management is one of the major components of business management. Marketing evolved to meet the needs in developing new markets caused by mature markets and overcapacities in the last 2-3 centuries.

Marketing is defined by the American Marketing Association (AMA) as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." The term developed from the original meaning which referred literally to going to a market to buy or sell goods or services. Seen from a systems point of view, sales process engineering views marketing as "a set of processes that are interconnected and interdependent with other functions, whose methods can be improved using a variety of relatively new approaches."

The Chartered Institute of Marketing defines marketing as "the management process responsible for identifying, anticipating and satisfying customer requirements profitably." A different concept is the value-based marketing which states the role of marketing to contribute to increasing shareholder value. In this context, marketing is defined as "the management process that seeks to maximize returns to shareholders by developing a firm in the market economy survives by producing goods that persons are willing and able to buy. Consequently, ascertaining consumer demand is vital for a firm's future viability and even existence as a going concern. Many companies today have a customer focus (or market orientation). This implies that the company focuses its activities and products on consumer demands. Generally there are three ways of doing this, the customer-driven approach, the sense of identifying market changes and the product innovation approach.

In the consumer-driven approach, consumer wants are the drivers of all strategic marketing decisions. No strategy is pursued until it passes the test of consumer research. Every aspect of a market offering, including the nature of the product itself, is driven by the needs of potential consumers. The starting point is always the consumer. The rationale for this approach is that there is no point spending R&D funds developing products that people can’t buy. History attests to many products that were commercial failures in spite of being technological breakthroughs.
A formal approach to this customer-focused marketing is known as **SIVA** (Solution, Information, Value, Access). This system is basically the four Ps renamed and reworded to provide a customer focus. The SIVA Model provides a demand/customer centric version alternative to the well-known 4Ps supply side model (product, price, placement, promotion) of marketing management.

### Table 3.1: 4Ps supply side model

<table>
<thead>
<tr>
<th>Product</th>
<th>→</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>→</td>
<td>Value</td>
</tr>
<tr>
<td>Place</td>
<td>→</td>
<td>Access</td>
</tr>
<tr>
<td>Promotion</td>
<td>→</td>
<td>Information</td>
</tr>
</tbody>
</table>

*Source: Wikipedia, the free encyclopedia*

If any of the 4Ps had a problem or not there in the marketing factor of the business, the business could be in trouble and so other companies may appear in the surroundings of the company, so the consumer demand on its products become less relationships with valued customers and creating a competitive advantage."

### Table 3.2: Marketing mix

<table>
<thead>
<tr>
<th>Product</th>
<th>→</th>
<th>Consumer desire</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>→</td>
<td>Cost</td>
</tr>
<tr>
<td>Place</td>
<td>→</td>
<td>Convenience</td>
</tr>
<tr>
<td>Promotion</td>
<td>→</td>
<td>Communication</td>
</tr>
<tr>
<td>People</td>
<td>→</td>
<td>Customer approach</td>
</tr>
</tbody>
</table>

*Source: Wikipedia, the free encyclopedia*

The human factor is becoming a key competitive advantage and therefore the model 5C&5P is becoming significant in the 21st Century

### 3.2 Services marketing

A service is a function which is supported by a subset of endpoints in a region or sector. Service can be defined as an economic activity that does not result anything in the ownership, and this is what differentiates it from providing tangible goods.
Different scholars defined the term ‘service’ and there are plenty of definitions of the term. According to Gronroos service means:

"An activity or series of activities of more or less intangibles nature that normally, but not necessarily, take place in interactions between the customer and service employees and/or physical resources or goods and / or systems of service provider, which are provided as solutions to customer problems".iv

"Service is any activity or benefit that one party can offer to another which is essentially intangible and does not result in the ownership of anything. He also claimed that the activities such as renting a hotel room, depositing money in a bank, travelling on an aeroplane, visiting a doctor, getting a haircut, having a car repaired, watching a professional sport, seeing a movie, having clothes cleaned at a dry cleaner and getting advice from a solicitor all involving buying service."v

The definition of service given by Kotler(1999) also suggests that a marketer needs to know five main service characteristics which are:

i. Service intangibility- means that service cannot be readily displayed, so they cannot be seen, felt, heard or smelled before they are bought.

ii. Service inseparability- means that service cannot be separated from their providers, whether the providers are people or machines.

iii. Service variability/ heterogeneity- indicates the quality of services depends on who provides, them as long as when, where and how they are provided which makes difficult to control the service quality.

iv. Service perishability- means that services cannot be stored for later sale or use.

v. Lack of ownership –means that the service products lack the quality of ownership. For example, a holiday is an experience and, hopefully, enjoyed, but after the event, it remains ephemeral, unlike a product in the hand and this lack of ownership which compelled the service providers to make a special effort to reinforce their brand identity and affinity with the consumer by one or more methods. Due to the distinct characteristics of service, it creates some marketing problems and requires some special attention of the marketer. The
marketing problems related to distinct characteristics of service are shown in the following table.

Table 3.3 Service Characteristics and Marketing Problems

<table>
<thead>
<tr>
<th>Service Characteristics</th>
<th>Marketing Problems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intangibility</td>
<td>- Services cannot be stored</td>
</tr>
<tr>
<td></td>
<td>- Services cannot readily be displayed, demonstrated or communicated</td>
</tr>
<tr>
<td></td>
<td>- Processes are difficult to set and keep adjusted</td>
</tr>
<tr>
<td></td>
<td>- No patent protection is possible for services</td>
</tr>
<tr>
<td></td>
<td>- Services cannot be inventoried</td>
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<tr>
<td></td>
<td>- Services cannot be standardized</td>
</tr>
<tr>
<td></td>
<td>- Quality control is difficult</td>
</tr>
<tr>
<td>Perishability</td>
<td>- Customer interacts with service production and delivery systems and the service environment</td>
</tr>
<tr>
<td>Heterogeneity</td>
<td>- Customer may be part of the product, production, and the delivery system.</td>
</tr>
<tr>
<td></td>
<td>- No clear distinction between marketing, human resource management and operations management can be made.</td>
</tr>
<tr>
<td>Inseparability</td>
<td></td>
</tr>
</tbody>
</table>

*Source: Zeithaml, Parasuraman and Berry, 1985*

Services marketing relates to the marketing of services, as opposed to tangible products. A typical definition of a service is:

- The use of it is inseparable from its purchase (i.e. a service is used and consumed simultaneously).
- It does not possess material form, and thus cannot be smelt, heard, tasted, or felt.
- The use of a service is inherently subjective, in that due to the human condition, all persons experiencing a service would experience it uniquely.

As examples of the above points, a train ride can be deemed as a service. If one buys a train ticket, the use of the train is typically experienced concurrently with the purchase of the ticket. Although the train is a physical object, one is not paying for the permanent ownership of the tangible components of the train. Services can also be viewed as a spectrum. Not all products are pure goods, nor are all pure services.
An intermediary example may be a restaurant, where the waiter service is intangible, but the food is tangible.

3.2.1 The 7 P’s of Services Marketing

The first four elements in the services marketing mix are the same as those in the traditional marketing mix. However, given the unique nature of services, the implications of these are slightly different in case of services. 3 new elements of the services marketing mix - people, process and physical evidence - which are unique to the marketing of services.

1. **Product:** In case of services, the ‘product’ is intangible, heterogeneous and perishable. Moreover, its production and consumption are inseparable. Hence, there is scope for customizing the offering as per customer requirements and the actual customer encounter therefore assumes particular significance. However, too much customization would compromise the standard delivery of the service and adversely affect its quality. Hence particular care has to be taken in designing the service offering.
2. **Pricing:** Pricing of services is tougher than pricing of goods. While the later can be priced easily by taking into account the raw material costs, in case of services attendant costs such as labour and overhead costs are also need to be factored in. Thus a restaurant not only has to charge for the cost of the food served but also has to calculate a price for the ambience provided. The final price for the service is then arrived at by including a mark up for an adequate profit margin.

3. **Place:** Since service delivery is concurrent with its production and cannot be stored or transported, the location of the service product assumes importance. Service providers have to give special thought to where the service would be provided. Thus, a fine dine restaurant is better located in a busy, upscale market as against on the outskirts of a city. Similarly, a holiday resort is better situated in the countryside away from the rush and noise of a city.

4. **Promotion:** Since a service offering can be easily replicated promotion becomes crucial in differentiating a service offering in the mind of the consumer. Thus, service providers offering identical services such as airliness or banks and insurance companies invest heavily in advertising their services. This is crucial in attracting customers in a segment where the services providers have nearly identical offerings.

5. **People:** People are a defining factor in a service delivery process, since a service is inseparable from the person providing it. Thus, a restaurant is known as much for its food as for the service provided by its staff. The same is true of banks and department stores. Consequently, customer service training for staff has become a top priority for many organizations today.

6. **Process:** The process of service delivery is crucial since it ensures that the same standard of service is repeatedly delivered to the customers. Therefore, most companies have a service blueprint which provides the details of the service delivery process, often going down to even defining the service script and the greeting phrases to be used by the service staff.
7. **Physical Evidence:** Since services are intangible in nature most service providers strive to incorporate certain tangible elements into their offering to enhance customer experience. Thus, there are hair salons that have well designed waiting areas often with magazines and plush sofas for patrons to read and relax while they await their turn. Similarly, restaurants invest heavily in their interior design and decorations to offer a tangible and unique experience to their guests.

### 3.3 The Process of Service Marketing Planning

A marketing plan is essentially the means by which an organisation – whether a commercial company, a not-for-profit organisation or a government agency or authority – realises its goals in respect of its “market”. It is a navigational chart and as such a tool for implementation, guiding the specific activities designed to influence the behaviour of the market and enabling the effectiveness of such activities to be assessed. The development of a marketing plan may not require intensive scholarly work; it is an attitude that governs and influence the directions an organisation intends to go.

Drawing on Gartrell (1994), marketing plans typically include the following sections:

1. **Executive Summary:** the objective is to give a clear understanding of what the marketing plan is about without going into detail.

2. **Situation Analysis:** This assessment explores the structure, characteristics and performance of the sector, the community, the travel product, the economic environment, and the present and potential market. For tourism place marketing, some of the following questions should be examined:
   a. What is present demand for tourism attractions and activities in an area?
   b. What resources and facilities do you have to market to visitors?
   c. What is your community known for?
   d. What kind of image does it have among outsiders? And to local residents?
Overview of Tourism Marketing

e. What are your strengths and weaknesses, and how do they impact your tourism markets?

f. What changes do you anticipate over the next five years – taking account of market and competitor trends – and how will they impact your ability to attract visitors to your destination?

g. What other developments and trends might impact your community/destination?

h. How responsive is your community to having visitors?

Developing a situation analysis is fundamental to better understand the capabilities, potential and interest that may exist for visitors within a destination.

3. Objectives and Goals: it is important in developing a marketing plan to establish measurable goals. This requires careful consideration of the demand and supply potential of visitors to the destination. Questions that address this issue are:

a. What kind of goals should be established? ie short or long term? Is there a sound baseline against which such goals can be set?

b. What kinds of tourism markets should be targeted, and what goals should be set for each target segment?

c. How will the organisation assess the attainment of these goals?

d. Are the goals realistic in terms of the organisation’s resources, timetables and travel products?

4. Market Segments: The third essential element in a Marketing plan is that of identifying and selecting the target markets – market segmentation, a topic that is dealt with in a later session. No organization has the financial resources to cover the whole of the market: it is necessary to identify and select those sub-groups with most interest in the products being offered. There are many means of segmenting the market.
5. **Marketing Strategies**: once the segments to be targeted are identified, the marketing strategies likely to produce the maximum penetration and benefit to the organisation are defined and specified. In selecting the most appropriate marketing approaches and deciding on the product’s positioning, the organisation need to ask itself the following questions:

a. Which selected marketing strategies will be the most effective for an identified market segment?

b. What are the strengths and weaknesses of a strategy?

c. Who is affected by a selected strategy?

d. What combination of strategies might be most productive in reaching a selected market segment?

6. **Marketing Mix**: how the product will be marketed to the targeted segments?

Arriving at the most appropriate marketing mix determined by answering the four key questions:

a. How will the product be offered to prospective tourist customers?

b. What should be the pricing structure for the product?

c. How should the product’s positioning and image be communicated to its target market segments?

d. How will the product be distributed – made available - to tourists?

7. **Resources**: an organization needs to allocate its resources adequately to support the programmes outlined for attaining the desired goals. Without funding and personnel, programmes not a productive one. The following questions need to be addressed:

a. To what extent will personnel and money be dedicated for a specific programme?

b. Will the allocation be sufficient to reach the desired programme goal?
c. Does the organisation have other community resources that might be employed towards a specific programme to ensure its success?

This section should also have a clear and transparent marketing budget.

8. **Implementation**: scheduling and timing are key determinants of the success of a marketing plan. These affect the placement of advertising and its impact on the targeted market segment. Questions that might direct the implementation of a plan include:

a. When is the best time to launch a specific marketing strategy for a specific market segment?

b. What kind of lead time applicable to various market segments would impact goal achievement?

c. In what sequence should various marketing elements be implemented? Does one strategy need to follow another to maximise impact?

d. Who is doing what? When? How? and with whom? In implementing a programme, is it coordinated for maximum efficiency?

9. **Assessment**: being able to evaluate a marketing effort is imperative. The questions to be posed include:

a. What kinds of results are being sought in a specific marketing effort? Are the results quantified?

b. What kinds of criteria have been established against which to assess a marketing programme?

c. What kinds of contingencies have been developed for a programme that may prove less effective than intended?

**3.4 Tourism**

Tourism is one of the fastest growing and single largest industries in the world. The contribution of tourism industry in the global as well as individual perspective is really amazing. Many countries in the world depend upon tourism as a main source of foreign exchange earnings. According to the World Tourist Organization (WTO),
while 448.5 million tourists moved throughout the world during the year 1991 (Quoted by Davidson, 1994), about 593 million tourist arrivals were recorded during 1996 registering a 4.6% increase over 1995 (Bhattacharya, 1997) and 32.22 percent growth in five years. The World Tourism Organization recorded a total number of 763 million international tourist traffics in 2004 which is 10.58% higher than previous year and earned US$ 623.00 billion which shows an increase of 18.89% over 2003 (WTO, 2005). Tourism continues to surge as a world economic force, contributing nearly $5.5 trillion to the world’s economy in 2004 (Wagner, 2005). The increasing trend of tourist arrivals and earnings is continuing. In 2005, the world tourist arrivals rose to 808 million. The World Tourism 2020 Vision forecasted that these figures are 1,006.4 million in 2010 and the same reach to 1,561.1 million in 2020. This continued growth in tourism business throughout the world is encouraging and nations are becoming more concern to attract more tourists to their own destinations and trying to promoting this sector as a major source for the economic development of the nation.

The scope of the travel and tourism industry is wide ranging. It is an industry comprised of numerous sub-industries. Transportation, accommodation, food and beverage, amusement, recreation and services all form the backbone of what is collectively referred to as the Travel and Tourism industry. Together, this single industry produces over 10% of the world’s GDP. It is one of the world’s largest private sector employers. In one-way or another, it touches almost every individual amongst the world’s developed nations. Travel and tourism, along with telecommunications and information technology, lead the 21st century economy in terms of growth and absolute revenue production.

Leveraging a nation’s tourism resource can be one of the most powerful generators of foreign investment and exchange that a country has at its disposal. Tourism is truly a national treasure and an economic engine if properly managed. Tourism is an important field of discussion which covers many interrelated areas. As a result, important elements based on which tourism is built required special attention to define tourism itself. It was observed from the World Conference on Travel and Tourism in Rome in 1963 that tourism has both the positive and negative impacts on
Overview of Tourism Marketing

For many nations especially for the developing countries, tourism brings economic benefits by generating employment opportunities in tourism related different sub-sectors, earning foreign currency, while United Nations for example consider it as a strong way of contributing to peace and understanding. vi

In the olden days tourism didn’t exist. But it was started to be known from the very beginning of human civilization. But most popularly and widely tourism is an invention of the 19th century- a period of history which sometimes seems to have stretched out to unnatural length. It is important to define ‘tourism’ itself for a clear understanding of the term itself. But the fact is that there is no single definition of the term tourism which is universally accepted. Academicians and practitioners feel that defining tourism is not an easy task. Even there are some differences of the outlook among them. For example, some prefer to consider tourism as an industry, others especially scholars take a different approach. In addition, terms like tourist, visitor and excursionist are used to describe people involve in tourism covering the various purposes of travel, leisure, business and short stays. The Ottawa Conference on tourism held in 1991 organized by the World Tourism Organization (WTO) vii put forwarded some fundamental recommendations for a meaningful and acceptable definition of tourism. Based on the recommendations, the definition of tourism which one was endorsed by the WTO in 1992 and adopted by the United Nations Statistical Commission (UNSC) in 1993 is as (Quoted by Middleton, 1994).

“Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year of leisure, business and other purpose.”

Another popular definition was quoted by Goeldneretal (2000) as:

“Tourism is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors.”

Chris (1991) mentioned the definition of tourism provided by the British Tourist Authority as: “a stay of one or more nights away from home for holidays,
visitors to friends or relatives, business conferences or any other purpose except such
things as boarding education or semi-permanent employment”.

3.5 Tourist and visitor

According to Article 2 of Revolutionary Basic Principles and enforcements of
Democratic Republic of Afghanistan and also to administer and develop Tourism in
Afghanistan, Tourist: a person who visits a country rather than his residential
homeland, if he does not perform a job which he is paid regularly. This visit also used
for the purpose of entertainment, relaxation, holidays, treatment, research, sporting,
trading and visiting relatives and also includes panel visits and meetings and includes
24 hours of staying.

The United Nations Conference on International Travel and Tourism of 1963
provided the generally accepted definition of the term tourist as (Sinclair, 1998):

“Temporary visitors who spend more than 24 hours in destinations other than
their normal place of residence, whose journey is for the purpose of holiday-making,
recreation, health, study, religion, sport, visiting family or friends, business or
meetings and those who spend less than 24 hours in their destinations are defined as
excursionists.”

According to United Nations World Tourism Organization (UNWTO), the
official definition is as (Wikipedia, undated):

“Tourists are persons 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 not related to the exercise of an activity remunerated from within the
place visited. The distance between these two places is of no significance.”

The word tourist was coined in the late eighteen century with the literal
meaning of “one who tours” which was very quickly this gained the related sense of
“one who tours for pleasure or recreation” that has dominated in the two centuries.

The League of Nations in 1937 recommended the use of the term ‘tourist’ to
explain a person who travels for a period of at least 24 hours in a country other than
his residential country (Holloway, 2002). The purpose of the visit may be either for
pleasure, health, business or visiting a country on a cruise vessel even if being on board for less than 24 hours. Again, in 1963 The United Nation Conference on International Travel and Tourism approved to use the term visitor recommended by The World Tourism Organisation which covers people who visit a country other than his usual place of residence, for any reason other than paying occupation. According to this recommendation, it covers:

“Tourists, who are classified as temporary visitors staying at least 24 hours, whose purpose could be categorised as leisure (whether for recreation, health, sport, holiday, study or religion) or business, family, mission or meeting.”

“Excursionists, who are classified as temporary visitors who are staying less than 24 hours, including cruise travellers but excluding travellers in transit.”

It is noteworthy to mention here, that the above definition does not cover the domestic tourist which was long been acknowledged by scholars as the major part of the total tourist traffic and contributor of this sector. Domestic tourism includes those trips undertaken by residents of a country within the national territory of that country. It was further attempted by The Tourism Society in 1976 to define the term ‘Tourism’ which includes domestic tourist as:“...the temporary short term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposes, as well as day visits or excursions.

The WTO (1994a as cited in Latham and Edwards, 1989) recommends the following definition of domestic visitors:

“The term ‘domestic visitor’ describes any person residing in a country, who travels to a place within the country, outside his/ her usual environment for a period not exceeding 12 months, and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.”

The authors also mentioned that the above definition covers ‘domestic tourists, where an overnight stay is involved, and ‘domestic excursionists’ where the stay in the place visited is less than 24 hours and no overnight stay is involved. Following an International Government Conference held in Ottawa, Canada in 1991, the WTO
formalised a new definition in 1993 which was endorsed by the UN Statistical Commission. The Organisation defines tourism as:

“Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes”.

3.6 Travelling- Meaning

Travel is the act of going from one place to another. Sometimes tourism and travel are used interchangeably. In this context travel has a similar definition to tourism, but implies a more purposeful journey. Travel is the transport of people on a trip or journey. Reasons for travel include: Tourism-travel for recreation, Visiting: friends and family; Trade; Commuting–going to various routine activities, such as work or meetings; Migration -travel to began life somewhere else; Pilgrimages-travel for religious reasons.

3.7 Tourist Establishments

Tourist establishments include

1. Staying place
   - Hotel
   - Guest house
   - Club
   - Villa
   - Entertaining centers: establishments which provide the tourist entertainment facilities.
   - Camping: area identified and used for tenting and garaging tourist’s vehicle.
   - Caravan (parks)
2. Restaurants
3. Bars
4. Cafes
5. Office that administers tours for tourists.

Tourist sites or establishments are:

1. The shelter places - hotels, motels, and villa and tourist settlements.
2. The accommodation places - boarding houses, recreation homes, family hotels, individual rooms, villas, houses, bungalows, camping sites and tourist huts.
3. Food and entertainment establishments - restaurants, fast food establishments, public houses, cafes and bars.
4. The places of tour operation and tourist agency and information services.
5. The centres and the places for offering and using tourist services: balneological sports, entertainment and floor show places, etc.
6. The museums, reservations, cultural monuments and monuments of the historical heritage according to the Law for the cultural monuments and museums, as well as the cultural institutes according to the Law for protection and development of culture.
7. The national parks, the natural parks, the reservations, the protected areas and natural landmarks according to the Law for the protected territories.

3.8 Tourist Attractions – Meaning

Defining tourist attraction is not an easy task. Even it is difficult to recognize a definition of the term which is widely accepted. But an attempt can be taken to define tourist attractions as places which draw or attract persons to visit a place, attend an event, or travel to a location for the purposes like recreation, enjoyment, education and information gathering or intellectual hobbies or searches. In a simple word, it can be said that attractions are the reason of travelling people. Harris and Howard (1996) defined the term as a physical or cultural feature of a particular place that individual travellers or tourists perceive as capable of meeting one or more of their specific leisure-related needs. Such features may be ambient in nature (e.g. climate, culture, vegetation or scenery), or they may be specific to a location, such as a theatre performance, a museum or a waterfall. On the other hand, Metelka (1990) defined tourist attractions as positive or favourable attributes of an area for a given activity or
set of activities as desired by a given customer or market, including climate, scenery, activities, culture. In this definition, the author also included:

a. Man made attractions are physical structure or events.

b. Natural attractions are physical phenomena deemed unusual and/or beautiful.

c. Secondary attractions have tourist appeal, but are not the primary reason for visiting a location.

d. A negative attraction is an attribute of an area that tends to make some customer or market choose not to visit as for example pollution or crime.

Tourist attractions may be either built or natural. Whatever be the type of attractions, it is expected that it would be interesting enough, affordable, nearby, accessible and appealing to a wide demographic or potential tourists.

3.9 Touring Areas

Touring areas that are determined as touring areas by Tourism administration or other relevant government agency and areas that have natural beauties, cultural artists, and heritages, touring establishments, national and international exhibitions, national parks and other places.

3.10 Touring Activities

Touring activities expand and develop tourism in the country. It includes,

1. The tour operation activity and tour agency activity;

2. Hotel and restaurant keeping;

3. Providing additional tourist services.

3.11 Touring Services

Touring services provided by touring establishments for tourists.

3.12 Tourism

The World Tourism Organization defines tourist as people who "travel to and stay in places outside their usual environment for not more than one consecutive year
for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". Tourism has become a popular global leisure activity. In 2004, there were over 763 million international tourist arrivals. Tourism is vital for many countries, due to the income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services such as cruise ships and taxis, accommodation such as hotels, restaurants, bars, and entertainment venues, and other hospitality industry services such as spas and resorts.

Tourism plays a relatively small role in the Indian economy and it has a long way to go if it is to fulfill its potential to significantly contribute to national income. Traditionally the main focus of governments has been on the growth in international arrivals and total foreign exchange earnings, and is now than on fostering entrepreneurial opportunities for the historically disadvantaged, poverty relief, employment and local economic development. Both domestic and international tourism can create employment; it is a relatively labour intensive industry and it employs a multiplicity of skills from accountants and hairdressers to tour guides and trackers. Tourism can provide very good skills development opportunities for local communities.

One of the earliest definitions of tourism was provided by the Austrian economist in 1910, who defined it as, "the sum total of all operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region." Hunziker and Krapf, in 1941, defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity." In 1976 Tourism Society of England defined it as "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes." In 1981 International Association of Scientific Experts in Tourism defined Tourism in terms of particular activities selected by choice and undertaken outside the home environment.
Before people are able to experience tourism they usually need disposable income, time off from work or other responsibilities, leisure time tourism infrastructure, such as transport and accommodation; and legal clearance to travel. Tourism is traveling for predominantly recreational or leisure purposes or the provision of services to support this leisure travel. There are two elements in tourism; the journey to the destination and the stay including activities at the destination. The journey and the stay take place outside the normal place of residence and work, so that tourism gives rise to activities, which are distinct from those of the resident and working populations of the places, through which tourists travel and in which they stay. The movement to destinations is of a temporary, short-term character, with intention to return within a few days, weeks or months.

**Graph: 3.2: International Tourist Arrivals, 1950-2004**

Source: World Trade Organization-2005 (up to 2004 data available)

Tourism 2020 Vision is the World Tourism Organization's long-term forecast and assessment of the development of tourism up to the first 20 years of this new millennium. An essential outcome of the Tourism 2020 Vision are quantitative forecasts covering a 25 years period, with 1995 as the base year and forecasts for 2000, 2010 and 2020. Although the evolution of tourism in the last few years has been irregular, WTO maintains its long term forecast for the moment. The underlying structural trends of the forecast are believed not to have significantly changed.
Experience shows that in the short term, periods of faster growth (1995, 1996, and 2000) alternate with periods of slow growth (2001 and 2002). While the pace of growth till 2000 actually exceeded the Tourism 2020 Vision forecast, it is generally expected that the current slowdown compensated in the medium to long term. WTO's Tourism 2020 Vision forecasts that international arrivals are expected to reach over 1.56 billion by the year 2020. Of these worldwide arrivals in 2020, 1.2 billion be intraregional and 0.4 billion be long-haul travellers. The total tourist arrivals by region shows that by 2020 the top three receiving regions will be Europe (717 million tourists), East Asia and the Pacific (397 million) and the Americas (282 million), followed by Africa, the Middle East and South Asia.

**Graph 3.3: WTO Vision-2020**

South Asia, along with East Asia and the Pacific, the Middle East and Africa has been forecasted to record growth at rates of over 5 percent per year, compared to the world average of 4.1 per cent by 2020. The forecast is proving correct till now. The more mature regions Europe and Americas are anticipated to show lower than average growth rates. Europe maintain the highest share of world arrivals, although there be a decline from 60 per cent in 1995 to 46 percent in 2020.
South Asia is taking off with unprecedented growth in tourism. In 2004, international arrivals in South Asia reached around eight million with an annual growth rate of as high as 20 per cent. The region achieved an impressive annual average of 6.5 per cent in tourist arrivals between 1990 and 2004. Despite Indian Ocean earth quake, Tsunami, earth quake in Pakistan, situation in Afghanistan floods and drought in various part of the region, South Asian performance in tourism sector is on constant improvement from last few years. The South-Asian destinations by contrast look back on a rather prosperous period during 2010. Sri Lanka (+24%), Nepal (+22%), Maldives (+16%), India (+15%), and Bangladesh (+14%), all posted double- digit increases, only Pakistan and Bangladesh lagging behind.ix

Tourism has been a major social phenomenon of the societies all along. It is motivated by the natural urge of every human being for new experience, adventure, education and entertainment. The motivations for tourism also include social, religious and business interests. The spread of education has fostered a desire to know more about different parts of the globe. The basic human thirst for new experience and knowledge has become stronger, as technological advances are overcoming communication barriers. Progress in air transport and development of tourist facilities have encouraged people to venture out to the foreign lands. It has also become an instrument for sustainable human development including:
Overview of Tourism Marketing

- Poverty elimination.
- Environmental regeneration.
- Job creation.
- Advancement of women and other disadvantaged groups.

Chart 3.5 Elements of Tourism Industry

Source: Tourism New South Wales paper titled “Is the Tourism Industry for You?”

Tourism development in India had largely been a missed opportunity; and that the focus on a narrow market has reduced the potential of the industry to spawn entrepreneurship and to create new services, like local entertainment and handicrafts, and to drive local economic development. In fact formal tourism sector provides...
Chapter 3

major opportunities for the informal sector. Tourists travel to the ‘factory’ to consume the product; they travel to the destination to enjoy their holiday. Tourism is a “final good”, all the final touches have to be provided in India and so the value is captured here. The value of a taxi ride from the airport, wildlife viewing and restaurant meals all accrue to the local economy – the challenge is to maximize it by reducing leakages and developing the multiplier effect. Tourist enterprises attract domestic and international tourists and create opportunities for small entrepreneurs and economic linkages, for example agriculture, hunting, handicraft production, and a wide range of service industries which tourists are likely to consume in the destination.

India is now beginning to work on maximizing the local economic benefits which tourism can bring to an area, there is much to be gained from creating a more diversified tourism product and marketing a wider range of experiences, activities and services to tourists. Established enterprises can gain by encouraging and assisting the development of complementary product – the larger and more diversified the local tourism base, the more successful enterprises in the area. The White Paper identified a wide range of opportunities for historically disadvantaged groups ranging from small guesthouses, and restaurants with local cuisine, through community tour guiding, music, dance and story-telling, arts and crafts, traditional hunting and medicine to laundry, gardening and specialty agriculture. Tourism provides particular opportunities for local economic development in rural areas where it can provide people with an alternative to moving to urban areas. Tourism must be market related, if community-based and other tourism development processes are not planned, implemented and managed according to market demands then far too many South Africans, especially the poor, are facing not merely “missed” opportunities, but the hard realities of failed or under-performing products to which tourists simply do not come. The Indian cultural tourism experience needs to be woven into the fabric of the mainstream India tourism product.

Domestic tourism plays an important part in India tourism sector and it is expected to continue to grow, as historically disadvantaged people become tourists and travelers themselves. Whether the tourists are domestic or international, their expenditure in local communities contributes to the economic development of the
area. The greater the proportion of total tourism spending that stays in the local area, the stronger and more diverse the local economic base. The multiplier effect is greatest where the local linkages are strongest – the imperative is clear, source the inputs for all tourism enterprises as locally as possible in order to maximize local economic benefit and to assist in diversifying the local economy. Reducing economic leakages from the local area and increasing linkages bring significant local economic development and assist in local economic diversification. Similarly the development of complementary product strengthens the local economy and local enterprises, groups of established enterprises working together can make a significant difference. Strong economic linkages at the local level were identified in the White Paper as a critical success factor in the local economy.

3.13 Types of Tourism

The UN also derived different categories of tourism by combining the 3 basic forms of tourism: Internal tourism, which comprises domestic tourism and inbound tourism, National tourism, which comprises domestic tourism and outbound tourism; and International tourism, which consists of inbound tourism and outbound tourism. Infrasound tourism is a term coined by the Korea Tourism Organization and widely accepted in Korea. Infrasound tourism differs from domestic tourism in that the former encompasses policy-making and implementation of national tourism policies.

Recently, the tourism industry has shifted from the promotion of inbound tourism to the promotion of infrasound tourism because many countries are experiencing tough competition for inbound tourists. Some national policymakers have shifted their priority to the promotion of inbound tourism to contribute to the local economy. Various types of tourism can be classified into:

1. Cultural and Religious Tourism: This type of tourism covers all those aspects of travel whereby people learn about each other’s way of life and thoughts. Pilgrims of sacred places of a particular belief is called religious tourism.

2. Dark Tourism is tourism involving travel to sites associated with death and suffering. This includes sites of pilgrimage such as the site of St Peter’s death in Rome; castles and battlefields such as Culloden near Inverness, Scotland; sites of disaster,
either natural or manmade such as Ground Zero in New York and Hurricane Katrina in New Orleans; prisons now open to the public such as Beaumaris Prison in Anglesey, Wales; and purpose built centers such as the London Dungeon. In a class of its own, one of the most notorious destinations for dark tourism is the Nazi extermination camp at Auschwitz in Poland.

3. Health Tourism: Health tourism is the travel to a different country or state for health related reasons. The main driver of health tourism is the lack of facilities in the home country, exorbitant cost of treatment in the home country or minimal insurance cover, anonymity and possibility of a holiday with health care. The nations that are being benefitted from it are India, Thailand, Malaysia and Singapore. Here the cost of treatment will be 20% of what it is in the developed countries in the west and the quality of care is also at par or superior than to the developed countries.

4. Adventure tourism- It is a type of niche tourism involving exploration or travel to remote areas, where the traveler should expect the unexpected. Adventure tourism is rapidly growing in popularity as tourists seek unusual holidays, different from the typical beach vacation. Adventure tourism typically involves travelling into remote, inaccessible and possibly hostile areas. It may include the performance of acts that require significant effort and grit and may also involve some degree of risk.

5. Agri tourism – It is a style of vacation in which hospitality is offered on farms. This may include the opportunity to assist with farming tasks during the visit. Agro tourism is often practiced in wine growing regions, as in Italy, France and Spain. In America, Agro tourism is wide-spread and includes any farm open to the public at least part of the year. Tourists can pick fruits and vegetables, ride horses, taste honey, learn about wine, shop in gift shops and farm stands for local and regional produce or hand-crafted gifts, and much more. Each farm generally offers a unique and memorable experience suitable for the entire family.

6. Space Tourism – It is the recent phenomenon of space travel by individuals for the purpose of personal pleasure. As of 2005, space tourism is only affordable to exceptionally wealthy individuals and corporations, with the Russian space programme providing transport.
7. Other Tourisms: Other types include: Seasonal tourism, sport tourism, religious tourism, social tourism, mass tourism, conference tourism, domestic tourism or international tourism etc.

3.14 Social Objectives and Indicators of Tourism

According to National Responsible tourism development guidelines for South Africa provisional guide lines 2002, by Department of Environmental Afters and Tourism department social objectives and indicators of tourism include;

3.14.1 Involve the Local Community in Planning and Decision-Making

a. Understand the historical, political and cultural context of local and host communities, and historical relationships with tourism development and protected areas.

b. Creating opportunities and eliminating barriers to access mainstream tourism markets for local communities, historically disadvantaged people and individuals.

c. Understand the local, safety and security, infrastructural, resource, educational, poverty, disability and health constraints, when designing, operating and marketing tourism.

d. Encourage proactive participation and involvement by all stakeholders - including the private sector, government at all levels, labour, local communities - at all stages of the tourism life cycle.

e. Encourage formal and informal sector enterprises to develop effective structures, or join existing bodies, for marketing and tourism development. Create the environment to do so by providing resources, technical and management capacity.

f. Encourage successful entrepreneurs, particularly those from the emerging tourism fraternity to mentor others.
g. Planning authorities should work to include stakeholders as part of a decision-making process at the destination level, to determine what constitutes sustainable levels of tourism in the social, natural, and economic context.

h. Programmes of education within school curriculums, and public awareness within communities, are needed regarding the potential positive and negative aspects of tourism.

i. Post employment education and training programmes within the framework of the Skills Development Act and South African Qualifications Authority (SAQA) are required to educate employees regarding the potential pros and cons of tourism, and comparative costs and benefits of alternative enterprises in order to aid decision making.

j. Involve the local communities in growing the local tourism business by using existing facilities and by developing new activities and attractions. Individual enterprises and groups of enterprises need to develop complementary products.

k. Empower communities to market their cultural traditions and products as assets and enhance their economic opportunities.

l. Interpretation material and visitor information centres should be developed in consultation with local communities.

m. Integrate community development goals as identified in the Integrated Development Plan into the enterprise’s social and sustainability mission and objectives.

3.14.2 Assess Social Impacts as a Prerequisite to Developing Tourism

a. Identify and monitor potential adverse social impacts of tourism and minimize them in the short and the long-term, and ensure that communities actively participate in the monitoring.

b. Larger enterprises should appoint a member of staff to take responsibility for developing better local relationships and partnerships. Implement social audits of tourism projects. These can be conducted in an inexpensive, rapid and participatory way.
c. Consider schemes to encourage local co-operation and civic pride like an “adopt a school” initiative or ‘adopt a street’ or other local area near the enterprise. Work with local government and the local community to identify priority sites, and make them safe and attractive for tourists.

d. Enterprises should develop strategies to promote equality in terms of gender, ethnicity, age, and disability, and report progress on implementation.

3.14.3 Maintain and Encourage Social and Cultural Diversity

a. Develop tourism with dignity, respect and nurture local cultures (including religion), so that they enrich the tourism experience and build pride and confidence among local communities.

b. Use tourism as a catalyst for human development, focussing on gender equality, career development and the implementation of national labour standards.

c. Tourism development should not compromise respect for social and cultural and religious rights or the essential human rights of people to food, a safe and clean environment, work, health, and education.

d. Support the development of sustainable local handicraft enterprise by assisting with improvement of design, marketing, production and packaging skills for craft workers in relation to market demand. Consider specifically what can be done to enhance the skills and earnings of women, particularly in rural areas.

e. Support visits by local school children to tourism sites that promote and display their heritage.

f. Consider what contributions the enterprise can make to scholarships, local youth sports teams and other community causes. Monitor and report increasing contributions with respect to the number of projects and level of investment.

g. Showcase local cultural artifacts in enterprise and encourage the development and sale of traditional cultural products, crafts and folklore. Aim for 25% items for sale at enterprise from within 50 km, with tours offered to local
markets and try to increase these by 25% over 3 years. Provide customer feedback in order to raise standards.

h. Beware of the dangers of co-modification, and encourage craft and other cultural workers to maintain the authenticity and cultural values of their products. Encourage craft workers to explain the cultural values and history of their crafts.

i. Give enterprises a local flavour by serving local dishes and source soft furnishings, arts and crafts locally. Monitor the proportion of local dishes on menu; and the proportion of furnishing and crafts locally made, and aim to increase these proportions by 25% over 3 years. Visitors expect to find at least one local dish in their menu.

j. Identify cultural heritage resources in the local area and where there is sufficient demand from tourists and work with the local community to develop them as sustainable tourism attractions. Consider mission settlements, sites of slave occupation, festivals, struggle-related monuments and places, rock art sites, cultural monuments, food, drink, arts and crafts, music, dance and storytelling.

k. Encourage tourists to show respect by learning a few words of the local language and to learn about the host culture and traditions.

l. Share enterprise level knowledge regarding informal sector tourism skills and products. Draw the attention of ground handlers, the media and tour operators to complementary product opportunities in the local community.

3.13.4 Be Sensitive to the Host Culture

a. Respect, invest in and develop local cultures and protect them from over-commercialization and over-exploitation. Encourage workers and staff to observe their religious and cultural practices.

b. Respect indigenous intellectual property, especially when setting up contractual arrangements for the use of indigenous knowledge.
c. Use local guides, and encourage them to continually improve their quality, to ensure that the community speaks for itself and to increase the revenues going into the local community. Monitor and report this economic contribution to the community and set targets to increase it annually.

d. Develop a local social contract for interactions and behaviour between the local community and tourists, developed with the participation and contributions from the community, and display it prominently for visitors and publicly within the community.

e. Create opportunities for visitors to interact with locals in an unstructured, spontaneous manner.

f. In accordance with the Bathos Pele principle, provide visitors with inclusive, honest and reliable information about history and contemporary life, local tourism attractions and facilities.

g. Promote a sound, proud, service ethic among all participants in the tourism sector.

h. Promote and ensure the respect and dignity of people in the development, marketing and promotion of tourism.

i. Ensure that tourism does not undermine the resource rights, traditional knowledge and skills of local communities.

j. Negative social and cultural impacts associated with tourism, such as increased crime, drug and alcohol abuse, prostitution, and crime should be monitored and be proactively addressed in cooperation with the community.

k. Educate tourists regarding local culture and where necessary make them aware of how they should behave to respect it.

l. The exploitation of human beings in any form, particularly sexual and when applied to women and children, should be energetically combated with the cooperation of all concerned.
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3.15 Environmental Objectives and Indicators

According to National Responsible tourism development guidelines for south Africa provisional guide lines 2002, by Department of Environmental Affairs and Tourism department Environmental Objectives and indicators of tourism include

3.15.1 Assess Environmental Impacts as a Prerequisite to Developing Tourism

a. Plan new developments only in areas where the use of water and other natural resources for tourism will not conflict with local community needs, now or in the future. Integrate environmental management into the project planning cycle.

b. Follow best practice guidelines on the design, planning and construction of buildings and associated infrastructure to minimize environmental impacts and to reduce energy requirements for lighting, cooling and heating.

c. Use local materials and local architectural styles on a scale that does not create a negative aesthetic impact.

d. Avoid damaging the environmental quality of the enterprise’s neighbourhood by noise or light pollution.

e. Design buildings with natural ventilation and actively plan to reduce resource use during the construction and operational phases. Tell visitors what has been done to make the enterprise more environmentally friendly. Quantify the resources “saved”.

f. Plan new developments to have the lowest possible ecological impact, particularly in environmentally sensitive areas such as the coastal zone, indigenous forests, wildlife habitats and wetlands. Minimize the transformation of the environment around the enterprise.

g. When developing plans for a new enterprise include elements which contribute to the maintenance of biodiversity by planting local indigenous and non-invasive species which provide habitats for birds, bees, and butterflies.
3.15.2 Use Local Resources Sustainably, Avoid Waste and Over-Consumption

a. Meter the quantity of water consumed and manage consumption and leakage so as to reduce water consumption by 5% per annum for 3 years, and report water consumption and performance in monitoring.

b. Measure electricity consumption and introduce energy saving measures to achieve 5% reduction in use per annum over three years.

c. Monitor the use of diesel, paraffin and petrol and set targets to reduce consumption and switch to less polluting fuels.

d. Set targets to increase the proportion of energy used from renewable resources.

e. Install and showcase appropriate technology to reduce consumption of natural resources, production of waste and incidences of pollution.

f. Monitor the sewage system and demonstrate how pure the outflow back into the environment is. If the enterprise has one, make the reed bed a valuable habitat feature.

g. Set percentage targets and time scales for the reduction of waste produced, levels of recycling and reuse of waste from the enterprise. Set appropriate targets for reduction and or recycling of waste produced per year for paper (5%), plastics (5%), metal (5%) and glass (5%). Report on progress towards 15% targets over 3 years.

h. Work with suppliers to minimize the amount of packaging purchased with supplies, and therefore reduce the amount of waste that needs to be disposed of. It may be appropriate for trade associations to conduct these discussions on behalf of members.

i. Reduce “food miles” by using locally produced food.

j. Enterprises should assist conservation by investing in sustainable trails, hides and interpretation. Tell visitors what the enterprise is doing, and claim credit for activities.

k. Encourage the use of environmentally friendly transport.
3.15.3 Maintain and Encourage Natural Diversity

a. Encourage visitor behaviour that respects natural heritage and has a low impact upon it.

b. Discourage the purchase of products that exploit wildlife unsustainably or contribute to the destruction of species or habitats.

c. Look for ways in which the enterprise and its guests can assist with the conservation of natural heritage, for example through removing litter.

d. Invest a percentage of profits or turnover in species conservation or habitat restoration and management. Report the investment, and try to increase this by 5% per year.

e. Avoid pollution by using environmentally friendly chemicals, and by using biodegradable soaps and detergents – tell visitors and staff why the enterprise is doing this and how it benefits the environment.

f. Work with conservation authorities to ensure that visitors to natural heritage areas are aware of the impacts that they may have on the ecology of the area and how they should behave in order to minimise those impacts.

g. Ensure that relevant members of staff are familiar with the issues and ways of avoiding environmental impacts – they should abide by the advice and communicate it to guests, and use the services of companies that abide by local environmental Best Practise.

h. Do not market tourism resources to encourage tourists into ecologically sensitive areas which are vulnerable to irresponsible tourism practices, particular sports or recreational uses – discourage these activities.

3.15.4 Personal Suitability for a Tourism Business

Tourism is a financially demanding business. However, the personal demands of running a tourism business, which can be far more significant, are all too often overlooked. The following are just some of the personal advantages and disadvantages of running a tourism business that must be balanced.
Overview of Tourism Marketing

Advantages

- Independence
- Possible financial rewards
- Personal satisfaction
- Control of direction
- Contact with a wide range of people

Disadvantage

- High level of responsibility
- High financial risk
- Long working hours
- Lack of time away
- Close contact with people who may have different attitudes, habits or beliefs
- Need to be friendly all the time
- Pressure on self and family relationships

3.15.5 Factors which are Likely to Dictate the Success or Failure of a Tourism Business

- Lack of capital.
- Poor attention to pricing.
- Lack of skills development and staff training.
- Poor business management skills and development;
- Lack of tourism industry understanding and experience.
- Poor marketing skills.
- A product-focused rather than a customer-focused business orientation;
• Inability to cope with or acquire changing technology and information systems.
• Premature attempts to enter into international markets.
• Unrealistic expectations.

3.15.6 What Special Knowledge, Skills and Resources Required for Tourism

It requires

Feasibility Assessment

• Being able to determine if there is a market for this business.
• Identifying sources of information.
• Preparation of basic operating or revenue projections.
• Knowledge of industry rules of thumb.

Financing

• How to prepare a financing proposal for a potential financier.
• How to structure the optimum financing package.
• Which institutions could be approached for tourism finance?

Product Design or Location

• How should the product be designed or located to meet the needs of the target market?
• How can design be used to set the product apart?
• Which architects are best for a project?

Approvals/Regulation

• What approvals are needed before one begin operating?
• How do you apply for requisite approvals, what information is required?
• What licenses required for holding?
Overview of Tourism Marketing

Business Planning

- How is a business plan prepared?
- What areas must be covered, should goals be set?
- How often should the plan be reviewed?
- Setting the overall budget.

Marketing

- How is a marketing plan prepared?
- What pricing strategy should adopt?
- What target audience is aiming for?
- What are the most effective marketing mediums for product?
- What percentage of annual income should be allocated to marketing?

Recruitment or Training

- What types of staff are best for business?
- Under what conditions should they be employed
- What training opportunities are available?
- How to motivate staff to perform?

Management

- What is the role as a manager of the business?
- What procedures must be put into place?
- Know enough about accounting practices?
- What are the taxation requirements?

3.15.7 Industry Structure or Consumer Behaviour

- What are the optimum distribution channels for a product?
- How does a business fit in with other tourism sectors?
Chapter 3

- Forming business alliances or joining industry associations?
- Behaviour patterns of potential customers?

The tourism system is information sensitive. A model for discussing technology in tourism is indicated in the diagram 3.6.

The tourism destination incorporates a mix of attractions and traveller services and consists of a mix of interdependent elements, such as attractions, facilities, infrastructure, transportation and hospitality. In short, attractions draw visitors to the area. Facilities serve the needs of the visitors while they are away from home. Infrastructure and transportation provide accessibility to tourist destinations and hospitality is concerned with the way tourist service is delivered.

**Chart 3.6 A Model for Discussing Technology in Tourism**

![Diagram of tourism system](image)

*Source: TechnoScene@1999: Tourism and Technology Foresight Presentation*

Marketing involves getting the message to the market. The essence of marketing is conveying information to the right people at the right time at the right place. The channels allow tourists to make travel purchases.

After defining the target market, segmentation needs to be addressed. Communication channels can be used to reach the target market, and the Internet is playing a key role in this regard. The Internet is an important communication and distribution channel because the World Wide Web is accessible all over the world. At the same time, however, cyber navigation on the WWW is quite complex and health tourism providers have to persuade ‘the world’ to visit their website. The actual marketing value depends on the promotion of the site. With the future in mind, the WWW can also eliminate expensive, centralised intermediary systems like a
global distribution system (GDS). For now, the Internet is being integrated into tourism distribution and work is proceeding towards a network system to stimulate travel purchase. The expected impact of the new technologies on the tourism system is discussed in the sections that follow.

The Internet has the potential to change the balance of power among consumers, retailers, distributors, manufacturers and service providers. Some may experience increase in power and profitability, others experience the reverse, and still others may even find that they have been bypassed and lost their market share. In the case of air travel, airlines have a motive to bypass travel agencies, which take up profitable corporate business that airlines could easily handle directly, and which they could easily target all the customer information they have.

On-line search agents, tied to e-ticket selling, could be part of a strategy that would make it easy to attack established agencies. Airlines would start by developing systems for e-ticket selling and would make them available directly to travellers for last-minute changes. The distribution channel of airlines is evolving rapidly as indicated in the following diagram.

**Chart 3.7: The Distribution Channel of Airlines in Tourism**

Source: TechnoScene@1999: Tourism and Technology Foresight Presentation
3.16 World Tourism

Tourism is one of the biggest contributors to global economic and employment growth, in both developed and developing economies. According to World Travel and Tourism Council in 2011, the industry contribute 11% of global gross domestic product (GDP) and account for 9% of total employment, or over 260m jobs worldwide. Although the World Trade Centre attack of September 11 2001 caused a serious short-term drop in global tourism demand – especially for those countries that were heavily reliant on US outbound travel – the World Tourism Organisation expects the industry to recover to pre-crisis levels by the third or fourth quarter of 2002. Africa was the region least affected by the crisis, experiencing a drop of just 3.5% in international tourist arrivals compared to 6.2% for Europe, 24% for the Americas and 30.2% for the Middle East.

The WTTC report projects that by 2016 the total travel & tourism activity is expected to post a total demand of economic activity of US $ 12,118 billion. The world’s travel & tourism is expected to contribute US $ 2,969.4 billion in nominal terms (3.6% of total) by 2016. The travel & tourism economy contribution is expected to reach US $ 8,971.6 billion (10.9%) in the year 2016. By 2016, travel & tourism is expected to create 9% of total employment or one in every 11.1 jobs and is expected to get capital investment in both public & private sector by US $ 2,059.8 billion or 9.6% of the total global investment. The Government is expected to spend on travel & tourism US $ 480.9 billion or 4% of total government expenditure by 2016.

New tourism is a new sense of coherent partnership between private sector and public authorities and it looks beyond short-term considerations. It focuses on benefits not only for the people who travel but also for people in the communities they visit and for their respective natural, social and cultural environments. With the public and private sectors working together at all levels, growth can be strategically planned to be sustainable and sensitive not only to develop the sectors potential but also to defend it against the severe disruption due to external events beyond its direct control.
According to WTO, in the year 2006 saw 842 million International tourist arrivals and tourism receipts were of the order of US $ 682 billion. The WTTC for 2006 forecasts that Travel and Tourism generates 234 million direct and indirect jobs worldwide, accounting for 8.7% of the global economy and contributing 10.3% of the global GDP. According to the same estimate, the global travel and tourism activity is expected to increase by 4.7% between 2007 and 2016.

As a global industry, tourism is growing very fast. International tourism receipts more than trebled in the decade up to 1995 (World Tourism Organization 1998). In 1999, the number of international tourists reached 664 million, up 4.5% from the previous year (World Tourism Organization 2001). This rapid growth has resulted from a variety of factors, including the deregulation of airlines, new technologies, plastic money and the fact that millions and millions of travellers have come to see the “world as their oyster” Tourism -- and the mobility of capital, people and information that tourism entails -- is thus a driver as well as an outcome of globalization.

Just over 1.5 million overseas tourists visited South Africa in 2000, the majority from the UK (23%), USA (11%), Germany (14%), Holland (6%) and France (6%). International tourists to South Africa and other developing countries are increasingly interested in “community tourism” where the potential is large but relatively untapped. However, community tourism is still far from receiving a fair share of tourism revenues due to exploitative circumstances in the tourism market. Tourism, in short, is a vertically organized and highly monopolized industry, where demand as well as supply is controlled by tour brokers and tour operators from the “rich” tourist-generating countries. Long-haul package tours from Europe and the USA to Africa, Asia and Latin America tend to be marketed on an all-inclusive basis and run by transnational tourism corporations.

As noted in the preceding discussion, a variety of structural and policy constraints are impeding the development of a just, participatory and sustainable tourism industry in South Africa, as in developing countries more generally. World international tourism increased by nearly 5.4% between 2008 and 2011. This level of increase represents return to a stable growth pattern where it would be expected that...
growth would range between five and six percent. It also provides a benchmark figure against which to measure growth in larger markets. Total arrivals were about 846 million international tourists in 2011. The following table summarizes this growth in tourist arrivals.

Table 3.4: World Regional Tourist Arrivals 2008-2011 (millions)

<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>619.6</td>
<td>686.8</td>
<td>803.0</td>
<td>846.0</td>
<td>3.5</td>
<td>5.4</td>
</tr>
<tr>
<td>Africa</td>
<td>23.2</td>
<td>28.2</td>
<td>37.3</td>
<td>40.7</td>
<td>6.4</td>
<td>9.1</td>
</tr>
<tr>
<td>Americas</td>
<td>118.9</td>
<td>128.1</td>
<td>133.2</td>
<td>135.9</td>
<td>1.5</td>
<td>2.0</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>92.8</td>
<td>110.5</td>
<td>155.3</td>
<td>167.2</td>
<td>6.8</td>
<td>7.7</td>
</tr>
<tr>
<td>Europe</td>
<td>369.8</td>
<td>395.8</td>
<td>438.7</td>
<td>460.8</td>
<td>2.5</td>
<td>5.0</td>
</tr>
<tr>
<td>Middle East</td>
<td>14.1</td>
<td>24.2</td>
<td>38.3</td>
<td>41.8</td>
<td>12.8</td>
<td>9.1</td>
</tr>
</tbody>
</table>

Source: Professor Lindsay W. Turner, OMAN Tourism: An International Perspective on International Tourist Arrivals, Research paper.

The Middle East and Africa have the highest growth but are also smaller in volume. Smaller destinations can have higher rates of growth that result in relatively smaller increases in volume, because they are able to support a higher percentage in terms of resources and impact. The world’s top tourism earners in 2011 are listed below.

Table 3.5: Highest World Tourism Foreign Earnings Countries

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>International Tourism Expenditure (US$bn) 2011</th>
<th>% Market Share 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Germany</td>
<td>74.8</td>
<td>10.2</td>
</tr>
<tr>
<td>2</td>
<td>USA</td>
<td>72.0</td>
<td>9.8</td>
</tr>
<tr>
<td>3</td>
<td>UK</td>
<td>63.1</td>
<td>8.6</td>
</tr>
<tr>
<td>4</td>
<td>France</td>
<td>32.2</td>
<td>4.4</td>
</tr>
<tr>
<td>5</td>
<td>Japan</td>
<td>26.9</td>
<td>3.7</td>
</tr>
<tr>
<td>6</td>
<td>China (PRC)</td>
<td>24.3</td>
<td>3.3</td>
</tr>
<tr>
<td>7</td>
<td>Italy</td>
<td>23.1</td>
<td>3.2</td>
</tr>
<tr>
<td>8</td>
<td>Canada</td>
<td>20.5</td>
<td>2.8</td>
</tr>
<tr>
<td>9</td>
<td>Russian Federation</td>
<td>18.2</td>
<td>2.6</td>
</tr>
<tr>
<td>10</td>
<td>South Korea</td>
<td>18.2</td>
<td>2.5</td>
</tr>
</tbody>
</table>

Source: Professor Lindsay W. Turner, OMAN Tourism: An International Perspective on International Tourist Arrivals, Research paper Lindsay.Turner@vu.edu.au
In 2012 Oman received 515,808 foreign non Gulf country tourists, an increase of 20.37% from 2011. Foreign exchange earnings increased by 32.8% over 2011. This makes Oman a small tourism destination on the world scale, but also one that is growing rapidly and there are expectations of strong growth in the near future.

Health tourism happens when patients go to a different country for either urgent or elective medical procedures. This phenomenon is fast becoming a worldwide, multibillion-dollar industry. The reasons patients travel for treatment vary. Many Health tourists from the United States are seeking treatment at a quarter or sometimes even a 10th of the cost at home. From Canada, it is often people who are frustrated by long waiting times. From Great Britain, the patient can't wait for treatment by the National Health Service but also can't afford to see a physician in private practice. For others, becoming a medical tourist is a chance to combine a tropical vacation with elective or plastic surgery. And moreover patients are coming from poorer countries such as Bangladesh where treatment may not be available and going for surgery in European or western developed countries is expensive. The interesting thing of Health tourism is that it is a concept which is actually thousands of years old. In ancient Greece, pilgrims and patients came from all over the Mediterranean to the sanctuary of the healing god, Aesculapius, at Epidaurus. In Britain, patients took a dip in the waters at a shrine at Bath, a practice that continued for 2,000 years as it was believed that the water had a healing property. From the 18th century wealthy Europeans travelled to spas from Germany to the Nile. In the 21st century, relatively low cost jet travel has taken the industry beyond the wealthy and desperate. Countries that actively promote medical tourism include Cuba, Costa Rica, Hungary, India, Israel, Jordan, Lithuania, Malaysia and Thailand. Belgium, Poland and Singapore are now entering the field. South Africa specializes in medical safaris—visit the country for a safari, with a stopover for plastic surgery, a nose job and a chance to see lions and elephants.

3.16.1 Thailand

While, so far, India has attracted patients from Europe, the Middle East and Canada, Thailand has been the goal for Americans. India initially attracted people who had left that country for the West; Thailand treated western expatriates across
Southeast Asia. Many of them worked for western companies and had the advantage of flexible, worldwide medical insurance plans geared specifically at the expatriate and overseas corporate markets. With the growth of medical-related travel and aggressive marketing, Bangkok became a centre for medical tourism. Bangkok’s International Medical Centre offers services in 26 languages, recognizes cultural and religious dietary restrictions and has a special wing for Japanese patients. The medical tour companies that serve Thailand often put emphasis on the vacation aspects, offering post-recovery resort stays.

3.16.2 South Africa

South Africa also draws many cosmetic surgery patients, especially from Europe, and many South African clinics offer packages that include personal assistants, visits with trained therapists, and trips to top beauty saloons, postoperative care in luxury hotels and safaris or other vacation incentives. Because the South African rand has such a long-standing low rate on the foreign-exchange market, medical tourism packages there tend to be perpetual bargains as well.

3.16.3 Argentina

Argentina ranks high for plastic surgery, and Hungary draws large numbers of patients from Western Europe and the U.S. for high-quality cosmetic and dental procedures that cost half of what they would in Germany and America.

3.16.4 Dubai

Lastly, Dubai a destination already known as a luxury vacation paradise is scheduled to open the Dubai Healthcare City by 2010. Situated on the Red Sea, this clinic will be the largest international medical centre between Europe and Southeast Asia. Slated to include a new branch of the Harvard Medical School, it also may be the most prestigious foreign clinic on the horizon.

3.16.5 Other Countries

Other countries interested in medical tourism tended to start offering care to specific markets but have expanded their services as the demand grows around the world. Cuba, for example, first aimed its services at well-off patients from Central and
South America and now attracts patients from Canada, Germany and Italy. Malaysia attracts patients from surrounding Southeast Asian countries; Jordan serves patients from the Middle East.

Israel caters to both Jewish patients and people from some nearby countries. One Israeli hospital advertises worldwide services, specializing in both male and female infertility, in-vitro fertilization and high-risk pregnancies. South Africa offers package medical holiday deals with stays at either luxury hotels or safaris.

3.17 Tourism in India

According to the report of the steering committee on tourism for the eleventh five year plan 2007-2012, Government of India Planning commission, the year 2006 has been a highly successful year for India. For the fourth successive year, India witnessed a positive growth in foreign tourist arrivals, reaching a level of 4.43 million against 2.38 million during 2002. The growth rate of 13.04 % during 2006 was achieved over 2005 and the share of India in world tourism is expected to be around 0.52%. Foreign exchange earnings has reached US$ 6569.34 in 2006 and marked an increase of 14.63 % over 2005 (US $ 5730.86). In absolute rupee terms, the increase in foreign exchange earnings during the year 2006 was Rs 4431.31 crores over 2005. Tourism is the third largest net earner of foreign exchange next to garments, gem and jewellery industry, recording earnings of US $6569.34 million in 2006 (Rs 29603.56 crores). India’s share in the total global tourist arrivals and earnings remained quite insignificant at 0.52 % of the world arrivals and the percentage of share of tourism receipts for 2006 was 0.90 %.

<table>
<thead>
<tr>
<th>Year</th>
<th>Arrivals</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>2.38</td>
<td>(-) 6.0</td>
</tr>
<tr>
<td>2003</td>
<td>2.73</td>
<td>(+) 14.3</td>
</tr>
<tr>
<td>2004</td>
<td>3.46</td>
<td>(+) 26.8</td>
</tr>
<tr>
<td>2005</td>
<td>3.92</td>
<td>(+) 13.2</td>
</tr>
<tr>
<td>2006*</td>
<td>4.43</td>
<td>(+) 13.0</td>
</tr>
</tbody>
</table>

Growth in 5 years i.e., 2006 over 2001: 86%

Source: Ministry of Tourism.(up to 2006 available)
The Tourism Satellite Account for India has brought out that Tourism’s contribution to GDP of the country has been 5.9% in 2003-04, while employment in tourism sector both direct and indirect, has been 41.8 million in the same year, which accounts for 8.78% of total employment in the country. Though the growth in tourism in India has been impressive, India’s share in global tourist arrivals is quite insignificant. However, earning per tourist is highest for India compared to neighbouring countries. It is universally acknowledged that the tourism resources of India have the potential to generate significantly higher levels of demand from the domestic and international markets and if exploited intelligently in a sustainable manner, can prove to be the engine of growth for the economy.

Another important feature of the tourism industry, which is of particular significance to India, is its contribution to national integration, preservation of natural as well as cultural environments and enrichment of the social and cultural lives of people. Tourism also encourages preservation of monuments and heritage properties and helps the survival of arts forms, crafts and culture. Over 382 million domestic tourists visiting different parts of the country every year return with a better appreciation of the cultural diversity and understanding of the people living in different regions of the country.

### Table 3.7: Domestic Tourist Visits In India (In Million)

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic Tourist Visits</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>269.6</td>
<td>14.0</td>
</tr>
<tr>
<td>2008</td>
<td>309.0</td>
<td>14.6</td>
</tr>
<tr>
<td>2009</td>
<td>366.2</td>
<td>18.5</td>
</tr>
<tr>
<td>2010</td>
<td>382.1</td>
<td>4.3</td>
</tr>
<tr>
<td>2011*</td>
<td>432.0</td>
<td>13.0</td>
</tr>
</tbody>
</table>

*Source: Ministry of Tourism*
Table 3.8 Employment Generation through Tourism in India (In Million)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-07*</td>
<td>38.6</td>
</tr>
<tr>
<td>2009-08**</td>
<td>41.8</td>
</tr>
<tr>
<td>2010-09**</td>
<td>44.7</td>
</tr>
<tr>
<td>2011-10**</td>
<td>47.8</td>
</tr>
<tr>
<td>2010-11**</td>
<td>51.1</td>
</tr>
</tbody>
</table>

*: TSA Figure. **: Estimated

Source: - Ministry of Tourism.

Tourism expands greatly in future mainly due to the revolution that is taking place on both the demand and supply side. The changing population structure, improvement in living standard, more disposable income, fewer working hours and long leisure time, better educated people, ageing population and more curious youth in the developed as well as developing countries, all will fuel the tourism industry growth. The arrival of a large number of customers, better educated and more sophisticated, compels the tourist industry to launch new products and brands and re-invents traditional markets. The established traditional destinations founded on sun-sea-sand products will have to re-engineer their products. They must diversify and improve the criteria for destinations and qualities of their traditional offers. Alongside beach tourism, the tourism sector registers a steady development of new products based on natural rural business, leisure and art and culture. Thus the study of new markets and emerging markets and necessity of diversified products are the basis of our strategy, which can enhance and sustain, existing and capture new markets. It is India’s vastness that challenges the imagination: the sub-continent, 3200km (2000 miles) from the mountainous vastness of the Himalayas in the north to the tropical lushness of Kerala in the south, is home to one sixth of the world’s population, a diverse culture and an intoxicatingly rich history. Desert in Rajasthan, tropical forests in the north eastern states and arid mountains in the delta region of Maharashtra and Karnataka and vast fertile planes in northern states of Uttar Pradesh, Haryana etc are just some of the geographical diversity that can be observed. We have a wealth of archeological sites and historical monuments. Manpower costs in the Indian hotel industry are one of the lowest in the world.
Lack of adequate infrastructure is the biggest problem that India faces. The aviation industry in India, for example, is inefficient and does not provide even the basic facilities at airports. The visitors are appalled by the poor sanitation in the public restrooms at the international airports. The road condition in India is very worse. The population has grown exponentially since 1947 but we still use the same rail system constructed by the British. Even now the government spends next to nothing on proper marketing of India’s tourism abroad. As a result foreigners still think of India as a country ridden by poverty, superstition, and diseases with snake charmers and sadhus at every nook and corner. Case in point Thailand; where in spite of the huge problem of bird flu disease the tourists arrival only dropped by less than 15% where as in India when cases of plague started occurring in Surat in 1994 the arrival of foreign tourists in India decreased by almost 36%.

3.17.1 Opportunities

More proactive role from the government of India in terms of framing policies. Allowing entry of more multinational companies into the country giving us a global perspective and growth of domestic tourism. The advantage here is that domestic tourism and international tourism can be segregated easily owing to be different in the period of holidays.

3.17.2 Threats

Political turbulence within India in Kashmir and Gujarat has also reduced tourist traffic. Not only that fear of epidemics such as malaria, cholera, dengue, plague etc are foremost in the mind of European and America patient’s. Aggressive strategies adopted by other countries like Australia, Singapore in promoting tourism are also not helping.

3.18 11TH Plan Strategy on Tourism

According to the report of the steering committee on tourism for the eleventh five year plan 2007-2012, Government of India Planning commission, the 11th Plan strategy on tourism is to achieve International tourist arrivals of 10 million by the end of the 11th Plan through diversification of source markets increase per capita spending
Overview of Tourism Marketing

and length of stay of international visitors and by reducing seasonality. The Plan also proposes to achieve a level of 760 million domestic tourists by 2011 at an annual growth rate of 12 % and to increase accommodation units.

3.18.1 Strategy for Tourism Development in the 11th Five-Year Plan

During the 10th Five Year Plan, a doubled pronged strategy of upgrading the tourism infrastructure and vigorous marketing under the banner of ‘Incredible India’ campaign was followed to position India as a global brand. The following four-point progress was sought to be achieved to a large extent among the target tourists and in source markets:

- From non-awareness to awareness.
- From awareness to interest.
- From interest to desire.
- From desire to final action i.e. booking a holiday.

The Working Group on Tourism for the 11th Five Year Plan 2007-12, felt that keeping in view all variables in the environment, the product opportunities, the market scenario, the Indian planning and national objectives, following quantifiable goals may be set for the 11th Plan for India tourism.

3.18.2 International Tourism

Visitation

- Achieve international visitor levels of 10 million in 2011, at the end of 11th Plan.

Source Markets

- Diversify principal source markets to include countries such as South Africa, Israel, Spain, China, Japan, S. Korea, Australia, Brazil, Argentina, etc. which offer high growth potential and from where present level of inbound tourist is below par.
- Concentrate on countries like South Africa, Mauritius, Kenya, Malaysia, Fiji, etc with a large Indian Diasporas for higher touristic arrivals from those
countries. Similarly target the PIOs and NRIs elsewhere to create greater resonance in them to visit the country of their origin and discover their roots. Target the ‘Baby Boomers’ group in Europe and North America by creating in them the desire to discover one of the oldest civilizations of the world and to enjoy the plurality of cultural enjoyments, which this country has to offer.

3.18.2.1 Revenues

1. Maintain and increase per capita spending of international visitors.

2. Attract higher quality tourists, increasing per head spending, resulting in higher revenues. Concentrate on cruise tourism and MICE sector which are considered to be higher revenue generating sectors of tourism.

3.18.2.2 Seasonality

Reduce the seasonality in international tourist arrivals by targeting markets such as Australia, Spain, etc. It should be ensured that the drop in arrivals during ‘lean season’ is not more than 15% of the annual average.

3.18.2.3 Average Length of Stay

Maintain and initiate measures to ensure that the duration of stay is sustained, if not extended.

3.18.2.4 Purpose of Visit

1. Retain focus on Leisure Travellers.

2. Promote business related travel, including MICE market by promoting Convention Centre of international standards in major cities or at major tourist centre.

3. Encourage Health tourism.

3.18.2.5 Expenditure

Prepare strategies to increase per capita expenditure on shopping and other non-accommodation, non-transportation heads, to match international benchmark of 30%.
3.18.3 Domestic Tourism

Visitation

- Achieve a level of 760 million for domestic tourist visits by the year 2011, the end of 11th Plan at an annual average growth of 12%.
- Complement international travel with domestic travel so that the seasonality is eliminated.
- Promote greater dispersal of domestic visitations in order to spread the benefits of tourism to all areas.

3.18.4 Strategies for Tourism Development

3.18.4.1 Development of Infrastructure and Destination Management for 11th Plan

At the operational level, it is the quality of infrastructure that can provide the critical connectivity between the tourism product and the target market for both domestic and international tourists. Creation of tourism infrastructure has its multiplier effect in terms of overall economic growth, employment generation vis-à-vis investment and the preservation of art, culture and heritage. Tourism projects in underdeveloped areas have helped in the creation of roads, telecommunication, medical facilities etc.

Tourism projects like Destination Development are capital intensive, commercially non-viable and require government funding. It is necessary that such infrastructure is created with the professional expertise of architects, landscaping experts and is then privately managed through a transparent process.

Other projects such as setting up of hotels, convention centre, golf courses, tourist trains etc. normally have substantial gestation periods and become economically viable over periods exceeding 12-15 years. In order to attract tourists, it is necessary that these facilities be created to a through private initiative with the Government acting as a facilitator and catalyst, apart from part funding such projects.
Chapter 3

**Strategy -1**

Development of Infrastructure and Destination Management

- Tourist sites and destinations should be carefully selected on the basis of their potential to provide all infrastructure facilities required by the tourists within such destinations and circuits. Master Planning of destinations and circuits enable their development in an integrated holistic manner.

- Achieve convergence of resources and expertise through coordinated action with State Governments or UTs and the Private Sector.

- A panel of 10-12 outstanding Architects or Consulting Agencies with sensitivity towards conservation, preservation and aesthetics aspects may be identified to prepare the Master Plans and the project implementation constantly monitored by them.

- Select only 10 major Destinations and 6 Circuits (North, South, East, West, Central and North-East) on an annual basis.

- The infrastructure development for selected destinations and circuits is taken up as a Centrally sponsored scheme with assistance of identified agencies of States and a Central Sector Scheme for the works related to monuments and other places under the control of Central agencies like ASI, Port Trust Authorities, etc.

- The sustainable maintenance and operational plan for the assets created through Tourism Development Authorities/ Private Sector should be inbuilt into the project proposal. The implementation of these projects should be centrally driven and constantly reviewed and monitored.

- Selection of rural tourism projects should be based on their core-competency and not merely on the basis of projects received from State Governments.

- A panel of professionals should be identified for selecting the rural sites, interacting with the community and preparing projects based on tourism potential of the site.
• No rural tourism project should be sanctioned without prior approval of the software (capacity building) component to ensure that the host rural community plays a critical role in project implementation.

• Flexibility be given to District Level Committees in selection of the hardware (infrastructure) component of the rural projects; and it should not be entirely decided by Ministry of Tourism.

• Implementation of rural tourism projects is achieved through the State Tourism Directors/Commissioners rather than District Collectors for better marketing of the rural sites.

• Not more than 100 rural sites should be selected during the 11th Five Year Plan. These sites should possess well-recognized core strength.

• The Viability-Gap Scheme of the Ministry of Finance needs to be fully leveraged for attracting private sector participation in tourism projects.

• A series of “Investors Meet” should be held by Ministry of Tourism in key metros and in international centre. This should be done after specific projects have been identified and the broad contours of the project are drawn up.

• Make use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural resources and bio-diversity.

• Respect the socio-cultural ethnicity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

• Ensure viable long-term economic operations, providing socio-economic benefits including stable employment and income-earning opportunities and social services that are fairly distributed to all host community stakeholders, thereby contributing to poverty alleviation.

• The States should enact a Conservation and Preservation Areas Act on the lines of the Kerala Tourism Conservation and Preservation Areas (2005) Act.
This will enable them to declare areas, which are important from the tourism viewpoint as ‘Special Tourism Zones’ for the conservation, preservation and integrated planned development of such areas. Such an Act would also enable preparation of Sustainable Tourism Development Plans including guidelines to regulate development activities in the Special Tourism Zone, entailing:

- Policy for land use plan and allocation of land for tourism purposes.
- Policy for built-up area and environment including architectural form.
- Strategies towards conserving and strengthening existing natural systems and
- Enhancing visual qualities of the region.
- Regulations found necessary for implementation of the Tourism Development Plan.
- The Ministry of Tourism should sponsor a programme for Certification for Sustainable Tourism (CST) in order that sustainable tourism businesses are clearly identified. This may also provide the incentive for non-sustainable operations to seek Certification. In addition, international endorsements can also be encouraged such as ISO-14000 series for environmental care and ISO-9002 for service quality.
- Destination Management needs attention and coordination at the 27 World Heritage Sites in the country, which are impacted by increasing numbers of visitors and are also subject to a number of regulatory authorities.
- The following may be defined as infrastructure facilities under Section 80-1A of the Income Tax Act:
  - 3 Star and above Hotels.
  - Heritage Hotels classified by Ministry of Tourism.
  - Convention Centre with integrated exhibition facilities.
  - Time Share Resorts and Apartment Hotels classified by Ministry of Tourism.
  - Theme Parks.
- Amusement Park.
- Integrated Destination Development Projects with Hotel facilities and Golf Centre.
- Rural Tourism Projects.
- Cruise Liners for Tourism operating in Indian Rivers and Oceans.
- Adventure or Nature Tourism Projects.
- River cruise projects.
- Air Taxi Services

- It is necessary to develop and strengthen the linkages with other sectors such as Civil Aviation, Railways and the Road and River Transport.

- Master Plan of major cities should earmark commercial sites as hotel sites, which should be allotted on long-term lease. Annual lease rent to be calculated as a percentage on the value of the bids and be on a graded scale depending on the Star Category of the hotel property.

- A new Central Sector Scheme should be started to create land bank in Ministry of Tourism for making payment to land owning agencies for land allotment to Ministry. This land, so allotted, could then be used for hotel construction in PPP mode through build, own, operate and transfer method to the highest bidder of annual rental amount for the land. A minimum reserve price for this amount could be arrived at prior to calling for the bids following all codal formalities and competitive bid procedure with open tendering process.

- Master Plan of major cities should earmark sites for convention or exhibition centers, which can be executed as PPP ventures or leased to the private sector for implementation.

- State Govt.’s or UT’s to have specific tourism sub-plans as a component of their cities as well as departmental annual five year plans.

- Additional accommodation to be created through guest houses, paying guest accommodation or bed and breakfast home stays etc.
• Evolve policies and programs for synergizing partnerships between Archaeological Survey of India, State Archaeological Department and the private sector in the upkeep, management and marketing of monuments, forts, ancient temples and museums etc.

• Allow higher Floor Space Index to existing hotel properties to expand their existing capacities.

• Self Help Groups to be formed at district level to sort out issues of civil governance.

• Projects received from State Governments for Central Financial Assistance should consider all aspects including maintenance and operation, ecology, capacity building etc.

• Benchmarking and yardsticks to be formulated for all tourism related services.

• Visitor management system and audio guides should be provided in Archaeological Survey of India monuments.

• Develop “Caravan Tourism” and Camping Sites for “Tented” Accommodation.

3.19 Tourism Marketing

The marketing mix-the 4 Ps-target audience-segmentation-objectives-evaluations. These and other terms are all used in the process of "marketing." In tourism and tourism related industries, success means understanding this process.xi

3.20 Tourism in Kerala

Kerala, promoted as “God’s Own Country” is blessed by nature with varied geographical features like beaches, hill stations, backwaters, national parks & wild life sanctuaries. Befittingly, Kerala was adjudged as one of the “Ten Paradises of the world” by the National Geographic Traveller. Its unique culture and traditions, coupled with its varied demography has made Kerala one of the most popular tourist destinations in the world. Popular attractions in the state include the beaches such as Kovalam, Varkala, Marari, Bekal and Kannur. Kerala’s most popular backwater destinations are Kumarakom, Alappuzha, Kollam, Kochi and Kozhikode, and its best
known hill stations are Ponmudi, Munnar, Wayanad and Wagamon. Kerala has a number of well-known wildlife reserves, including the Periyar Wildlife Sanctuary, Eravikulam National Park, Thattekkad Bird Sanctuary and Parambikulam Wildlife Sanctuary.

3.20.1 Performance of Kerala Tourism

Kerala is today the most acclaimed tourist destination in India with its Superbrand 'God's Own Country' and is continuing as one of the prime tourist destinations of South Asia. Tourism industry in Kerala not only facilitates infrastructure development but also help in balanced and sustainable regional growth by generating income and creating employment opportunities. Global economic slowdown is expected to impact the tourism sector globally and regionally. The challenge of Kerala's tourist sector is to see how Kerala tourism could cope up with the crisis and how to structure its activities to a competitive advantage.

3.20.2 Indicators on Economic Impact of Tourism

The tourism sector happens to be one of the largest earners of foreign exchange in the World, and has acquired tremendous significance in recent years. The sector is growing at a fast pace, especially in the developing countries.

3.20.3 Marketing Initiatives

Kerala Tourism is noted for its innovative and market focused campaigns.

- New initiative for the promotion of Monsoon Tourism
- New initiative for promoting Kerala as one of the best health tourism destinations in the World

3.20.4 Cultural Initiatives

The following are the Cultural Initiatives

- Onam week celebrations with great people participation
- Joint Initiative with Cultural Department to promote traditional arts and festivals
• State wide programs for the promotion of local cultural programs

3.20.5 New Policy Initiatives

The new initiatives of Kerala Tourism are as follows

• New policy initiative on Responsible Tourism.

• Destination Management Committees to be formulated in every tourist destinations.

• Initiated action for starting Tourist Information Offices at West Bengal and Mysore.

• Initiated schemes for promoting souvenir industry.

• District Tourism Promotion Council’s reconstituted.

• Initiative for identifying lesser known and unseen places for developing into tourist.

• Centre with necessary infrastructure.

• Initiative to develop more dormitory accommodations at major tourist centre.

3.20.6 Top Performance

Department of Tourism has initiated various projects for the development of basic Infrastructure at tourist destinations, improvement of tourism attractions at the destinations. The following are the important initiatives that perform the best:-

• **Responsible Tourism** – Responsible Tourism is adopted as the cornerstone for the tourism development in Kerala Implementation of first Phase of Responsible Tourism at Kovalam, Kumarakom, Thekkadi and Wayanad. Host of International Responsible Tourism Conference during March 2008 in Kerala.

• **Synergy Quest:**- Synergy Quest is one kind of tourism research project launched by Kerala tourism to assess the impact of marketing initiatives of Kerala Tourism.
• **My Village, Tourism Friendly Village:** Scheme launched to identify and develop unknown rural tourist destinations with participation of local bodies.

• **Wake up to Malabar:** It is a comprehensive plan to promote North Kerala.

• **Kerala Souvenirs:** A unique project launched for the design and development of capacity building.

• **Let’s Learn:** This unique human resource initiative is launched for skills development in the tourism and hospitality sector.

• **Grand Kerala Shopping Festival:** In this bold initiatives, effects are underway to make Kerala the shopping hub in the country.

• **Utsavam:** It is a yearlong festival of traditional arts spread throughout the State.

• **Dream Season:** Dream Season campaign launched to tackle seasonality.

• **Monsoon Tourism**

• **International Convention Centre** at Thiruvananthapuram is opened.

• **Home Stay:** Promotion and classification of home stay opportunities throughout Kerala.

• **Vazhiyoram:** Vazhiyoram is a unique scheme for the development of way side facilities through private participation.

• **Tourism Conservation & Preservation Act:** Enacted to regulate tourism development.

### 3.20.7 Supporting Agencies or Organizations for the promotion of tourism

#### 3.20.7.1 Kerala Tourism Development Corporation (KTDC)

KTDC is a commercial agency, which is actively participating in building up basic infrastructure needed for the development of tourism in the State. They operate star hotels, budget hotels, motel Araams and way side facilities, Yatri Nivases, restaurants and beer parlours, central reservation systems and conducted tours. The number of bed available for the year 2007-08 is around 411700. Of this domestic
tourists occupied 106123 and foreign tourists 19532 beds. The hotel sector forms one of the most important parts of tourism industry. Kerala has to its credit a total of 7654 rooms in classified hotels, the maximum number of rooms being in 3- Star categories.

3.20.7.2 District Tourism Promotion Councils (DTPC’s)

The District Tourism Promotion Councils have undertaken the responsibility of creating and marketing local tourism products and opportunities. They are constantly improving the quality standards of these tourism products and services through surveys and other data collection means. The DTPCs also monitor and supervise the levels of sanitation in tourist areas. Other related activities of the DTPCs are the creation of awareness of the facilities and services in their 224 specific area as well as the development of tourism clubs and the dissemination of tourism specific information.

3.20.7.3 Tourist Resort Kerala Ltd (TRKL)

Tourist Resort (Kerala) Ltd is the agency meant for joint venture projects and they already started joint venture companies with Taj and Obroy Hotel groups. It also oversees the Land Bank Scheme. The major achievements of TRKL during the year are:

- The first phase of Sarovaram Project at Kozhikode is being completed.
- The whole work of the heritage circuit development of Thalassery and Surroundings are in progress.

3.20.7.4 Bekal Resort Development Corporation (BRDC)

Bekal Resorts Development Corporation Ltd. is a company formed by the Government of Kerala for developing beach destination at Bekal. The aim of BRDC is to develop the infrastructure needed for tourism development centered at Bekal beach. The following are important achievements of BRDC during the period.

Sites were undertaken and developed Infrastructure facilities like Water supply, Road networks, Solid waste management, Bekal fort rest house renovation, parking area near Bekal Kotta are developed.
3.20.7.5 Kerala Institute of Tourism and Travel Studies (KITTS) and Food and Craft Institutes (FCIs)

These institutes are actively involved in the recruitment, training, and placing of quality staff in the tourism site throughout Kerala. All aspects of Human Resources Development for the tourism and hospitality sectors are impacted by KITTS and FCIs by establishing and monitoring the quality regulations of the Tourism and Travel Training Institutes.

3.20.8 Eco - Tourism

Kerala is famous especially for its ecotourism initiatives. Tourism is an environmental development industry. The following are the objectives of Eco-tourism.

- To convert entire tourism industry in Kerala into Eco-friendly mode.
- To strengthen Eco-tourism development initiatives in the State.
- To ensure local community involvement in tourism initiatives leading to employment and income generation.
- To create public awareness and involvement in responsible tourism development.

3.20.8.1 Thenmala Ecotourism Project

The first phase of the Thenmala Ecotourism project was inaugurated during 1999 with the commencement of boating in the Shenduruney Wildlife Sanctuary Reservoir and the Deer Rehabilitation Centre. The second phase of the Thenmala Ecotourism project was inaugurated during 2001 with the commencement of eco-friendly general tourism activities like Leisure Zone with Sculpture Garden, Board Walk, etc., Adventure Zone with Elevated Walkway, Mountain Biking, Rock Climbing, River Crossing and Culture Zone with the facilitation centre, Musical Dancing Fountain, Amphitheatre, Restaurant etc. The details of the revenue generated and the number of tourists visited from 2000 to 2008 are as detailed below;
• Adventure activities like flying Fox, Valley Crossing, Burma Bridge, Commando Net, Snorkeling, Goan banana, Trampoline, Trust fall, Short range, Archery etc. were.

• Introduced in the adventure zone making Thenmala a destination providing adventure activities.

• The Government had accorded sanction for the purchase of two higher capacity boats in order to enhance the boating experience for visitors at Thenmala.

3.20.8.2 Ecotourism initiatives Implemented through Forest Department

The Forest Department is evolving modalities for developing community based ecotourism products to the already identified potential ecotourism spots through the institution of Vana Samrakshana Samithy (VSS) or Eco Development Committees (EDC) i.e., the committee of the local dependent communities. Certain successful models of these efforts are programmes at Athirappally, Vazhachal and Thekkady. Community led ecotourism activities are already in place at Palaruvi, Kallar, Chinnar, Aralam, Thommankoothu etc.

During the year Government of Kerala had accorded sanction for implementing the centrally sponsored scheme named southern ecotourism circuit aimed at a series of ecotourism developments so as to form a circuit. The areas in the circuit include.

• Neyyar Wildlife Sanctuary (Thiruvananthapuram District)
• Thenmala (Kollam District)
• Konni Ecotorism (Pathanamthitta District)
• Gavi (Pathanamthitta District)
• Periyar Wildlife Sanctuary (Idukki District)
• Munnar (Idukki District)
• Chinnar Wildlife Sanctuary (Idukki District)
• Chulannur (Palakkad District)
• Kambamala (Palakkad District)
Jadayupara Tourism Project

Jadayupara is a huge bear rock with small rock boulder in the Kottarakkara taluk of Kollam district. From the name itself it is understood that this is connected to the legendary bird Jadayu in the epic Ramayana. The proposed project is to be developed in the 63 acres provided to Department of Tourism. It is proposed to develop the road and its surrounding as an ecofriendly tourism spot targeting tourists with pilgrim interest, nature speciality interest, picnic interest and ethnic interest. The park shall be divided into three zones - the introductory zone, the assembly zone and the rock top. The works pertaining to the first phase of the introductory zone is completed which includes approach road, car parking, reception centre with information counter, restaurant and walkway leading to the top of the rock and further ascending down. These facilities could be opened to tourists soon. The major attraction of the place will be the sculpture of Jadayu on the top of the rock. The sculpture is progressing well in the direction of the creation of the sculpture. The sculpture is expected to be completed by 2014.

Promotion and Publicity

The Department of Tourism has taken up various innovate initiatives in the areas of promotion and publicity. The result is evident from the very high growth rate of tourist arrivals in Kerala. The major initiatives in these promotions include conducting fairs and festivals, participation in major tourism marts, advertising in print and electronic media etc. The following are some International and National festivals and fairs participated by Kerala Tourism.

- Arabian Travel Mart at Dubai
- International Leisure Travel Mart at France
- World Travel Mart at London
- FTTUR – 07 at Spain
- International Travel Borse at Berlin
- Travel and Tourism Fair, Bangalore, Chennai and Kolkatta
Tourism Industry in Kerala witnessed a remarkable growth in this year in the field of number of foreign and domestic tourists arrival, earnings from tourism, investment in tourism and total employment generation.

3.20.10 Awards & Recognitions

Kerala Tourism continued to win worldwide awards and recognitions and few of them are listed Best Tourism State Award from Government of India in 2006-07. This was followed by two related awards - best tourism village – Aranmula and best tourism website-W.W.W. Kerala tourism.org.

- Smart Travel-Asia selected Kerala as its 3rd best tourism destination.
- Kerala is one of the three top finalists in WTTC’s “Tourism for tomorrow” international destinations competition.
- Berlin Golden City Gate Award (ITB Berlin) for the “Best Tourism Film”.
- Gold awards for “Kumbalangi Tourism Village and Ayurveda - Mantra of Nirmaya.

3.20.11 Threats to the Tourism Industry

The major threats to the Tourism industry are Global Warming and changing weather Patterns, Differing monsoon pattern and Global recession.

3.21 Tourist Destinations in Kerala

Kerala was celebrated as a 'Paradise Found' - one of the ten in the world, A perfect description for a land renowned as "God's Own Country". What adds to the
Overview of Tourism Marketing

charm of its backwaters, beaches, Ayurveda health holidays, hill stations, wildlife, festivals, monuments and vibrant art forms, is its amazing social development indices that are on par with the developed world. The Important tourist spots in kerala is given below.xii

3.21.1 Kovalam Beach - The Kovalam beach situated 16 Km. south of Trivandrum city, is one of the best beaches in India. It's a must see destination of India. On account of it's natural location, it affords facilities for safe sea bath.

3.21.2 Chowra Beach - The soft white sand is what that draws visitors to this beach and it is ideal for beach volleyball. The long stretch of beach is dotted by many cattamarams; a country fishing boat, which is three logs tied together in the shape of a boat.

3.21.3 Alappuzha - Alappuzha is famous for its boat races, houseboats, coir products, fish and lakes. Alappuzha remains prominent on the tourist trial of Kerala as one of the major centre for backwater boat trips.

3.21.4 Kumarakom - The village of Kumarakom is a cluster of little islands on the Vembanad Lake, and this small water world is part of the Kuttanad region. The bird sanctuary here, which is spread across 14 acres is a favorite haunt of migratory birds and an ornithologist's paradise.

3.21.5 Thekkady (Periyar) - The pride of Kerala and a testimony to nature's splendor and human innovation, the Periyar Wildlife Sanctuary is situated on the banks of the Periyar lake - an artificial lake, at Thekkady. Here the high ranges of the Western Ghats are clothed in dense evergreen, moist deciduous forests and savannah grass lands. Below this thick green canopy roam herds of elephants, sambars, tigers, gaur, lion tailed macaques and Nilgiri langurs

3.21.6 Kochi (Cochin) - The eventful history of this city began when a major flood in AD 1341 threw open the estuary at Kochi, till then a land locked region, turning it into one of the finest natural harbors in the world. Kochi thus became a haven for seafaring visitors from all over the world and became the first European township in India when the Portuguese settled here in the 15th century.
3.21.7 Munnar Hills - One of the most popular hill stations in India is situated at the confluence of three mountain streams - Mudrapuzha, Nallathanni and Kundala. Located at 1600 m above sea level, this was once the summer resort of the erstwhile British Government in South India. Sprawling tea plantations, picture book towns, winding lanes, trekking and holiday facilities make Munnar a unique experience. Munnar also has the highest peak in South India - Anamudi, which towers over 2695 m. Anamudi is an ideal spot for trekking.

3.21.8 Wayanad - Wayanad lies at an altitude varying from 700 - 2100 metres above the sea level. The district has the highest number of tribal settlements in Kerala. The sanctuary is very rich in flora and fauna. The management lays emphasis on scientific conservation with due consideration for the general lifestyle of the tribals and others who live in and around the forest region.

3.21.9 Thiruvananthapuram - The Capital city of Kerala. The wooded highlands on the Western Ghats in the eastern and northeastern borders give Thiruvananthapuram some of the most enchanting picnic spots. A long shoreline, with internationally renowned beaches, historic monuments, backwater stretches and a rich cultural heritage make it a much sought after tourist destination.

3.21.10 Cherai Beach - This lovely beach near Kochi, bordering Vypeen island which is a major centre for commerce, is ideal for swimming. Dolphins are occasionally seen here. A typical Kerala village with paddy fields and coconut groves nearby is an added attraction of this beach.

3.22 Tourist Products

Tourist resource is not a tourist product, though many people and municipalities believe so. A territory launching a new tourist activity cannot and should not think that because it has a tourist resource, either natural or artificial, it has a tourist product. A product is the combination of a resource (natural and/or artificial) and services. A tourist offer, herefore, is the sum of product and price.
3.23 Tourist Products in Kerala

Kerala enjoys unique geographical features that have made it one of the most sought after tourist destinations in Asia. An equable climate, a long shoreline with serene beaches, tranquil stretches of emerald Kerala backwaters, lush Kerala hill stations and exotic Kerala wildlife, Kerala Waterfalls, Sprawling Kerala plantations and Kerala paddy fields, Kerala ayurvedic health holidays, enchanting art forms of Kerala, Magical festivals of Kerala, historic and cultural monuments in Kerala, an exotic Kerala cuisine; all of which offers the Kerala visitors an unique experience. The various Kerala tourism products are Kerala backwaters tourism, Kerala houseboat tourism or Kerala kettuvallam tourism, Kerala hill station tourism, Kerala wild life
tourism, Kerala beach tourism, Kerala ayurveda tourism, Kerala homestay tourism or Kerala cuisine tourism, Kerala honeymoon tourism, Kerala culture tourism etc.

- Kerala is the fastest growing Tourist destination in Asia the world's most feted travel hot spot.
- Kerala tourism destinations - One of the 50 must see destinations of a lifetime - “National geographic Travel”
- Kerala tourism destinations - One of the 10 paradises of the World - “National Geographic Travel”
- Kerala tourism destinations - One of the 100 great trips for the 21st century - “Travel and Leisure”
- Kerala tourism destinations - One of the ten hot spots for the millennium - “Emirates In-flight Magazine”
- Kerala tourism destinations - One of the ten love nests in India - "Cosmopolitan”
- Kerala tourism destinations - One of the six destinations of the millennium - "Khaleej Times"
- Kerala Tourism - Prestigious International Award for Leisure Tourism for the year 2000-2001, by Pacific Area Travel Writer's Association (PATWA)
- Kerala Tourism - the best State that promoted tourism in India in the year 2001 - “Outlook Traveler” and TAAI
- Kerala Tourism - Best Performing State Award for the year 1999 - 2000 - “Government of India”
- 'State of Enlightenment' status accorded to Kerala Tourism by the "NGT" in its April issue.

3.23.1 Kerala Hill Station Tourism

Far away from the din and bustle of the city life, the Kerala hills draped in green are still waiting to be discovered by the wayfaring tourist. Home to an exotic
vegetation and rich wildlife, it is these hills that enrich our kitchens with the internationally famous spices. The cardamoms and cinnamon and pepper and cashews that long ago hypnotized traders from all over the world and drained royal treasures, are the harvests of these hills. The famous Kerala hill station tourism destinations are Munnar hill station, Idukki hill station, Devikulam hill station, Ponmudi hill station, Vagamon hill station, Silent valley hill station, Nelliyampathi hill station, Wayanad hill station, Kuttikanam hill station, Thekkady hill station etc.

3.23.2 Kerala Wildlife Tourism

The Western Ghats have been closely associated with the customs, traditions and social life of Kerala for centuries and are in fact the hot spot of unique biodiversity – exquisitely rich and varied. The forests in Kerala are indeed some of the most magnificent and varied found anywhere in the world. The Western Ghats, the natural mountain barriers of Kerala, bordering Tamil Nadu and Karnataka are home to the majority of Kerala’s forests and wildlife. Our Kerala wildlife tours are designed to explore the biodiversity, culture, ethnology, and village life of Central Western Ghats in Kerala tourism. It is a journey to the unknown world of a biodiversity hotspot on earth. The important Kerala wildlife tourism destinations are Marayoor sandal forest, Idukki wildlife sanctuary, Periyar tiger reservoir Idukki or Thekkady wild life sanctuary Idukki, Chinnar wild life sanctuary Idukki, Kumarakom bird sanctuary Kottayam, Parambikulam wildlife sanctuary, Peppara wildlife sanctuary, Peechi – Vazhani wildlife sanctuary Palakkad, Muthanga wildlife sanctuary Wayanad, Nagarhole wildlife sanctuary, Wayanad wildlife sanctuary etc. Coconut creek kumarakom homestay and kumarakom houseboat offers unforgettable Kerala wild life tours in different Kerala tourism spots.

3.23.3 Kerala Beach Tourism

Kerala Beaches Most of India's finest beaches in Kerala. Virtually its entire 900km length coastline is lined with sandy beaches, rocky promontories and coconut palms. Each year, a great number of visitors arrive in Kerala is search of tranquil, palm-fringed beaches in Kerala. Kerala enjoys an extraordinary kinship with the sea. Mythically born from it, Kerala's bond with the sea is that of a child and mother. By
the virtue of having most of India's finest beaches, Kerala offers you surf, spice and sand like no other place. Though extremely popular worldwide, the beaches remain strangely unspoilt and bewitching. The cool breeze that blows on the kerala beaches will work like a balm to your soul. The important Kerala beach tourism destinations are Kovalam beach, Varkala beach, Alleppey beach, Marari beach, Kappad beach, Bekal beach, etc.

3.23.4 Kerala Ayurveda Tourism

The term 'ayurveda' literally breaks up to mean the knowledge (veda) of life (ayu). It is a comprehensive system of medicine that believes in preventing body ailments along with curing them. It also aims at treating the entire body as distinguished from the modern system where stress is laid only on curing the affected part.

Though the origin of Ayurveda is wrapped in mystery, ayurveda was the creation of Lord Brahma himself. Ayurveda finds mention in the ancient vedas and he was the one who created the four vedas - Rig Veda, Yajur Veda, Sama Veda and Atharva Veda. Legends apart, the fact is that ayurveda has, since ages, managed to establish its credence despite the growth and development of modern treatment.

In India, Kerala is the only place where ayurveda is practiced in the same previous way. The Kerala ayurvedic doctors here, unlike the rest of India, are fairly well aware of the Sanskrit language. This enables them to understand the ancient system of treatment much better than others. Moreover, the salubrious climate of Kerala and abundance of herbs and medicinal plants add to the effective treatment.

Today, the popularity of ayurvedic treatment has gained such popularity that tourist from far off come to Kerala just to cure their disease. Some even have an ayurvedic treatment for pleasure - sukh chikitsa - endorsing the very basic of ayurvedic principles. The different ayurveda treatment in Kerala ayurveda tourism are Abhyangam, Dhanyamla Dhara, Dhara, Kativasthi, Kizhi, Ksheeradhoomam, Lepanam, Nasyam, Njavarakizhi, Pizhichi, Sirovasthi, Snehapanam, Thalam, Udvarthanam, Urovasti, Vasthi etc.
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