# CHAPTER I
## INTRODUCTION

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CHAPTER I
INTRODUCTION

1.1. INTRODUCTION

"I do not want my house to be walled in on all sides and my windows to be stuffed. I want the culture of all lands to be flown into my house as freely as possible. But refuse to be blown off my feet by any ".

- Mahatma Gandhi

The natural instinct of man after satisfying his basic needs namely food, dress and shelter is to look for pleasures to satisfy the needs of his senses. In his quest for such pleasures, man moves from one place to another. The human beings always like to discover new places or visit such places which are having beauty, having influential matters, historical interests and which adds value to their life, which makes them relax and refreshment and infuses new energy. Human beings have been fascinated by travel since antiquity; only the motivation for travel has changed in the course of time.

In the pre-historic times, the movement of human beings was based upon their day to day survival. We can say every tour has its exclusive purpose for each individual, which most of the time enlarges with actual experience by the journey of a set destination. This whole process and activity is called touring or tourism. The invention of wheel and money by Sumerians around 3500 BC marks the beginning of the modern travel era. In the modern era, more and more disposable income of the people from various sources, leisure and also the developments in the field of transportation which have all contributed as catalyst for motivation of the modern man for the tourism.

“Travel brings power and love back into your life”. It is a saying of the 13th century’s great Persian Poet, Rumi, when you get happiness you give love to others similarly experiences give more strength to your personality and thought which when channelized in a proper way becomes the power- willpower. Presently we are on the threshold of a new era that is the era of tourism, where people of all classes have come
to regard travel as a normal part of life. And thus, at present tourism is one of the largest industries in the world in terms of job creation and earnings. And today it has become one of the most important needs of human’s life and it helps to make life more and more harmonious, enriched and contended.

The success or failure of any industry is decided by its customer who is the king and where tourism industry is not an exception. Tourism is a product of uncontrollable variables, and thus it is very challenging as tourism as a product has a wide space for innovation and execution of new thoughts and ideas for keeping satisfaction of tourists needs as a centre point and for this all-round efforts are needed. Tourism today is a global phenomenon and one of the oldest and the fastest growing industries in the world which is the second most leading industry next to the oil industry. Today it has become one of the most important business sources for the development of any country throughout the world. Tourism industry is expanding and developing very fast all over the world. Tourism is becoming the major instrument for uplifting the socio-economical standard of the locals and subsequently of the particular country.

"Ah, when shall all men's good
Be each man's rule and universal peace.
Lie like a shaft of light across the land".

- Tennyson

From the very earliest historical period man had a fascination for travel. Tourism is the largest peacetime movement of the people in the history of mankind. Millions of people, internationally and domestically, travel every year and this makes tourism one of the largest and fastest growing industries and economic sectors in the world. Tourism is often viewed as a means of achieving development in destination areas, as tourism takes place in any destination area (environment) which is made up of both human and natural features. And the human environment comprises of economic, social and cultural factors. The natural environment is possible to comprise of plants and animals and their habitant. Environment is particularly useful when discussing the impact of tourism.
Tourism plays an important role in the socio-economic and technological development of nations by stimulating the development of basic infrastructure, attracting investments like hotels and motels and contributing to the growth of domestic industries that supply tourism industries like transportation, agriculture and commercial fishing. Furthermore, tourism is an economic activity that provides a country with income, fosters entrepreneurship, creates jobs, reduces unemployment, and stimulates production of food and local handicrafts. It has been noted that the very process of developing tourism and the consequences of this development imposes socio-cultural and environmental costs for the destinations. Though some recent studies emphasise tourism’s potential as an anti-poverty strategy, there is absence of consensus on the impacts of tourism.

The search for necessities of life - water, food, shelter and safety - kept the early hunters constantly on the move from one settlement to another. The traveller of the past was a merchant, a pilgrim, a scholar in search of ancient texts, or even a curious wayfarer looking forward to new and exciting experiences. Trade and Commerce was however the strongest force in the ancient past; it made people travel to distant lands in order to seek fortunes.

Travel and Tourism’s direct contribution to GDP grew by 3.1% in 2016. This was faster than the global economy as a whole which grew at 2.5%, meaning that for six consecutive years, the Travel and Tourism sector has outperformed the global economy. The direct contribution of Travel and Tourism to employment grew by 1.8% in 2016 meaning almost 2 million net additional jobs were generated directly by the sector, and a total of around 6 million new jobs created as a result of total direct, indirect and induced activity. This means that almost 1 in 5 of all new jobs created in 2016 was linked to Travel and Tourism. According to the World Travel and Tourism Council (WTTC) tourism has grown to become the world’s second largest industry. Travel and Tourism is a key sector for economic development and job creation throughout the world. In 2016, Travel and Tourism directly contributed US$2.3 trillion and 109 million jobs worldwide. Taking its wider indirect and induced impacts into account, the sector contributed US$7.6 trillion to the global economy and supported 292 million jobs in
2016. This was equal to 10.2% of the world’s GDP, and approximately 1 in 10 of all jobs. (Source: Report of World Travel and Tourism Council, 2016-17). Over the last few decades several countries have successfully experimented with tourism as a means of promoting development and economic growth. There are substantial debates on its viability as a development strategy. On one side of the debate, those who favour the traditional mainstream and commercial tourism models believe that the foreign exchange and employment generated by the industry far outweigh the environmental and socio-cultural costs. At the other end of the spectrum, critics of mainstream tourism tend to believe that the industry is destructive and exploitative of the local environment, economy and culture.

Tourism serves as a powerful agent for gratifying man's most compelling desires of tasting and enjoying the sweet and virginal grandeur of nature, of being lost in the picturesque past of nations, for broadening his vision and deepening his understanding of the culture and civilization of other people. The potential of tourism sector to stimulate economic and social development thereby transforming economies is internationally acknowledged. Tourism is not only a growth engine but also an employment generator.

At country level, amongst the fastest growing Travel and Tourism economies in 2016 and buoyed by strong inbound international visitor spending were Azerbaijan (46.1%), Mongolia (24.4%), Iceland (20.1%), Cyprus (15.4%), Kazakhstan (15.2%), Moldova (14.2%), Costa Rica (12.1%), Georgia (11.2%), Sri Lanka (10.7%), and Thailand (10.7%), which grew even more strongly than fast growth markets like India (8.5%), China (8.1%), and Indonesia (5.8%). The strongest growth was experienced in Southeast Asia (8.3%), which has benefited with rapid growth in the China outbound market, and South Asia (7.9%), with Sri Lanka (10.7%), Thailand (10.7%), Vietnam (10.7%), Philippines (8.9%), Singapore (8.7%), India (8.5%), and Indonesia (5.8%) contributing impressively. In the North America, inbound tourism to the United States was weak in 2016, partly as a consequence of the continued strength of the dollar and the associated implications for the price competitiveness of the US relative to regional competitors such as Canada and Mexico, who both enjoyed strong years for inbound
tourism in 2016 where, the Latin America region endured a largely stagnant year in 2016, with direct Travel and Tourism GDP growth of just 0.2%. However, growth in the region overall was dragged down by weakness in its largest economy, Brazil (-1.0%), with other Latin American countries such as Costa Rica (12.1%), Colombia (7.9%), and to a lesser extent Peru (5.1%), Paraguay (4.9%), and Chile (3.7%) performing well above the regional average. (Source: Website of the World Travel & Tourism Council). From few years, globally tourism is growing faster in rural areas than in urban areas. Therefore even the least developed nations of the world are trying to enhance their national income through the promotion of tourism. Tourism is promoted in such countries because of its power to act as a catalyst in the development- primarily economic development - of the region. The UNWTO forecasts that international tourism arrivals are expected to reach over 1.56 billion by 2020. The top tourist arrivals by region in 2020 will be Europe (717 million tourists) East Asia and the Pacific (397 million) and Americas (282 million). Their prediction means that by 2020 Americas will lose its present number two position behind Europe. East Asia and the pacific will receive 25% of the world arrivals.

There is increasing evidence that the tourism has negative impacts also on the host community. Tourism development is sustained on the basis of economic benefit but is also challenged on the grounds of socio-cultural destruction (Lankford and Howard, 1994). In modern time’s service sector plays an important role in the development of the nation and which has now become an industry, service industry. The main industries, which fall under this category, include hotel industry, entertainment industry, tourism industry etc. Tourism comprises of 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 not related to the exercise of an activity remunerated from within the place visited.

The importance of tourism as a creator of job opportunities and which can be understood from the fact that in India every one million invested in tourism creates 47.5% jobs directly and around 85-90% jobs indirectly. In comparison with agriculture
creates only 44.6% jobs and manufacturing a mere 12.6% jobs. Moreover tourism is the third largest foreign exchange earner after gems, jewellery and readymade garments. In India tourism contributes 6.2% to the national GDP (Gross Domestic Product) and 7.7% of total employment. World Travel and Tourism Council (WTTC) has predicted an annual growth by 6.7% to INR14,964.3bn (9.6% of GDP) in 2017.

The concept of modern tourism came into being in the second half of the 19th century. Since the end of the 2nd World War, tourism has grown into one of the world's largest industries with a growth rate in excess of 5% per annum over the past 20 years. International tourism flew across frontiers in the year 2000, reached 698 million while revenue from these flows reached US$ 595 billion including the revenue from international transport fares. Estimates prepared by the World Tourism Organization (WTO) indicate that global domestic tourism flows are at least 10 times greater than the international tourism flows indicating that there were at least 6,980 million domestic arrivals in 2000. Globally, tourism accounts for 11% of the global Gross Domestic Product and 8% of the world trade employment. In most countries with a large population, domestic tourism is the foundation of a viable and sustainable tourism industry. India's share of global international tourism at 2.64 million foreign arrivals through its borders in the year 2000 is relatively small in volume but almost twice as high in terms of US$ revenue.

Foreign exchange earnings from tourism in India had recorded a massive compound annual growth rate both in terms of (11.59%) dollar and (12.74%) money value. The average contribution of tourism industry to the country's GDP was 5.3%. It is presently the 3rd largest export industry in India the first two being, gem and jewellery and readymade garments and employs the largest man power in the country. The amount of foreign exchange earning realized from tourism industry has substantially increased from Rs. 10,046 crores in 1996 to Rs. 154,146 crores in 2016 as against Rs. 7.7crores in 1951. (Source: Annual Report 2016-17, Ministry of Tourism, Govt. of India)
The direct contribution of revenue to the central exchequer, tourism has significant linkages both backward and forward with several other sectors of the economy like agriculture, horticulture, poultry, handicrafts, construction etc. Several items of tourist expenditure induce a chain of transactions in various other sectors. Each such transaction calls for the supply of some kind of goods and services. Besides this, those directly or indirectly employed following the development of tourism may also demand more goods and services as a result it will not only induce more employment opportunities, but also generates a further multiplier effect through a successive chain of transactions.

It is now well accepted that the Tourism industry is playing an important role towards the contribution to GDP (gross domestic product) of the nation, employment and BOP (balance of payment). Almost all the countries are promoting tourism on priority. Now it is well accepted that the Tourism industry is playing an important role for the contribution to GDP (gross domestic product) of the nation, employment and BOP (balance of payment). And we can say, almost all the countries are promoting tourism on priority.

All over the world the tourism has gained importance as the fastest growing industry, particularly because of the multifarious benefits it ensures to the destinations, to the tourist themselves and to the global geo-political environment as a whole. And fact is that, tourism in its broadest generic sense can do more to develop understanding among people, generate job opportunities, create foreign exchange and raise the standards of living than any rest other economic force.

It is a well-known fact that the complete potential of West Bengal tourism has not been explored yet. Since tourism is a multi-dimensional activity which is basically a service industry, the wholesome participation of all the departments of the Central and State governments, private sector and voluntary organizations, NGO’s will help to attain sustainable growth of it. Fact is that, tourism and economic development are interdependent and mutually contributing. The economy of the region is enhanced
through the creation of infrastructural facilities like transportation, entertainment parks, hotels and motels, lodging and boarding, establishment of tourist villages and the like.

The nature of the tourism industry is such that it cannot function independently under one head. So the members of the tourism industry manage their operations through what is known as the marketing mix. The marketing mix can be summarized under four headings, each of which begins with a 'p' which are: product, price, place and promotion, this is called 4P’s. Middleton and Hawkins add one other ‘p’ to it, that of ‘people’.

Tourism Marketing is beneficial to the economy for any of the country and also for image building, tax benefits, educational and cultural significance, earning foreign exchange and generating employment opportunities. It generates employment to a large number of women, educated, uneducated, skilled or even unskilled in remote and backward areas. It helps prominently in the alleviation of poverty and contributes to the national income. And as a result, there takes place a social, cultural and economic transformation in the society and broader sense in the nation. West Bengal is an important province (state) of India in respect to travel and tourism. It is the right vehicle for developing a state like West Bengal which is on the path of modern economic growth by structural transformation of the economy. Rural Tourism is the travel through and enjoyment in the rural areas, its art and culture, heritage, handicrafts etc. It carries out in a manner that promotes the protection of rural nature, art, culture, handicrafts, heritage etc. and ultimately the rural communities.

The tourism industry in India contributes significantly to the national GDP and provides employment to a number of people. It accounts for about 8.23 per cent to the national GDP and 8.78 per cent of the total employment. It is the second largest foreign exchange earner. The outstanding world heritage sites, forts, monuments, scenic beauty, beaches, hill stations, mountain ranges, evergreen forests, rivers, wild life, diverse and rich culture have placed India in, an advantageous position. She attracts many foreign tourists especially from countries like UK, USA, Sri-Lanka, Canada, France, Germany,
Japan, Australia, and Singapore etc. The year 2015 witnessed a growth rate of 10.7% in terms of Foreign Tourist Arrivals (FTAs) in India. During 2016, FTAs were 88.9 lakh (provisional) as compared to 80.3 lakh in 2015 with a growth rate of 4.5% over 2014. Domestic tourism continues to be an important contributor to the sector. As per the data furnished by State/UT Governments and other information available with the Ministry of Tourism, the domestic tourist visits during the year 2015 were 1432 million as compared to 1282.8 million in 2014 registering a growth of 11.63% over 2014. (Source: Annual Report 2016-17, Ministry of Tourism, Government of India).

It has now become widely recognized that planners and entrepreneurs must take the views of the host community into account if the industry is to be sustainable in the long term. Tourism is a socio-cultural event for both the guest and host. Ignorance of host's opinion would lead to many problems in the development of tourism. Without an auspicious local community, it is very hard for tourism industry to keep sustainable development (Inbakaran & Jackson, 2003). According to Williams & Lawson (2001), student communities’ attitude towards tourism would help tourism planners to select those developments that could minimize the negative impacts and maximize the positive impacts of tourism. By doing so, quality of life for residents could be maintained or enhanced on one hand and the impacts of tourism in the community would be expected on the other hand.
Chapter I, Introduction

1.2. PROFILE OF THE TOURISM INDUSTRY

1.2.1. History of Tourism

There are many references in the Bible that the people who lived in ancient
times lived a life of travel. Abraham and his descendants were moving from one place
to another till their death. The Israel people spent forty years in travel after they were
liberated from Egypt. "And the people of Israel journeyed on foot, from Rames'es to
Succoth, about 600 thousand men besides women and children. A mixed multitude also
traversed with them, along with very many cattle, both flocks and herds".

Moreover, there are many references to great explorers who spent many years in
tavel. Since the first exploration of Alexander the great or only about seven hundred
years since Marco Polo and their amazing explorations crossing many lands, it provides
fascinating accounts of these great persons. These great explorers can perhaps be
credited with the distinction of being the pioneers who subsequently paved the way for
modern travel.

The Romans journeyed primarily to see famous temples in the Mediterranean
areas particularly the monuments and the famous pyramids of Egypt. They also
travelled during holidays primarily to watch the famous Olympic Games and probably
were the first pleasure travellers. The Maharajas, or the ruling class, were less free to go
on a tour than others because their motives could be politically suspicious.

They generally travelled for the purposes of attending coronation durbars of
neighbouring states, important marriages of those belonging to the exclusive club of the
ruling class or for 'triyatra' which involved visiting the holy places for performing
religion activities on beliefs and propitiating the Gods for absolution of sins and asking
for future benefits. The next important class of tourists was the scholars, and spiritual
seekers, who travelled from place to place, in search of higher knowledge, take part in
discussions and discourses on religious subjects and for visiting 'tirthasthanas'. Mark
Twain described it as "a fabulous world of splendour and ranges, of the one country
under the sun with an imperishable interest, the one land that all men desire to see". In
1860, Thomas Cook, the pioneer of organized mass tourism proclaimed in England that the earth in all its fullness and beauty is for the people. The people with the advent of industrialization started moving in large numbers to places away from their usual places of residence and work, with a view to seek change. This phenomenon is a visible result of the great waves of technology, which have changed the social geography of the world since the nineteenth century. Tourism has become such an important activity that it is celebrated every year worldwide. Since 1980, members of the World Tourism Organization (WTO) have been celebrating World Tourism Day every year on 27th September.

1.2.2. Growth and Development in Tourism Industry

Several researches have been done on growth and development of tourism all over the world and got result like international tourism revenue, domestic tourist’s arrival, economic development of residents as well as the concerned countries. The arrival of foreign tourists is projected at 5 per cent growth rate (Average of last 5 years is 4.7%). At this rate the foreign tourists in 2022 shall be 21.4 lakh under the present circumstances and situation. The amount of foreign exchange earning realized from tourism industry has substantially increased from Rs. 10,046 crores in 1996 to Rs. 154,146 crores in 2016 as against Rs. 7.7 crores in 1951. (Source: Annual Report 2016-17, Ministry of Tourism, Government of India). In India tourism contributes 6.2% to the national GDP (Gross Domestic Product) and 7.7% of total employment. (Source: World Travel and Tourism Council (WTTC) has predicted an annual growth by 6.7% to INR14,964.3bn (9.6% of GDP) in 2017. The developments of information technology, communication technology and low-cost airlines and more accessible airports have made many types of tourism more affordable. Lifestyle has been changed, such as people who sustain year round tourism. Some sites have now started to offer dynamic packaging, in which an inclusive price is quoted for a tailor-made package requested by the customer upon impulse. The Tall Ships' Races 2007 in Szczecin, Poland, The World Tourism Organization (UNWTO) forecasts that international tourism will continue growing at the average annual rate of 4%.
By the help of e-commerce, tourism products have become one of the most trading items on the internet. Tourism products and services have been made available through intermediaries, although tourism providers (hotels, airlines, etc.) can sell their services directly. Indian travel and tourism industry has been on rise and is gaining popularity amongst travellers all over the world. It is considering as an engine of growth for Indian economy and helps to promote sustained development of infrastructure, such as airports, railways and roads etc. leading to connectivity of various tourist destinations.

Besides that, improvement and expansion of the existing and new tourism products such as cultural and heritage tourism, rural tourism, adventure tourism, health and healing tourism, etc; promotion of 'Incredible India' campaigns; as well as active participation of State Governments therein establishes India's competitive advantage in the sector. This has enhanced the foreign exchange earnings of the country as well as improved its trade relations with other nations. All such measures and incentives, undertaken by public and private sectors, are a source of several investment opportunities in the industry.

1.2.3. Tourism Structure

The beginning of the present day tourism was in the 1950s, it dominated the behaviour of the perceptions, the economics of millions upon millions of people\(^1\). It is one of the major sociological and economic phenomena of the twentieth century. The definition of Hunziker and Krapf paved the way for a structure of tourism. The tourism industry is massive. It involves a huge variety of people including centres of attraction, tour operators, travel agents, airline and cruise ship, employees, centres of accommodation, Handicraft makers, restaurant owner, Tour guides and other people who independently offer goods and services to tourist\(^2\).

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Today tourism has been widely recognized as a global Industry. According to Robinson (1976) tourism is explained as a dynamic industry. Smith and Medlik (1988) accepted tourism as an industry\(^3\). In 1955 Wahab says that - any product whether tangible or intangible that serves to gratify certain human needs should be considered as an industrial product and that if a bond of product exists between various companies and organisation in a way that characterised their overall function for unity at their place in economic life then they should be considered as an industry\(^4\). The tourism industry is much more complex than what is experienced out of it.

\[3. \text{DR. Jha S. M. (2005), } \text{Tourism Marketing}, \text{ Himalaya Publishing house, Mumbai, p11}\
\]
Structure of the International Tourism Industry

Chapter I, Introduction

Fig. 1.1. Tourism Industrial Structure

The Tourism Industry is the outcome of the combination of various sub industries or sectors which provide tourism related services. As a competitive industry that requires the ability to constantly adapt to customers changing needs and desires as the customer’s satisfaction, safety and enjoyment are particularly the focus of tourism business. The industry is divided into different sector like-Transport, Travel Services, Accommodation, Recreation and Entertainment.

The Transport sector of the tourism industry includes the air, rail, road and water modes of transport. The travel service sections include the Travel Agents, Tour Operators and Transport Agents. In the accommodation sector different kinds of accommodation provided to tourists like star, budget, supplementary and MICE are included. In house and outdoor recreation and entertainment are the important sectors of the Tourism Industry. Most of the components of industries get related to various commercial and non-commercial activities which are providing their services to the tourists. These sectors of the tourism industry are supported by various services they are:

- Public support
- Private support
- Market support

Health, safety, and police services are provided to the tourist by the public support sectors. Corporate, Event Management and Human Resource services are included in private sector. The market support services are Tourism product Designing, Sales promotion and publicity campaign. In Large Multinational Companies (MNCS), small business houses and individuals working as guides at tourist spots, all constitute the tourism industry. The components of the tourism industry in developing country may be relatively simple to identify as compared to the components of the tourism industry in an industrialized nation.
1.2.4. Tourism Products and Services

Middleton (1989) has introduced the term total tourist product or the overall tourism product. He suggests that “From the standpoint of a potential customer considering any form of tourist visit, the product may be defined as a bundle or package of tangible and intangible components, based on activity at a destination. The package is perceived by the tourist as an experience, available at a price” (Middleton & Clarke, 2001).

This tourist product can be divided in two levels: the total level referring to the complete experience of the tourist from the time one leaves home to the time one returns, being synonymous with the components model. The other level is the specific level, which is that of a discrete product offered by a single business. (Middleton, 1989; Middleton & Clarke, 2001). Tourism and travelling is regarded as a service industry the authors in tourism marketing literature (Middleton 1989, Middleton & Clarke, 2001; Seaton & Bennet, Smith 1994) use the term “product” instead of the term “service” when they refer to the offering of the company targeted for the customer.

Authors often refer to the service marketing literature when introducing the characteristics of the industry but use the traditional marketing management terminology when discussing the product/service. According to Middleton and Clarke (2001) the tourist product means customer value, which is “the perceived benefits provided to meet the customers’ needs and wants, quality of service received, and the value for money” (Middleton & Clarke, 2001).

The tourist product is fundamentally a complex human experience (Gunn 1988), which is an output of a production process, where the tourist utilises the facilities and services to generate the final output, experience (Smith, 1994). Value is added in each stage of the production process and the consumer is an integral part of the process (Smith 1994). Regarding tourist product three levels can be there the core products, the formal (or tangible) product and the augmented product (Middleton & Clarke 2001; Kotler, Bowen & Makens 1999; Levitt 1981, and Gronroos 1990). The core product,
the idea, the key message, is the essential service or benefit designed to satisfy the identified needs of target customer segments. The formal product means the specific offer for sale stating what a customer will receive for the money.

This tangible product is a marketing interpretation that turns the core into a specific offer. It contains the facilitating products, the services and goods that must be present for the guest to use the core product as well as some extra supporting products. The brochure description of the formal product forms the basis for the sale. The terms product design or physical evidence are identified as one way to differentiate the formal product. (Middleton & Clarke, 2001; Kotler et al. 1999). The service management literature points out that new-product development in service industries should follow a structured planning framework (Zeithaml & Bitner 1996). The fact that services are intangible makes it even more imperative for a new-product development system to have certain basic characteristics. In the highly competitive tourism industry, improving service quality to gain competitive advantages is one of the keys to sustainable tourism and destination management (Liu and Yen, 2010). Tourist satisfaction is recognized as one of the key judgments that tourists use to measure tourism services, while future behaviour intentions are very closely connected with satisfaction. The expression of satisfaction will result in behavioural responses to recommend, say positive things about and revisit to destinations. (Cole et al., 2002; Kouthouris and Alexandris, 2005; Cole and Illum, 2006). Service quality is a consumer's judgment about an entity's overall excellence or superiority (Kang and James, 2004).

1.2.5. Tourism Trends

Conventional Trends

Tourism is in a stage of revolutionary change and a new tourism is emerging fast, tourism that promises flexibility, segmentation and diagonal integration. The types of tourism are driven by information technologies and changing consumer requirements. This can be broadly referred as Tourism Trends. Travel for the pure pleasure of it has sparked tourism and it has been one of the rich practices since ancient times. Modern
tourism involves a universal access to Travel for individuals in the western world with destinations on an international scale competing for these tourists. Speed, comfort and value for money are the bases for gaining and maintaining market share in the highly competitive tourist market. Modern tourism involves many different types each that in turn have had an impact on the transport means. Transportation is considered to be the prolific factor in the advancement of human civilization and is the basic backbone of modern tourism. Today tourism is one of the largest and dynamically developing sectors of external economic activities. International tourist arrivals (overnight visitors) reached a total of 1,235 million in 2016. This was 46 million more than in 2015, or an increase of 3.9%. The global pace of growth was slightly more moderate than in 2015 (4.5%), but in line with UNWTO’s long-term forecast of 3.8% per year for the period 2010 to 2020.\(^5\) Tourism is the third largest foreign exchange earner after gems, jewellery and readymade garments. In India tourism contributes 6.2% to the national GDP (Gross Domestic Product) and 7.7% of total employment. World Travel and Tourism Council (WTTC) has predicted an annual growth by 6.7% to INR14,964.3bn (9.6% of GDP) in 2017.

Recent Trends

According to the report on the United Nations World Tourism Organization (UNWTO) forecasts, international tourism will continue growing at the average annual rate of 4% and by 2020 Europe will remain the most popular destination. Long haul will grow slightly faster than intraregional travel and by 2020 its share will increase from 18% in 1995 to 24%. With the advent of e-commerce, tourism products have become one of the most traded items on the internet. Tourism products and services have been made available through intermediaries, although tourism providers [hotels, airlines, etc.,] can sell their services directly.\(^6\)

\(^5\) www.unwto.org

\(^6\) Rizvi G.A.H. (2008), Tourism in Recent Global Scenario, CyberTech Publication, New Delhi, p16
There has been an uptrend in tourism over the last few decades, especially in Europe, where international travel for short breaks is common. It should also be noted that, in the recent times, tourists have a wide range of budgets and tastes, and a wide variety of resorts and hotels have developed to cater for them. The developments in technology and transport infrastructure, such as jumbo jets, low-cost economic airlines and more accessible airports have made many types of tourism more affordable. With every passing day, with the advent of the latest technologies and reaching out to people is becoming a child’s play. Importance of bettering relationships with the neighbouring countries, establishing newer networks across the globe has taken the tourism industry to its zenith. Tourists have higher levels of disposable income and greater leisure time and they are also better – educated and have more sophisticated tastes. A look at a travel brochure these days shows a tendency by travel writers to speak in superlatives such as “Grand colonial architecture”, “sparkling beaches” and “amazing monuments” and so on. Space tourism is expected to “take off” in the first quarter of the 21st century, although compared with traditional destinations the number of tourist orbit will remain low until technologies such as a space elevator make space travel cheap. Technological improvement is likely to make possible air-ship hotels, based either on solar-powered airplanes or large dirigibles.

Some futurists expect that movable hotel “pods” will be created that could be temporarily erected anywhere on the planet, where building a permanent resort would be unacceptable politically, economically or environmentally. In recent years, even second holidays or vacations have become more popular as people’s discretionary income is increasing. Travelling brings people into contact with each other and, as tourism has now been accepted to have an educational element, it can foster undertaking between peoples and cultures and provide cultural exchange between hosts and guests. Tourism today has acquired wide social and economic dimensions, due to fast and instant communication the world has turned into a global village.

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Chapter I, Introduction

A couple of important trends have shown up in recent tourism studies. Besides from growing as an activity, tourism is changing shape. People are taking more short vacations rather than one long vacation each year. There is a growing interest in vacations that involve participation which gives rise to “new” forms of tourism namely ecological, cultural, heritage and agricultural or rural tourism. The impact of tourism can be increased by selling local people retain ownership of business that serve tourists. In this scenario, rural tourism is particularly high in impact because the labour used, business ownership and the products sold are usually local. India being a land of agricultural wealth has a great potential to make Rural Tourism as trump card for local, regional and national developments as well as a cue for promotion of rural uniqueness both in the country and the world over.

1.3. GROWTH OF WORLD TOURISM: A NEW PILLAR TO THE GLOBAL ECONOMY

According to the World Travel and Tourism Council (WTTC) (2000), the tourism industry is the biggest industry in the terms of investment, employment and GDP. Tourism is significant export product and employment generator. A report published by the Harvard Kennedy School (2007) on economic contribution of tourism has discussed about the direct and indirect contribution of tourism towards economic development. (Peter De Brine, Amy Lehr, and Hannah Wilde, December 2007). According to The Creative Economy Report (2008) Tourism has found a position for itself as an effective instrument for generating employment, significant generator of earning revenue and foreign exchange at the national level. It has the power in enhancing environment preserving culture and tradition thereby facilitating overall development of the residents as well as the nation. The travel and tourism industry generates various products and services to provide for the entertaining as well as business needs of both domestic and international travellers.
Tourism has become a significant industry in both poor and rich economies because of its important impacts on economic, livelihoods and socio-cultural development. On the other hand, poverty reduction has become an important item on the tourism agenda. In the last two decades, an increasing number of destination economies have come to rely on the travel, tourism and hospitality industry, as their main source of livelihood or income. Tourism is one of the world’s largest and fastest growing industries and this industry has grown rapidly worldwide, resulting in economic and social benefits; and this industry is playing a vital role in enhancing the trade performance of a country. By the proper interventions, such economic benefits can play a crucial role in the process of poverty alleviation (Shah, 2000).

In the year 1999, the United Nations Conference on Sustainable Development has acknowledged that the tourism is a rapidly growing phenomenon and has become one of the largest industries in the world. It plays an important and certainly positive role in the socio-economic development and also creating the new employment opportunities. Travel and Tourism is a key sector for economic development and job creation throughout the world. In 2016, Travel and Tourism directly contributed US$2.3 trillion and 109 million jobs worldwide. Taking its wider indirect and induced impacts into account, the sector contributed US$7.6 trillion to the global economy and supported 292 million jobs in 2016. This was equal to 10.2% of the world’s GDP, and approximately 1 in 10 of all jobs. Where, the direct contribution of Travel and Tourism to GDP in 2016 was INR 4,809.8bn (3.3% of GDP). This is forecast to rise by 6.9% to INR5,141.1bn in 2017. (Source: WTTC, Travel & Tourism Economic Impact, India 2017).

The world of travel and hospitality has entered a new era of growth and transformation. Global business travel spending hit a record-breaking $1.2 trillion in 2015, up five percent from the previous year. In the United States, renewed consumer confidence, along with a shift in household spending from goods to services and experiences helped leisure travel gross bookings sustain a growth rate well ahead of gross domestic product (GDP). Healthy booking trends in the business segment, as well
as growth in some of the world’s largest leisure markets, will fuel global travel growth in 2017. Direct travel and tourism GDP growth is projected to reach 3.8%, outpacing broader global GDP growth of 2.5%. (Source: WTTC/Oxford Economics 2016).

1.4. TOURISM AND GEOGRAPHY

A.M. Bagulia in the book, Indian Geography (New Delhi: 2006) details about the study of Earth and all that relate to it in terms of flora and fauna plus all that pertain to its inside-outside as Geography. Among various subjects of study, the formation and structure or shape of Earth is of the greatest interest. The geographical location of India provides it many advantages. It gives diverse climatic conditions which lead to a variety of flora and fauna. This book portrays Indian geography in lucid manner. The chapters make the core of the study, the country, landscape, land and the people, Agriculture sector, Transportation system, forestry and wildlife, and the climate. Deepa Garg in the book, Geography of Tourism (New Delhi: 2009) provides detailed information’s about the regional tourism development and its impact, problems and prospects of the region and development of rural areas. This book provides and account of the growth, development and changes that are occurring within the geography of tourism. She takes a major step into a more analytical approach to global tourism. Ranjit Taneja in his book, Travel Geography, (New Delhi: 2006) provides detailed information about the impact of tourism on local facilities, it involves the volumes of tourists passing through a region. He goes on to discuss about rural tourism located in agricultural landscape which is characterized by enjoyment of a tamed farm or highly modified landscape. He presents the environmental and social effects of Tourism services, Rural Tourism Industry and it driving forces, benefits of Rural Tourism to the host community, tourism and socio-cultural exchanges. Rural Tourism market and the development of Rural Tourism Product are also explained. Rosemary Burton, in the book, Travel Geography, (England: 1998) provides a detailed information about the important tourist destinations of India with its geographical structure. She also explains the Natural value of India.
1.5. SCOPE AND IMPORTANCE OF THE STUDY

West Bengal is a huge state endowed with lots of natural attractions such as serene beaches, rocky hills, sprawling wildlife sanctuaries, adventure sports, vibrant metropolis, rural destinations and medieval monuments. This large state has immense potential for the expanding of the tourism industry. There are a number of agencies working in the semi - government and private sector for promotion of tourism in West Bengal. So, an in-depth study is necessary to ascertain whether the optimum management potential is made use of by the above units. Besides these based on the above study, the strategic management principles and methods to be adopted by the tourism industry in West Bengal can also be worked out in the years to come. The new advertising strategy has to have an element of aggressive selling of rural tourism products.

Price becomes an important element in - the advertising text to draw customers to rural tourism in West Bengal. The idea has to dispel the misgiving that the prices of West Bengal tours must be high and not within the reach of most people. An attempt has to be made to project West Bengal as a destination by itself and affordable too. Scope of the study also covers marketing strategies keeping in mind the present scenario where the existing Marketing Strategies are not as successful in West Bengal as they are in the other states and nations. As for example, various countries and states are using the latest technology, tools and strategies for marketing and promotion of the tourist’s places, like ICT, internet and their applications. These concepts (applications) are massively used for promotion currently (e.g. well versed websites, use of multimedia, GPS system, social sites, videos, digital screens, App’s and QR Codes). These technological tools change the dimensions and reach of marketing and promotions. Today without these it is impossible to promote any kind of product with minimum error, curtailing time, reaching to the masses in fraction of seconds and deserving results of visibility of the product. If these technological advancements are used to its fullest potential it will take West Bengal tourism years ahead than others.
While several plans and programmes have already been devised for tackling these challenges, successful implementation would be critical to accelerate growth. Besides this it is a well-known fact that the complete potential of the West Bengal tourism has not been explored yet. Since tourism is a multidimensional activity which is principally a service industry. The wholesome participation of all departments of the Central and State governments, private sector and voluntary organizations, NGO’s will help to attain sustainable growth in tourism. Thus Significance of the present study will help to put forth the current status of the West Bengal Tourism with respect to the marketing aspects and to understand the deficiencies in the services product and expectations of the customer/tourist. The research will also help create profitable product and services in West Bengal tourism and take step towards creating West Bengal Tourism as ‘Brand’ or ‘Image’. This study also helps to understand the importance of communication and co-operation of the various stake holders of the tourism industry.

Tourism is basically a services industry. Tourism services differ from other manufacturing goods in terms of four main factors – intangibility, heterogeneity, perishability, and inseparability. Marketing as old as man- is now in its third stage. We have seen different stages of our economy, the Industrial revolution stage, Agricultural revolution-stage and now Service Industry-stage. Therefore if the product is not well marketed it will not give accepted result. Proper marketing helps and encourages for decision making. Marketing activities serve the advertising, promotions, brand creation, brand building of the product. Tourism marketing is beneficial to the economy of the country and state as it is instrumental in image building, tax benefits, educational significance, and cultural significance, earning foreign exchange and generating employment opportunities.

According to Annual Report of the United Nations World Tourism Organization (UNWTO), Asia and the Pacific is the most visited region in the world after Europe, having received 303 million international tourists in 2016 – around one quarter of the world’s total. By 2030 UNWTO predicts this number will reach 535
million. Further, the region – in particular China – is fast becoming the main source market for many destinations including those within Asia and the Pacific.

The driving forces shaping tourism in the region are expounded upon in the third edition of Asia Tourism Trends, a report UNWTO produced in collaboration with the Global Tourism Economy Research Centre (GTERC). The report finds that the “consumer class”, with its specific characteristics, has now been recognized by professional and academics alike as the engine behind the average 6% annual growth in international arrivals between 2005 and 2015, far above the world average of 4%. In tandem with the technologically-savvy millennial generation that is setting the pace of global tourism growth, these consumers and the resultant tourism expansion present a major challenge to the region to deliver the required transport and accommodation infrastructure, and improve human capital development in terms of education, training, policy and planning.

Almost all the countries are promoting tourism on priority. The potential of tourism sector in general and rural tourism in particular to stimulate economic and social development thereby transforming economies is internationally acknowledged. Therefore it very much clears that, the tourism industry is playing an important role in the development of the nation and their regions. To tap such opportunities and to reach out to the customer industry need to largely depends upon to the Marketing of their places and products. Being a service industry, the industry has to come out with new marketing strategies. There is a need to take steps to improve the present scenario of tourism. There is a need for better marketing and brand strategies to promote the sector which can play vital role in growth and development of tourism in general and rural tourism in particular in state.
1.6. THEORETICAL BACKGROUND OF THE STUDY

There are several theories that explain the participation of people in projects. This research utilises the theoretical foundations proposed by two prominent theories. They are Civic Voluntarism Model and Leader-Participation Model. Civic Voluntarism Model has its origin in Political Science and Leader-Participation theory has its origin in Management Science. Both theories are explained below.

The Civic Voluntarism Model was proposed by Sidney Verba and Norman Nie in 1972 to explain the level of people participation in politics. Initially the theory was referred to as resources model. Though originally the theory was meant to explain the involvement in politics, later the theory was applied to explain how individual respond to economic and social environments. According to the theory people participation in social life is determined by three factors. They are: the availability of resources, psychological engagement with the project, and belongingness to recruiting networks. Resources mean the availability of time, money and civic skills. They also include the socio economic factors. Psychological engagement is dependent on the perception of efficacy of the project and finally the recruitment network is the requests for participation that come from social organisations. An individual may be requested to participate in a particular activity that has social significance because of his or her affiliation with a club or religious organisation and this request gives the individual a feeling of obligation to participate.


The study has examined the participation of residents based on three factors proposed in the civic voluntarism model. The demographic details of the respondents gave insight regarding their resource availability. Four specific questions were asked to determine level of psychological engagement of the respondents in the tourism project. The third factor is belongingness to recruiting networks. The study by Kang and Kwak suggest that length of residence and neighbourhood stability have significant influence in determining interpersonal network and belongingness\(^\text{12}\). Another theory used in this research is **Leader - Participation Model**. It was proposed by **Victor Vroom and Philip Yetton** to explain the leadership behaviour in organisations\(^\text{13}\). They examined how subordinates can be encouraged to participate in the decision making process. When they proposed the theory initially there were seven stages of participation but later modified to five stages\(^\text{14}\). The first stage is where leader tells and sells the decisions to the subordinates. The leader tells the subordinates to do something and the subordinates have to execute. In the second stage the leader gathers information from the subordinates and makes the decision for him and communicates it to the subordinates. In the third level also the leader gathers information from the subordinates, but only from selected individuals and decides for him. In the fourth level the leader shares the problem to the group and gathers information and ideas from the group. However, the decision is made by the leader. The fifth level is participative decision making where subordinates and the leader together analyses the problem and arrives at an appropriate decision making\(^\text{15}\).

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The theory finally concludes that participation at the highest level is achieved when people are given a role in the decision making process. When individuals take active roles in decision making they usually tend to own the decisions and try to implement the projects. This study utilises the leadership-participation theory to examine whether the role in decision making influences the level of participation. Therefore questions were asked to examine the level of resident participation in the different tourism related projects.

1.7. MOTIVATIONS TO TRAVEL

Motivation and personality are the major factors to the tourist to choice of travel destinations. While one may like to relax in a beach resort another may like to spend the vacation in a hill resort. Similarly, art lovers may like to visit museums or monuments. Tourists’ travel motivations may be categorized as pleasure and recreation, art and culture, nature and wildlife, training and education, health and medical, spirituality and religion, sports and adventures etc.

1.7.1. Pleasure, Relaxation and Recreation

Pleasure, Relaxation and Recreation are three important motivations that make people travel. Every human likes to refresh himself from the routine life after a certain period of time. Today because of the competitive and stressful life everyone needs a break. The elevated economical standards also motivate for this. Pleasure tourists get involved in wide range of outdoor activities such as sunbathing, tennis, water skiing, shopping, and socializing, preferred visit to beaches, hill-stations and mountains.

1.7.2. Sports and Adventure

Participation in sport events or watching them as spectator is now an important travel motivation. Several regional, national and international meets and events attracts
people from different parts of the world either to participate or to watch the events. Tourists prefer to combine their vacation with sports events to get value for money. Adventure sports are another important travel motivation. Some adventure sports like bungee jumping, sky diving, snorkelling, trekking, mountaineering, rock climbing, parasailing, river rafting, scuba diving etc. are exciting and attractive activities for adventure tourists.

1.7.3. Health and Medical

Maintaining good health has become an increasingly important factor in people’s lives. India holds an advantage as a Medical Tourism country due to the well trained doctors and medical staff, up-to-date medical equipments and the cost of quality of medical procedures and services are low compared to developed countries. Health tourism is concentrated on spas and cosmetic surgery requirements.\(^{16}\)

This plays a vital role in offering diverse health and medical facilities to people across the world and gives a boost to tourism. Indian healthcare is expected to grow at 15% per annum. Health tourism in India is a one of the favourite vacation packages for people across the world. Health packages, meditation courses, yoga ashram courses and a number of institutional courses are available for tourists visiting India. It has long been known that Indian cities provide health services at a much cheaper rate than the US cities. Many fatal illnesses have been known to be solved by ancient Indian medical methods, most of which come from the Vedic disciplines. Being a nation of extremely well educated population, India is considered as one of the major destinations for some world-class medical treatment.

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1.7.4. Education

Thrust for education is one of the important drives for tourism. Tourism fosters a number of the exchange programmes across communities through direct interaction between the host and the guest. Students travel to obtain knowledge directly from renowned teacher, pioneer of the subject to understand the subject in depth. For instances, foreigners travel to India to learn about Hindustani Gharana Music. Similarly, many Indian universities have exchange programmes that facilitate foreign students to study in India and vice versa. Certain states of India offer international quality education at a very low cost.

1.7.5. Culture

Cultural tourism is the subset of tourism concerned with a country or region’s culture. It generally focuses on traditional communities who have diverse customs, unique forms of art, and distinct social practices, which basically distinguish it from other types/forms of culture. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout the world.

1.7.6. Business

Today the whole world has become a global village. Internet has destroyed the boundaries and geographical limitations, these no longer are a hindrance for any kind of business to operate, also due to the open economy, the whole world has become a single market and all have got equal opportunities to operate various business. For such expansion of business proper region wise establishments are required, which in turn encourages several visits to those places and this gives boost to business tourism.

1.7.7. Adjectival Tourism

Adjectival tourism refers to the numerous niche or specialty travel forms of tourism that have emerged over the years, each with its own adjective. Many of these have come into common use by the tourism industry and academics. Others are emerging concepts that may or may not gain popular usage. Examples of the more
common niche tourism markets include: Agro-tourism, Culinary tourism, Cultural tourism, Ecotourism, Extreme tourism, Geo-tourism, Heritage tourism, Medical tourism, Nautical tourism, Pop-culture tourism, Poverty tourism, Religious tourism, Space tourism, War tourism, Wildlife tourism etc. This kind of special interest tourism itself often dictates the planning and the development of travel to a particular destination.

1.7.8. Other Types Tourism

Travellers moving as folk arts viewers, handicraft fairs, traditional music lovers, classical and folk dance viewers, visits to forts, festivals and fairs, art and crafts, entertainment and amusement enjoyers of local leisure and night life etc. Good food with regional specialty is added attraction for which tourists prefer to move from place to place. Most people in the west have some kind of fascination for Indian cultures and that makes the deal all the more profitable as a worthwhile vacation is also on the cards if you are looking for something extra. Thus according to the researcher- adventure, fun, flora & fauna, pilgrimages, business, history, medical etc. are the factors motivating travel.

1.7.9. Rural Tourism

Tourists nowadays are shifting their interest of travel to explore and experience the destination and to have firsthand knowledge of the local people, their cuisine and actual way of living. It can be a variant of eco tourism. Any village can be tourist attraction. Agriculture becoming highly mechanized and therefore requires less manual labour. The concept of rural tourism has been developed for showcasing the art, crafts, and culture of rural life and for creating gainful employment in villages with tourism potential. Rural tourism is located in agricultural landscapes and is characterized by enjoyment of a tamed – nature or highly modified landscape. It is about the land uses and human cultures that the interaction between humans and the land have created.\(^{17}\)

\(^{17}\) Dr. Venugopal K. (2012), Modern Tourism Concepts, Ankit Publishing House, New Delhi, p230
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Travel Motivations and Types of Tourism

![Diagram of travel motivations and types of tourism]

Fig. 1.2. Travel Motivations and Types of Tourism
1.8. INTERNATIONAL STUDIES ON TOURISM

The study undertaken by Zoe Chafe and Martha Honey from the Centre on Ecotourism and Sustainable Development tried to analyse the demand for socially and environmentally responsible tourism. The title of the study is **Consumer Demand and Operator Support for Socially and Environmentally Responsible Tourism**. The findings of the study were based on the responses from a large number of people during a comparatively larger period of time, say 2003 to 2004. The respondents were also from different geographical regions and countries including USA, Europe, Costa Rica and Australia. As per their study majority of tourists from the above mentioned countries wanted to know and learn more about the unique social, cultural and environmental issues of tourism. More than half (53%) of the American tourists agree that they have better travel experience when they have possibilities to learn about history, culture, customs geography of the destinations. More than sixty percentages (60%) of British tourists want some information on the ethical criteria associated with travel and around 37% of them try to gather information about the destinations even before they start the travel. It is important to note that 78% of the British travellers consider it important to them that the brochures distributed to them include social and environmental information. With regard to social and cultural aspects, 62% of the American tourists said that it is important for them to study about other cultures when they travel. With regard to the environmental impact the more than 80% of US travellers felt it important that tourism service providers should take steps to preserve and protect destination environment. Sixty one percentage of US tourists surveyed said that travel experiences are better when destinations are preserved natural and historical. 59% of them support more regulations for the maintenance of national parks and public places. On an average 42% of European travellers said that they want to visit places which provide clean air and water. Another international study is by Frederico Neto.

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According to him Tourism is one of the largest and fastest growing industries in the world. It is an increasingly important source of income, employment and wealth in many countries. Rapid expansion of tourism has led to detrimental environmental and socio-cultural impact with higher intensity in the developing countries. The title of his study is - A New Approach to Sustainable Tourism Development: Moving beyond Environmental Protection. This research analyses the important economic benefits and environmental impact of tourism, in the context of the international sustainable tourism agenda. When sustainable tourism development and ecotourism approaches are well maintained the benefits to the host communities would certainly increase. However they need not necessarily increase the benefits to the less privileged in these societies. Hence there is the need for convergence of all tourism development efforts to a pro-poor approach. Roger Harris and Doug Vogel conducted a study on “E-Commerce for Community-Based Tourism in Developing Countries.” This study examines the importance of Information and Communications Technology (ICT) in the promotion of tourism- especially rural tourism\textsuperscript{20}. Their findings are based on an action research they conducted in three Asian countries, namely China, Malaysia and Vietnam. Based on facts they point out that community based tourism provides alternative economic opportunities in rural areas. It has potential for creating jobs and entrepreneurial opportunities for people from a variety of backgrounds, skills and experiences and especially for women and rural communities. Internet is restructuring the distribution channels of tourism industry. As per 2000 tourism statistics 38.5\% of the totals sales in the world happen through internet. Tourism industry is one of the industries quickly resorting to internet sales. “The hard reality in the tourism industry today is, if you are not on-line, you are not on sale.” More than any other medium, the Internet is able to provide comprehensive information to potential customers and in a strikingly personal and interactive manner.

\textsuperscript{20} Harris R. and Vogel D. (2004), \textit{E-Commerce for Community- Based Tourism in Developing Countries}, City University of Hong Kong, Department of Information Systems Hong Kong.
The use of internet can bring the tourists and the service providers closer and thereby minimise the loss of income through marketing chains. The penetration of Internet in the Asia and Pacific region is increasing rapidly. This region accounts for the highest growth of tourism in the near future and is expected to overtake the Americas region by 2020.

UNDP has launched a Digital Opportunity Initiative (DOI) in 2001 to help the developing countries to tackle bottlenecks in implementing e-strategies for community development. The implementation of telecommunication centres (information Kiosks) for rural communities can be highly useful for rural development and information sharing- including tourism. Finally the researchers analyses three locations the following specialities. One, a community that has tourism but not ICT, second, a community that has ICT already but without tourism and the third is a community that has neither tourism nor ICT. In the first category the researchers study the Bai Yang Gou Valley tourist region in Xingjinag province of China. Bario rural community in the island of Borneo in Malaysia is studied under the second category and Tri Ton District in Vietnam is studied under the third category. If ICT is used extensively in the tourism industry, there is high potential for enhancing the rural tourism marketing and minimising leakages through intermediaries.
1.9. TOURISM STUDIES ON MAJOR REGIONS

Studies on African Region

Prof. Faustin Kamuzora made a study on the contribution of tourism in Tanzania. The title of the study is Not All That Glitters is Gold: The Need for Critical Interpretation of Tourism Sector Contribution in the Tanzanian Economy. The annual growth of international tourism predicted average for all the globe is 4.1%. African region expects an average annual growth of 5.5% by 2020. The contribution of tourism to national economy is also expected to be higher in Africa than many countries in the World. Tourism is said to contribute 16% of GDP and more than 25% of the foreign exchange.

Tourism directly employs 3.1% of the workforce of the country. Thirteen percentages of capital investment and 31.3% of total export depend on tourism. The international tourism is growing rapidly in Tanzania. It had 295312 tourists in 1995 and increased to 576000 tourists in 2003- almost doubled during a period of just eight years. Though the above figures are all impressive, according to him there is huge loss of tourism income due to leakage. The calculations made through tourism satellite accounting research (TSA) by WTTC are also not fully reliable and does not reflect the loss of revenue through different forms of leakages.

Another study is conducted by Bruce Aylward published in 2003 in the book Nature Tourism, Conservation and Development in Kwazulu-Natal South Africa. The study was funded jointly by the World Bank and the Development Bank of South Africa. It was conducted for a period of 1999 to 2002.

Another study is conducted by Bruce Aylward published in 2003 in the book *Nature Tourism, Conservation and Development in Kwazulu-Natal South Africa*. The study was funded jointly by the World Bank and the Development Bank of South Africa. It was conducted for a period of 1999 to 2002. The title of the study is *The Actual and Potential Contribution of Nature Tourism in Zululand- Considerations for Development, Equity and Conservation*. KwaZulu-Natal is one of the ten provinces of Republic of South Africa.

The region contains diverse range of cultures and natural ecosystems which contribute to the growth of tourism. KwaZulu-Natal has a protected wildlife area over 675,000 hectares, (8.4% of the region) and other private game ranches and reserves of 167000 hectar (approximately 7% of the land). The province of KwaZulu-Natal has a vibrant tourism industry that focuses on nature. The major findings of the research are the following. Nature based tourism play a major role in the economy of KwaZulu-Natal. It accounts for 21% of the gross geographical product and 6% of the gross domestic product of the region. Nature tourism is able to supply 30% of the employment that is almost 80,000 jobs in a year. The indirect jobs created by nature tourism are only 2500 which are only 2% of the jobs in the region. The contribution of international tourists is significant in nature tourism. They account for 57% of economic contribution to the region. The role of public sector in the nature tourism is limited. Eighty eight percentage of the tourism is with private sector. The study also brings out several interesting findings regarding the contribution of tourism to different economic strata. Regarding financial gains the study points out that those in the lower economic strata benefit more than those in the higher economic strata. Forty six percentage of labour generated through tourism goes to the unskilled and 24% goes to the semi-skilled. The return on capital employed is 12.7% against 9.7% in the economy as a whole in South Africa. 40% of the tourism income goes to low-income households and 79% of it goes to rural households.

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The nature tourism in the region includes gaming in the public and private forests. Ecological survey was conducted to evaluate the impact of nature tourism on conservation. It was found that the contribution of private forest is more than double the contribution of publicly held forests. The ecological footprint of private game reserves is modest with an average of 3% and is superior to public forests. The study discusses conservation finance- a relatively new concept. By conservation finance is meant, that portion of money that goes into conservation of the destination. Major sources of conservation financing are gaming and hunting. The gaming brings income through the following means- entrance fees, accommodation charges, revenue from restaurants and shops, income from trails, rides and camps. The contributions of private game reserves were higher than the public reserves. The revenue earned from hunting is comparatively insignificant to that from gaming. Caroline Ashley has conducted a study on impact of tourism in Namibia. It was conducted with the support from Overseas Development Institute in London. The title of the study is The Impacts of Tourism on Rural Livelihoods: Namibia's Experience. Namibia, officially the Republic of Namibia, is a country in Southern Africa whose western border is the Atlantic Ocean. It shares borders with Angola and Zambia to the north, Botswana and Zimbabwe to the east, and South Africa to the south and east. The study begins by analysing the conventional approaches to tourism -as a means for macro-economic growth. The tourism in Namibia must be seen from a livelihood approach. In the livelihood approach the emphasis is on community participation and flow of tourism benefits primarily to the poor locals. Namibia’s tourism has grown since independence in 1990.

The main tourism products are wildlife and wilderness scenery in lightly populated areas. Community participation in tourism projects is effectively promoted during the 1990s both by the Government and NGOs. While negotiating for two projects in the Torra conservancy of the country, people gave priority to livelihood issues than economic gains.

The project that offered more return in financial terms was rejected on account of many reasons like loss of control over the land for longer duration, difficulties in the livelihood activities (of farming, livestock and pastoral activities), loss of control over some of the natural resources like natural spring. The community linked natural resources management programme was very much helpful in building social capital of the country. Community involvement in development decisions is not without troubles. There were cases of conflicts between families and communities. The key to successful implementation of tourism projects is to plan tourism income and activities in such a way that they are complementary to the existing activities. The tourism related activities must directly or indirectly strengthen the existing activities. Wildlife tourism in some of the regions in Namibia—according rural people—disturbs the wildlife. The final result is the attack on farms and damage both farm produces and raise threat to their livestock.

Income from tourism is available to the people in the locality in different forms. At first, those having regular jobs in connection with tourism are getting a steady and reasonable income. Another source of income is from casual earnings, out of the sale of grass, food, wood, crafts etc. Third source of income from tourism is from own tourism enterprises. The income depends on the nature of ownership and size of the organisation. The fourth source of income is collective income that is available for the community for the use of community’s resources like forest, wildlife, environment, scenic views etc. Often this collective income is not enough to change livelihood strategies. The research concludes with the finding that community involvement in tourism planning and decision making can minimise the costs and maximise the benefits. The community instinctively, albeit informally make decisions by weighing up complex pros and cons and what best fits their needs.

The Governments should not enter into decision making in tourism, except to establish broad systems and policies. The research points out that Namibian Government was successful in developing and implementing three systems for tourism development, namely—

1) Giving tenure rights to the communities,
2) Development of participatory planning machineries to enter into negotiation with development partners in tourism and
3) Encouragement to the private entrepreneurs to develop tourism projects with a view to enhanced local benefits.

Studies on Americas Region

In their study on Cuba by Andrea Colantonio and Robert B Potter point out that with the implementation of the „three dimensional new tourism policy in 1990, the country is gaining in a great way from tourism24. The three dimensions of the new policy are; the institutional re-organisation of tourism sector; the establishment of joint venture with foreign capital; and efforts to link tourism with other sectors of economy.

Economic significance of tourism has grown steadily after 1990s. The international tourism arrivals increased on an average 17% per annum leaping from 340,300 to 17774000 between 1990 and 2000. During the same period the income of the tourism sector also at 21% per annum. In absolute terms the growth was from US$ 243 million to US$ 1952 million. One fourth of this contribution came from international tourists. International tourism receipts became the largest contributor in the balance of payments with the increase of its contribution from 4% to 43% during the period. The contribution to GDP had grown six times during the period. Contribution to employment doubled during the period. In absolute terms it is a growth from 52000 jobs to 100000 jobs. The employment multiplier effect of tourism is not considered in the calculation of the figures.

Another study conducted in the region is by Barbara A. Carmichael. His research is on wine tourism. Wine tourism is a form of agricultural tourism. Wine tourism is another type of rural tourism which is growing rapidly in the west in places where climatic conditions are favourable to growing of wine. The title of his research is *Understanding the Wine Tourism Experience for Winery visitors in Niagara Region, Ontario, Canada*\(^{25}\). Wine tourism offers experiences beyond the visits to wineries and purchasing wine. It involves experience of number of factors like ambiance, atmosphere, surrounding environment, regional culture and cuisine, local wine styles and verities etc.

Therefore rural landscape is an essential part of wine tourism. The main reasons for their visit were rest and relaxation and not drink. Winery visitors are generally educated and 48% of them were travelling couples. Service quality is considered as an important human element in the tourism experience.

A study was conducted by Jennifer Hale Gallardo and Taylor V Stein examining the role of people participation in developing tourism. Their study is titled *Participation, Power and Racial Representation: Negotiating Nature-Based and Heritage Tourism Development in the Rural South*\(^{26}\). Tourism researchers and planners agree about the potential of tourism in revitalising the rural economy. Similarly the studies have also proved that the tourism cannot bring in desired results in rural areas unless the residents have control and share in the decision making and benefits. The study was conducted in Hamilton County in the state of Florida in USA. It is considered to be one of the economically less developed areas in US and is emerging as a rural tourism destination. The study was conducted through in-depth interviews based on “grounded theory”.

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There were also semi structured interviews and interviews over the phone to supplement the information gathered through direct in-depth interviews. The study found that there is the need for increased participation and involvement of the residents. Many residents especially the African Americans were not happy with the roles they have in the tourism planning and implementation. Building partnerships with shared ownership is found important to create a sense of ownership.

Studies on European Region

Tamara Rátz László Puczko and Rátz, T L Puczko in their studies on Rural Tourism and Sustainable Development in Hungary presents the following findings. Rural tourism is particularly important to Hungary especially because the country has no spectacular natural attractions, seaside, high mountains, rainforest or herds of exotic animals. However it is attractive because of the cultural landscapes with small villages, thermal springs, rivers and lakes, combined with the traditional hospitality27. Rural tourism in Hungary started to develop in the nineteenth century and gained popularity very soon. Even before the Second World War, holidays taken in rural areas accounted for 35-45% of holidays28. But later by 1945 the rural tourism entirely disappeared from the country.

The major reasons for the set back to rural tourism were the lack of institutional framework, bad financial situation and the relative underdevelopment of those regions, the lack of promotional efforts and the ageing of the local residents. Though in 1960s plans were formulated for the development of rural tourism they did not meet with sufficient success. New attempts to revitalise the traditional type of tourism started mainly in the 1980’s, especially in the least developed areas of the country. Some small areas present significant success but in general the progress has not met the expectations. The rural holidays in Hungary are cheap. But they resulted in the underestimation of the quality of rural tourism even among Hungarians. In order to change this image, the Hungarian Tourism Corp. started a campaign in 1997 to promote domestic holidays including rural. This effort also was not adequate enough to improve the number of tourists - domestic or international. There are also conflicts in the priority of interests between the residents and tourists. The rural residents are trying to acquire the same level of infrastructural development and comfort as people living in urban areas. But this will in turn transform the rural areas into urban and will result in the changes in the overall landscape, visual image and the way of life of local residents.

Local residents in the rural Hungary looked forward to developments in line with the cities. On the other hand the tourists are looking for the traditional village - which means for them small thatched houses with white walls, geraniums in the windows, sweep-pole well, and domestic animals. While analysing the impact of tourism the researchers say that there are two types of communities. One community is benefiting out of tourism, the other community has no share in the benefits of tourism instead they only suffer the consequences of tourism. Therefore there is differing reactions from both these communities. Those enjoying the benefits are happy to receive any number of tourists, while others are generally opposed to tourism. The social stress on the rural areas and occupancy rates are also very low. On an average the occupancy rates are only 10%. Certain typical attractions of rural tourism, like the opportunity for participation in farm activities or involvement in the hosts' everyday life, are missing in majority of destinations. Since the demand for rural tourism is relatively low in Hungary, the number of jobs created by this activity is also not high at
present. Altogether, the overall attractiveness of the rural areas in Hungary is acceptable.

The participation of the local residents is a must in the development of new products. But today most of the original inhabitants of the place have already moved to cities and there is a need to further define “locals”. There are not many efforts taken in maintaining the ecological sustainability. The emphasis is in providing what the tourists want. The norms regarding the environmental protection in Europe are hindering the growth of rural tourism. There is also the need for trained manpower in the rural regions. The local people in general are far less satisfied by rural tourism development. The main factors contributing to dissatisfaction are the gap between the expected and the realised profitability, the relatively slow growth of the sector, the related bureaucracy, and the lack of significant support from the state. Ioannis Saatsakis and Nikolas Pappas together have conducted a study on the development of tourism in Crete in Greece. The title of their study is *Tourism in Crete: The Perspective of Ecotourism Development.*

Crete is one of the oldest civilisations in Greece. The tourism in the country has experienced significant growth during the period of 1970’s and 1980’s. Almost 80% of the accommodation needs of the tourists in the country are taken care of by hotels of different categories. The contribution of tourism to national GDP in Crete was more than 20%. Almost 80% of the tourists are reaching Crete by air, the remaining reach there by ship. Of the tourists visiting Crete 49% belong to the age between 18-35 and 42 % of tourists visit the country along with their family and children. The average duration of stay in the island is decreased from two weeks to almost one week during the period 1990-96. Crete tourism is dominated by international tourists. But to increase the share of tourism, it has to increase the domestic tourism in the region. The increase in the domestic tourism is higher than the average growth in the whole of Greece.

Despite the rapid development of tourism the researchers are increasingly becoming critical about the sustainability of tourism in the region. Most of the tourism investments are international and their modes of investments are very vulnerable with the growth of the neighbouring countries with similar products with cheaper rates. Examples of such countries include Turkey, Egypt, and Tunisia. They too offer the sun, sea and sand. Most of the commercial gains from the large international organisations go to the foreigners and to the local elite. The majority of the locals who have a lasting interest in the region participate in tourism only as wage earners or small retail and artisan enterprises. Their income is severely limited. Much of the available accommodation built with a view to cheap tourism, is not attractive today.

Both entrepreneurs and the employees lack professional competence to perceive the dangers and address the issues creatively. There is also heavy shortage of research support for tourists operations in Crete. Very often the locals become pray to the misbehaviour of the tourists and they have to tolerate the commercialisation of their rich history, tradition and culture on account of tourism. Therefore Crete must address the social, economic and environmental needs of the region with definitive participation of local people in the planning and implementation of tourism projects. Adequate share in the tourism income must go to the local people who would support tourism and conservation of the beautiful beaches of island country.

Bill Bramwell and Angela Sharman have made a study on tourism in Hope Valley. Hope Valley is one of the most famous national parks in Britain. This is a study with regard to the effectiveness of community participation in tourism planning. The title of their study is *Approaches to Sustainable Tourism Planning and Community Participation: The Case of Hope Valley*. It was noticed that there was growing concern for the residents of this tourist destination regarding the tourism impact in the life and physical environment of the location.

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There was widespread belief that tourism did not benefit the people locally and moreover, handsome benefits are reaped by the few at the expense of the rest of the community. In this context a thirty member visitor management plan group was set up – with representation from all stakeholders including large number of local residents to decide on development of the region. The committee was set up with the task of preparing a visitor management plan. The committee had members with different interests and attitudes. This committee was supposed to examine the economic, environmental and social impacts of the project. The community participation from different groups was helpful in discussions with store of knowledge, insights and capabilities of different stakeholders. But there were lot of difficulties too. People who participated exercised different degrees of power. The powerful always had a fair chance to influence the decisions of others. The study concludes that community participation in developing sustainable tourism is good but not without limitations.

The study by Derek Hall gives a periscope of Albania and discusses the problems of rural tourism in the country\textsuperscript{31}. The title of the study is *Identity, Community and Sustainability Prospects for Rural Tourism in Albania*. Albania is officially named as the Republic of Albania and is part of South Eastern Europe. It is bordered by Greece to the south-east, Montenegro to the north, Kosovo to the northeast, Macedonia to the east and Adriatic Sea in the west. Community-based tourism and sustainability are possible for stable societies. But in Albania which has been experiencing domestic instability, poses a big question regarding possibility of sustainable tourism development. The research discusses on local community involvement in the local development process. Another area of research is the examination of the post-communist context of tourism development. In the post-communist context there was huge exodus of people—around 10\% of the population—to other European countries. The country became poorer and government very unstable.

In this circumstance many found tourism as a key to development of the region. But there was grave absence of tourism infrastructure including roads. The UK, Dutch and many others tried to set up tourism facilities in the depopulated hillside villages. But the major impediments were resistance to cooperation and distrust of the locals to outsiders. Hall concludes that sustainable rural tourism development can occur only if there is a change in the present situation to stability of governance and if relations with neighbouring countries improved.

1.10. TOURISM STUDIES ON ASIA-PACIFIC REGION

One of the important countries in this region is Indonesia. A study on Indonesian Enclave Resorts and Their Development Potential was conducted by Shaw Brian J. and Shaw Gareth. This study examines the development of Bali in Indonesia. Bali in Indonesia is known as the “Island of the Gods”. Planned development of tourism in Bali dates back to 1970s. As part of the planning 425 hectors were compulsorily acquired from the local inhabitants of Buala village of Bali. Part of the land was given to set up ten “five star” hotels. These hotels were set up by several foreign hotel chains including Club Méditerranée, Hilton, Hyatt, Melia-Sol, Sheraton and Sino-Indonesian consortiums. They were managed directly or indirectly through their subagents.

The researchers call these hotels as “concentration camps of leisure”. The hotel managers heavily discourage activities outside the gates of their hotels through subtle persuasions, rough policing, all inclusive packages, and warnings with usual disclaimer regarding liability. They offer all inclusive packages including accommodation, food and beverages, recreations, art shows, short excursions to nearby places.

Even during the excursions, strictly regulated and controlled supply of food and beverages during the stopovers, directly or agent owned souvenir shops for purchases are all part of the packages. The tourists are insulated from interactions with the local people and culture. All the services along with the package are often offered at substantially higher rate than the actual. If the tour guide suspects that some of the tourists have come to know about this exploitation through local interactions, immediately he or she would stage manage a game that would lead to an ugly confrontation with the local vendors or people that is ill-befitting an island paradise. Because of the wide spread enclave tourism, the local vendors and others try to make a livelihood from the limited number of tourists available to them. This finally leads to a vicious circle that persuades tourists to opt for enclaves for all tourist activities. The enclave hotels also destroy much of the natural forests of Bali for the construction of leisure and recreation avenues for tourists. It is true that most of the benefits of the enclave tourism do not reach the residents.

Another study was conducted by Liu Aili1, Liu Jiaming and Liu Min on Progress in Enclave Tourism Study of Overseas.33 This is a study in the context of China. The growth of tourism in China led to the increase of tourist resorts that act as “isolated islands”. These isolated resorts could not bring the expected economic, social and environmental benefits to local communities. The isolated resorts take on different physical and cultural landscapes from the local background, and foster the dualistic economic structure which is incompatible with the community economy. The negative effects of running these resorts are greater than the positive effects. The researchers propose three suggestions to minimise the negative effects of enclave resorts. First measures must be taken to reduce the reliance on foreign capitals and develop local entrepreneurship. Second, pay more attention to the needs and demands of local residents by giving locals managerial jobs and absorbing them into decision-making panels.

Sayo Yamauchi and Donald Lee have conducted a study about various aspects of tourism development in Laos. The title of their study is *Tourism Development in the Lao People’s Democratic Republic*. The Lao PDR is located in the centre of South East Asia that shares common borders with Cambodia, Thailand, China and Vietnam. Sixty nine percentages of the people are ethnic and they belong to 47 different ethnic groups. The residents preserve their own customs and traditions. Vast majority of the people live in rural villages. Lao PDR was one of the poorest nations of the world. According to the study by Yamauchi and Lee tourism development has contributed favourably to the development of Laos. The Lao People's Democratic Republic (Lao PDR) opened its doors to international tourists only in 1989. The two most important unique selling propositions of the Lao PDR are beautiful and virtually untouched natural environment and the population that still practices their rich traditional culture. These two features are the basis for the promotion of tourism development in Lao PDR. The governmental intervention in promoting tourism takes care of both societal and environmental aspects.

Government took strong policy measures to promote tourism in the region. It has sought the support from neighbouring foreign countries like Myanmar and China. It has also established broad guidelines for the development of ecotourism in Lao PDR. These guidelines emphasize careful capacity management, sustainable use of resources, respect for cultural and natural diversity, and the involvement of local communities in the decision-making process. Currently, large scale projects involving investments exceeding US$1 million are required to provide a presentation on the project before it is implemented. NGOs, local authorities and all ministries concerned are invited to these presentations which are organized by either the local authority or the Secretary of the Foreign Investment Management Committee (FIMC) or the Prime Minister, depending on the source and size of the investment. The local community is also involved in the decision making/planning stage and are invited to provide comments on projects. Laos presents a successful model of rural tourism model with effective local participation at different levels.

Tamara Ratz presents the sustainable Tourism Development situations in Evo in Finland. The title of the study is *Sustainable Tourism Development in Evo, Finland*. The study is concentrating more on “Evo Recreational Area” that is located in the Southern part of Finland. It has an area of 8000 hectares comprising of forests, parks, natural protection areas. There is permission for tourists to engage in hiking, skiing and cycling in the natural environment without damaging it. They are also permitted to collect berries, mushrooms and flowers from the region except a few protected species. Moreover tourists can also use the waterways for boating and swimming. The dos and don’ts of the area are very clearly articulated and communicated to the tourists without ambiguity. The objectives of developing tourism in the region are to improve the profile of the area and to generate additional income for local people. The academic and research institutions in the region give directions and policy guidelines in developing tourism in the region. The number of visitors is small and therefore everyone has a chance to explore nature. The intention of the stake holders of tourism in the region is to maintain the number of tourists within the carrying capacity limits and is against mass tourism. The success of tourism activity in the region can be attributed to the joint efforts made by all the stake holders in the tourism region. The Government, NGOs, local people and tourists work like partners in successfully developing tourism in the region.

1.11. STUDIES ON TOURISM IN INDIA

In the study conducted by Prof. A. Ramakumar and Prof. Dr. Rajashree Shinde on *Product Development and Management in Rural Tourism With Reference To Maharashtra* they observe that the stress of urban lifestyles have led to a counter urbanization syndrome. This has led to growing interest in the rural areas and rural tourism. Rural tourism is gaining importance in Indian tourism with its economic and social benefits. It is estimated that Rs.4, 300 crore additional revenue can be generated through rural tourism per year. Rural tourism can be harnessed with the development of the region and is highly useful for a country like India where vast majority of people live in villages. The local bodies and the NGOs in the region have special roles in this effort. At present many rural regions with all its exotic tourism products are not able to attract enough tourists, because these rural areas are not known to the potential tourists – both domestic and international. Inadequacies of trained manpower and physical facilities including accommodation are hindrances in developing rural tourism. Flipo Rodrigues Se Meleo has made a study on tourism in Goa in the context of globalization. The title of the study is *Globalisation of Tourism and Its Impact: A Case Study of Goa*. The state of Goa has a geographical area of 3702 sq. Km. It has 105 km long coastal line, beautiful beaches of golden sand, abundant greenery, inland waterways, wildlife sanctuaries, old churches, mosques and temples etc. The growth of tourism has resulted in the positive economic benefits to the people of Goa. Larger numbers of jobs are created in tourism and hospitality. But exact figures are not available. But it is found that about 20% of the direct employments in hotels are on contract or daily wages. Goa is a very small state in the Indian Union both in terms of size of the land and population. But the state is able to attract almost 10% of the international tourists in the country. Goa is able to get considerable income from the tourist purchases of curios items. The major items of purchases are handicrafts, gems and jewellery, cashew nuts etc.

Goa enjoys a socio cultural uniqueness in India with their carnivals\(^{38}\), Shigmo\(^{39}\), religious processions and celebrations, food festivals etc. There are also negative impacts of tourism affecting Goa. Many diseases like AIDS and Malaria are spreading faster. There is also general rise in the prices of products. The widespread exploitation of tourists in terms of taxi charges, commissions from curios and other shops etc are on the high. Tourism has also contributed to the increase of crimes, and sex abuses. The youngsters are very much attracted to emulate the behaviour of tourists in terms of attire and lifestyles. This is negatively affecting the culture and traditions of the society.

**Dripto Mukhopadhyay** and others have made a study in Rajasthan with the title *Exploring Linkage between Tourism and Community Development*\(^{40}\). The research is a case study of tourism in relation to the artisan community of Rajasthan. Tourism in India is also growing, even faster than the world average. Ministry of Tourism Government of India in 2003 said that “tourism is already one of the important foreign exchange earners for the country.” Rajasthan ranks five in terms of both domestic and international tourists’ arrivals in India. The major findings of the study are based on a survey conducted in six locations in Rajasthan – Jaipur, Ajmer, Chittorgarh, Udaipur, Jodhpur and Jaisalmer. The study found that the Artisan community, particularly those in the lowest or lower income group, reap practically no benefit out tourism. The impediments identified in the tourism development are non-availability of adequate capital for investment, insufficient marketing efforts leading to inability to ensure reasonable financial returns for artists, lack of training infrastructure to upgrade the skills and to adopt new technology in the performances, meagre formal education, and lack of logistic support from the authorities.

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38. It is a three day festival of colour and fun at the arrival of spring in February or March.
39. It is a Goavan counter part of Holi in the rest of India.
It was also noticed that the development of tourism in Rajasthan was facilitated by the presence of historical places, forts, and natural beauty. There should be thorough re-look on the development of tourism in the state with a view to regional development and economic gain for the poor. Micro credit facilities for artisans will encourage many of them to be entrepreneurs. **Dr. Vinay Chauhan** and **Suvidha Khanna** made a study on tourism in Jammu and Kashmir in India. The title of their study is *Terrorism and Tourism in J& K: An Empirical Study*. Tourism in India is growing at a comparatively rapid pace. But due to terrorism the pace of growth of tourism in Jammu and Kashmir is getting stagnated. For the study the researchers have used both primary and secondary data. The data collection and analysis were done separating the territory into three regions, namely Jammu Region, Kashmir Region and Ladakh Region. The flow of tourists was reduced to 97.74% in 1999 and further to 48.49% and 35.13% in the years 2000 and 2001 respectively. But in the subsequent years after the war, the tourism regained its strength. The final outcome of the Kargil war was that it offered another destination for tourists to visit and pay homage to the great martyrs for the country. The tourism in the Ladakh region was badly affected because of war and terrorism. But it was picked by 2003 and registered an impressive growth of 245.58% in terms of tourist arrivals to the destinations.

Another study was conducted by **Dr. Deepak Raj Gupta** and **Poonam Sharma** on the pilgrimage tourism in Jammu and Kashmir. The research title is *Promotion of Cultural, Heritage and Rural Tourism through Pilgrimage Tourism: A Case study*. The research is trying to analyse the tourism in the state in the context of pilgrimage and cultural heritage. The data was collected primarily through a questionnaire survey conducted among 150 respondents.

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All these respondents were pilgrims from different locations in Jammu and Kashmir. Forty three percentages of the people who came for pilgrimage to Mata Vaishno Devi temple were attracted to and participated in the navarathri festival. Twenty one percentages got attracted to the local bhajans being sung and the remaining 10% of the tourists primary attraction is in curios items. Ninety one percentages of the pilgrims who got attracted to navarathri said that they are going to come repeatedly to the festival.

43. Navarathri (meaning “nine days”) is a Hindu festival with different manifestations across the different regions of India. In some areas Navarathri is divided into three segments. In the first, people fast to honour Durga’s power to purify. In the second, spiritual wealth is the focus. In the third, Durga’s ability to give wisdom is revered. In most of the areas in India, Navarathri is a period of exuberant festivity with rhythmic dances large crowds of men and women. In huge grounds ten thousand and more people participate in the night long dance.

44. Bhajans are songs sung in the praise and worship of Gods and Goddesses.
CHAPTER SUMMARY

An introductory survey of literature is made in this chapter. Various tourism aspects like history of tourism, growth and development, tourism structure, tourism trends, etc., are discussed in this chapter under the heading Profile of the Tourism Industry. The researcher found the relation of geography with the tourism. Here, major motivational aspects of tourism are discussed in this chapter. The International and domestic studies were analysed. With few exceptions, they speak about the economic development potential of tourism. The average growth rate of tourism is higher in developing countries than in developed countries. But in terms of tourism revenue, the developed countries are far ahead of the developing nations. Many least developed countries have resorted to develop tourism as the best means for rural and urban development and foreign exchange earnings. If tourism has to be sustainable and contributing to the development of rural regions, it has to be implemented ensuring community participation. If the benefits to the local communities are minimum, tourism development will not be sustainable. This is very much clear from the studies on Greece. The example from KwaZulu-Natal South Africa is a successful experimentation of people participation in tourism project planning and decision making. The studies on India make it clear that the country has very high tourism potential. But even today, the revenue generated tourism in India is not very high compared to other nations. There are disputes among researchers regarding the contribution of tourism to the development of the country, India. Even today tourism is primarily the business of the rich. Unless proper planning is done, it is very difficult for the people of the whole country to reap the benefit from tourism.
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38. It is a three day festival of colour and fun at the arrival of spring in February or March.
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