CHAPTER I

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I A. INTRODUCTION

I A.1 SIGNIFICANCE OF TOURISM

TOURISM – A Socio-Economic-Cultural Revolution of the 20th century, is now galloping towards the position of 'Number 1 Industry in the World' in the 21st century. Tourism has been growing and evolving over the past thousands of years along with the evolution of human life. Each and every aspect of human life – science and technology; culture and civilization; war and peace...- has contributed in its own way towards the growth of tourism.

Tourism is essentially an expression of natural human instinct for experience, education, and entertainment.\(^1\) In some or the other form it is an indispensable part of contemporary human life.

Powered by science and technology, there has been a tremendous change in the entire aspect of human civilization over the last few decades. And one of the most dramatic manifestations of this change is the exponential growth of Aviation and Tourism. ...Almost 25% of the human race is travelling every year.\(^2\)

...Vasudhaiva Kutumbakam This ancient concept of the world as a family was a brilliant intellectual construct in the minds of the great seers of the past. It is now

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becoming a reality as a result of the technological breakthrough in the field of aviation and the consequent growth in Tourism.³

UN Rome conference in 1963 concluded: ‘Tourism is a basic and most desirable human activity deserving the praise and encouragement of all peoples and governments’.

The reason why Tourism is accorded such an importance by the world body lies in the fact that, tourism is a multi-dimensional phenomenon. It is affected or influenced by a great number of micro and macro environmental factors and simultaneously it can affect or have influence over the same factors to a considerable extent.

John Naisbitt⁴ in his work ‘Global Paradox’ highlights the gigantic dimensions taken by international tourism at the end of the 20th century as follows.

- 10.6% of global work force is employed in the tourism sector.
- Tourism contributes 10.2% of world GDP.
- Tourism generates $655 billion tax revenues through the world.
- It is $3.4 trillion industry, biggest of all industries.
- It accounts for 10.9% of total amount spent by the consumers throughout the world.
- 10.7% of global investments are in tourism sector alone.
- 6.9% of the all government expenditures in the world are spent on tourism.

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⁴ M.P. Bejbarua, Secretary, Tourism, GoI, in ‘Tourism -Today and Tomorrow’ in Yojana, August 1999, p.4
He goes further and says, Travel and Tourism, Information Technology and Telecommunications will be the three inter connected Super Service Industries driving the economy of 21st century.

Added to this, every tenth human being is a tourist; tourism employs 212 million workers throughout the world, implying every ninth worker in Tourism sector; it is projected that 338 million jobs are going to be created by the year 2005, which means a job being created every 2.5 seconds.⁵

Compared to other industries that have experienced many fluctuations and frequent sharp declines, tourism has seldom fallen into a serious long term down turn, making it one of the world's most dependable revenue generators.⁶

Visualising the significance of tourism, Jawaharlal Nehru said, ‘We must welcome these friendly visitors from abroad for economic reasons, for tourism brings foreign exchange, but even more so because this leads to greater understanding and mutual appreciation. There is nothing that the world needs today than this mutual understanding’.

IT icon Bill Gates opines that tourism is one of the three sectors to be attended on priority in the future.⁷

Again in the words of Dr. Karan Singh, ‘as I see it, there are three major dimensions of this benign application of Tourism and Aviation.

⁵ Annexure III, New Horizons in Travel and Tourism, op. cit, p. 129
⁷ Bejbarua, op. cit. p. 5
The first is, obviously, the fact that they are bringing the people of the world together... so the first major positive element is this tremendously powerful and immense undertaking of Tourism and Aviation in the growth of Planetary Consciousness.

The second is that it represents a major factor in economic growth and poverty elimination.

And, thirdly, I always find that travel is not only a journey in space and time but is also a journey into our own selves... for the most important element of human existence is the capacity for introspection, the capacity to look inward, and there is nothing like travel to make you to grow.18

The multi dimensional significance of tourism can be explained in terms of the benefits it offers, as follows:

- Economic benefits
- Social benefits
- Cultural benefits
- Environmental benefits
- Political benefits

**Economic benefits**

- It brings NEW MONEY into the economy (in case of domestic tourism) of tourist destination and precious foreign exchange (in case of International tourism).

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18 Karan Singh, in Planetary Consciousness, op. cit, pp. 24-27
• It stimulates investment both in public as well as private sector.

• It ensures higher employment, both direct and indirect, of factors of production which otherwise would be idle or underemployed. Indirect employment induced by tourism is generally higher than direct employment...

Certain estimates made by reputable economic research organisations show that tourism in India creates 1.6 times as much indirect employment as direct employment.9

• With increased employment opportunities the income as well as the standard of living of the community as a whole will also improve.

• The investment-employment ratio in tourism sector is greater than any other sector.

• From the experience gained during the past 40 years, it would seem that tourism is as near recession proof as an industry can be. Recessions did not damage World tourism but changed it. During these periods, the public tended to use less expensive accommodation and eat in more modest priced restaurants. There was more domestic travel and less short and middle distance foreign travel, whereas long haul foreign travel maintained relatively sustained growth.10 Thus tourism proves to be a more reliable and consistent agent of socio-economic development in the long run.

• Tourism has proved its capability to pull the economies out of crisis. After the Second World War, Europe lay in ruins. The Marshall Plan, which was introduced by the United States for the revival of the economies of European

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countries, made Tourism one of its planks. It provided several billion dollars for the reconstruction of hotels and tourism infrastructure of Western Europe. What was more significant was that for the first time tourism was viewed as an ENGINE OF ECONOMIC DEVELOPMENT.¹¹

- The 'Multiplier Effect' of the tourist spending has brought immense economic importance to tourism. It is like throwing a pebble in a pond which produces ripples, which travel as far as the impelling force carries them or the size of the pond permits. Thus the tourist dollar percolates through many segments of the economy and this should dispel the general impression that the main beneficiaries of tourism are a small group of entrepreneurs, hoteliers, travel agents and so on.¹²

Social benefits

- Owing to its labour intensive nature, tourism proves to be an effective solution to the social evil of unemployment or underemployment.
- It acts as a systematic channel for the flow of wealth from the affluent to the poor. Thus it facilitates distribution and re-distribution of wealth at regional, national, as well as international level.
- By taking socio-economic development to the far and remote regions, tourism acts as a tool of redressing the issues of regional imbalance.

¹¹ S.N. Chib, op. cit, p. 13,
¹² S.N. Chib, Ibid, p. 22
Cultural benefits

- Culture and Heritage of a tourist destination, being one among the attractions, get patronage from tourism. Thus the vanishing or dying cultural-heritage aspects of a destination—monuments, historical places, fragile natural environment, music, dance, drama, folk arts, handicrafts, and food crafts-get a lease of life with flourishing tourism.

- With facilitation of inter-cultural exchanges, tourism enriches the culture of the destination region as well as the culture of the generating regions. It also brings to the light the attractive and interesting aspects of the host culture and popularises them.

- Tourism can act as a vehicle of passing the cultural heritage of the destination region from generation to generation.

Environmental benefits

- The fragile environment (particularly natural environment) is protected with development of tourism on a sustainable basis. Particularly in developing countries, where thoughtless destruction of the environment is taking place, in the form of deforestation, industrialisation, urbanisation, westernisation, tourism can act as a saviour. It creates interest groups within the industry and outside who fight for the necessary funds and action to protect the environmental resources, which form the very tourist attraction.
Political benefits

- Tourism forms a powerful force behind achieving national integration and international understanding. It harmonises the relations between the guest and the host communities, regions, and nations.
- It provides an effective forum for a dialogue between the nations having competing and conflicting interests.

But at the same time a tourist destination region is highly exposed to negative impacts of tourism. There is a real danger that indiscriminate tourism development could cause the fundamentally positive economic benefits to be outweighed by the disadvantageous social and ecological implications, and could even change the economic advantages into disadvantages.\(^ {13} \)

- Economic impacts
- Social impacts
- Cultural impacts
- Environmental impacts
- Political impacts

Economic Impacts

- It leads to undue inflationary pressures in the destination economy owing to spurt in demand for scarce infrastructure and super structural facilities.

\(^ {13} \) Prof. Dr. Jost Krippendorf, Berne (Switzerland), in Costs and Benefits of Tourism towards new policies in developing countries, Problems & Prospects of Tourism Industry-Selected Papers, Max Muller Bhavan Publication-1984, 83.
• The scarce resources such as land, labour, capital, and enterprise, diverted to the tourism sector are not available for other more productive and high priority socio-economic activities- agriculture, manufacturing industries, education, health services and the like. Thus it may distort the basic structure of the economy causing serious imbalances.

• The inbuilt seasonality and uncertainty of the tourist business bring down the economic benefits to a considerable extent. Added to this, seasonal unemployment of the tourist plant, which cannot be put to alternative uses, is nothing but blocking of scarce, precious resources.

Social impacts

• A tourism dependant society or community has to face the evils of seasonal unemployment and under employment.

• Owing to lack of skill and enterprise among the local community the highly profitable business opportunities and top class jobs will be grabbed by the outsiders, sometimes even foreigners. This will lead to rift between locals and outsiders, which ultimately result in social tensions and law and order problems.

• With low-key involvement, the localites get lesser socio-economic benefits, resulting in a wider economic gap between the localites and the outside businessmen professionals and the employees of the tourism firms. This further causes inter-class rift and tensions.

• Since tourists are away from home, their uncontrolled behaviour may not fit within the ethical frame or social discipline, particularly that of the
destination region. This results in smuggling, drug trafficking, prostitution, and other forms of criminal activities in the destination areas.

- The tourists are usually from upper socio economic strata as compared to the host population. The show of wealth and high profile life style will create ill feeling, hatred, and enmity among localites towards the tourists. The ‘demonstration effect’ of tourist behaviour on the local population negatively affects the life style and social behaviour of the youth, children, and those who directly come into contact with the tourists. This is more so in the case of foreign tourists.

- The most important socio-economic risks of tourism are the fact that it is seasonal, its relative susceptibility to crisis, and the social inferiority of tourism occupation.¹⁴

Cultural impacts

- On account of commercialisation the cultural events, attractions lose their originality and genuine features

- The demonstration effect of the tourists may negatively change the life styles of the localites, creating cultural pollution.

- Mindless development of cultural tourism may take the form of cultural prostitution.

¹⁴ Prof. Dr. Jost Krippendorf, Ibid, p 67.
Environmental impacts

- Increased tourist traffic will pose serious problems of waste disposal. In the absence of proper facilities the destination’s environment will be damaged beyond repairs.

- Increased tourist traffic will create noise, air and water pollution in greater proportions. This may pose fatal danger to the very attractions, which are drawing the streams of tourists. This is how ‘tourism kills tourism’. The modern tourism’s most paradoxical trait is its capacity to destroy those attributes, which attracted the visitor in the first place. The well known economic analyst and futurologist, Herman Kahn, described the rapidly expanding tourism as ‘...next only to atomic power in its potential for environmental destruction.’

Political impacts

- Cross border interests in tourism may influence the political decision making to the detriment of the interests of the destination region or country. Because tourists or tourism itself has created opportunities that political opponents of the regime or the industry can exploit.

- Cross border terrorism and other such undesirable political interests may take shelter under the umbrella of tourism.

Thus the multidimensional serious impacts of tourism over the host region or country make tourism, an issue to be attended carefully and skilfully at all levels – local,

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regional, national, and international; by each and every class of the community—travel and tourism firms, planners and policy makers, administrators, politicians and government, academicians, researchers and scientists, social activists, tourist community, and the general public.

I A.2 INTERNATIONAL TOURISM

Tourism has existed as an industry in the informal sector since ancient times and was indulged in by different classes of people—the ruling class, business class, scholars, intellectuals, and spiritual seekers. Trans-continental travels were a norm in olden days. The records of earlier travels are available in the form of travelogues, diaries, notes, and different forms of literature. Even then the form of tourism, as we mean it today was engaged in by a privileged few. It was mainly owing to lack of facilities in transportation, accommodation, and accessibility. Added to this there were a number of hazards of travel—wild animals, robbers, pirates, alien people, epidemics, and socio-cultural-religious sanctions. Over the past centuries, various inventions and innovations in science and technology and improvements and progress in the different spheres of socio-economic-cultural aspects of human life have brought tourism to its present day form. An organised tourism sector is a 20th century phenomenon.

Basically three technological inventions can be identified as the ‘BIG BOOSTERS’ for the growth of tourism in the 20th century—Steam Engine (1914) which made rail travel possible; the internal combustion engine which revolutionised automobile travel during the war years; and the jet propulsion engine which resulted in the explosion of tourist movements across the globe after the post war years.
The other factors responsible for the continuous upward movement of tourism growth curve are:

Increasing leisure time—both weekly and annual, in the industrialised countries.

Tourism is becoming a popular form of recreation among the young and middle-aged populations.

Rising literacy and educational standards have resulted in more awareness of tourist attractions and tourist facilities.

Improved health care has enabled the retired population to go on pleasure tours.

Discretionary income has increased owing to working couples with fewer children. This, accompanied by highly positive income elasticity of tourism (1% increase in the income level in real terms results in 1.5% to 1.8% increase in propensity for travel\textsuperscript{16}) has resulted in continuous upward movement of volume of international tourism over the past century.

\textsuperscript{16} S.N. CHIB, op. cit., p. 17
### Table I A-1 International Tourist Arrivals and Tourism Receipts

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### Table I A-2 International Tourist Arrivals (In Millions): Region-Wise

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INDIA

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Chart I A-1 Region wise share in Tourism Receipts

The internationalisation of tourism is a process with long roots. It can be traced
back to the earliest trading, to the pilgrimages of medieval times, and the Grand Tour of aristocracy and the upper middle classes in the eighteenth and nineteenth centuries. Mass international tourism is a product of the Twentieth century, especially of the period since the Second World War. The World Wars had kept the people cabined and confined for four years. As a reaction there was an outburst of travel in the inter war years. This was the beginning of travel for pleasure and of the transformation of travel into tourism. The era of organized tourism had started.\textsuperscript{17}

The Geographical patterns of international tourism movements can be put as follows:

1. The international tourist movements are highly polarised. The traffic is concentrated primarily amongst the more developed countries.

2. The most international movements are regionalised and are especially concentrated in Europe. 80\% of the (global) movements are generated by the seventeen countries - twelve West European, two North American, Mexico, Japan and Australia.

3. The overall dominance of Europe and Americas continues but is in relative decline.

4. The share of Europe and Americas is being grabbed considerably by Asia pacific region and less by the Middle East and the African countries.

\textsuperscript{17} S.N Chib, Ibid. P15
The following table throws light on these facts.

**Table I A-3 Percentage distribution of tourist arrivals by regions.**

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<tbody>
<tr>
<td>Europe</td>
<td>66</td>
<td>75</td>
<td>62</td>
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<tr>
<td>Americas</td>
<td>30</td>
<td>19</td>
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<tr>
<td>Africa</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>3</td>
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<tr>
<td>Asia/Pacific</td>
<td>1</td>
<td>3</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Middle East</td>
<td>1</td>
<td>2</td>
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5. When the arrivals are compared with tourism receipts, there seems to be a broad but imperfect association. The Americas and Asia account for a larger share of receipts than that of arrivals. The tourist movements in Europe are more of shorter distances and that too mass tourism with all inclusive packaged tours. This has largely contributed towards proportionately lower receipts than arrivals.

6. A look at the gross as well as net tourism receipts reveals the South-North pattern. The less developed countries enjoy relatively higher net receipts as compared to the developed countries.

In 1979, at the 26th International Chamber of Commerce, Herman Kahn, futurologist of the Hudson Institute, presented a paper ‘The Great transition’. He said, ‘...mankind is in the middle of 400 year transition, from the poverty of the past to a potential future society of affluence and leisure; the world will move into a post-industrial society and tourism will be transformed from a tertiary to a quaternary industry, in the next 50 years.’

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18 S N Chib, Ibid, p-16
I A.3 TOURISM AND DEVELOPING COUNTRIES

The developing countries of the contemporary world are characterised by the following features:

- Underemployment or unemployment of the factors of production and natural resources
- Lower GDP and Per Capita Income accompanied by a relatively slow economic growth.
- Lower standard of living
- Regional imbalance
- Social evils-illiteracy, unemployment, and underemployment.

Rising import intensity

- Mounting trade deficit and external and internal debts.
- Lower productivity resulting in high cost economies
- Technological backwardness
- Poor infrastructure and superstructure facilities.

To redress the problems facing them, the developing countries have to employ the factors of production and the natural resources with higher economic gain. This automatically requires huge capital investments. Unfortunately, they are unable to mobilise financial resources to such a high tune. The government coffers cannot bear the burden of huge investments. They are already reeling under heavy internal and external debts. Servicing and repayment of the external debts causes heavy drain of foreign exchange reserves. The domestic investors hesitate to put in huge sums to build and develop
infrastructure facilities. The terms and conditions of the foreign investors prove to be very costly.

Technological backwardness and poor state of infrastructure result in lower productivity, low production quality, and increasing cost owing to inefficiency. The products lose to international competition, leading to lower export earnings. Though the developing countries may have the advantage of cheap labour, the developed countries do not allow them to capitalise it by means of quantitative and tariff barriers.

Tourism offers highly cost effective solution to the maximum number of problems faced by the developing countries.

The developing countries are facing marketing problems of the traditional exports, but tourism on the other hand has very different demand conditions and grows very rapidly... the industrial countries have vested interests to develop tourism in developing countries like Caribbean as it would increase the demand for the manufactured goods. Sharp shooting import bills, increasing debt servicing charges and repayments demand more and more foreign exchange reserves which are very scarce.  

To come out of this vicious circle, the developing countries need infusion of NEW MONEY into their economy. Excepting foreign loan, foreign investment, foreign aid, and repatriation by the non-resident nationals, the only source of earning foreign exchange is International Tourism. Developing countries having potential for tourism can tap the same for attracting international tourists and thereby enrich their coffers with foreign exchange. Apart from this the domestic tourism has immense potential to generate income,

employment in the areas of tourist interest. It also takes development to the remote and underdeveloped regions and thus helps to overcome regional imbalance.

The developing economies can use the ‘push’ given by tourism for the overall socio-economic development of the backward regions in particular and the whole nation in general.

C. L. Jenkins\(^{20}\) sites the following factors to support the suggestion that tourism is an attractive development option.

For major generating countries, long haul tourism has shown even greater increases in departure rates. The long haul tourist seems to be less price and income sensitive than other mass tourists. Both factors are important to the developing countries, which are usually distant from the main tourist generators.

The flow of tourists from developed to developing countries has the effect of redistributing income... (this) helps to alleviate the often-chronic foreign exchange ‘gaps’ of developing countries (the Balance of Payment).

Tourism is not subject to protectionist measures that are increasingly being imposed by industrial countries on exports from developing countries.

Demand growth is likely to continue among generating countries.

Tourism is too often regarded as a low-cost (development cost) sector.

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The service aspect of tourism is often seen as a benefit by developing countries, because of the jobs created, both directly in tourism and indirectly through linkages.

A sense of national pride and achievement often prevails for a development similar to those condemned by Galbraith as ‘synthetic modernisation’.

...Like World Trade tourism is largely confined to developed nations and they have reached saturation point. So the scope for further growth is developing countries.

Contemporary Tourism trends are favourable to developing countries. To quote Herman Kahn, Tourism volume will double itself every 20 to 25 years and the developing countries will be the special beneficiaries of this growth.21 Particularly those in Asia Pacific region. The rate of growth of Tourism in Europe and US is 3.5% and 4.5% per annum respectively. As compared to this the rate of growth in Asia and Far East is 9% per annum.22

In 1990, the OECD published an Inventory of Obstacles to International Tourism in the OECD area. The study concluded that, by comparison with other service sectors, the Tourism sector in OECD countries was “remarkably free from protectionist and discriminatory practices”23.

At the same time the exogenous constraints of tourism in developing countries are also enlisted by C. L. Jenkins.

21 S.N. Chib, op.cit, p.16
23 Position Paper on Tourism for Third WTO Ministerial Conference, Presented by The Taj Group of Hotels.
Between 1995 and 2005 tourism sector is expected to generate 144 million jobs of which 112 million jobs are going to be created in Asia-Pacific region, where most of the developing countries are located.24

'Tourism in developed countries can be regarded as a mainly social activity with economic consequences; in developing countries it is largely an economic activity with social consequences'25

Incidentally, such sensitive resources, physical and cultural, are often demanded for tourism promotion and paradoxically, the third world countries have them in abundance. Tourism for all its economic promises comes to the fore. ... In most cases tourism enters with little planning preparedness, which helplessly contributes, to environmental destruction. Cohen expresses concern that developing countries with no tradition of conservation and awareness of the need for environmental protection must be very cautious in promoting tourism. He tends to view the option in terms opposing alternatives - Protecting the environment for tourism and protecting the environment from tourism. Sadly, in the third world countries economic goals supersede ecological sanctity.26

Hence tourism cannot be left to itself. It is a double-edged sword, which can cut both sides. To ensure that the negative impacts are brought to minimum and positive impacts are maximised, it should be handled carefully with continuous planning and monitoring. For this reason tourism research under different disciplines, conducted at all

24 M.P. Bejbarua, op.cit, p.5
26 Tej Vir Singh, 'Problems and Prospects of Tourism for the Third World Countries...', Problems & Prospects of Tourism Industry-Selected Papers, Max Muller Bhavan Publication-1984, p.52
levels (local, regional, national and international), by the individuals, institutions, government and non-government bodies occupies very important place.

I A.4 NEED FOR THE STUDY AND STUDY AREA

Keeping in mind the socio-economic cultural significance of tourism, considering its gigantic dimensions at international level it becomes a matter of deep concern to note the negligible presence of India on the global tourism map. Though India boasts of its continental size, most varied and unique attractions, and a millennia old cultural heritage, it hardly poses any comparison or competition to its tiny neighbours-Singapore, Thailand, Sri Lanka, Mauritius, Indonesia, and Philippines in attracting international tourists. On the domestic front too we have lagged behind in exploiting the potential of the domestic tourism fully and properly.

India is among the few countries in the world where the government has been playing an active role in tourism promotion and development since 1950s. Formation of Sergeant Committee in the year 1945 marked the first ever step in this direction. Over last five decades much efforts have been put in by the Central as well as State governments in tapping the tourism potential in different forms-forming expert committees, opening tourist offices, huge investment of funds in providing infrastructure and superstructure for tourism, creation of separate tourism department and tourism ministry, floating and running the Tourism Development Corporations, planning for tourism on ad hoc basis, providing for tourism in the FYP's, declaration of tourism policies, attracting private investment (lately foreign investment), offering tax incentives, exempting import duties, sanctioning loans and subsidies and the like.
Naturally this amounts to the commitment of considerable sums of resources—financial, human, natural, administrative and time—which otherwise can be made available for agriculture, industry, health, education and such other national priorities. Keeping in mind the scarcity of national resources and to ensure that these resources are most gainfully utilised in tourism sector by achieving the overall socio-economic well being of the community in particular and the whole nation in general, tourism development and promotion require thorough planning and policy making, meticulous implementation, and strict control. This is possible only on the basis of a systematic and exhaustive study of the different aspects of the tourism system.

Considering the diversities and dynamics of multidimensional Indian tourism—both domestic and international, it is rather impossible to restrict the study in a single frame. Hence to have a detailed understanding and deeper insight of the phenomenon, a limited area has been selected. This also brings down the number of diverse elements to a considerable extent.

The study area under this project is North Karnataka. The districts (prior to the reorganisation) covered under the study are: Belgaum, Bijapur, Dharwad, Ballary, Raichur, Gulbarga, and Eidar. The ‘Master Plan’ for tourism development in Karnataka, prepared by the DoT, GoK, in 1993, has divided tourism map of the State into five circuits—Southern, Northern, Coastal, Hill resorts, and Wild life. The districts included in the Northern Circuit are same as above (except Raichur). The revised Master Plan for the period 1997-2002 has included Chitradurga also in the Northern Circuit.

The reasons for selection of this region are as follows:

• It is richly endowed with tourist attractions in the form of architecture, sculpture,
monuments, and culture. These include two WORLD HERITAGE SITES, one at Hampi and another Pattadkal. Even among the diverse tourist attractions the trump card of North Karnataka tourism is ‘Heritage’.

The high potentials of tourism in North Karnataka go untapped fully and properly till date. There is dearth of investment on tourism projects both in Government and private sectors. This is evident from the share of tourist visits to the places of North Karnataka as compared to those in South Karnataka. (Table III A-1, 2) The tourism Policy of GoK, introduced in 1992 and its second version in 1997 also acknowledge this fact.

There is a striking ‘regional imbalance’ between North Karnataka and South Karnataka (particularly Bangalore and Mysore). In terms of industrialisation, employment, urbanisation, irrigation, basic infrastructure- roads, railways, airports, power, water supply, civic planning, health, and education, North Karnataka is far backward.

This regional imbalance has created much resentment and ill feelings among the people of North Karnataka. Recently it has turned into a mass movement causing law and order problems and tension in public life of the region. A political turn of the events and a demand for a separate North Karnataka state are matters of deep concern. The issue was highlighted at the 68th Akhil Bharatiya Kannada Sahitya Sammelana, held at Bagalkot.27

Considering the seriousness of the situation, every sincere effort should be put in to redress the problems of the under developed North Karnataka.

The National Committee on Tourism report-1986 recommended: Restoration and balanced development of National Heritage products of Cultural, Historical and touristic importance to exploit India’s unique position as a Culture Tourism Destination and to utilise tourism as a major force in support of conservation of National Heritage. As far as North Karnataka is concerned, tourism can definitely play a crucial role in this connection. A well-planned development of tourism will bring overall socio-economic prosperity to this region by generation of income and employment, stimulation of investment, and development of basic infrastructure. This also ensures that the rich cultural heritage is preserved and protected and passed on to next generations, in tact.
I B. RESEARCH DESIGN

I B.1 RESEARCH PROBLEM AND TITLE OF THE STUDY

The research problem centres on the study of the regional tourism: its tourist product, the tourist, the host-hospitality firms, and the localites. With this an attempt will be made to bring to the light different factors responsible for the present state of affairs in the regional tourism, followed by a peep into the years to come to foresee the probable course the regional tourism would take. Hence the study has been titled as

‘GROWTH AND PROSPECTS OF TOURISM INDUSTRY IN NORTH KARNATAKA’.

I B.2 REVIEW OF LITERATURE

Kaul R. N. ‘Dynamics of Tourism, A Trilogy.’ Vol.I. The Phenomenon, Vol.II. The Accommodation, Vol.III. Transportation, 1985 has analysed the role of state in tourism development, its policies, functions of the national tourist organisation and relevance of the international tourist organisations. In the II volume the author has dealt with the role of accommodation sector in the development of tourism. A special stress is on historical perspective. The III volume deals with the basics of tourism and travel management and it also includes a detailed study of the role of transportation and marketing in tourism.

have been drawn from Asia, Africa, North America, Caribbean islands and Europe. A part of the work deals with the analysis of different concepts and parts of the study. Mainly the focus is on the economic aspects of tourism. The study is based on secondary data relating to the size of tourist flow, tourist expenditure etc. Finally a case study is presented. The survey was conducted at certain Himalayan pilgrim centres. The author attempts to build an empirical model on the International tourism demand for India.

**Poornima Sastry, 'Studies In Tourism Development and Planning', TT. MAPS and Publications Limited, Madras, 1994.** – Basically the study deals with tourism planning at regional levels. The work focuses on tourism in Tamilnadu, Pondicherry and South Karnataka. The author presents different models for developing and structuring micro and meso tourism complexes, developing new tourism centres, delineating tourist region for tourism complex planning. Ultimately an analysis of primary data collected during the field survey at Ooty, is presented. It highlights on the monthly flow of tourists, their origin, local purchases, per day expenditure and movement of tourists to the environs.

The researcher equally gives importance to the planning and preservation of ecological balance in fragile environments. The findings are with reference to Rameshwaram Island. The author concludes that the physical carrying capacity of the destination area should be the key factor in planning and developing tourism at micro level.

**Bhatia A. K., 'International Tourism-Fundamentals and Practices', Sterling Publishers Private Limited, New Delhi, 1991** – The author deals in detail with the history of travel and tourism over centuries. He probes into the motivations for travel, meaning and nature of tourism, measurement of tourism, tourist organisation at regional, national
and international level, tourism marketing and promotion, travel trade fares and exhibitions, modern information techniques in tourism. He also deals with tourism planning and development with special focus on environmental issues. Ultimately the author highlights the International cooperation in tourism. The book is added with useful information about tourism research journals, research methodology, international tourism organisations, and their publications.

Bhatia A. K., ‘Tourism Development-Principles and Practices’, Sterling Publishers Private Limited, New Delhi, 1994. - Basically it is an introductory text. Fundamental aspects of defining tourism, its measurement, planning and development, organisation, marketing and promotion are dealt with. The author throws light on socio-economic significance of tourism. At the end Indian tourism, its growth over the past decades and the government initiative are dealt with.

Gupta V. K., ‘Tourism in India’, 1987. - The author paints a rosy picture of Indian tourism. The work deals with tourism potential in Northern, Western, Central, Southern and Eastern India as well as the islands of Andaman, Nicobar and Lakshadweep. The author expresses satisfaction over the state of monuments and other tourist attractions all over the country, infrastructure, and superstructure facilities.

Seth P. N., ‘Successful Tourism Management’, Sterling Publishers Private Limited, New Delhi, 1987. In this book an attempt is made to view the subject with a wider perspective. The matters dealt include a Historical overview, contemporary tourism, with special reference to Asia, a detailed discussion on Indian tourism. The subject is approached mainly from the managerial point of view. Specific challenges of tourism marketing and tourism marketing in Indian context are discussed. The national tourist
organization and those at regional (PATA) and global (WTO) are also dealt in detail.

Chopra Suhita, ‘Tourism Development in India’, 1991. The work is empirical in nature. It is based on a survey conducted in Khajuraho, Madhya Pradesh. The findings of study focus on economic impacts of tourism development on the local population. The researcher points out that new employment opportunities are opened for the local people. But at the same time the labour intensive and the distributive effects of tourism have been selectively in favour of the rich in comparison with the lower castes or classes. The development of tourism also has resulted in transfer of labour force from the agricultural sector to tourism-oriented occupations. Though tourism has brought modern infrastructural facilities to Khajuraho, a major section of its residents continue with old life style. The Guest-Host interaction is maximum and younger population is influenced to a greater extent by the culture of tourists.

Maneet Kumar, ‘Tourism Today- An Indian Perspective’, 1992. - Various aspects of tourism development are dealt with by the author. The author observes that tourism has multi-dimensional effects-economic, social, cultural, political and environmental. According to him Indian tourism is opening up with increasing priority given by the Government of India. He lists a series of factors encouraging tourism: incentives offered, proposed private sector investments into hotels and related services, amendment in Motor Vehicles Act, self-driven tourists taxis, encouragement to NRI’s to invest into projects in India, various tax incentives, organisation of local crafts and folks etc. The author expects a bright future in the days to come.

Negi Jagmohan, ‘Tourism development and Resource conservation’, 1987. In this work the author studies the financial and cost control techniques in Hotel and Catering
Industry. The main topics dealt with are: Determination of Room rates and Price structure of various products. The author observes that there is no relationship between the price level of a hotel room or food and beverage and its volume of sales. Pricing in hotel and Catering sector is determined by location of the hotel, location of the room within the hotel, various amenities provided in the hotel, the average occupancy rate of the hotel, type of patronage, capital investment cost, availability of non-revenue services and seasonality of business. The same author in the work ‘Tourism and Travel: Concepts and Principles’ – 1990, highlights tourism as a major economic and industrial activity. The author points out at the high potential of tourism to generate employment, tax revenues, stimulate investments, take development to remote areas and overcome regional imbalance. As far as India is concerned, tourism is emerging as a major foreign exchange earner.

Anand M. M., ‘Tourism and Hotel Industry in India’, PHI, 1976. The author goes down to the roots to define the basic concepts- Tour, Tourist, Tourism, and Tourism Industry. He has attempted to trace the input- output paths of Indian tourist industry. The organisational structure of Indian tourism, issues concerning marketing, tourists’ consumer behaviour are critically analysed. In the later part the consequences of international tourism are dealt with. At length the author chalks down future course of programme within the set up of India’s tourism policy. But the study suffers from lopsided view of tourism. It is totally engaged with the foreign tourism and the domestic tourism has been completely kept out of the purview of the study.

Shaw Gareth and Allan m. Williams, ‘Critical Issues In Tourism-a geographical perspective’, Black Well Publication, Oxford. UK.1994. It is a study of
tourism and leisure and their interrelationships. And also its socio-economic-cultural implications, the dimensions at the international level are discussed. The basic concepts such as the tourist, tourism industry, are clarified. In the end the future trends with respect to mass tourism, urban-rural tourism, and environmental changes are discussed.

Jefferson Alan and Leonard Lickorish, 'Marketing Tourism – a practical guide', Longman, 1988 have presented the strengths and weaknesses of London as a tourist product.

Sidhu S. S., Ed, 'New Horizons in Travel and Tourism-Asian Approach', Foundation for aviation and Sustainable Tourism, Har-Anand Publication, New Delhi, 1996. The book is an outcome of the proceedings of a conference held in New Delhi in December 1995. Those who presented papers include ex-ministers, ex-speaker, tourism experts and professionals, dealing with the sweeping changes in the wake of liberalization and privatisation. New challenges demanding short-term and long-term strategies, managing the growth in the region with respect to aviation and tourism. It provides valuable reference material to policy makers and the managers engaged in the transformation of the society and economy with a view to providing the country with a global identity in pursuit of growth.

and Rajasthan are presented in different articles.

Pradhan K. M. 'Planning Tourism in Nepal', Vikas Publishers Pvt. Ltd., 1997. The work deals with the concepts and theories of tourism, their relevance to Nepal, planned efforts to promote tourism, the legal framework and the institutional set up are also discussed. Tourism's importance to Nepal economy, the nature of growth, economic benefits, challenges, problems and prospects at micro level, with special reference to Nagarkot are discussed.

Kapoor Rakesh, 'Tourism Policy Organisation and Management', Kanishka Publishers, New Delhi, 1997. The study focuses on the State Lead Public Enterprises (SLPE's). The researcher observes that there has been an increased volume of activities of the PSU's. But the performance is far below the expectations. With reference to the HPTDC, a study with the systems approach is presented (Inputs-Processing Mechanism-Output). A probe into the causes of poor performance is done.

Laws Eric, 'Tourist Destination Management-Issues, Analysis and Policies', Routledge, London, 1995. Case studies dealing with economic, cultural, environmental, ecological, impacts keeping in mind the stake of the guest, the host, investor, labourers. The study is specially focused on planning, synergy and marketing. The concept of destination development cycle is shown with the help of a model.

1 B.3 Objectives of the Study

Primarily it was intended to study the factors influencing the growth of tourism industry in North Karnataka, the obstacles in the way of tourism development the remedial
measures.

To fulfil the above, a set of SECONDARY objectives has been drawn as follows:

A. To understand the socio-economic profile of the Tourist, nature of the tour in North Karnataka, tourist's experiences and reactions

B. To measure the extent to which North Karnataka tourist product is exposed to/experienced by the tourists.

C. To measure the importance given to North Karnataka by the tourists in their itineraries.

D. To measure the satisfaction of the tourists visiting North Karnataka.

E. To explore into the different dimensions of the hospitality sector of North Karnataka.

F. To study the attitude of the local people of North Karnataka towards tourism and measure their awareness regarding tourism (Tourism Literacy).

I B.4 HYPOTHESIS

The study intends to test the following hypothesis, which was formed on the basis of preliminary observations.

H₀: North Karnataka sends back a HIGHLY SATISFIED tourist.

H₁: North Karnataka DOES NOT send back a HIGHLY SATISFIED tourist.

I B.5 METHODOLOGY

The study is based on both secondary and primary data. Secondary data is collected
from the following sources.

A. Statistics and the other literature made available by the Department of Tourism, Government of India and Government of Karnataka.

B. Theses and dissertations submitted to different Indian Universities

C. Books, research papers and articles appearing in different journals and periodicals, published by the Indian and foreign publishers.

D. News items in different dailies.

Basically it was intended to study the growth of tourism in North Karnataka with main focus on the analysis of secondary data. Since the secondary data available was not sufficient to meet the research objectives, primary data was collected with much more emphasis.

Tourism is a phenomenon stemming out of the interrelation and interaction between the ‘tourist’ (guest) and ‘host’ (Hospitality firms and the localites). For a proper understanding of the regional tourism, study of at least these three segments is very much necessary.

For the collection of the primary data, ‘surveys’ were conducted among three segments-tourists, hotels, and localites. Also close observations of the researcher were recorded.

Survey among the tourists was conducted by administering a pre-tested schedule. The schedule was converted into a data sheet and was filled by the surveyor (researcher himself) during the interviews with the tourists. The survey was conducted during October, November and December 1998, January, April and May 1999, on randomly selected days.
The survey area was restricted to 'Bijapur- Hampi tourist complex' with the underlying assumption that, every tourist visiting North Karnataka will visit at least one of the places coming under 'Bijapur-Hampi' tourist complex. The places included are- Bijapur, Badami, Ihole, Pattadakal, Hospet and Hampi.

Since the 'population' is not specific, sampling was done on convenience basis.

In all 228 tourists were contacted, of whom 72 were foreigners and 156 were domestic tourists. But the responses of only 192 tourists (142 domestic and 50 foreigners) were eligible for further analyses. Apart from this, casual discussions, chats with 250 tourists, all over North Karnataka, were also held. This was done particularly to verify and support the responses recorded on the data sheet.

In an attempt to have complete understanding of the regional tourism, apart from tourists, 'hosts' (hospitality firms and the localites) were also surveyed.

For the survey among the hotel firms, 30 units were selected from the seven districts of North Karnataka (prior to re-organisation). Due care was taken to ensure that different categories of the hotel firms were included in the survey. A pre-tested schedule was administered among the respondents. Even after persistent efforts and repeated visits, only 21 firms responded and ultimately the responses of the 20 firms were considered for final analysis.

The survey among the localites was conducted by administering a pre-tested questionnaire. People from different socio-economic strata, residing at district head quarters were contacted on convenience basis. For this purpose the acquaintances and contacts of researcher’s friends and relatives were used to elicit more proper responses. In
all 100 respondents were contacted. However only 68 of the responses were found to be fit for further analysis and tabulation. Apart from this, informal discussions were held with the local people numbering 150 to testify and support the findings.

I B.6 SCOPE AND LIMITATIONS OF THE STUDY

The study is subject to the following limitations.

1. The study is restricted to the geographical area covered by the seven districts (prior to reorganisation) of North Karnataka.
2. The study deals with only inbound tourism. Outgoing tourists are totally out of the purview of the study.
3. The survey among the tourists was conducted at Bijapur, Badami, Ihole, Pattadakal, Hospet and Hampi, with the underlying assumption that any tourist visiting North Karnataka will visit at least one of these places.
4. The survey among the localites was conducted only in district headquarters of the seven districts of North Karnataka.
5. Limited monetary resources, human resources and time restraints did not allow going in for a higher sample size.
6. The responses obtained during the survey are taken at 'face value' with little scope for verification by means of crosschecking and indirect inquiry. And also the responses are subject to the errors on account of physical or psychological factors, influencing the respondents' perception, grasping and responsiveness.
7. Calculation of Average Tourist Experience (ATE), Average Tourist
Satisfaction (ATS) and Average Tourism Awareness (ATA) are subject to the following assumptions.

\( \text{v (ATE)} \) That a respondent tourist ticking (responding) to a question regarding a given 'experience,' has undergone it and all tourist experiences are of equal importance.

\( \text{v (ATS)} \) That the tourist satisfaction is measurable and any two respondents rating a given tour experience at the same degree, have derived the same amount of satisfaction. In this connection it is also assumed that 'tour sub components' and 'tour components' carry the same weightage.

\( \text{v (ATA)} \) That any respondent NOT ticking 'No Idea' has tourism awareness with reference to that question. And also the awareness is quantifiable and is the same in amount in all those respondents, who respond positively.

I B.7 UNDERSTANDING SOME OF THE BASIC CONCEPTS

1. Tourism- Tourism industry
2. Tourist
3. Tourism product
4. Average Tourist Experience
5. Average Tourist Satisfaction
6. Aggregate Average Importance
7. Average Tourism Awareness
8. Destinationality
9. Seasonality
10. Infrastructure
11. Superstructure

1. Tourism-Tourism Industry

According to Swiss professors Hunziker and Krapf, "Tourism is the sum of the phenomenon and relationships arising from travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity. It involves a discretionary use of time and money." 28

In order to move from the general kind of travel to the specific area of tourism, generally motivational factors have been used as defining factors... In earlier times, when travelling was hazardous one could easily place a finger on one predominant motive for which a man was compelled to risk travel. Today, travelling itself has become a pleasure and identification of predominant motives for it is difficult. Hence delimiting or defining tourism with reference to specific motivations of travel is rather difficult.

While defining foreign tourism, the definition of foreigner poses serious problems. The above problem is not confined to the study of foreign tourism alone; it also arises when one is studying domestic tourism. International boundaries as well as state boundaries in a nation may define living areas but need not strictly enclose work areas (socio-cultural regions). 29 The inclusion or exclusion of the cross-border movements of the workers under the umbrella of tourism is highly subjective.

According to Zivadin Jovicic "It is a social movement with a view to rest, diversion and satisfaction of cultural needs." According to Primault it is an exploration of all that is

unknown in all spheres of human activity and in all aspects of nature. It is also the search for rest or repose for health and quietude, in a congenial and comfortable atmosphere."

One might distinguish between two sets of people: firstly those whose primary aim of travelling is pleasure, recreation, diversion etc. judged objectively in terms of their utilisation of facilities specifically provided for recreation, not merely in terms of their assertion and secondly, those whose motives and experiences are much more mixed...Definitions are merely instruments for making out an area of investigation, not a statement of truth.30

Bukart and Medlik say, 'Tourism denotes the temporary and short term movement of people to destinations outside the places where they normally live and work and their activities at those destinations."

Mathison and Wall put it as follows: Tourism is the temporary movement of people to the destinations outside their normal places of work and residence, the activities undertaken during their stay in these destinations, and the facilities created to cater to their needs. The study of tourism is the study of people away from their usual habitat, of the establishments, which respond to the requirements of the travellers, and of the impacts they have on the economic, physical and social well being of their hosts. It involves the motivations and experiences of the tourists, the expectations of and the adjustments made by residents of reception areas, and the roles played by the numerous agencies and institutions, which intercede between them.

30 Anand M.M., Ibid, pp.11-13
According to Cohen a voluntary, temporary traveller travelling at the expectation of pleasure from the novelty and change experienced on a relatively long and non-recurrent round trip.

Tourism has been defined as a phenomenon that exists when all components of an equation exist, as:

\[ \text{Tourism} = \text{Discretionary income} + \text{Leisure time} + \text{Positive Social Sanctions} \]

The above equation tries to delimit the area of tourism on the basis of (1) the source of money spent during the tour time, (2) the nature of time spent during the tour, and (3) the permissibility of the activities during the tour. Thus the equation covers the three major sides of tourism – economic aspects, physiological and psychological aspects, and social and ethical aspects.

Walter Johnson tries to look at the issue from the point of view of managerial coordination. “Travel industry is an uncoordinated people trying to achieve a coordinated result”

“It is a heterogeneous group embracing a large variety of trades and industries which have the supply of the travellers’ needs as their common function.”

The typical character of the tourism is brought out as follows:

Firstly, the product sold by the service industry is an intangible one though the plant for creating the product is very tangible. To quote Malvin Plake, “It is a business of

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ideas." The traditional theory of rational economic choice is not adequate to the understanding of consumer behaviour in the tourist context. The tourist would have to be understood in his total psychological and sociological complexity...

Secondly, the demand for travel is a derived demand...

Thirdly, the demand of a tourist is in a continuous state of flux and hence there is a high probability of the substitution of a destination by other destinations or by competing claimants, say, durable goods...

Fourthly, the demand for travel is complementary in the sense that it is met by a number of goods and services which are not only spatially desperate but also functionally different thus posing the problem of coordination...

Fifthly, the demand for travel is not subject to the laws of diminishing returns. This explains the highly favourable trend and the increase of primary demand for travel in the world...

Sixthly, the elasticity of demand for travel is greater than one.

Tourism is a difficult phenomenon to describe. We have trouble in thinking of tourism as an industry. The idea of a 'tourism industry' would give some unity to the idea of tourism, and from an image and a political viewpoint it sounds attractive. From an image viewpoint, tourism is presently thought of in an ambiguous term. No definitions of tourism are universally accepted. There is a link between tourism, travel, recreation and leisure, yet the link is fuzzy. All tourism involves travel, yet not all travel is tourism... The definition of tourism as an industry with clearly defined limits would aid both those within
and outside tourism in getting a clear picture of what tourism is all about. The idea of ‘tourism industry’ is also attractive politically. One of the tourism’s strength is the fact that its effect is felt by many businesses, organizations and people. The tourist dollar finds its way into many pockets... However, this apparent strength is a basic weakness for those interested in tourism ...tourism touches so many people in major or minor ways; the overall effect is difficult to totally measure or appreciate.

Yet tourism is not an industry. Tourism is an activity.33

To quote from M. M. Anand,34 “Whether tourism is an industry or a trade is a highly controversial issue. While some maintain “the word industry very often means something which is a unified industry and a manufacturing unit but something which is spread over so many sectors we cannot consider as an industry”. There are others including Dudlely Stamp, who regard it as ‘the most important industry in the world.’ Between the two extreme viewpoints one comes across different stands on the subject. To quote Lickorish, “There is no industry as such, however convenient this term may be to describe the activity. Many industries are involved in providing goods and services to meet the needs of these consumers which gives homogeneity to the tourist, but the diversity of their needs makes this activity more complex field for economic study than most agricultural, extractive or manufacturing industries”

“There are others who view it as a collation, the cement, as it were, being the publicity that is put up. They maintain this is the one thing (publicity) that binds together

the parts of the tourism: aero planes, motor cars, trains, hotels, shows and so on... which go to make up the tourist industry.

To answer the question whether it is an industry or trade, let us look into the definition of the two terms. The term trade has been defined as, “The commerce or trade of the world, exchange of goods and services of their dominions, colonies, possessions, with each other. It not only includes the exchange of raw materials, semi-manufactured or produced goods and finished products, it also includes the payment for services and exchange of funds. The term 'industry' on the other hand means, 'any department or branch of art, occupation or business especially one which employs much labour and capital and is a distant branch of trade as the sugar industry.'

In the light of the above definitions it would be clear that the contention that though many industries are involved in providing goods and services, tourism itself is not an industry, is hardly tenable. Are not many industries involved in providing goods and services to the tourists living in a luxury hotel? ... And if so, why must it not be termed as the hotel industry? What is essential is the commonality of the function, which has been described as a different branch of trade. In the case of tourism there is 'a bond of interest'; viz., rendering of services to the tourists. This binds various units together and gives tourism a distinct identity.... In tourism we are manufacturing services and satisfying tourist demands. Thus it is an industry.

From the above one should not be led to the conclusion that if it is an industry, it cannot be a trade. The two need not be mutually exclusive. To take an example, can we not think of many industries that are also trade, jute, sugar and tea industries? Trade does not necessarily mean the exchange of goods; it also includes payment for services and using
the above criteria one should have no hesitation to use the term 'the tourist trade'.

One may sum up by saying that tourism is both a trade as well as industry, depending on the context in which it is used."

2. Tourist

According to Norval, an economist and writer on tourism, 'a tourist is “every person who comes to a foreign country for a reason other than to establish permanent residence or to work there regularly and also spends, in the country of his temporary stay, the money earned elsewhere.”

Lambert has recorded the following characteristics of a tourist: 1) He journeys of his own free will 2) He journeys primarily in search of enjoyment and 3) He returns finally to his original starting point.35

The Committee of Statistical Experts of League of Nations defined the term ‘tourist’ in the year 1937 as follows: Any person visiting a country, other than that in which he usually resides, for a period of at least 24 hours.

The United Nations in the year 1945 confirmed the above definition. It stated ‘the tourist is a person who stays in a foreign country for more than 24 hours and less than six months for any non-migrant purpose.’ OECD and IUOTO recommended the same definition to their members for the purpose of collection of tourist statistics.

The 1963 UN Rome Conference on International Travel and Tourism defined a ‘visitor’ as “any person visiting a country other than that in which he has his usual place of

35 M.M. Anand, Ibid., p.11
residence, for any reason other than following an occupation remunerated from within the
country visited." This definition covered:

1. **Tourists**, i.e. temporary visitors staying at least 24 hours in the country visited
   and the purpose of whose journey can be classified under one of the following
   headings:

   Leisure (Recreation, Holiday, Health, Study, Religion and Sport);

   Business, family, mission, meeting.

2. **Excursionists**, i.e. temporary visitors staying less than 24 hours in a country
   visited.

The DoT, GoI also adopted the above definition and for the purpose of the
collection of statistics, it further added, (the) statistics do not include the following:

1. Nationals of Pakistan and Bangladesh;

2. Nationals of Nepal entering India through land routes;

3. All foreigners entering India from Bhutan by land.
3. Tourism product

Tourism is an industry of dreams. The facilitators offer imaginations/dreams and the tourists purchase expectations. The only wishful thinking is that these expectations come true.

Since a tour involves consumption of a number of goods and services, experiencing and watching events, encounters and environs, the tourist product can very well be called as a bundle of all such goods, services, experiences, events, encounters and environs. All these can be broadly classified into Attractions, Amenities and Accessibilities—the 3A’s of any tourism product. A combination of the three ‘A’s in varying degrees is a must for the formation of the tourism product.

Jafari ...introduces the concept of Tourism Market Basket of Goods and Services.
The market basket consists of both the contents of the basket and the basket itself. The former comprises a variety of goods and services demanded and consumed by the tourists. The products may be divided into Tourist Oriented Products (TOP’s) ... and Resident Oriented Products (ROP’s)... The consumer-tourist puts his chosen TOP’s and ROP’s in the Tourism Basket, which consists of Background Tourist Elements (BTE’s) - natural, socio-cultural and man-made elements.  

A tourism product therefore is a composite product, which provides physical and psychological satisfaction to tourists.

4. Average Tourist Experience

Every tourist region offers a series of tourist experiences. Depending upon the time and money available for the tourist, marketing efforts of the tourist industry of the region and accessibility and affordability of these experiences, the number of experiences undergone varies from individual to individual. To obtain the Average Tourist Experience, the sum total of the experiences of all the tourists is divided by the total number of tourists. This indicates the extent to which the tourism product is exposed to or experienced by the tourists.

5. Average Tourist Satisfaction

This is a tool designed to quantify the highly qualitative and subjective tourist satisfaction. The idea is borrowed from the work of Dr. P. Selvam, Tourism Industry in

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India. Here the whole tour is divided into four components 1. Journey 2. Stay 3. Food-drink 4. Destination activities. Each component is further subdivided into several sub components. For each subcomponent, three degrees of satisfaction are identified along with their respective satisfaction scores-1, 2, and 3.

Average Tourist Satisfaction (ATS) for each subcomponent is calculated and the Simple Average of the Sub-component ATS’s is the ATS for the tour.

6. Aggregate Average Importance

This is aimed at measuring the importance given by tourists on an average, to a tourist destination. The importance of the tourist region/destination in the tour programme of the tourists is measured by considering the following aspects

A. Number of places visited during the current tour (under survey)
B. Number of places visited during the previous tour.
C. Number of visits to the tourist region / destination.
D. Proportionate tour time given to tourist region/destination.
E. The tourist destination/ region being the only destination of the tour/en route stop over

7. Average Tourism Awareness

It aims at measuring the tourism literacy of the localites of a tourist region/destination. In the calculation of ATA localites’ knowledge of different aspects concerning the regional tourism are taken into account.
8. Destinationality

For the present study the term refers to the nature of tourist traffic to the destination/region. If the tourists are visiting a region/place as their only and/or the ultimate destination of the tour, then the traffic shall be termed as **destinational traffic**. On the other hand, if the tourists are visiting the region/place on their way to some other destination, then the traffic is to be termed as **en route traffic** and the place is called **en route stop over**.

9. Seasonality

Seasonality is one of the most fundamental factors, which can be at once a problem and an opportunity. The severity and the dimensions of the seasonality differ from firm to firm, region-to-region and country-to-country but it remains the single biggest challenge facing the tourism industry.

Seasonality refers to a temporal variance in the phenomena of tourism activities, along with a spatial component. Generally, seasonality is expressed in terms of number of visitors, expenditures of the visitors, occupancy rates of the accommodation units, traffic flows, employment and admissions to the attractions.

It is generally accepted that seasonality has two basic origins, “natural” seasonality and “institutionalised” seasonality.\(^{39}\) Seasonality is a complicated phenomenon.

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10. Infrastructure

It is the sum total of all basic amenities to be provided to a community to live in a civilised manner, at contemporary standards. The facilities include, water supply for drinking and other purposes, power supply, sewage and waste disposal system, roads, railway lines, airstrips and aerodromes, communication network, health services, security and the like. The infrastructure facilities are shared by the tourists and the local community.

11. Superstructure

As far as tourism is concerned, it is sum total of all those facilities to be provided specifically for the comfortable movement and stay of the tourists in a tourist region or

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40 R. Butler and B. Mao, Figure 2.1 Ibid, p.10.
destination. They include hotels, restaurants, information services, transport coaches, aircrafts, recreation, and entertainment facilities. Depending upon the nature and type of tourism, the superstructure requirements change.

I B.8 Chapter Scheme

The work is divided into seven chapters as follows.

CHAPTER I INTRODUCTION AND RESEARCH
DESIGN

CHAPTER II INDIAN TOURISM

CHAPTER III THE TOURISM IN KARNATAKA AND THE TOURISM PRODUCT OF NORTH KARNATAKA

CHAPTER IV THE TOURIST IN NORTH KARNATAKA

CHAPTER V THE HOSPITALITY FIRMS AND LOCALITES

CHAPTER VI FINDINGS AND CONCLUSIONS

CHAPTER VII SUGGESTIONS AND RECOMMENDATIONS

CHAPTER I-A, deals with the introduction of ‘Tourism’, its significance, a profile of International Tourism and Tourism and developing countries.
CHAPTER I-B deals with the need for the study, the research area, the research problem, the objectives of the work, the hypotheses, research methodology, the limitations of the study, definition of terminologies and a review of literature.

CHAPTER II deals with Indian Tourism. A review of the profile of Indian Tourism is discussed followed by Tourism development in Five Year Plans, the National Tourist Organisation and the problems and obstacles faced by Indian Tourism.

CHAPTER III A brief overview of Karnataka Tourism is discussed followed by an attempt towards a detailed stock taking of the tourist product of North Karnataka, where the 3As - Attractions, Accessibilities and Amenities, of North Karnataka are enlisted.

CHAPTER IV being one of the core chapters, deals with Atithi - the guest- the tourist. Here, the individual socio-economic profile of the respondent tourists is studied, followed by the nature of the tour, the tour experiences and the reactions of the respondents with reference to the tour experiences. Further the data is processed to calculate AAI (Aggregate Average Importance to measure the importance given by the respondents to North Karnataka), ATE (Average Tourist Experience to measure the degree of exposure of the tourist product of North Karnataka) and ATS (Average Tourist Satisfaction to measure the satisfaction level of the respondents).

CHAPTER V is another core chapter dealing with the Atitheya- the Host Tabulation and analysis of the primary data collected during the survey, which is mainly exploratory in nature, among the Hospitality firms and the localites of North Karnataka. In part-A an attempt is made to understand the individual profile of the hospitality firms, their problems and future orientation. Part-B deals with the localites’ tourism awareness. The
destinationality and seasonality of the tourist traffic is studied by a close scrutiny of the responses obtained from the tourists, the hoteliers and the localites. All the three segments’ responses are used for some sort of cross checking.

CHAPTER VI summarises the findings of the whole work and presents the conclusions.

CHAPTER VII recommends various remedial measures and courses of actions to address the issues concerning the Tourism Industry in North Karnataka in particular and India in general.
Photograph 1 Gol Gumbaz – Bijapur

Photograph 2 Kamal Basti – Belgaum
Photograph 3 Stone Chariot – Hampi

Photograph 4 Gokak Falls – Gokak