CHAPTER ONE

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There has been a major shift in global scenario during the last decade and the Dawn of 21st century is perforce heading towards a changed economic global order. The growth and development of a society is a pre-requisite for the basic objective of man's quest to strive for the best in life. Such a global activity has triggered tapping every aspect for improvement of life's prosperity, economic and social attainment. As the term activity in itself is suggestive of movement, life in itself becomes synonymous to some kind of movement and expresses itself partially as tourism. The basic canvas of tourism is to discern without studying tourism and problems of tourism in its entirety. In this connection this observation of Hillman made in the year 1961, "while adequate coverage of all work must perforce touch most fields of research, it is impossible to consider each of the problem in its general context to do so would be to write an encyclopedia" should always be kept in view for studying tourism and its problems. Logically certain basic issues are raised to project the problems in a bid to seek solutions in the accompanying thesis.
Tourism Since Ages

The human race began its archers through nomadic temperament. Wanderings of man were sporadic in the beginning but with the advancement of society inquisitive souls and courageous endeavours transformed them into a worldwide mass movement for social, cultural and economic aspirations. The 20th century witnessed the peak of international tourism and temporary movement of a person from one place to another to achieve pre-determined objectives. The phenomenon of tourism has been defined variously by authors of extensive texts on tourism (Kaul; 1986). The definition of E. Freuler (1905) in the Handbuch des schweizerischen Volkswirtschaft considers "Tourism as a phenomenon of modern times based on increased need for recuperation and change of air; the awakened and cultivated appreciation of scenic beauty, the pleasure in and the enjoyment of nature and is in particular brought about by the increasing mingling of various nations and classes of human society as a result of the development of commerce, industry and trade and the perfection of the means of transport." Prof. Rde Meyer (1952) a Belgian, was prompted to define "Tourism as a collective term for human movement and its attendant activities caused by the exteriorization and the fulfilment of the desire to escape, that is more or less latent in everybody". The definition was later simplified by Prof. Bernecker in the following words "Tourism is the sum of the relations and the services connected with the temporary and voluntary change of the residence for non-
commercial or non-professional reasons”. It becomes apparent that these definitions stress upon travel by non-residents involving stay of temporary nature and without any professional or commercial purpose.

**New Outlook**

With the advancement of multifarious socio-political and economic growth the term tourism can not be strictly restricted to non-professional, non-commercial acts and for the sake of pleasure and enjoyment only. But it is precisely now part and parcel of trade, profession, politics, diplomacy and economics. Tourism provides ease, peace and relaxation to the persons whose life is now a days full of monotonous tensions of packed schedules of human activities.

Tourism is now heading towards 21st century, reflecting just simply, temporary visit or residence for trade, commerce, social, cultural and religious pleasure, scenic appreciation of nature, recreation, education, games and sports. But tourist movement should always be of temporary nature and not for permanent migration within or outside the country.

**Exploring, travelling and tourism**

Man indulged in movements and travel in order to explore and see the world.” Exploring” on the other hand embarked upon travel sponsored by governments or merchant companies (1420 – 1620 age of exploration), with the aim of collecting pricuous metals,
stones, spices or exploring new lands and eventually colonizing them. These voyages brought new wealth, new products and new opportunities to the men and their nations and also long term historical and political impact on the world. The invention of money by the Sumerians and development of trade and commerce beginning around 4,000 B.C. perhaps mark the beginning of the modern era of travel. Long before the Christian era traveller visited India in search of fortune. Alexander, Vascodigama; Christopher Colombus great explorers, set out to find a new route to India, in the process discovered the new world (Anand, 1976).

"Travelling", the word in its simplest sense, means adventure, visiting other people, other lands to gain knowledge relating to cultural, social and material situation. The planning of journey is independent and generally unsponsored. Much of travel in the beginning was largely unconscious and rather a simple affair. The cumbersome procedures as we witness in travel today, were not to be found in olden days. The traveller of the past was a merchant, a pilgrim, a scholar in search of ancient texts and then looking forward to new and exciting experiences. Trade and commerce was, however, the strongest force in the ancient past. Gradually with opening of new trade routes travel became more easy and rather regulated. Trade relations matured into cultural relations and better understanding of each others way of life. (Bhatia, 1982).

"Tourism" - well by now the difference could be easily demarcated. By the turn of 20th century all the main
characteristics of modern tourism were evident in embryo. Changes of mental attitudes towards pleasure seeking, the recognised value of travel for education, an increase in material wealth and improvements in transport social prestige, the growing need to find relief from working routine—all these above factors induced development of excursion traffic on a large scale (Bhatia, 1982).

Tourism as an Industry

For developing a concept about the scope and ambit of tourism, it is pertinent to examine how tourism can be regarded as an industry. The basic requisites of an industry appear tenably in tourism and support circumstantial evidence proving it to be an industry. Here in how tourism is realised as an industry is exemplified below.

Tourism provides occupation of highly specialised nature both job and service oriented. The skills of man power resources engaged in tourism basically forms one or the other inputs. The other input ingredients are usually environmental, ecological and of societal nature. The operating system of tourism includes four phases that prove tourism as a service industry. The four phases are conversion or physical change in the form of utility, transfer of ownership of the means of satisfaction from the provider to the users, movement of people and things from one place to another location and treatment of resources dealing with persons and things with an objective to achieve pre-targeted results.
These four basic industrial ingredients and the pre-requisites for an industry are inconsonance with the works of Kaul (1985). Four phases operative in tourism as service industry have three board ramification of customer satisfaction, cost and time. Customer satisfaction is a basic factor which refers to design features and performance as per choice of customers, cost refers to acquisition of price and additional expenses as demanded by customer. Time factor envisages delivery acceptable, delay and duration in service. All these basic phases involved in tourism industry make it not a profession or trade but an industry.

**Tourism - as Science, Art and Commerce**

Admittedly, regarding tourism as an industry it becomes logical to have study of tourism in broad facets of science art and commerce. Certain features of science as well as of arts may be commonly applied to tourism as an industry as made out below.

Science is a subject of principles, theories, laws and establishes cause and effect relationship of events concerned with physical, material world and biological organism. The cause and effect relationship is governed by certain principles and laws framed by scientists and sound repetative observations. Scientific principles and laws may evolve certain hypothesis to begin with. But ultimately they have to take shape in the form of concrete established quantified specific relatives. Herein the tourism industry suffers a drawback because the concept of
tourism cannot be by any means, constant but is subject to changing phases with concomitant environment and its understanding to exploit physical, material and biological resources for economic gains. In the wake of this one should not hasten to define tourism as a discipline of science despite the fact that certain attributes of science are found common while studying tourism.

For consideration of tourism as an art it becomes incumbent to regard tourism as a subject endowed with skill to deal with subject matter in a schematic fashion with know how of a perfect methodology. The skilled effort for desirable results comprise art, but again while skilled methodology is involved in the study of tourism, production of an artistry eludes the outcome of tourism as such. To rate tourism as an art appears not totally logical but more misfit. However, because of the industrial attributes of tourism as an industry man-power intensive tourism appears more alien and allied to commerce, trade and other business. Logically, tourism should form part of commerce and management.

Other features

The tourism entails travels and visits of domestic nature confined within a country. The other kind is of regional nature within countries or neighbouring countries. The third category is of global nature from one part of the globe to another. The kinds of tourism are of some significance while considering various facets of tourism industry because of social and political implications. The domestic tourism is free of visa
requirements and other hassells connected with travel formalities. Such a travel is within a country and as such usually the social needs, behavioural patterns, problems of language, food habits, stay and living facilities are more or less uniform and to the liking of tourists. Where else in the regional tourism there are basic differences in tourist requirements but slight problems of feeding, language and living patterns may be resolved with little modulations. Sometimes visa requirements and open tourist influx suffers a set back because of territorial boundary, economic and competitive conflicts between neighbouring countries. Such a phenomenon is a common observation in countries like India, Pakistan, Israel, Iraq and Afghanistan and so on so forth. The global tourism requires arrangements of very diverse requirements. Usually there are different languages, varied feeding habits, different ways of life, changes in recreational attitudes and behaviour of tourists. The visa requirements are also stringent because of political stalemate and stresses of economic nature.

However, despite such changes in requirements and aptitude of three kinds of tourist goods, there is little impediment in tourist motivation because the basic tourist motivation is to unraveon and explore basic mysteries of far flung areas. How things are in other societies and what are cultural and historical differences in different parts of the world add to significance of tourism. Sometimes even basic ethics of life and approach to life itself govern tourist motivation. For example, while the west is the seat of techno-culture and abounds in
(b) **Acquisition of Knowledge**

Travel for the purpose of widening one's knowledge about other places & people, their ways of life, their culture includes journey to places of art & heredity treasures, religious shrines & other civilization. These tourists may be interested in religion Philosophy, history, anthropology etc & may wish to take part in cultural events. Contemporary developments in various spheres of human activity and progress in scientific, technological education, sociological and other fields are also subjects of cultural interest to many tourists.

(c) **Spiritual Aspect**

Travel for spiritual reasons has been taking place since a long time. Visiting religious places has been one of the earliest motivators of travel. A large number of people have been making pilgrimages to sacred religious places. In the Christian world for instance, a visit to Jerusalem or the Vatican is considered very auspicious. In the Arab - Moslem world the pilgrimage to Mecca or some other holy centres is considered to be a great act of faith.

(d) **Social Aspect**

People travel to visit relatives, friends or to escape from one's family, workmates, neighbours or to meet new people & develop new friendships. Further tours are for status symbol & social prestige. This factor has considerable importance in many societies. Social tourism also relates to journeys undertaken by
people of limited financial means whose travel is subsidized and for whom special concession and facilities are provided. They cover large segments of working population.

(e) **Inquisitiveness**

Curiosity has been one of the major reasons for tourism. There has always been curiosity in man about foreign lands, people and places. In the present day world technological developments in the area of mass media travel for trade or professional reasons though not strictly a tourist journey, does involve use of tourist goods and services and expenditure in other countries. Journeys to fairs, trade exhibitions, technical seminars, conferences and conventions involve tourist and social events like sight seeing, entertainment, shopping and as such, result in tourist expenditures which accrue to the host countries.

Often, such events generate additional tourist travel and not only attract potential buyers but a large number of onlookers because of special facilities, concessional tariffs & social programmes. Incentive travel for business groups, dealers, distributors and their families accounts for a good share of tourism trade and is likely to grow.

(f) **Political Aspect**

Political tourism envisages participation in major political events or big national celebrations and the consequential festival atmosphere generated by such occurrences.
Typical examples are the wedding of British prince of Wales or the coronation of Queen. Economic & political conferences or commemorations of anniversaries of celebrities attract large numbers of tourists. These interesting examples have made it possible for people to read, see and hear about different places. The increasing interest shown by many in architecture, art, music, literature, folklore, dance, painting, sport, other people's culture or in archeological & historical remains and monuments is another aspect of man's curiosity to seek more knowledge. This curiosity has been stimulated by more education. International events, exhibitions, special festivals etc., attract thousands of tourists.

(g) **Sports and tourism**

Travel for participation in sports activities, including local, regional or international events is an important aspect of tourism. Participation in such event includes bystander or supporter interest as well and important contests and occasions attract large number of tourists everywhere.

(h) **Other reasons**

The benefits to be gained from fresh air and sunshine have long been recognised. The development of 'Spas' during the Roman Empire was the result of people's desire to seek health. The subsequent establishment of many sanatoria in Switzerland was the result of awareness on the part of the people of the various benefits of good health. (Kaul, 1986).
The approach to the present study

An approach to the present work is to examine the basics of tourism as an industry which presents fascinating gamut of a specialised activity proven with economic development, prosperity, education and awakening of both the tourist as well as the natives of tourist resorts. The concept of tourism is debated to be of 'universalism' or 'contextualism' which means, should we regard basic facts and concepts to be spelt of universal application under the former or of specialised nature in latter category? However, an amalgamation of two schools of thought integrating universalism and contextualism appears safer for adoption of strategies to harvest best results. Accompanying thesis has kept this view alive and both universal golden concepts of tourism forming intermashing fabric of study of universalism are weaved into contextualism in issues of tourism taking the tourist test sites Lucknow and Agra.

This "treatise" attempts to provide a conceptual thesis of subject matter spread over certain significant aspects like (i) Tourism motivation (ii) Socio-economic importance (iii) Tourism Management (iv) Tourism infra-structure (v) Aspects and prospects of tourism.

The strength of this work lies in both academic and applied aspects likely to be useful in development of tourism with special reference to "Uttar Pradesh" as well as providing a new phase to tourism. Tourism appears harmoniously weded to practice in economic growth and development for business, social and political emancipation.