Chapter - 1

Emergence of Global Tourism
Chapter- 1

Emergence of Global Tourism

Tourism is a relatively nascent industry. It has already assumed a global status. In earlier times indeed merchants, missionaries and explorers travelled long distances, by land and sea (silk route and spice route) in pursuit of their vocations and interests. But today travelling designated as tourism is on a worldwide scale and is undertaken by the literate masses for acquiring personal knowledge of how others live and what the different countries looked like. This has been made possible by the rapid expansion of travelling facilities by professional classes who also extend other facilities to the growing number of tourists. This had led to what is now called the Tourist Industry, an important and growing aspect of the world economy and of individual nations.
Ours is not a monotonous globe. The natural and geographical, the political, economic and social varieties is immense. It is this wide and fascinating canvas that attracts the tourist to make their acquaintances of other parts of the world and its native residents.

While for individuals travelling is an exciting hobby, for the emerging tourist industry it is a lucrative business. Also it is a source of financial gain for countries visited by tourists in respect of foreign exchange earnings, an increasing component of their national financial resources.

One remarkable development of tourism and the Tourist Industry is that it has brought widely dispersed individuals the world over together, even if it be temporarily, and has substantiated the claim that our globe is in fact the abode of one human race despite the superficial differences in looks, language and living, customs and habits. Variety is the spice of life and contributes to world amity.

Before the growth of tourism, we were accustomed to reading accounts of the travels and discoveries of explorers and adventurers like Livingston, Marcopolo, Ibn Batuta and others but to-day we personally, so to say, share their adventures in a fast changing world and in comfort. Travelling is well
organized to-day and professional outfits have emerged which provide the varied travel facilities, including accommodation and guided tours.

The inter-net of tourist agencies today provides travel and touring facilities on an organized global scale. The tourist agencies are not only run by private business enterprises but also by the varied state governments the world over which play an important role in attracting foreign tourists and providing the necessary facilities. As stated earlier it is an important source of earning foreign exchange.

**Objective of Tourism**

Natural and geographical features are amazingly varied the world over. It is the curiosity and fascination that impels people to travel and see what other parts of the world of nature looks like. Not only that, the curiosity extends to finding of the type of towns, cities, villages, buildings and architecture that prevails elsewhere; but also the differences in art, culture, living habits, cuisine etc. In world has seven wonders, viz. the Hanging Gardens of Babylon, Pyramids of Egypt, Agra's Taj Mahal, the Great Wall of China, etc. These unique features are not to be found solely in any one country but are spread round the world since ancient times and even modern cities and
towns and villages are not monotonously similar but quite varied to give them a distinct character. The combination of nature and ways of living are so varied round the world that the tourist is amazed at both the common and diversified features and it is worth all the trouble of travelling long distances, spending the money and even carrying back home much rare souvenirs.

Migrants of early times and later times are not tourists. Tourists are those who live in a place or country of their own but leave it temporarily to visit other parts of the world to satisfy their curiosity or for pleasure and return home. The mode of tourism is by road, rail, sea and air on a scale unheard of before.

Although Tourism has assumed global proportion, it need not necessarily be world wide alone. Tourism may assume only a local and national character. Within the confines of many a country (nation) there is considerable geographical or natural and cultural variation. It would be enlightening to travel through one's own country, particularly if it is a large one like India or China, and see the variety of natural scenario and patterns of social behaviour (rituals, religious or otherwise), character of economic life and culture. One will discover many
a common feature and many striking differences. Such revelation is an enlightenment and education in itself. It widens our intellectual vision and human approach and sense of unity in diversity. All Indians are one people or all mankind is a single human race may emerge as healthy perceptions. We thus break down barriers and build bridges and acquire an all round healthy outlook - a joy in itself.

From the global point of view the linguistic barrier is breaking down steadily with English becoming virtually the 'lingua franca' of the world. In India, English has assumed a vital place and a link with the outside world. This makes tourism develop steadily. Of course, interpretation of linguistic differences is readily available to facilitate the tourist's comprehension in distant lands.

Tourism is essentially the temporary movement of people to destinations outside their normal places of residence and work. It embraces the activities undertaken during their stay abroad or away from home and the facilities created to make their visit comfortable and rewarding. According to the International Union of Official Travel Organization, a tourist is a person travelling for a period of twenty-four hours or more in the host country other than that in which he normally works.
and resides seeking enlightenment in respect of the physical features and living conditions in host country.

The World Tourism Organization (WTO) defines tourism as "activities related to persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes". This includes both international and domestic tourism. International tourism has further been defined by the WTO as occurring when a traveller crosses an international border.

Further, the World Travel and Tourism Council uses economic definitions for tourism, and defines the travel and tourism industry which produces specialized products and services for visitor consumption apart from the overall output of products and services available in the host country.

Tourism in modern times is an important social phenomenon with great economic and social benefits. It promotes international awareness and national integration, increases employment prospects besides augmenting foreign exchange receipts. It tends to reach remote areas supporting local handicrafts and cultural activities. Overtime, a holiday has developed into a traveller's delight. The quality of tourist services has improved in quality, value and variety and the
system that delivers it has become more professional and effective.

The immense potential impact of tourism growth on our economies, on our lives and on our environment is so astounding that it does not seem an exaggeration to describe the coming era as a "Tourism Revolution". It is a revolution which assures important benefits and challenges. If we are able to meet the challenges, and deal with the problems it would yield immense benefits.

The United Nations Conference on Tourism held in Rome in the year 1963 had recommended the gradual elimination of all restrictions, barriers and formalities to facilitate international travel. In fact some countries have already gone a long way towards abolishing certain formalities for visiting tourists resulting in increased facilities. Many countries in Western Europe have abolished the system of visa between themselves and have done away with entry permits. India and Nepal have also done away with such formalities with a view to encourage tourism in the region. Apart from certain inescapable formalities such as relating to health, customs and currency
restrictions, it is desirable that formalities should be reduced to a minimum.

**Global Scenario on Tourism**

In the new millennium, tourism is expected to become a gigantic tourist industry. The development of global tourism was rather slow in the early phase of the outgoing century but accelerated in the second phase and continued to pick up thereafter. In 1950, the hotel arrivals globally was only 25 million generating foreign receipts of $ 2.1 billion. The number of arrivals multiplied two and a half times between 1960 and 1970 and thereafter it almost doubled every decade. The receipts have grown even faster: $ 18 billion in 1970 which increased to $ 105 billion in 1980.

According to the World Tourism and Travel Council (WTTC)

(a) tourism accounts for 10.9 percent of all consumers spending;
(b) is the largest industry with $ 3.4 billion gross output;
(c) contributes 10.7 percent of capital investment in the world;
(d) generates tax revenues of $ 655 billion;
(e) employs 10.6% of the world's work force;
(f) contributes 10.2% to global GDP; and
(g) 6.9% of all government spending.

John Naisbitt in his book "Global Paradox" has stated that telecommunication revolution would be the biggest single influence in the future and tourism the largest industry of the 21st century. The future projections given by the World Tourism Organization and the World Tourism and Travel Council are impressive. By 2020 receipts are likely to go up from $476 billion to $2000 billion and expenditure approximating $2000 billion.

International tourist arrivals worldwide are estimated at 1.6 billion between 1995 and 2005, 144 million new jobs would have been created in this sector of which 112 million being in the Asia Pacific region alone. The sustained annual average growth rate in tourism will be 4.3 percent in arrivals and 6.7 percent in receipts.

According to the Economist Intelligence Unit of London, the tourism industry has reached "mammoth proportions". In 1987, for example, the number of world travellers was 355 million who spent about 150 billion US dollars. In 1990 alone, the number of world travellers was 429 million, who spent
about 250 billion US dollars. In 1991, the number of tourists rose to 459 million and the amount spent by them was 278 billion US dollars, recording a growth of about 5 percent. International tourist arrivals in 2000 reached 698 million with receipts of US $ 476 billion. By 2010, the sector hopes to create 25 million jobs and its contributions to the GDP would be close to $ 5000 billion.

Tourism, it is agreed, generates income, amenities and employment. Tourism organizations all over the world are constantly trying to persuade Governments to spend money on tourism. China spends about 3.8 percent of its budget, Malaysia 5.1 percent, Singapore 9.1 percent and Nepal 12 percent but in the case of India, according to WTTC, it is only about 0.9 percent and according to the Planning Commissions it is merely 0.1 percent.

India's share of the world tourism market has remained below half a percent, while that of China's, Singapore's, Thailand's and Indonesia's, is significantly much higher by comparison. The common features in their performance are political will, adequate quality infrastructure and effective marketing, China describes tourism as a 'pillar' of the economy.
Cost of travel in India is very high not just for foreign tourist but also for domestic travellers. Although most of the hotels have reduced their rates to rock bottom levels but this cannot have a desired impact unless domestic airfares are also reduced. It is much cheaper to travel to Thailand, Singapore, Malaysia, Hongkong for holidays rather travel to holiday resorts within India because of high domestic airfares and high taxes of ATF. An open sky policy has been suggested with the help of Ministry of Civil Aviation so that all airlines can land in our country.

Satisfactory political conditions are essential for boosting growth of tourism and unfavourable political conditions would have an adverse effect on tourism industry. For instance, it is estimated that the aftermath of the terrorist attack on the World Trade Centre, on 11th September, 2001 resulted in the decline of three and half trillion dollar worth of world tourism.

The United Nations Organization (UNO) has designated the year 2002 as International Year of Eco-tourism. Its Commission on Sustainable Development has requested international agencies, governments and the private sector to undertake supportive activities.
In this framework the World Tourism Organization (WTO) and the United Nation's Environment Programme (UNEP) organized a pioneering forum earlier this year that was conducted solely online. The prime objective was to provide easy access for a wide range of stakeholders involved in Eco-tourism to exchange experiences and voice comments. The discussion was focused on four main themes:

(1) Eco-tourism Policy and Planning - the Sustainability Challenge

(2) Regulation of Eco-tourism - Institutional Responsibilities and Frameworks

(3) Product Development, Marketing and Promotion of Eco-tourism - Fostering Sustainable Products and Consumers and

(4) Monitoring Costs and Benefits of Eco-tourism - Ensuring Equitable Distribution among all Stakeholders.

A major point was that well designed certification programmes can help achieve the objectives of Eco-tourism by providing incentives to certified Eco-tourism operators with a marketing advantage. National broad based coalition have the best records for developing certification.
The general recommendations that emerged were: Eco-tourism should balance top-down and bottom up development strategies. Effective standards are the result of a consensus building process among all affected interests.

Priority should be given in the training of local people and park managers and to monitoring the delivery of services and products to ensure they meet expectations. Accessible financing (grants, inexpensive long term loans) is needed for Eco-tourism projects and must include ways to measure whether these monies are being used effectively. Internet communication provides a low cost and efficient mechanism for both promotion and development, it needs to be complimented with other communication strategies. Media professionals need to provide better insights into Eco-tourism without losing the human dimension.