## CHAPTER I : INTRODUCTION

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Atithi Devo Bhavah the Sanskrit tagline which means that Guest is tantamount to God. This describes the gravity that guest has in Indian culture. This verse was recently adopted by Ministry of Tourism, Government of India to boost tourism campaign in the country. This motto still holds as much importance in modern day India as it had in ancient times and primary reason behind our society being friendly and courteous. The importance of guests can be judged from the fact that in our country as days approach nearer for their arrival labyrinthine preparations are undertaken so that the person can have a comfortable vacation because the hosts wants the stay of the visitor to be a memory that stays with them for their life time.

Tourism over past few decades have benefited our country by recruiting our workforce in this sector, by generating precious foreign currency and indirectly helping in expansion of infrastructure. According to estimates of World Travel & Tourism Council (WTTC), tourism sector in our country will be helping to constitute around forty millions career opportunities in various ancillary industries which include lodging, logistics, recreations facilities and other services by 2019. Others industries in which career opportunities will be generated indirectly because of this industry are eatable outlets and retailing. According to a report of WTTC, Indian tourism sector by 2019 will be in a position to contribute about ₹ 3500 billion to country’s economy which by all means will help to correct balance of payment.

Uttarakhand has often been described as Dev Bhumi which means “Land of the Gods” in various religious texts. For most of the tourists the name Uttarakhand is often synonym for tourism as the state has many destinations that have potential to attract visitors. Uttarakhand as a tourism destination has the unique character of offering something to every tourists for any age group which includes pilgrimage, adventures, trekking, recreation, mediation, leisure to name a few. On the other hand this sector has far reaching impact of the economy of this hill state. According to an estimate of a business study, Uttarakhand had managed to earn about ₹ 250 billion in financial year 2013-14 from the activities that were directly or indirectly related to tourism industry and needless to say that millions of jobs are depended upon this industry.
1.1 INTRODUCTION

Tourism over last few years has become an important social process with great economic potential. For countries around the globe it has become an industry which has contributed enormously by creating jobs and is also an important source of income generation. The matter of fact is that tourism has attained the status of largest industry in world and in addition to that an industry that has created most jobs across the globe. Today most of economics see this industry as an area where they can generate foreign currency. Tourism as an industry over the few years has potential to generate jobs for employment, helps in upgrading and developing country’s infrastructure and this in turn helps in overall growth and development.

Since ancient times tourism as an industry has being growing and flourishing, but over the last few years it has been received the attention it rightly required as in addition to being a smokeless industry it also has the potential to generate huge rate of returns from the different means and ways in this sector. The returns in this sector are enormous when it is compared to the little investment that is required. Tourism over last few decades has emerged as a vital industry as it helps with direct and indirect employment as it gives to different sections of This sector has emerged as an alternative to agriculture and manufacturing sector because investment that is required is much less as it comes under the service sector of the economy. The tourism industry also helps a lot of other services that are vital to the success of this industry.

The developments in field of world wide web has helped in growth of tourism and travel industry as it has poured oil in the fire by giving the vital olive leaf in the form of online booking services. It has given power in the hands of whereby they can virtually visit destination and explore it just by a click of mouse from their personal computers or laptops from their homes, offices, cyber cafes or even from a mobile devise and all this can be done before tourists visit or make their plans final. The internet with its never ending information and resources has given and helped tourists in a variety of ways from checking hotels, to looking and analyzing local weather conditions and forecast, to take a look at local foods and most important interact with tourists who had visited that particular destination and even learn from their
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experiences. All this latest developments in this sector has made job of service providers even more difficult and challenging. As in financial world of today where everyone wants a good rate of return from their investment, tourist is no different from them as they also need a good rate of return from their investment which they have invested in tourism and travel in addition to a never forgotten experience. This is what is done by the tourism industry that tries to attract tourists with various value addition services and in addition to that tries to offer the best and improved services to their customers. All this has called for training and development of the personals of tourism industry so as to try to ensure that there is never a misbalance between industry supply and demand for trained and skilled manpower at various levels of hierarchy and also to match up to ever growing difficult global standards. Like any other sector tourism also is not only about developing creative and innovative products but much more than that and includes best quality products in business, out of box intelligent thinking and having capacity to have latest and updated information. All this is done just to have an edge over the competitors and have that kind of partners who have the latest data on local and global fads and trends. All this will help in the development of those cyberspace techniques that will play an important role in making the right kinds of marketing strategies for the travel and tourism industry across the world. This will further help in saving the cost for all the stakeholders who mainly consists of the visitors, service providers, host community and government.

In addition to the above tourism has become a vehicle that the capability and ability to give a message of peace in the form of international co-operation with having a clear and through understanding of the various cultures across the different countries and even within the same country. From all this discussion it can be seen that the only thing that is constant is change and this applies to the tourism industry as well and this has made the job of everyone difficult who is a part of this industry in a direct or indirect manner. So to deal with this a detailed analysis is required in every nook and corner. There is a need and call for a multi dimensional approach to study as different people from various fields with various motives have been studying this discipline now over a long period of time. A lot of studies and research has been done on tourism as a industry but linking tourism to the cyberspace has been limited till date.
1.2 TOURISM – DEFINITIONS AND MEANING

Like any other activity tourism is done and conducted by an individual either single or in a group, result of this is that it leads to a movement from one place to another. Sometimes movement is within a country or outside it for a variety of reasons that includes conducting a particular task, visiting a particular place or a region for this in turns leads to the enhancement of knowledge about other cultures. Tourism as an industry has a direct and profound monetary impact on the host nation. From all of this following components make up the word tourism:

- The act of movement from one place to another.
- Visiting for a variety of activities and includes pleasure in the form of entertainment.
- Knowledge of other cultures in a direct or indirect manner.
- Monetary impact on the economy of the host country.

Since the beginning of time there have many persons from different fields of life trying to define the word “Tourism”. The definition that each institution has given also differs according to their source. Here are a few definitions:

Guyer Feuler in 1905 state “Tourism is collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups travelling away from home”.

An Austrian economist, Herman V. Schullard in the year 1910 defined tourism as “the sum total of 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 region”.

In 1941 Hunziker and Krap defined tourism as “the sum of the phenomena and relationships arising from the 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”.
In 1965 Macintosh and Goeldner “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”.

Tourism Society in Britain in 1976 attempted to clarify in following manner “Tourism is the temporary short term movement of people to destinations outside places where they normally live and work and their activities during the stay at these destinations; it includes movement for all purposes as well as day visits or excursions”.

In 1977 J. Jafari stated that “Tourism is a study of man away from his usual habitat, of the industry which responds to his needs, and of the impacts that both he and the industry have on the whole socio-cultural, economic and physical environments”.

Leiper in the year 1979 was of the view that the word tourism is made from three different angles and according to him those three angles were economic, technical and holistic thus he defined it as follows “Economic definitions view tourism as both a business and an industry. Technical definitions identify the tourist in order to provide a common basis by which to collect data. Holistic definitions attempt to include the entire essence of the subject”.

In the year 1981 the Tourism Society in Cardiff, England came up with its own definition which stated that “Tourism may be defined in terms of participation activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stays away from home”.

Mathieson and Wakk in the year 1982 concluded that “Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs”.

In 1995 three persons McIntosh, Goeldner & Ritchie came together to define the word and stated that tourism is a “as a short term movement of people to places other than their normal place of residence and work, including the activities of persons travelling to and staying in locations outside their places of residence and work for not more
than twelve months for the purpose leisure (recreation, vacation, health, study, religion and sport) and business, family, mission and meeting”.

In 1998 Biswanath Ghosh stated that “Tourism in the pure sense is essentially a pleasure activity in which money earned in one’s normal domicile is spent in the places visited. It 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 and other purposes”.

In the year 1988 L.J. Lickerish and Karshaw described tourism as “a light industry and that there is no other industry which would yield foreign exchange in such a short-time with so little capital investment (excluding investment on infrastructure). If the community can attract a couple of dozen tourists a day throughout the year it would economically be comparable to acquire new manufacturing industry”.

With no clear definition United Nations World Trade Organization {UNWTO} in order to prevent disaccords had to define the word “tourism” which has become the most widely accepted definition which is as follows:

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

As per the definition given by United Nations World Trade Organization {UNWTO} which is stated above the word “usual environment” does not include vacations within the location of the person’s residence, traveling to the person’s normal location of studies or work, day to day shopping and other activities of the concerned person. The time duration of one year has been set in order to leave out long term migration from the place of residence. As far as the distance is concerned there is no common consensus. But a distance for one way trip between forty kilometers to hundred sixty kilometers far from one’s place of residence has been agreed upon but for purpose other than travelling for work. In light of the above discussion and definitions the following can be said to be the main attributes which affect the phenomena of tourism:
➢ The process of tourism starts when there is a movement of people from their place of residence to their destination.

➢ The travel, stay and activities in the destination are the important parts of tourism.

➢ Travelling and the process of staying outside the usual environment of a person’s residence and workplace give rise to various activities that make up tourism.

➢ The movement is of temporary nature with short term in character with the very intention of returning to the usual environment of the person’s residence or workplace in limited time duration.

➢ Persons visit various tourist destinations for a variety of purposes but it does not include taking temporary or permanent residences or employment.

According to the above definition of United Nations World Trade Organization {UNWTO}, tourism can be categorized into the following:

1.2.1 INBOUND TOURISM:

In this type of tourism residents of other countries are on visits or trips to concerned countries. Let us take for example when a British citizen comes to visit Golden Temple in Amritsar; he/she becomes an inbound tourist for India. The most important part of this type of tourism is that it brings tourists from foreign countries and with them comes the valuable foreign exchange. In inbound tourism tourists who come to visit a particular destination in foreign country arrangements for their travel, accommodation, and sightseeing have to be made available to them. In most of the cases inbound tourists are send through travel agent who is based in their country of residence with help of a local tourist agent who is based in country in which they wish to travel. For inbound tourism to be successful local tour operators or agents must have good relations with various stakeholders such as foreign tour operators; local hotels and motels; guides; logistics companies and others. To avoid hassles of foreign currency and currency exchanges most of the tourists carry vouchers issued by their foreign tour operators. The local tour operator has to make all the arrangements so as to these inbound tourists do not have problem in using these vouchers.
1.2.2 OUTBOUND TOURISM:

In outbound tourism residents of a particular country go outside geographical and political boundaries of their country. Let us take for example when an Indian citizen goes to Egypt to visit Pyramids; he/she becomes an outbound tourist for India. Outbound tourism is generally promoted through foreign tour agents who have tie-ups with local tour operators in different countries across the world. This type of tourism is generally not encouraged and restricted by strict rules and regulations by governments of various countries in a direct or in an indirect manner through their various agencies because it involves outflows of foreign currency which is not good for economic health of the country. In most cases, people take up outbound tourism for purpose of travelling and leisure activities. But in recent years people have also taken up this form of tourism for major sporting events, major religious activities and some for higher studies and some on free and incentive package tours. Outbound tourism in most cases is a tailor made product. This is done because individuals travelling alone or in groups as case may be like to travel according to their own wishes and to destinations of their own choice and in the mode of transport that suits them the most. These types of tours are mostly pre-paid as tour operators and even tourists would not like to distribute their journey and would love to travel without issues like reservations and have various arrangements well before the tour starts.

1.2.3 DOMESTIC TOURISM:

Domestic tourism mainly means the journey taken up the residents of a country within the geographical and political boundaries of their own country. Let us take for example when a resident of Chandigarh goes to visit the Jim Corbett National Park in Ramnagar; he/she becomes a domestic tourist for India. When any one talks about the revenues from the tourism sector this type of tourism has contributed the most. According to the recent reports by United Nations World Trade Organization (UNWTO), domestic tourism has contributed almost eighty percent of the tourist revenue of any country as it is the base on which the foundations of a strong tourism sector lays. India is no exception to this as domestic tourism in leisure activities has contributed annually between twenty to twenty five millions and if the religious
activities are also included this revenue figures will increase many a folds. The leisure activities’ revenues from domestic tourism can be increased to a great extent if proper planning is done with giving good facilities at a reasonable price and all this is possible if the governments at central and state levels start considering and taking this avenue in a more serious manner. For a country like ours with many religions and regional diversity the slogan of “unity in diversity” can be felt in true sense with domestic tourism helping by increasing goodwill among the fellow citizens and it can also help by bringing the people from diverse sets together in one mind set. This type of tourism is very easy and cheap when it is considered in comparison with other forms of tourism as less travel and other formalities are required. Other issues such as foreign currency, passport, visa, language, food, health documents are not involved in domestic tourism.

1.2.4 INTERNATIONAL TOURISM:

This type of tourism involves travelling outside the physical boundaries of a particular country. Let us take for example people from other foreign countries travel to our country to know and see its rich culture heritage. The tourism sector in our country provide many things to different types of tourists for many purposes from leisure to hospitality to spiritual to religious to entertainment and many more. The reason behind this is that much of our history is still hidden, which is not tapped and explored. To project the right images of our country the Ministry of Tourism, Government of India in collaboration with its overseas offices in different countries make a good number of efforts to send foreign tourists to our country as it results in the increase of foreign currency reserves of the country. All this is done with the help of different tour operators and agents based in various foreign countries. The extent of this form of tourism is based upon the physical size of that country in question. For a physically large country like Russia with many attractions for tourists the extent of this type of tourism is only about twenty percent. On the other hand for a small country like Switzerland the extent of international tourism is more than sixty percent. The case of other small countries is the same as Switzerland and for physically large countries the case is same as Russia.
1.2.5 INTRA BOUND TOURISM:

A new addition to the tourism industry is where the residents travel within their own country of residence. Let us take for example of a tourist from Goa coming to Uttarakhand for Char Dham Yatra; he/she is an Intra bound tourist for India. In the recent years because of the increasing competition for inbound tourism country’s law and policy makers have turned their focused on this form of tourism. Because they see this as a boost for the local economy, substitute for inbound tourism, less difficulty in prompting their tourist’s destinations and no loss of foreign exchange which happens in the case of outbound tourism. Examples of such campaigns include “See America” in the United States “Get going Canada” in Canada “Uniquely Singapore” in Singapore, “100 % Pure New Zealand” in New Zealand and “Incredible India” in India.

1.3 TOURIST – DEFINITIONS AND MEANING

The main attribute in the tourism process is tourist and without this main stakeholder the tourism sector would have no existence. The word ‘tourist’ was first found in the pages of history in the year 1292 A.D. and this word is believed to have been derived from the Latin word ‘tornus’ which has the meaning of a tool which in turn describes a circle or a turner’s wheel. So according to the above lines, a tourist is a person who undertakes a trip in a circular manner but at the end of the day comes backs to the starting point from where the trip had originated i.e. to their place of permanent residence.

Time over and over again the definition of tourist got various new dimensions added to itself because of the changing time and need for a contemporary form that fits in this modern world. To make it more stylish and appealing the tourists have changed its forms according to their new needs. Tourists across the globe have undertaken journeys to various parts of the earth for their individual and society’s needs have discovered new and diverse things that have helped this world to give a new shape. In the following lines the emphasis will be on the word tourist.
Aitareya Brahmana VII. 15 following lines will help us to understand the importance of being a tourist:

**THERE IS NO HAPPINESS FOR HIM
WHO DOES NOT TRAVEL; LIVING IN
THE SOCIETY OF MEN, THE BEST
MAN OFTEN BECOMES A SINNER;
FOR INDRA IS THE FRIEND OF THE
TRAVELLER, THEREFORE WANDER.**

From the above paragraph and the lines from Aitareya Brahmana VII. 15 a tourist have the following attributes:

- The journey is taken up by the tourist by him on his own wish and he is not forced by anyone to do so.

- The main purpose for taking up the tourism journey is pleasure, enjoyment and get free from the daily tensions of life.

- The money which is spend on the tourism journey comes from the tourist livelihood and none of the money is earned from the activities which are done during the course of the visit.

- The tourist at the end of the journey comes back to his permanent place of residence.

In view of above discussions some of the definitions of tourist have been discussed:

According to Dictionary of nineteen century tourist is “As a person who travels for pleasure of travelling out of curiosity and because he has nothing better to do”.

The Dictionaries Universal define tourist, “A person who makes a journey for the sake of curiosity, for the fun of travelling or just to tell others that he has traveled”.
According to Cohen, “A tourist is a voluntary temporary traveler, travelling in the expectation of pleasure from the novelty and change experienced or a relatively long and non-recurrent round trip”.

In 1936 a forum was held in which committee of Statistical Experts of League of Nations stated that following travelers would be considered as tourists:

- People who travel for pleasure or for any purpose that may include business, medical and so on.
- People who are having a travel plan for some official meeting or are travelling to represent any commitments of their professional, social, family or any such interest.
- People who are travelling for any commercial interest of their own and for the organization they represent or work for.
- People who arrive in the course of a sea, air or land journey.

In 1963 at a UN conference which was held in Rome and focus was on International Travel and Tourism a definition which was latest and updated according to the changing times was stated and this definition defined a tourist, “Any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited”.

The term tourist which according to most of us or to the general mindset is just of that which has a meaning of a tour whose main motive is pleasure is just a recent phenomenon. With the changing times and conditions its definition is “One who make a tour or tours especially one who does this for recreation or who travels for pleasure, object of interest, scenery or the like”.

Over the recent years efforts have been made to distinguish tourism trips from other forms of travel because the travelling activities have increased many folds. These have forced researcher scholars, tourism industry and academicians to catch up to the need of the hour so as to change and devise a new definition to meet the various
purposes ranging from day to day operations, legal and statistical. The definition of World Tourism Organization (WTO) in the year 1993 which was changed and updated a number of times so as to meet the various requirements is the best example of the above discussion. According to the definition of World Tourism Organization (WTO) tourist is defined as “The temporary visitors staying in a place outside their usual place of residence, for a continuous period of at least 24 hours but less than one year, for leisure, business or other purposes”.

Based on the above discussions the tourist can be categorized into the following:

1.3.1 INTERNATIONAL TOURIST:

An international tourist is that type of tourist who visits other countries which are not in his country of permanent residence. The duration of this kind of visit should range from one night to one year. The purpose can include any kind of activity as long as the activity is not related to any kind of monetary benefits. Let us take for example when a citizen of South Africa visits Kanger Valley National Park in Chhattisgarh they will under the category of international tourists for India. Nations throughout the world encourage this kind of tourists to visit their country as these tourists bring foreign exchange with them. As number of international tourists increases the country reputation goes up and this directly and indirectly boosts the economy of that nation.

1.3.2 INTERNATIONAL EXCURSIONIST:

These are those tourists who travel to another country which is not their country of usual residence for time duration of less than one day i.e. twenty four hours in a particular day. The main portion of this kind of tourist activity is that the tourist does not spend the night in the visiting country but comes back to their country of permanent residence. The tourist activity can range from a religious ceremony to visiting a relative and so on. Let us take for example when a citizen of Sri Lanka visits a relative in Tamil Nadu in India for attending a marriage. Nations across the globe does not increases or decreases this type of tourist activity as the international excursionists do not form a important part of the tourist activity and therefore no special or separate policies are made to attract them.
1.3.3 DOMESTIC TOURIST:

Domestic tourists are those kinds of tourists who travel within the domestic boundaries of their country of usual residence. The time duration of this kind of visits is usually within a range of twenty four hours that is one day to less than twelve months that is one year. These visits also involve overnight stay. The tourists travel for a variety of purposes but if any purpose is related to monetary activities that they will not be covered under the definition of domestic tourists. Let us for example when a residence of Kolkata, West Bengal visits Port Blair, Andaman & Nicobar Islands for holidays then he will come under the category of domestic tourist. In the recent years governments of various countries have started to lay special emphasis on these types of tourists because the numbers of international tourists have started to decline due to a variety of reasons. Even the marketing and promotion strategies cost less than the strategies for international tourists and in addition to that it gives a big boost to the domestic tourism industry.

1.3.4 DOMESTIC EXCURSIONISTS:

Tourists who travel within the geographical and political boundaries of their country of permanent residence fall under the heading of domestic excursionists. The main difference between a domestic excursionists and a domestic tourist is that the travel duration of a domestic excursionist is less than twenty four hours that is one day and the provision of an overnight stay is not there. A domestic excursionist travels to another location but spends the night in their usual place of residence and not the location where they have visited. Let us take for example when a residence of Delhi visits the neighboring state of Haryana to attend a religious ceremony in Panipat then this type of tourist will come under the category of domestic excursionist. The number of these types of tourists have not been tried to study by any organization because these tourists do not form an important part of revenue for the tourism sector. Another main reason for not studying domestic excursionists is that these visitors not contribute in a major way to the employment or the any other kind of tourist activity to the destination which they visit during the course of their journey which is for a very brief period of time.
TOURISM – VARIOUS ASPECTS

When a tourist visits a particular tourism destination they have different motives and purposes. Some of these aspects of tourists are discussed below in the following lines:

1.4.1 GEOGRAPHICAL ASPECT:

The tourists who have a geographical aspect are basically interested in the location of that destination in a particular geographical region i.e. its weather and climate, its natural environment, landscape and beauty, the manner in which it has been planned physically and in addition to that the changes that have come up to make the location a attractive tourist destination. The tourists that view tourism from a geographical aspect are basically inclined to be drawn by the destination’s natural factors such as its climate, landscaping, weather or physical characteristics. Let us take for example when a group of people from Chennai visits a particular hill station during the peak summer session they basically want to escape the hot climate back home to the cool weather which is not available in Chennai.

1.4.2 SOCIOLOGICAL ASPECT:

The tourists who have an aspect of sociologically within them basically their viewpoint for visiting a tourist destination for tourism is only limited to the social activity angle. The main purpose of their visit is only related to have a communication with the society in that particular destination in which they are visiting. As these kinds of tourists want to study the various aspects of different cultures and also have an exchange communication encounters with their hosts. The sociological aspect involves studying the various demographic attributes of the customs, traditions, rites and rituals of the society in which they are visiting. The study of these tourists for the society can be sometimes of individuals or the group as a whole. Their viewpoint also involves how these demographic features affect the tourism sector whether these factors have a positive or a negative impact. Let us take for example when a tourist from Florida, U.S.A. visits the Rann of Kutch in Gujarat his basic interest is knowing how the people in this area survive and how they live, what are their rites, rituals, customs and so on.
1.4.3 HISTORICAL ASPECT:

Historical aspect is basically study of factors of a particular tourism destination that were responsible for starting tourism there. It includes determination of chronological events that lead to growth and development of the tourism in that particular tourism location. To look into factors which are responsible for occurrence of these events in a chronological sequence. It also includes studying stakeholders who received benefits as place was developed into a tourism location. But important part of this aspect is the factors that have a negative impact on a location as it is converted into a tourism destination. It also includes future policy decisions that government has in mind for that destination. For example many people visit the Pashupatinath Temple in Kathmandu for religious purposes. But a tourist with a historical aspect will be interested to know factors that are responsible for attracting the tourists, cultural and religious story, temple’s place and relation in history and world.

1.4.4 MANAGERIAL ASPECT:

This aspect is related to the field of management which studies the industry of tourism and the various skills of management studies that are needed to manage this industry in an efficient and effective manner so that the tourists are happy and satisfied with the tourist destination that they are going to visit in the future or have visited in the past. As the subject of management is dynamic that undergoes change in a constant manner with no definite time frame and without any warning. Tourism like any other field in this ever changing scenario will see alternatives that are related to its products, services, delivery methods, advertising, and promotion strategies to name a few. This aspect looks into the various techniques of planning, organizing, controlling, research, price, product, people, physical evidence, process and so on. These various techniques are of the utmost importance for a destination to be competitive and way ahead of others. Let us take for example the organizing committee of XXI Commonwealth Games who will be holding the games in Gold Coast City, Queensland, Australia visited the XX edition of Commonwealth Games which were held in Glasgow, Scotland to look into various management methods how these games were held so successfully.
1.4.5 ECONOMIC ASPECT:

When tourism is taken for the economic aspect then tourist is only interested in monetary transactions in the form of cash flows that the country earns. This aspect main focus is foreign currency, employment chances, monetary benefits that go in the kitty of the government, impact on country’s budget, changes in income of stakeholders and various other revenue aspects. Over the last few decades tourism as an industry and as a trade has been the most earning revenue source for any country throughout the world and the primary and secondary sectors of the economy are left far behind. Let us take for example when a tourism consultant from India goes on a visit to the country of Switzerland to see and find out the reasons why it has been ranked first in tourist competitiveness according to the various international forums and how the same can be applicable and replicated in India as well.

1.4.6 ASCETIC ASPECT:

Ascetic aspect is related to the inner spirit of the human being and this helps the person to become one with the god that the person believes in. This aspect is simply not related to quitting the vices in the person or simply losing one’s weight. This kind of person wants to have a chance to exercise, eat healthy, notorious food and help him to escape and forget the hectic pace of life. With the changing trends concept like yoga, weight training; just to name a few have been included in this field. The tourist with a need of the any above will look towards the ascetic aspect. These kinds of tourists travel to those places have historical links to diverse aspects of ascetic in them and the eastern world have a whole lot of such locations in them. Let us take for example when a citizen of Germany visits the Patanjali Yogpeeth in Haridwar his basic purpose would be to find peace of mind with yoga and spiritual exercises.

1.4.7 RECREATION ASPECT:

With the increasing stress in the life of a human being for a variety of reasons day after day the recreation aspect has become an important part and parcel of the tourism industry. As the stakeholders of the tourism industry are trying their level best to maximize the benefits from this concept of the smokeless industry. Main purpose for
engaging in recreation is fun which may be in the form of enjoyment, amusement or pleasure. For tourists looking for recreation many activities are been organized in the various destination across the different tourist circuits. For example when an American visits Vancouver in Canada there are a number of recreation activities that person can do which includes fitness, sports, water, ice hockey and so on.

1.4 TOURISM – ARISING CIRCUITS

Tourism as an industry is growing at a healthy rate over the decades and this has led to new dimensions that have been added. In tourism these arising circuits are that aspects which still have to put on a considerable effort to cope up with established areas of this growing industry. In addition to providing tourists with new dimensions for fulfilling purpose for which they had undertaken their journey these dimensions also provide an opportunity for service providers to earn a handsome amount of money. These arising circuits are growing at a very fast pace and thus they offer a great number of opportunity to both tourist and service provider. As these arising circuits are yet not fully developed so a lot of known and unknown risks are attached to them which in turn stops these circuits from growing into a full flashed industry of their own. Here is a look at some of the arising circuits in the tourism sector:

1.5.1 AGRI TOURISM:

This circuit of tourism basically involves any type of procedure which has the dimension of agriculture in it. Agri tourism is practiced in a number of different manners in various locations. In some cases the tourists are directly brought to the farmland so that they can have firsthand knowledge of how their food is grown and processed, in some cases the visitors are encouraged to purchase the products directly from the farmland, sometimes they are taught to cut the crops or feed the animals, or in some cases the tourists have a choice to spend the night in the farm. In this circuit the experts have seen a good rate of growth in the years to come. That is why many tourist packages across the world have come up to cater to this arising circuit of tourism. In the Western countries this circuit is growing at a fast pace but in other parts of the world this area is yet to pick up the required pace.
1.5.2 ECO TOURISM:

Eco tourism in that arising circuit of tourism in which the tourists visits that natural areas which have been not distributed, which still has original purity left in it and these areas have little or no mass movement of tourists. The main purpose of this arising circuit of tourism is to educate and make the tourist aware of the environmental aspects and the various dangers associated with it so that the environment can be saved for the future generations. One of the main purposes of this circuit is the economic development and the empowerment of the local community for the benefit of the environment. In this the tourist visits those destinations which has natural vegetation, brute creation and artistic tradition. The reason behind starting this was to show the world all the negative impacts that human beings have had on the environment and bring in them a sense of respect for the same. The tourists are also made aware of the use environment friendly methods in their day to day lives.

1.5.3 MEDICAL TOURISM:

This is better known as health tourism. In this residents of a one country travel outside their geographical and political boundaries to another country for medical purposes. Medical tourism can be divided into two stages. In first stage people with financial capabilities in under-developed or developing countries used to travel to developed nations for treatment because these facilities were not available in their country. But in second stage reverse flow took place in which people of developed nations go to developing nations for their treatment because the costs in these developing countries are far less when they are compared to the treatment for the same disease back home. Secondary reason for this reverse flow is that some medical procedures are not allowed in their country of residence. Now a day main flow of tourists for medical tourism is mainly to link their vacations along with their treatment. Developing countries are banking on this arising circuit of tourism to earn foreign exchange.

1.5.4 EDUCATIONAL TOURISM:

In spite of being one of the most rapidly growing circuits educational tourism has always been ignored by stakeholders for a variety of reasons best known to them. In
India this form of tourism has always been found from beginning of civilization in form of Gurukula or Gurukul. In India all the major religion had this type of education system in place for the growth, development and learning of their young minds. With the advancement in the thinking of the human mind, the need for learning creative things outside the conventional form of education has emerged. And this emergence has taken the form of educational tourism. This circuit of tourism can take place in many dimensions such as school trips, educational cruises, study abroad experiences, vacation organized for seminars and skills enhancement. Educational tourism is been looked by many as a means for social change for a better world because education has the means and ways to bring a change in the civilized world.

1.5.5 DARK TOURISM:

When a tourist travel to and visit that destinations which are historically linked to loss of human lives and catastrophes. The purpose of dark tourism is to attract tourists to different tourism locations for the development of the nation rather than put emphasis on hardships that the people who were involved must have undergone. In this the tourists visit historical battle grounds, war zones, penitentiaries, graveyards, sites associated with tragic events such as 9/11, Bhopal Gas Tragedy, Sri Lanka’s killing fields just to name a few. This area over the past few years has started to receive consideration from the various quarters of the industry, media and academicians. This is the precise reason that research has increased and a number of studies have been conducted on this subject. Most tourists are attracted to the word ‘dark’ rather than the concept behind it. But in economic terms this circuit is still not able to generate the required monetary benefits that are normally associated with a successful business.

1.5.6 RURAL TOURISM:

For countries that are classified as developing and under-developing economics, this arising circuit of tourism is a very good breakthrough for them. As the development that is taking place because of the regular schemes provide an additional chance to increase the potential of tourism in these rural destinations. Rural tourism as the name suggests is the attendance of the tourists actively in the rural activities. This arising circuit has been highly successful over the years because the rural people are very
courteous and take a very active part along the tourists in the various exercises. The main idea behind this is to exhibit life, art, culture, legacy in the rural destinations. This in turn will promote the small scale industries and will give a push to the rural economy which has had a cascading effect in the recent years. The urban population which has only heard of the villages and wants to have a firsthand experience of the village life style so their plan their vacations in these rural destinations.

1.5.7 WILDLIFE TOURISM:

Wildlife tourism usually intends to display animals in their legitimate dwelling. In simple words tourists just have to sit back and watch animals in their legitimate dwelling. This circuit is a crucial component of the tourism sector in any part of the world as it provides revenue running up in billions of rupees. As this industry has enough money to attract so service providers make a number of tailored made packages to attract the tourists for a number of activities such as tiger safaris, elephant safaris, bird watching, wildlife photography, jungle camp, and so on. The confrontation between tourist and wildlife amount to essence of wildlife tourism experience. The tourism experience can have a positive, adverse or a neutral effect on tourist, animal or service provider. The service providers thus try not to distribute and harm animals in the wildlife with the addition intention of giving the tourists a never forgetting experience of their life time. In some countries this tourism is basically carried out to meet the expenses in preserving the animals in their natural habitat.

1.5.8 CULINARY TOURISM:

It is more popularly known as food tourism in different segments of the globe. The main aspect of this arising circuit of tourism is to provide and give lavish cuisine to the tourists. In this the service provider gives an opportunity to the visitor for learning and getting himself acquainting in the various aspects of the local food. The tourists can also go ahead and grasp about the regional food habits, local cooking skills along with the regional food minutiae. Culinary tourism is not only about the delicious food but also about the exclusive, credible and notable exquisite description that particular tourism destination has to disclose. According to the service providers food tourism is expanding in an aggressive manner. One of the main reasons behind this is the
increase in enthusiasm in the various food avenues, television presentation promoting local dishes, short motion pictures on food and virtual presentation on shows. Now a day’s food lovers are ready for far off movements to taste different varieties of food.

1.5.9 SOCIAL TOURISM:

With emerging emphasis of philanthropy in every walk of life, tourism has its own definition in form of social tourism. This arising circuit of tourism basically means helping those impoverished people who cannot to travel for a number of diverse reasons or could alternatively not afford to visit a destination for fulfilling their dreams. This is done by a large number of approaches which include sending persons of poor backdrop or who are differently-abled with intention of amusement, holiday, health, family, religious, relaxation, resting or educational. This concept also helps to make deprived persons believe that they are part of society and their existence also makes a difference. In certain cases it is done to bring these people close to their roots and generate a sense of belongingness in them. This phenomenon is mostly prevalent in Western nations and the east still has to go a long way in imbibing this aspect in their social system although this is being done in a small scale.

1.5.10 DOOM TOURISM:

With more and more places going to disappear in the times to come, this circuit is on the upsurge. Tourists around world want to visit those destinations which will soon be wiped out and details will just be found on the historical records just as we now days talk of the dinosaurs. Tourists want to visit locations like Mount Kilimanjaro in Tanzania for its melting ice caps, Galapagos Islands in the Pacific Ocean as it is facing a number of environmental threats, Amazon River in South America as it is degrading rapidly, Arctic region before the ice caps are melted, Great Coral Reef in Australia for a variety of ecological hazards are just a few endangered destinations to name. There are a number of reasons like Hurricanes, Tornadoes, Forest Fires, Smog, Droughts for these locations to reach their doom day and the excess amount of tourists visiting these endangered destinations is also doing no good to these locations. Hence the governments of various countries along with some international agencies are making an effort so that the tourism activity is reduced in such places.
Chapter I: Introduction

1.5 TOURISM AND INTERNET

The internet in any part of the world is benefiting in dissemination and trading of knowledge linked to tourism and travel industry. It helps service providers to link directly to both intermediaries and clients for any type of business interactions that is essential in providing service with ease to customers. The primary reason behind the fast spreading of internet is that expenditure in using this technology is coming down because of the principle of economics of scale. In the modern world, one of the other logic behind the increase use of this technology is that now it can be accessed from a variety of sources and not necessary one has to have a personal computer to use the internet. With each advancing day internet is becoming a necessity for the people no matter which ever background they belong to or whatever their occupation they are in.

The common attributes that the users of the internet posses are that these people are comparatively prosperous, knowledgeable and obsessed with travelling in a sovereign manner when they are compared with the general population of their country of residence. As the economics of the countries increase over the time to come the majority of the population will come in the category of internet users. With the increasing percentage of population as internet users the service providers in all the sectors will be compelled to come up with new merchandising to correspond to the needs of this segment of clients. But the basic question that needs to be answered is that how these users will buy the travel and tourism products and services on the internet. All the business studies that have taken place suggest that the products and services of this smokeless industry are the biggest that are sold over the internet. But the problem is that only three or four tourism products are sold and the rest are far behind in the race. There is no doubt that the allocation of revenues has increased but still it is a long way to go before tourism is truly called as e-tourism.

Inseparable, intangible, heterogeneous and perishable are the four basic characteristics that make the products of the service industry different from the other industries of the economy. The nature of a service industry is such that information is the life line of the service industry and the case is no different for the tourism sector. Information has a critical position in this sector as it helps in the depiction, advertising, dissemination,
mixture, management and transmission of various products and services related to tourism. Various service providers are leaving no stone unturned to make use of information over internet as their competitive advantage and their USP.

Tourism as an enterprise is an agile pupil as it has realized that out of machineries and technologies that are present internet is only one that has potential to accomplish their marketing obligations. Internet along with its ancillary functions helps to contribute with information that forms the foundation of tourism and helps in its growth and development. Just as advertising, internet also benefits service providers in tourism to reach maximum number of clients with their products and services at a comparatively less expenditure. Internet has emerged as a mechanism for various stakeholders for getting their marketing strategy to ground for communication and relationship building. Tourists over last few years have considered internet among all channels of communication as one which has given them maximum ease in use and satisfaction. Customers of present day world have time and cost saving as their top most priority and needless to say that internet fit with these priorities. Here are some of factors that have resulted in making internet an important constituent of tourism:

1.5.1 ADDRESSABILITY:

One of exclusive elements of internet is that of addressability by which it can remodel main aspects of communication program as per specifications of service providers. This privilege was not available in conventional media because it was not possible for an individual to be focused and established. But with advancement in technologies of internet the potential tourists who visit the website of any company can be traced as the server has the computerized address of that visitor which can be used in the future by the organizations to convert these potential clients into customers. Another benefit of the internet for the companies is that all this can be done in less charge and with tremendous momentum. The addressability of the internet can used by companies for designing tailor made product and help in building long term relationship with their clients. All this can help companies by making a sale force that is quick and responds in a quick manner to the needs and demands of the new age customers. Over the years this aspect of the internet as helped companies in a great manner.
1.5.2 INTERACTIVITY:

Another element of internet that makes it different from convention methods of communication is that of interactivity by which service providers with help of a computer system are able to respond expeditiously to queries of potential customers in real time. As the problems are solved in no time the customers are contented and the engagement with the company is for a long time. Because of this being a two way communication process this factor is also responsible for being one of the most important elements of relationship marketing. It also helps the customers to approach the companies for any kind of information without any great effort and cost. Internet helps the customers to choose for an array of products and help it to examine over its substitute products. With each passing day new computer applications are coming in the market which is making the task easy for the companies to interact with their clients. The customers depending upon their schedules use these applications to learn about tourism products and services available in the market.

1.5.3 FLEXIBILITY:

In the business of travel and tourism internet has demonstrated to be a more responsive intermediately between the clients and the service providers than the traditional forms of marketing communications. When we talk of advertising a virtual advertisement is far more susceptible, flexible, adaptable and amenable than the advertisements we see in the print media. One more exclusive characteristic of virtual advertisements is that they can make changes according to the latest and updated information which they get directly from their customers. These virtual advertisements keep the tourists interested in them because they contain information that is more relevant, refurbished and amended according to updated product prices, features, offers and sales promotion actions. These types of advertisements are not developed at one go but are developed by the company over a period of time so that all the latest information can be upgraded in them. One more added attribute of these advertisements are that they are linked to the electronic data base whereby the customers can also know whether the slots are booked or are vacant. These along with latest devices have made this tool of internet very effective.
1.5.4 ACCESSIBILITY:

As an instrument of communication internet has an astounding leverage because of its durable presentation and reach throughout the globe that no other media possess. Over the decades internet as a medium of communication has improved and upgraded itself from all possible dimensions so as to be accessible at any time of day and from any location for customers who need any kind of information regarding tourism products and services. This incredibly helps in escalation of time and place utility which were missing in conventional channels of distribution. These around the clock utilities are extremely critical to have a globe influence because different countries have diverse time zones. The accessibility is especially beneficial for a tourism destination to be competitive because traditionally tourism had to rely upon marketing firms to increase tourist inflows. The internet has been a revolution in tourism as it has helped companies to promote their products and services with a well devised marketing system. This further helps companies to avoid rules and regulations which otherwise they had to comply if there were doing business physically.

1.5.5 SERVICE ENHANCEMENTS:

The internet has benefited companies to enhance quality of their service for tourists by being proactive in all phases of their interaction with their customers whether before, during or after sales. The tourism sector with help of internet can enhance their delivery operations by making information easily accessible to their probable customers in a candid style. The tourists can then analyze and compare this information with various options available to them. If tourists are satisfied then they proceed instantly with bookings of various aspects of their holidays. For those tourists who due to some reason or other book at the eleventh hour can see status and proceed accordingly keeping this in mind system of appointments and reservations have become very popular with customers of today. In era of cut throat competition customer satisfaction is top most priority of any sector. So companies want to respond to the customers with the blink of the eye so that they do not lose any hard earned business as time is money for the customers of the modern day world. The customers of the modern day world want the information to be meticulous and in the right time
because of the companies state that if information is not given at the right time to the customer than the probability of a company losing its customer becomes very high.

1.5.6 COST SAVING:

Companies in any industry in any part of world usually have to battle to manage their costs as most of them try to save money but do not realize that saving money is different from making money and tourism industry is no different in their outlook in this scenario. Cost saving techniques in any sector helps companies to conserve capital by finding ways and means to know their ongoing spending and zeroing in on recommendations which are best for their company. Internet has been a boom for tourism sector as it helps them to save money in many different ways. With most of reservations and payments made through electronic mode companies have managed to reduce their expenditure in trading outlay. Companies now have to employ less number of staff to manage a variety of assignments as most of work is done by computers and that to in an effective and efficient manner. As internet has made zero level of marketing possible now business firms can save money which was previously paid to marketing intermediaries. As most of tourists and service providers prefer a virtual office and expenditure in setting a physical office is also saved. The companies makes attractive website for their business and cost of setting this framework is very less and best part is that these websites can updated at any time and that too without any huge expenditure. And all this is very negligible when compared to huge costs that are incurred in setting up a physical framework. The cost is one of main drivers that have helped internet to grow so rapidly and the principle of economics of scale has worked so wonderful in the advancement of the cyberspace in the modern world.

1.6 TOURISM DESTINATION COMPETITIVENESS

In the present times one of the most imperative ingredients for a tourist destination is its competitiveness. In simple words tourism destination competitiveness is associated to the strength of a tourist location in relation to the manner in which it dispenses the tourist’s products and services to its customers and that these achieve a good performance when they are compared to other tourism destination in any part of
world. With passage of time this dimension of tourism has become one of most important concerns of various service providers as competition is increasing day by day. This is also main reason behind a number of studies that have been conducted on this area of tourism. A number of research reports and studies in the recent past have pointed out that the modern day tourists in any part of the world has the ability and power to get their demands and needs fulfilled for a particular tourism station.

In the last few decades competitiveness of a tourism destination has been the most important aspect that has resulted in attracting extra tourists to a destination. These days when the tourists visit a destination they simply want to compare the experience of that particular location to the experience they had in the others destinations which they have visited in the past or anyone else have visited. Thus it can be said that tourism destination competitiveness is the strength of a tourist station in the manner which by it satisfies the tourists in addition to preserving its natural and man-made resources and at the same time by being way ahead of its competitors. A number of studies have been conducted on this subject with various perspectives such as from the view point of the services providers, tourists, government’s agencies, research persons just to name a few.

With the advance in time the economy of almost all the countries have started to depend upon the tourism sector for a variety of needs which range from job opportunities to earning of foreign currency to earning profits with low investment just to name a few. With this the need to define tourism destination competitiveness has arisen. In the subsequent lines the viewpoints of various persons will be considered in relation to their perspective of tourism destination competitiveness.

D'Hartserr has stated that destination competitiveness is the competency of a tourist station to manage its situation in the market with the capacity of real time distribution and in this process to advance in the times to come.

Destination competitiveness according to Hassan is the power of the tourist station to act, build and assimilate products that boost the value of the products so that there is no major pressure of the present resources and in addition to that the firm has to make sure that its competitors do not go ahead of them.
Dwyer, Forsyth and Rao viewpoint was that tourism competitiveness is an accustomed notion that embraces divergence in price of products along with changes in the cost of the foreign currency, production levels of different parts of the tourist sector and subjective determinants which influence the attraction of a tourist location.

According to Wahab, tourism sector competitiveness is surroundings of tourism market, industry’s resources, tourism framework and favourable circumstances that are created for nation so that its value can be enhanced, to conserve its resources and all this will help in increasing economic and financial wealth of country.

From viewpoint of Hopeniene and Kamicaityte tourism competitiveness is searching dominance of vying spaces that must be displayed so that exclusive virtues be it natural or cultural heritage must come out so that it becomes distinctive from others.

According to a statement in the World Competitiveness Report which was published in the year 1994 competitiveness of any organization or region is its strength by which it is in a position to create more monetary resources than other tourism stations across the planet.

Ritchie and Crouch viewed this concept from a variety of angles and considered this as the country’s competency to market and sell those products that have the ability to boost its content and all this directly and indirectly benefit the nation’s gross domestic product. All this can be done by directing those mechanisms and capital resources which will result in the increasing the allure, combativeness and tourists closeness to the location. All these are then further combined into relationships that results into a civil and commercial design.

Pearce interpreted this concept as the assessment procedure of various destinations and mechanisms that are responsible for evaluating various things in a methodically manner and examining in contrast the diversified aspects of various tourism stations inside the preparation circumstances.

Mihalic added new dimensions while portraying the image of destination competitiveness by making the world understand it from the environment view. He
tried to relate importance of a location from viewpoint of various ecological factors such as organic and artificial segments as well from the social and cultural viewpoint.

Bordas was one of few people who tried to convince various stakeholders of industry that competition primarily takes place between different bundles of tourism and there was an immediate need for a critical plan of action so as to achieve a favorable position in market. For this to happen each bundle is taken up in an individual manner where beneficial factors are identified and their role is determined in competitiveness.

According to Poon for a destination to be truly competitive the tourism product should to be developed by connecting it to the market in the manner by which the clients are convinced and a comprehensive plan of action should be developed so as to enhance the travelling experience of the tourists.

In the following paragraphs those aspects will be discussed that helps a tourist destination to be more competitive in its nature and outlook.

1.6.1 DESTINATION ATTRACTIVENESS:

Attractiveness of a destination is its power to inflame attraction in a tourist station. In the days of cutthroat competition destination attractiveness is considered as one of the most essential feature for a tourist destination to be highly competitive. Various services providers related to different tourist’s location are under intense strain to revitalize and to embellish their destination attractiveness so that they can remain in the competition. The criteria for determining the attractiveness of a tourist location is typically based on a number of various propositions and benchmarks. Each destination has its own distinct set of characteristics that have a notable influence in determining its attractiveness to the tourists who visit them. These unique set of attributes can include both the quantitative and qualitative determinable variables. It can also be stated that attractiveness of a destination is an impression that is on the minds of the tourists based on the numerous allures that are accessible on a particular location. Thus this aspect of competitiveness is eminent not only form the viewpoint of the tourists but also for the decision making mechanism of various other stakeholders.
1.6.2 DESTINATION MANAGEMENT:

Destination management is made arduous by evidence that an individual, discernible destination may comprise of a large piece of land that is controlled by different government agencies. These agencies have to look into the requirements, anticipations and forecast the assistance that may be required by the tourists when they visit the destination. Each tourist station management strategy is always different from the others and the service providers should not persistent with a universal strategy for all the destinations. The local community views should be considered in a serious manner because they know the details and requirements that are best required for their tourism destination. Destination management should always aim at providing a tenable strategy with focus on both the revenue generation aspect as well as the ways to conserve the environment. The plans that are devised for managing the destination should aim at administration, advancement and promotion of a tourist location over a specific extent of time. This approach enunciates the roles that the different stakeholders have to engage in so that there may be optimum utilization of resources.

1.6.3 DESTINATION IMAGE:

Destination image over the years have been one of the most influential feature in making a tourist location competitive. It can be delineate as the understanding that the individual has about a specific tourist location. The image of a destination is brought into existence by the accumulation of material, fact, data and knowledge from a variety of sources by the tourists who wants to visits these tourist stations. Some experts in the field of tourism consider this as one of the greatest leverage to influence the minds of the customers to purchase the tourism products and services. With the increase in competition destination image has acquired a new dimension as the service providers are in the process of identifying those features that are responsible for creating a positive impression in the minds of the tourists. The experience of the tourists before and after the trip is one of important element that shapes the perception about the destination image. So it can be said that there is a direct relationship between customer satisfaction and destination image as this process plays a critical part as the tourists commonly visit those destinations that have a pleasing image.
1.6.4 DESTINATION INFRASTRUCTURE:

Destination infrastructure describes fundamental services and amenities that are available at tourist terminals. It forms an important element of tourism destination competitiveness because tourism products are a part of complicated consumptive practice which arises as a result of using different services by tourists. Over last few decades infrastructure has been one of most influential elements that has played an important role in developing a far reaching experience for tourists. The development of infrastructure at a tourist destination is a part of a large plan which is responsible for creating a macro environment that in turn gives financial benefits and makes economy fundamentally strong. Logistics is one of main parts of infrastructure that is responsible for making tourists reach their preferred location. Other main components of tourism infrastructure include technology, communication services, electricity, water supply, information to name a few. Unlike other components of tourism which are generally developed by service providers, infrastructure is mostly developed by government or its appointed agencies. Excellent and superior infrastructure develops a constructive perception in minds of the tourists during and after their visit.

1.6.5 DESTINATION ENVIRONMENT:

Despite of the fact that research has focused on abundance of issues in context of destination competitiveness but there has been very little endeavor to analysis and study environment in an orderly and meticulously method. Taking into consideration that natural eco system and atmosphere is one of primary intentions of a tourists that attracts them to a tourist station. Of late there has been a tendency to develop specific and shielded zones for various activities and all this has been done so as to provide a balance between environment and a positive experience for tourists. Development of shielded zones is undertaken so that tourism activities can be carried for a longer period of time and also to sustain the environment. Environment and development go side by side so that financial benefits do not stop and at same time eco system is not harmed adversely. If eco system of a destination is damaged then revenue from tourism activities will also be lost for good. Hence various stakeholders should be more conscious and careful towards environment.
1.6.6 DESTINATION GEOGRAPHICAL PROXIMITY:

Geographical proximity in simple terms means the expenses and difficulty in terms of both cost and time that tourists have to undergo in order to reach a particular destination. The distance is not only in terms of natural, physical or real but other hurdles that make a journey difficult for tourists. The hurdles can be real such as geographical boundaries, political discords, visa formalities or restrictions on travelling between two countries. Some hurdles can also be perceived such as differences in cultural, food or language. Some tourists often drop their plans to visit a tourism station because of physical distance that is involved between their place of residence and tourism destination. So these days companies in business of tourism are attempting to lower this impact of this factor by putting a considerable effort in advertising and promotion. The service providers are trying to get over these hurdles by finding ways and means of easy access in a legal manner so that further hassles can be avoided. Companies also advise travelers to complete their paper work before departure so that they utilize most of their time in tourism activities.

1.6.7 DESTINATION CULTURAL PROXIMITY:

Nations which may be geographically adjacent but at same time are far off in terms of cultural relationship. This has become a contemporary dimension in promoting a destination as more competitive than others destinations. Service providers in the tourism industry are going all out to promote in those regions which are more proximity to their tourist destinations. Tourists do not mind to travel to those locations with extreme physical distances but these locations should have a common cultural link to their own society. In such cases the people are ready to face those hurdles which they were unwilling to undertake in the case of geographical proximity. In such circumstances the visitors tend to give a more positive feedback and generally have a positive image of the destination. Most tourism and travel companies are trying to mix the concepts of freshness, originality, innovation and familiarity in the journey of the tourists. The service provider’s main focus is on religious, language, rites and rituals connections to sell their tourism products to the prospective clients. As for most of the visitors are concerned their life rotates around cultural and it’s various dimensions.
1.6.8 DESTINATION SAFETY AND SECURITY:

Safety and security of tourists is absolutely imperative in promoting a tourist station. To a considerable magnitude the success and failure of a destination depends on the fact that whether that location is able to provide a safe and secure environment. In long term visitors will avoid visiting those destinations where there life is in danger. Tourists tend to stay away from those locations where lawlessness is order of the day, where anxiety about epidemics is common and where agencies are not concerned about their well being. The main concern is that service providers in tourism industry often view themselves as marketers instead of hosts. So they are only interested in making monetary benefits from the tourists and are least interested to solving their problems. But the service provider’s point of view is that the tourists will be confused whether too much of security is for their welfare or not. Tourists visiting a destination believe that it is the responsibility of the tourism agencies to look after their security and if anything occurs the local tourism industry should solve their problem.

1.6.9 DESTINATION TARIFFS:

Destination price competitiveness is one of the most fundamental constituent that determines the comprehensiveness of a tourism location. It has been made evident from a number of research papers and reports that prices play the most pivotal role in the decision making process of the visitors in deciding whether to undertake a trip or not. Many tourism companies believe that tourists are attracted by low prices to a tourist station. But this can have an adverse effort on the visitors because according to most of them low tariffs will result in sub standard quality and conditions. Destination tariffs comprise of a number of factors such as cost of travelling to the location, cost of stay, cost of food and cost of visiting local and recreational facilities. Most of the tourists criticize the tourism organizations because there are a number of clandestine costs which are not revealed to them before the commencement of the journey. These clandestine costs always have an unfavorable effort on the economy of the tourism locations. This is the reason why the developed countries have an edge over the under developed because in these countries the prices are fixed and there is a transparent policy for the tariffs.
1.6.10 DESTINATION NOVELTY:

Novelty is defined as degree of difference between present day perception and past perception of visitor. Most of tourists around the world want something new when their travel even to same tourism station. Recent researches indicate that this dimension has increased to a great extent among modern day tourists. Novelty seeking ingredients has become a pivotal part of travel motivation and decision making process of tourists. Service providers in tourism have already identified this dimension of tourism and their making plans to deal with it in an effective and efficient manner. Researchers have found out that novelty in tourists mainly comprises of sudden excitement, adventures activities, element of bewilderments and ways to get over weariness. Companies are making strategies with novelty as their central point for going ahead in race of making their destination the preferred choice. Even in that cases where tourist visits same location again their will feel contented if visitors perceive an element of novelty in it. Many destinations require repeat business from their visitors so services providers are working on this concept.

1.7 MODELS OF DESTINATION COMPETITIVENESS

While taking a glimpse at earlier studies in field of tourism destination competitiveness one can see that a number of research investigations have been conducted both at national and the international level. The reason behind this is that tourism as an industry has completed a very long journey and now days it has become a very important element of any country’s economy. All this has led to development of a number of models for the evaluation of a tourism location. In the following paragraphs some of the models by different authors will be deliberated in detail.

M. Kozak and M. Remmington in the year 1999 designed one of the first models in the field of tourism destination competitiveness. This model was devised by mixing the two basic factors of any industry. The two basic factors in which the emphasis was laid were primary and secondary factors. The primary factors included weather of the location; preservation of environment; destination’s demographic details; architectural
history and tradition and background of location. The secondary factors of study were details of local tourism industry; lodging, logistics and recreational facilities. This model was foundation and laid ground for many researches and models to be formed.

F. M. Go and R. Govers in 1999 devised a model for competitiveness of a tourism destination in which they used seven factors for evaluation of a tourist location in comparison with locations across the globe. These seven factors were facilities; accessibility; quality of service; overall affordability; location image; climate and environment and attractiveness. Their main focus was to study as many as factors that are important from the viewpoint of the tourists visiting these destinations.

In 2000 Hassan constructed a unique model in which focus points were on determinates of ecological tenable which were in turn correlated to tourism stations. He worked on four competitive factors of market structure. The four factors in which Hassan based his model were comparative benefits; introduction of requirements; sector arrangements and environmental protection. The fundamental deliberation trailing his work was to give worldwide audience an insight into the utmost elements that are important to maintain the ecological sustainability of tourism locations and also keeping in mind that these tourism stations do not lose their competitive nature. This was perhaps the most comprehensive research endeavor to be attempted.

In field of tourism destination competitiveness perhaps J. R. Brent Ritchie and Geoffrey I. Crouch carried out an exhaustive and long term study which report they published in 2000. In addition to having different indicators they also included means and methods by which welfare of local residents was also included. All studies till date had worked on factors affecting destination competitiveness but none had focused on residents. The indicators which both of them studied and included in their research were ingredients that induced greater spending from tourists; destinations fruitful and impressive involvement that helps to increase mathematical count of visitors. Their focus was on the long term constructive development of destination.

Larry Dwyer and Kim Chulwon worked a meticulous model with a considerable number of indicators in 2001. Both of them tried to incorporate all those essential ingredients that were responsible for making a tourism destination competitive. They
undertook a detail study with focus on factors and their sub factors. Factors in which they focused were natural, historical and cultural resources; created resources; peculiar events; feat and gala events; auxiliary factors; management of tourism locations; contingency environment; demand factors and factors affecting market performance. The most important aspect was that the factors were researched and studied in detail and these factors could be studied in relation to any tourist location.

According to R. Hopeniene and A. Kamicaityte research document of 2004 which focused on tourism station’s factors which in turn linked them to be competing and intricacy. In their study their focused on variety of components which included tourism infrastructure, natural resources, cultural factors and how these components are inter related with these other to create a competitive advantage for tourism location. The main indicators which form part of their model are climate; physical location; natural resources; regional culture’s compassionate and resilience; destination’s service providers capacity; employment opportunities; infrastructure facilities; local utilization of land and created resources for recreation. They also stated that in order to maintain revenue destination should be preserved by all concerned stakeholders.

T. E. Dmitrijeva and V. A. Seniavskij in the year 2009 devised a detailed model of different dimensions that affect destination competitiveness of a tourism station. This comprehensive model of tourism destination discusses little details relating to various angles of a tourism location. They studied seventy indicators which were further categorized into three parameters. The first parameter was about rules and regulations framework of the land. The second parameter focused on the indicators which were related to trade environment and the conditions of the destination’s infrastructure. The last parameter consisted about the human capital, rites and rituals of tourism station and natural resources available in destination as well as in the nearby places. This encyclopaedic model was made to study the factors of the various indicators in depth.

In the year 2011 a team of five researchers i.e. R. Andruliene, A. Armaitiene, R. Povilanskas, L. Januliene and D. Dulsks got together and worked on the concept of destination competitiveness. Their intention was to find out those factors that were till date not considered for the evaluation of the destination competitiveness in the
previous studies or research work. In their study indicators in which they worked on were resources available for tourism sector; important segments of tourism sector; number of domestic and international visitors to destination; image of destination in eye of visitors; physical tourism location; contribution and strategic planning of service providers; interconnecting railroad distribution and communication network. They study was new in nature looking into all aspects which were previously ignored.

In the below table a brief summary of the different models of tourism destination competitiveness are given. The description of the models are given in a chronological sequence and specifying their competing indicators.

<table>
<thead>
<tr>
<th>Authors</th>
<th>Competing Indicators</th>
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</thead>
<tbody>
<tr>
<td>M. Kozak and M. Remmington {1999}</td>
<td>Primary Factors and Secondary Factors</td>
</tr>
<tr>
<td>F. M. Go and R. Govers {1999}</td>
<td>Facilities; Accessibility; Quality of Service; Overall Affordability; Location Image; Climate and Environment and Attractiveness.</td>
</tr>
<tr>
<td>Hassan {2000}</td>
<td>Comparative Benefits; Sector Arrangements; Introduction of Requirements and Environmental Protection.</td>
</tr>
<tr>
<td>J. R. Brent Ritchie and Geoffrey I. Crouch {2000}</td>
<td>Greater Spending from the Tourists; Destinations Fruitful and Impressive Involvement that helps to Increase the Number of Visitors.</td>
</tr>
<tr>
<td>Authors</td>
<td>Factors</td>
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<td>---------------------------------</td>
<td>-------------------------------------------------------------------------</td>
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<tr>
<td>Larry Dwyer and Kim Chulwon (2001)</td>
<td>Endowed Resources; Created Resources; Special and Gala Events; Supporting Factors; Destination Management and Demands Factors.</td>
</tr>
<tr>
<td>R. Hopeniene and A. Kamicaityte (2004)</td>
<td>Climate; Geographical Location; Understanding and Tolerance of Local Culture; Local Availability of Job Opportunities and Infrastructure.</td>
</tr>
</tbody>
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