

Block**1****TOURISM PHENOMENON**

UNIT 1**Understanding Tourism-I** **5**

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UNIT 3**Use of History** **34**

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BLOCK 1 TOURISM PHENOMENON

Scholars keep debating on the nature of tourism. Whether tourism is an industry or an activity? Whether it is a system or a phenomenon? Well this is an introductory Block which attempts to familiarize you with the Tourism Phenomenon – something difficult to describe because of the diversities involved.

Unit-1 defines **tourism** and **tourist** along with certain other concepts. It also mentions the various forms and types of tourism.

Unit-2 emphasises on the role of **motivation** in tourism. It discusses the various approaches along with the emerging trends in tourism.

Unit-3 deals with the use of history as tourism product, myths, Fable and history.



UNIT 1 UNDERSTANDING TOURISM-I

Structure

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Tourism Phenomenon
- 1.3 What is Tourism?
- 1.4 Concepts
 - 1.4.1 Defining Tourism
 - 1.4.2 Tourism Products and Services
 - 1.4.3 Tours
 - 1.4.4 Tourists
 - 1.4.5 The Tourist Destination
- 1.5 Tourism: Forms and Types
- 1.6 Future Trends
- 1.7 Let Us Sum Up
- 1.8 Keywords
- 1.9 Clues to Check Your Progress Exercises

1.0 OBJECTIVES

After reading this Unit, you will be able to:

- define tourism,
- understand the Tourism Phenomena,
- explain the characteristics of tourism,
- appreciate why and how it is a constantly changing activity,
- list the concepts of tourism,
- define a tourist, tourist product and destination,
- know what a tour is, and
- explain the different forms and types of tourism along with certain future trends.

1.1 INTRODUCTION

Tourism and tourist are words which are commonly heard or mentioned in everyday life. Pick up any newspaper and you will find some reference to tourism, i.e., in relation to government policy, tourist arrivals, products, destination, impact on economy, hostility or hospitality of the local people, etc. But how often have you attempted to understand the meaning of tourism or asked the question who is a tourist? Well, this Unit attempts to define for you the words “tourism” and “tourist” – both technically as well as conceptually. Then it goes on to comprehend the concepts related to tourism and its characteristics. It also takes into account the different forms and types of tourism along with explaining to you the terms like tourist destination and tourism product, etc.

1.2 TOURISM PHENOMENON

Tourism is concerned with pleasure, holidays, travel and going or arriving somewhere. These are the motivations that make people leave their “normal” place of work and residence for short-term temporary visits to “other” places.

Tourism is concerned with consuming goods and services. For example, you need some mode of transport, some form of accommodation to stay and so on. However, the only reason for the consumption of such services and goods is that we have a pleasurable experience or that we enjoy ourselves. A part of the enjoyment is in the fact that these goods and services are different from what we typically consume everyday. Another aspect of our enjoyment is that we:

- look at a set of different landscapes, cultures and life styles, and
- see different people and hear other languages, etc.

Because we are “going away”; what we look at and experience becomes something out of the ordinary – something unique. In fact, we do anticipate the new experience and this leads us to view it with greater interest and curiosity. However, few of us realize that the production of this pleasant experience is made possible because of many professionals and experts as they develop and construct our **viewing and experience**. How this experience has changed and developed depends on a variety of factors like: which;

- historic period we are looking at,
- social groups we belong to, and the
- society we live in.

The tourist gaze is, therefore, based on a “difference”, i.e., the difference between the practice of tourism and other non-tourism social practices, like paid work and domestic life or like the difference between taking a bus to go for work and taking a bus to a tourist destination.

Tourism, as a significant social phenomenon, involves a temporary break with normal routine to engage with experiences that contrast with everyday life, with the mundane.

Almost all travel types – the explorer, the pilgrim, the monk, the merchant, the student, the missionary, the hermit, the refugee, the conqueror, the cure seeker, etc. – can be cited as prototypes of the modern tourist.

1.3 WHAT IS TOURISM?

Well, the term tourism comprises several social practices. All these have the minimal common characteristic – That they are different and they are a ‘departure’ from normal life. These minimal characteristics help us to define tourism, which according to the W.T.O. is the movement of people away from their normal place of residence and work for a period of not less than 24 hours and not more than 1 year.

Tourism in fact is a leisure activity because it coexists with its opposite, that is regulated and organised work. This shows us that in modern societies work and

leisure are organised as separate and regulated areas of social practice. They are located in specific places and periods of time. Tourism involves the movement of people to, and their stay at various destinations. This involves a journey and services like transport, accommodation, catering and viewing etc. The journey to and stay at a site is outside the normal place of work and residence for a short period. There is a clear intention when “going away” to return home”. We must remember that tourism sites are not connected with paid work and they preferably offer some contrast with sites where a person’s work and residence are located.

A substantial proportion of the population engages in going away on holiday. Hence, new socialized forms of the provision for goods and services are developed in order to cater to the mass character of tourism practices. The tourist is, therefore, different from the traveler, because travel has an individual character where as tourism has a mass character. Tourism is directed at places chosen for the anticipation (often built on day dreaming and fantasy) of intense pleasure because such places are different to what we normally encounter. Such anticipation is sustained through a variety of experiences which influence our daily lives like film, T.V., fiction, magazines, records, videos etc. which construct and reinforce our image of a tourist destination.

The tourist’s gaze is directed towards a landscape, a town or an event by pointing out those features that separate it from everyday life. Whilst many features are viewed because they out of the ordinary, there is much more emphasis on the visual elements because we have seen it before through photographs, post cards, films etc. Infact, we recapture the site through personal experience. Tourism, therefore, also involves the recognition and collection of signs that represent a reality of another time and another place. For example camel rides in the desert for a person who resides in the hills.

A number of tourism professionals emerge and develop these signs. They attempt to create new and newer objects for the consumption of the tourist’s gaze. What they produce and why it becomes an object of tourism, or why it becomes popular depends on the competition between the travel trade for the attention of the tourist on the one hand, and on the other, the changing class, gender and generational distinctions of taste within the group of potential visitors. For example, one may stay in a five star hotel or a Yatri Niwas: one may take a pilgrimage or a beach holiday; one may go on a package tour or take a trekking holiday alone.

Finally, tourism has also become a status symbol in modern society and thought to be necessary to ones health. Many new tourist sites are opening all over the world and tourism is now a global phenomena.

Check Your Progress 1

- 1) Define tourism. Why is it different from travel?

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2) Why is tourism called a phenomenon in modern society?

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1.4 CONCEPTS

Film, pleasure and entertainment are concepts popularly associated with tourism. Many writers like Boorstin and Baudrilard have said that because tourists travel in guided groups isolated from the host environment and people, as they are encapsulated in planes, hotels and air-conditioned buses, they remain in an “environmental bubble”. Such tourists look for western facilities wherever they go and therefore they participate in “pseudo-events” because they do not encounter the real world on the street level. As a consequence tourist entrepreneurs and the local people produce displays for gullible tourists. These, over time and with the help of the media, become images which are the basis of illusions associated with the sites where tourism occurs. Thus, there is a paradox in understanding tourism – which is defined by its opposite, work and routine; yet it is engaged in reproducing the familiar (like hotels, etc.) which insulate the tourist from the strangeness of the destination or the host environment.

The mass society tourist is located in a very secure and protected environment where his senses are necessarily restricted. The tourist never learns to decipher the complex and alien cultures which cannot be simplified and mass-produced easily. Hence, we end up with a monotonous image of a uniform concept of tourism as hotel, beach and local colour.

But tourism is not only a mass phenomenon. Cohen maintains that there are a variety of tourist types and modes of tourist experience. Hence, it is necessary to:

- define the tourist,
- understand how tourism emerges from a basic division between the ordinary/ everyday and the extra ordinary,
- explain the characteristics of the tourist product,
- list types of destinations and identify their attractions, and
- explain what is a tour.

1.4.1 Defining Tourism

Over the years the definition of tourism has undergone a change along with the historical changes. According to **Hunziker** and **Krapf** tourism is “the sum of phenomena and relationships arising from the travel and stay of non-residents, in so far as it do not lead to permanent residence and is not connected to any earning activity”. This definition emphasizes travel and stay, but excludes day

trips, business trips, etc., and the overlapping of these boundaries with other practices.

The League of Nations in 1937 recommended that tourism covers the social activity of those who travel for a period of 24 hours or more in a country other than the one a person usually lives in. However, the limitation of this definition was that it excluded domestic and emphasized only on international tourism.

The Rome Conference on Tourism in 1963 adopted the recommendation to replace the term “tourist” with the term “visitor” and defined tourism as a visit “to a country other than ones own or where one usually resides and works”, for the following reasons:

- i) Tourism – the activity of temporary visitors staying at least 24 hours for leisure, business, family, mission or meeting.
- ii) Excursion – the activity of a temporary visitor staying less than 24 hours but excluding people in transit.

This definition also excluded the domestic tourist, although it did recognize the day visitor.

The Tourism Society of Britain in 1976 proposed to clarify the concept of tourism by saying that “Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during their stay at these destinations, including day visits and excursions.”

AIEST in 1981 refined this concept and held that “Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stays away from home”.

These definitions indicate that tourism has expanded in its range and scope. The concept of tourism has broadened to include all forms of the phenomenon of leisure activity. Today we may define Mass Tourism as the quest of someone who travels to see something different and is dissatisfied when he finds that things are not the same as at home.

This definition reflects the orientation of global tourism, which is concentrated in Western societies where 60% of international tourist arrivals are received and from where 70% of the tourists originate. Because the control of tourism is centred in the West, the concepts associated with tourism are necessarily influenced by the social practices of these societies rather than the travel heritage of the non-western cultures and developing societies.

The movement of tourists from the place of origin to the destination is further described as:

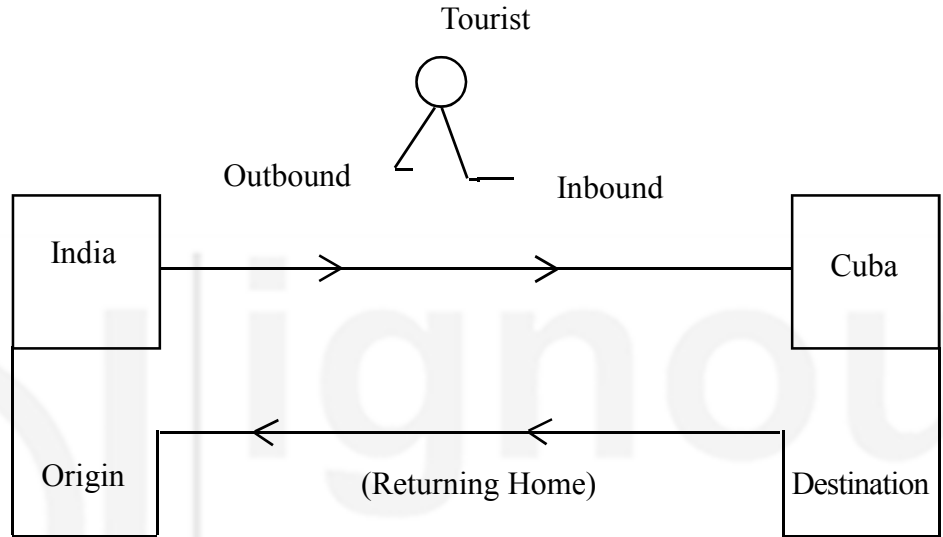
- International Tourism, when the travel is from one country to another, and
- Domestic Tourism, when the travel is within the country, i.e., trips taken by a tourist within his/her own country or where the origin and destination are in the same country.

In International Tourism you will come across two other terms:

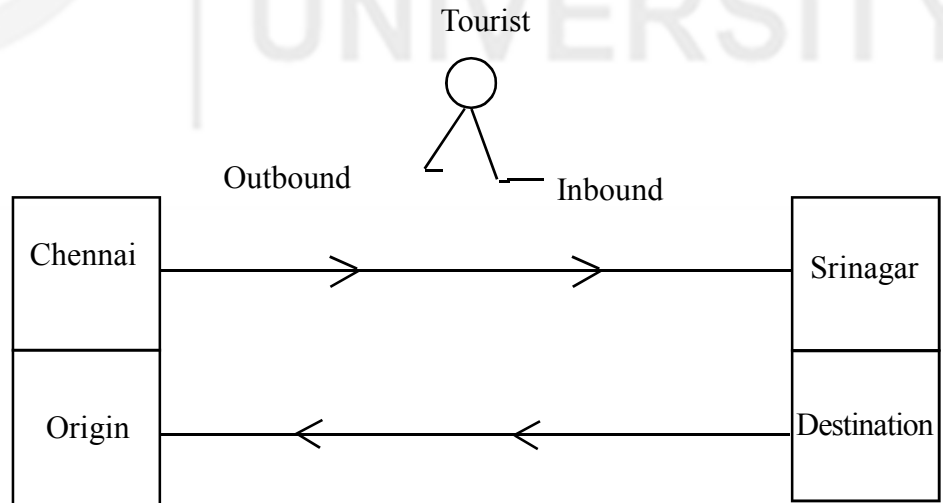
- i) **Inbound:** This refers to tourists entering a country.
- ii) **Outbound:** This refers to tourists leaving their country of origin for another.

However, these terms apply in the case of outward travel only at its beginning. We must remember that on the journey back a tourist is only returning to the place of residence and he cannot be termed as inbound tourist. But at the same time an outbound tourist can also be an inbound tourist. For example, you decide to go to Cuba. From the point of view of India you will be described as an outbound tourist but Cuba will describe you as an inbound tourist.

INTERNATIONAL TOURISM



DOMESTIC TOURISM



1.4.2 Tourism Products and Services

In relation to tourism, very often you will come across terms like tourism products and services. Here we attempt to define them.

The purchase of a tour is a speculative investment by the tourist, who anticipates the pleasure the consumption of such a product, will result in. Tourist consumption

and anticipation are related to services that after the basic necessities and comforts are provided, leisure activities are also organised. However, it has often been said that selling tours is similar to selling dreams. For example, a tour is more than buying a mere collection of services like an aircraft seat, a hotel bed, meals and the opportunity to see the Taj Mahal. The tourist is buying, temporarily, a strange environment including unique climatic and geographical features and intangible benefits like bargain, luxury service, hospitality, atmosphere, a culture and heritage.

The tourist product is, therefore, both, a physical as well as psychological construction which is challenged to transform dreams into reality. The problem in meeting such a challenge is that different cultures have different priorities and codes but the global tourism professional requires a universal (often termed as western) standard of satisfaction. Apart from the problem of quality control there is always the element of chance which can destroy the most well organised tour. This can be due to natural or man-made reasons, accidents or sudden and unforeseen circumstances. Risks are higher in tourism services because these services are considered luxuries and often not given the same attention as essential services. Local people often express hostility to tourism because they see it as an expression of Five Star culture, extending the gap between their life style and that of the tourist.

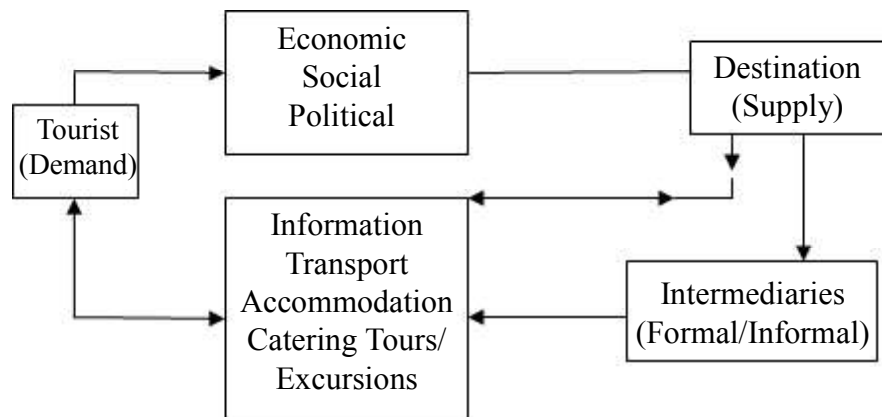
For the producer of the service there are also risks. Travel services are consumed en route and at the destination. They cannot be tested, seen, sampled or compared in advance.

They depend on a reputation earned by the satisfaction of previous users and on advertising. Services are also created in a particular historical and social context and are affected by a work culture. Moreover, the supply of services is fixed and created in advance and the risk of under-consumption has to be borne by the producer because travel services cannot be stored. For example, an unused aircraft seat or an empty hotel room cannot be carried over to another day or time or place. It has a value where and when it is offered for use. Thus, the carrying capacity and demand for a service have to be carefully assessed and estimated. For example, it is often claimed that one of the constraints for tourist movement in India is the shortage of airline seats. To makeup for this, with the permission of the government private airlines are allowed to enter the international market. As a result they have introduced reduced rate flights keeping in mind the middle class people.

In tourism demand is often irrational and trends also change rapidly. But the building up of service often requires a lead time. Once a capacity is offered, the hotel and transport service for example, it often lasts longer than the demand for it. This requires great ingenuity on the part of the producer to ensure that the service remains profitable.

In developing countries the risks cannot be carried from one tourist season to another. Apart from the demand-supply constraints and socio-political factors, operators and providers of service are also affected by weather conditions (like hot weather and the monsoons). They are also constrained by a lack of capital to invest in marketing. In many cases they depend to a large extent on the informal sector or what is learned as the tout or broker. The tourist views the activities of

such persons with suspicion and considers their method a harassment. However, the small scale operator depends heavily on the oral application and direct contact of the informal services of touts and brokers for his profitability.



1.4.3 Tours

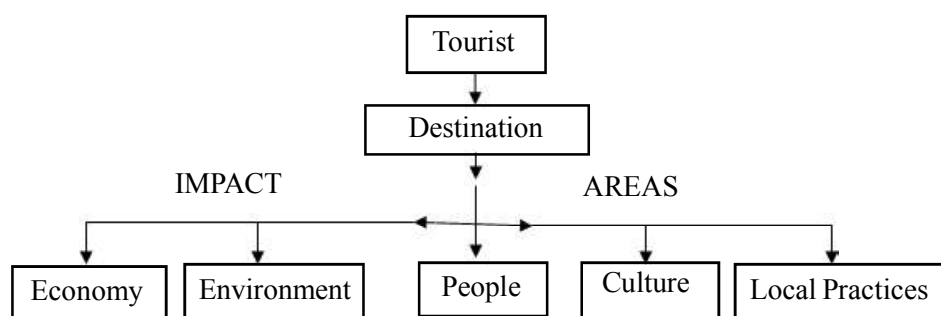
Tours and their characteristics is closely linked to the motivation of the tourist. Motivation or purpose of a visit is usually:

- Holiday or vacation, including a visit with friends and relations
- Meetings and conferences, including other business activities,
- Health and sports,
- Religion and Culture, or
- Special interests, including study tours, etc.

The purpose of visit determines the nature of the tour in the following ways:

- i) Are you free to choose tour destination?
- ii) Is price a constraint?
- iii) Is time a constraint?
- iv) Is quality a determining factor?
- v) What facilities and services do you require?

Tours can be within national boundaries or in any place in the world. Such a decision will have an impact on the economy of both, the country of origin and the tourists' destination site. Tours also focus on unique natural or geographical features like the coastline, islands, mountains, health resorts, countryside, etc. At such locations the provision of tourist services and the pressure of tourists are bound to have impacts on the environment, economy, local social practices and on the people.



The time period a tour includes will depend on factors like:

- holiday period,
- price,
- attractions and activities,
- single destination or multiple destination
- packaged itinerary or individual travel, and
- inclusive arrangements or special interest tours, etc.

In the case of an independent or tailor-made tour the visitor buys services individually. This he does either by making reservations in advance, directly or through a travel agent or on an ad-hoc basis during the tour. The latter is called a walk-in arrangement which depends on availability. A package or inclusive tour is an arrangement in which transport and accommodation are purchased at an inclusive price. This means that the prices of the individual components of the services required by the tourist cannot be determined by the buyer.

Packages are assembled by tour operators who buy the individual elements in advance from the producers and the wholesalers. Because these services are bought in advance in large numbers, the tour operator buys at a special discount price (20% to 30% lower than the market price). He then sells individual and group tours either directly or through travel agents who are performing the retail function. For this travel agents earn a commission (2% to 10%).

Tourist services are also accordingly diverse to suit all the aspects of demand. For example:

- 1) Transport services can be scheduled (run according to a timetable) or chartered (according to demand).
- 2) Accommodation can be in the formal (hotel) sector or the subsidiary sector (guesthouse, campsite, apartment on rent, etc.).
- 3) Catering can be on a meal plan which includes a variety of options. For example, American Plan including three meals, Modified American Plan including breakfast and lunch or dinner and European Plan including breakfast only.
- 4) Local transfers and sightseeing can be organised by coach, taxi, etc. For those who like to do things on their own, the rent-a-car option is also available.

1.4.4 Tourists

The tourist, apart from being a holidaymaker or businessman, can also be segregated in terms of region, nationality, socioeconomic class, age and sex. Behavioural aspects like stage in the life cycle, personality and educational levels also help the producer of services to design products that fit specific target groups or market segments. This is termed as profiling the tourist. Such a definitive refinement helps us to collect data on what the tourist is really looking for at the destination. Such data also helps us to understand tourism and to see how travel and tourism related practices differ between different markets. Such information helps the industry to design products and develop strategies appropriate to the

needs of the market. Such data also enables activists, who may be local activists or networking with international groups to control the form of tourism being developed at a particular destination and to:

- intervene in the type of development being planned, and
- maximise the benefits from tourism and to minimise negative impacts.

1.4.5 The Tourist Destination

A destination is both a site and an event, and these two factors are the attractions. In a site attraction, a location exercises appeal like the Shimla hills, the Kerala coastline or the Khajuraho temple complex. With an event acting as a pull, tourists are drawn to a particular place because of what is happening at that location. Where both site and event are attractions, like the Konark Dance Festival or the Elephant March or Boat race in Kerala, the success of such a destination multiplies.

Destinations can be spread over a wide geographical area. The attraction to a destination lies in the image it has or the attractions it offers.

Check Your Progress 2

- 1) Explain why tourism is difficult to define. How would you define Tourism?

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- 2) Is the tourist product similar to other products?

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- 3) What are the essential features of a tour? Why is a package tour a popular phenomenon?

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1.5 TOURISM: FORMS AND TYPES

Today people are feverishly participating in tourism. This may include short trips during the long weekend breaks or longer journeys during holidays. Old age pensioners have a dream of retiring to a place where the weather is good and the prices low. Without any outside pressure, millions of people flock to destinations of their own free will. Long lines of cars, crowded buses, trains and jumbo jets go all over the world. As a result the beaches become too small, shops and restaurants too crowded, porting facilities and the environment degraded and worn down with years of being admired and used, and the world shrinks. For an increasing number of people work is no longer the main purpose of life and this encourages tourism. Modern tourism is one of the most striking phenomena of our times and tourism offers us an opportunity to learn, to enrich humanity and to identify what may be termed as goals for a better life and a better society. But conservationists want to change things. They want to arrest the spread of the “landscape eaters” who have transformed the countryside with their mass migration.

Forms and types of tourism emerge within the context of changing social values. For example, in modern society, the value of ‘being’ has been superseded by the value of ‘having’. Possession, property, wealth, egoism and consumption have become more important than community, tolerance, moderation, sensibility and modesty. As a result, in all parts of the world:

- economy is characterised by increasing concentration of wealth, division of labour and specialisation,
- environment is being treated as if resources are renewable,
- the limits of Eco-systems are stretched without considering the negative aspects, and
- peoples’ rights are constantly eroded to meet the needs of the power system, etc.

Forms of tourism emerge from different fields of tension such as: work/rest, awake/asleep, exertion/relaxation, income/expenditure, job/family, freedom/necessity, risk/security. Similarly, dirt, noise, rush, pollution and trouble, etc. are all key expressions of such tension. The possibility of going away is very important in such a context.

The desire for tourism is, therefore, determined socially. Governments promote tourism, people talk about their holidays, unions sponsor holidays, health insurance covers visits to spas, tax rebates are given for holiday homes and corporations reward employees with travel instead of bonus money. Seasonal pressures strengthen the urge to get away from home. Annual vacations, the media, literature and fashion all strengthen the holiday mania. The tourism industry whets the appetite with tantalising offers of entertainment and pleasure. The commercialisation of recreation functions within the well-established principles of a free market economy. In the past, in the erstwhile socialist countries holiday homes and limited foreign travel were subsidised for workers. In India our government provides to its employees subsidy on travel called the Leave Travel Concession and companies provide holiday homes for their workers, but

tourism is primarily a private enterprise. A study of tourist brochures indicates the successful design of a tourist visit:

- 1) Create a holiday mood by emphasising informality, abandonment, serenity, freedom, and pleasure.
- 2) Show time, standing still, romanticism and relaxation, peace and space.
- 3) Show something beautiful that is not available at home. And typical holiday symbols like the sun, a beach umbrella, a palm fringed coastline, etc.
- 4) Show people from other cultures, always beaming, happy, friendly and idle.

All four ingredients from the tourism mix. However, in today's context the different types of tourism are as follows:

1) Rest and Recuperation

Taking a rest from everyday life; relieve the stress of societies that have shifted from manual to sedentary work. Tourism as diversion or compensation to holiday destinations is what may be called holiday or vacation travel which is focused on resorts and beach holidays, both domestic and international.

2) Escape

Tourism as a mass flight from everyday reality to an imaginary world of freedom. This flight takes place within the movement from centers to peripheries or in other words a North-South migration.

3) Communication

Spending quality time with family and friends, make new friends and acquaintances. This is mass tourism, in herds, enjoying the facilities of tourism enclaves.

4) Culture and Education

Such tourism is based on sightseeing tours to experience and see other countries of the world though not necessarily in-depth.

5) Freedom

Tourism frees you from home and work and is directed towards facilities and comforts rather than experience.

6) Health

Visit spas, go to saunas, undergo cures for chronic ailment, visit health clubs for workouts or do yoga, i.e., travel for health.

7) Special Interest Tours

Is organised as per the special interests of the tourists ranging from medical, historical, archaeological and other interests to golf or fishing.

8) Adventure and Wild Life

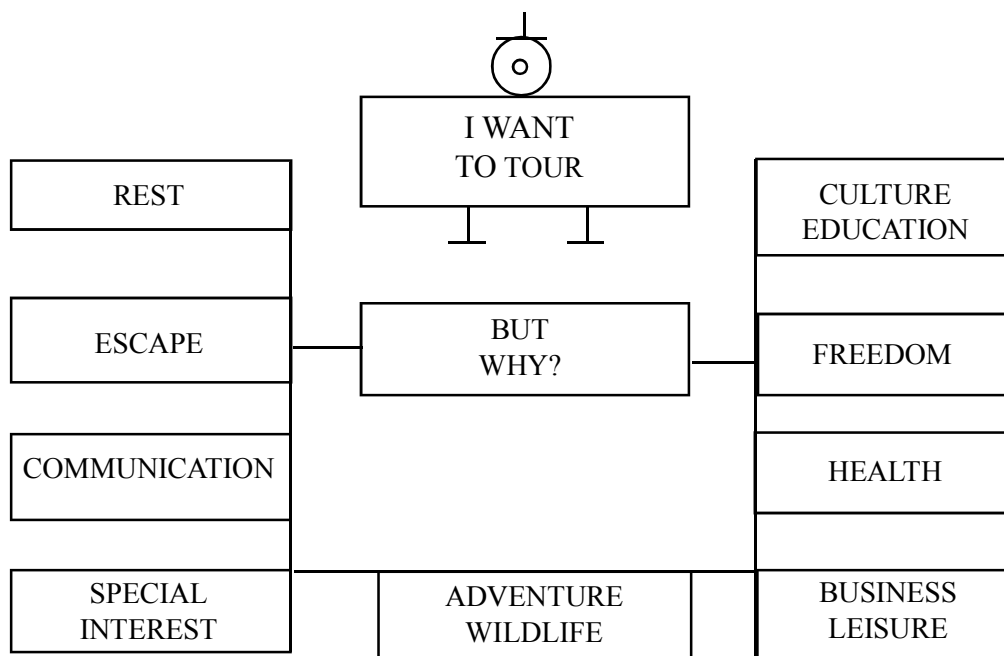
Far away from modern civilisation, with bearers and porters and mules, camels, elephants or jeeps, mixing trekking and hiking and camp life with the luxury of a first class hotel.

9) Convention Tourism

To mix leisure with work, holding convention or meetings at tourist destinations.

Different forms of tourism also give rise to different types of tourists.

- 1) A Budget tourist who books everything in advance and would look for cost saving options such as Local food, Airbnb, Hostel etc.
- 2) The Photojournalist who see the world through the lens of the camera and click almost everything from a good view to a scrumptious meal.
- 3) The naive tourists who is inexperienced in travel, always asks unnecessary questions and has no language skills.
- 4) The organised tourist who feels at home with a guide and a group of fellow tourists.
- 5) The selfie king/Queen, an upsurge in the usage of social media have created a new category of tourist, they are often busy in taking selfies with literally everything.
- 6) The uncultured tourist who is a beach bum and spends his time lazing and eating.
- 7) The rich tourist who can afford anything, likes to show prosperity and enjoys being waited upon, in short they are the luxury travellers.
- 8) The exploiting tourist who spends a holiday at the cost of people and takes advantage of their culture, hospitality and poverty.
- 9) The polluting tourist who demands that for his comfort everything can be flattened or destroyed.
- 10) The alternative tourist who explores the few untouched corners of the world thus opening the way to mass tourism.
- 11) The Adventurer who goes on hiking, long cycling trips and ditch the idea of staying in luxury hotels to get lost into wilderness.
- 12) The environmentally conscious tourist who makes efforts to make less negative impacts and look for green labels.



1.6 FUTURE TRENDS

A recent B.B.C. programme entitled “Wish You Weren’t Here” underlines the concern today at what the Golden Hordes have done to the world environment and fragile communities and cultures. There was a time when the UN promoted tourism because of its economic benefits, because:

- 1) A transfer of wealth from the rich to the poor was possible.
- 2) Regional imbalances could be overcome in areas where there were no other developmental resources.
- 3) Provide employment to people with low educational and skill levels.
- 4) Give rise to economic growth with the circulation of the tourist dollar.

With fresh emerging trends and new found challenges faced by the Tourism Industry, UN has started promoting tourism in light of new dimensions. Tourism that is:

- 1) Responsible,
- 2) Sustainable
- 3) Universally accessible
- 4) A driver of economic growth and inclusive development and
- 5) Environmental sustainability

After four decades of organised Mass Tourism, the concept of Sustainable Tourism was introduced in the UNCED (United Nations Conference On Environment and Development) at Rio De Janeiro in 1992. At the next conference in Stockholm, 20 years later the groundbreaking bundle of policies was introduced namely Agenda 21. This was created to serve as an instrument for sustainable development at International, National and Local level. Local agenda 21 emphasised on control of tourism by the local people at their pace

and in answer to their needs. The essential aspect of Sustainable Tourism is the concept of carrying capacity, that is, a control on the number of tourists as well as the type of tourism to be developed. Carrying capacity is a concept that has to keep in mind the needs of:

- a) the environment,
- b) the level of development – both economic and social,
- c) culture,
- d) population and its needs in the present and in the future,
- e) tourism versus other forms of economic activity.

Here we give you some of the projections made by the UNWTO and WTTC in relation to future trends.

UNWTO initiated a long term forecasting in the 1990s. The main objectives of this were to;

- 1) Assist UNWTO members in policy making and strategic planning
- 2) Provide global reference for future development of tourism
- 3) Reinforce role of UNWTO in Tourism
- 4) Constitute a reference for UNWTO to monitor strategies, work and activities

Following are the projections of UNWTO and WTTC for future trends in Tourism:

- a) There will be growth in International Tourism but at moderate pace from 4.2% per year (1980-2020) to 3.3%(2010-2030).
- b) There is potential for future expansion. Emerging destinations will be more popular than the established ones. There will not be much change in purpose of visit.
- c) International tourist Arrivals will increase upto 1.8 billion by 2030.
- d) Asia and The Pacific will gain most of the new arrivals which will increase their share along with Middle east and Africa
- e) Along with opportunities, challenges will also rise in maximising the benefits of tourism while minimising its negative impacts.

These projections suggest that this long-term tourism growth pattern is more moderate, sustainable and inclusive.

Check Your Progress 3

- 1) How are we socially oriented or directed towards participation in tourist activity?

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2) Discuss the different types of tourism.

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3) What is carrying capacity?

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1.7 LET US SUM UP

You have seen that tourism is defined in different ways. It is crucial to note that the tourist has the understanding of coming back to the place of residence after being at the destination and having enjoyed the tourist products, attractions and services. There are different forms of tourism and so also the types of tourists with their own behavioural characteristics and interests. Over the years different concepts have emerged in tourism. Tourism products and services play a vital role in tourists’ movements. While looking at the future trends a variety of factors have to be accounted for. For example, now there is emphasis on the Alternative or Sustainable Tourism as people are beginning to assert their rights and demand controls.

1.8 KEYWORDS

- Environmental Bubble** : Isolated situation in which a tourist is placed, e.g., in an air-conditioned bus or a car tour where local weather conditions do not affect him/her.
- Golden Hordes** : The mass of tourists with money to spend.
- Itinerary** : Schedule.
- Phenomenon** : Happening encompassing different sectors of a group.
- Psuedo-events** : Happenings especially conjured up to meet the tourists preconceptions, e.g., creating an image that India is basically a land of fakirs and snake-charmers for foreign tourist.
- Tourist Gaze** : The way of tourist sees his/her tourist site.
- Tourist Season** : The time of the year when arrivals of tourists as at a particular destination are at a peak.

1.9 CLUES TO CHECK YOUR PROGRESS EXERCISES

Check Your Progress 1

- 1) See Sec. 1.3. You may have to make a difference between the individual character of travel and mass character of tourism.
- 2) See Sec. 1.2. You may have to look into the number of implications tourism has for the economy, society, etc.

Check Your Progress 2

- 1) See Sub-sec. 1.4.1. You may have to look into the changing character of tourism.
- 2) See Sub-sec. 1.4.2. You will have to have the difference between the speculative nature of tourist products and the correct nature of other products.
- 3) See Sub-sec. 1.4.3. Tours are basically defined by their motivation.

Check Your Progress 3

- 1) See Sec. 1.5. Different societies create different motivation for tourism.
- 2) See Sec. 1.5.
- 3) See Sec. 1.6.

UNIT 2 UNDERSTANDING TOURISM-II

Structure

- 2.0 Objectives
- 2.1 Introduction
- 2.2 The Changing Trend
- 2.3 Purpose of Tourism
 - 2.3.1 Sun, Sea, Sand and Sex
 - 2.3.2 Leisure, Touring, Sightseeing, Culture
 - 2.3.3 Visiting Friends and Relations
 - 2.3.4 Business and Incentive Travel
 - 2.3.5 Health and Medical Care
 - 2.3.6 Shopping
- 2.4 Special Interest
- 2.5 Alternative Tourism
- 2.6 Other Determinants
 - 2.6.1 Psychological
 - 2.6.2 Socio-Political
 - 2.6.3 Economic
 - 2.6.4 Time
- 2.7 Let Us Sum Up
- 2.8 Keywords
- 2.9 Clues to Check Your Progress Exercises

2.0 OBJECTIVES

After reading this Unit, you will be able to:

- outline the reasons for the growth of tourism,
- define the different motivations that determine the increasing diversity of tourism,
- understand the origin and development of Mass Tourism and package holidays,
- analyse the factors that influence the demand for tourism, as well as the decision making process for individuals, and
- determine the relationship between motivation, destination and tourist products.

2.1 INTRODUCTION

In Unit 1, we discussed about the different types and forms of tourism. Tourism of today is no longer what it was 50 years back and it will change further in the years to come. A crucial role is played by motivation in this process of change.

In fact, motivation or the purposes of a tourist considerably affect the various components of the Tourism Industry. Motivations not only determine tourists' behaviour but are being critically analysed to determine the future needs of

tourism. Hence, it is necessary for tourism professionals or learners of Tourism Studies to know why people tour/travel. Tied with this is the question why people opt for a particular destination or why a specific destination attracts tourists? This Unit takes into account the various motivations along with the changing trends in tourism.

2.2 THE CHANGING TREND

Tourism had transformed considerably from its earlier motivations, i.e., mainly business and religion, by the 19th century. In Europe and America it is now a part of the life style of not only the aristocracy but also the merchants and the professional class. It has come within the reach of the industrial work force as well.

Between the two World Wars, in the industrialised countries, the mass of the people had higher expectations and greater entitlements. This was because of increasing incomes and holiday entitlements. Technology brought the means of transport (particularly the automobile) within their reach and material conditions of life were much better than the days of depression with the post war economic boom. In the 1960s the post war economic boom began to spread much more widely and international tourism began to reach mass markets around the globe. Such changes were bound to have an impact not only on the nature of tourism but also on the numbers participating in touristic activity.

Mass Tourism, a phenomenon that we can see emerging in India today, was primarily a domestic business up to the 1950s in most of the countries. International tourism formed about 5% of tourist activity in the 1930s and 40s. By the 1970s foreign holidays accounted for 20% of long vacations by Americans, Britons and Europeans. Today this has gone up to more than 46%. The focuses of Mass Tourism were the seaside resorts and spas in Europe and the National Parks and natural beauty around summer camps in America. Travelling by rail or by car, the middle class tourist used boarding houses or hospitality of friends and relatives or holiday camps to make the budget for the holiday extend.

Private operators provided cheap accommodation, mass catering with a range of amusement and entertainment possibilities at the site. Britain, France and Germany were the leaders in this movement. This early idea of “packaging” soon spread to the upmarket hotels that began to include swimming, tennis and dancing in their facilities. Tents, caravans and chalets came up for those who wanted a less regimented and more flexible holiday plan. The Club Mediterranee, a total resort concept that emerged from the need of a group of young French families looking for a complete holiday, soon spread to all regions of the world. A total resort required tremendous commercial ability which the travel trade had acquired by the mid 20th century. As suppliers of the tourist product they expanded their output and sharpened their marketing skills. From the increasingly sophisticated market research emerged the revealing concept of motivation and its diversity or changeability amongst different groups of tourists. Expertise in dealing with motivation led to the development of different types of tourism which involved large numbers of tourists.

Countries around the world began to notice the impact of tourism on the national and global economy. Destinations began to make themselves up in the image of

a particular market segment. Those destinations that catered to the largest numbers soon became stereotyped as “Tourist Ghettos” because they looked alike and offered facilities that were standardised. Today, as new destinations are emerging, the international stereotype is giving way to ethnic types, which has an underlying uniformity with a viewer of local culture and identity.

2.3 PURPOSE OF TOURISM

You may ask the question – What motivates a tourist? Why tourism? Or what is the purpose of tourism? These are pertinent questions and the answers are particularly relevant for those who are or intending to be tourism professionals.

2.3.1 Sun, Sea, Sand and Sex

This is known in American parlance as the 4 S formula. Sea bathing with access to a beach (sandy) and good weather (sun shine) is an expectation of tourists who want to escape from temperate to tropical climates. New fashion concepts also dictate the craze for a sun tanned skin over the pale complexion. The current health faddism also dictates the use for activity over indolence. Overcrowding, which appeals to those who like to do things with a crowd, has pushed those who like privacy further away to destinations in Africa and Asia. For example, you may hear such comments at a beach “Oh! how peaceful it is, lovely. I hope it does not become crowded like the one back home”.

Many analysts have described this form (4S) as “Tourism in a Ghetto”. They do so to emphasise the artificiality of a created reservation which is made to measure in the touristic image or touristic gaze. Included in this category are hotel complexes, holiday tours and hill resorts. Natural and scenic beauty is merely a backdrop to playing the same games, reading the same newspaper, watching the same T.V. shows and eating the same food. Local serving personnel are perhaps the only unique ingredient of such tailor made resorts and are considered sufficient to represent the country in which a particular resort is located. The model of such a type is the “club med” which is often described as the most honest touristic formula. Although sneered at by the cultured critic because it incorporates many actual motives and states quite openly that it aims at complete relaxation – “it is the idea of paradise, a garden of Eden, in which people are free and unconstrained and everybody can be happy in (their) own way”. This is real life, and such life is available in the most exclusive regions of the world in enclaves where the tourist can abandon himself to pursue leisure undisturbed. In this holiday theatre based on glamour, glitter, fun, entertainment, sport and buffets, a holiday becomes a reprieve from daily life, which is unreal. The show opens up to lightening views of culture for sight seeing and performances by local women and men. At times these remain meaningless rituals to the tourists. Yet, they expose the performers to a state of corruption that is often justified by the money it earns them.

In recent times, the 4S’s formula has been expanded to include golf, a sport which is extremely popular in the more affluent countries of the world, and particularly in Japan. Hawaii and Australia are the most favoured destinations, mixing beach and golf facilities. The game is very expensive in Japan and there is the space limitation too. Because of this demand all Asian countries are now multiplying golf courses at every suitable location. Many tourism experts condone

golf tourism as being environmentally friendly. However, in Japan itself there have been several studies indicating the golfing greens pollute the underground water facilities. The colouring and chemicals used to maintain the green areas are as harmful as industrial effluents.

2.3.2 Leisure, Touring, Sightseeing, and Culture

Such tourists like to wander, not content to remain in one place or complex, but preferring to stay in different place every night or so. This is a kind of cramming or crash course of notable countries, monuments, people, places and culture. The motivation is both self-education and self-esteem. The camera is an essential ingredient of such tourists whose “touristic lens” view is considered to be more authentic than reality. Often the framing of the destination via the tourist gaze is the visible pressure that motivates such tourists towards touristic itineraries.

The destinations visited by such tourists are more varied and widespread than the 4S's. The linear or modal itineraries also require a much better transport network and capacity and hotels have to provide their best services – particularly check-in/check-out and room services for frequent guest/room changes. Although the interest segments may vary, the demand for services is invariably the same. A tendency develops to create “circuits” or “milk run” routes on the basis of infrastructural strength as well as local support to the daily turnover of tourists. Such tourists, therefore, also fall into the mass package category.

2.3.3 Visiting Friends and Relations (VFR)

This form is a strong motivation for domestic tourism in India. You see this in every day life. For example, Venugopal wants to visit his friend at Delhi. He also decides to see all the tourist attractions in Delhi. He may also utilise a day to go to Agra to meet his classmate Nadim and also see the Taj.

This segment is of great importance to the transport sector. But it is not considered economically significant by the providers of accommodation, food and beverage services. This is so because they stay and eat with their host, i.e., a friend or relative. At times when people have none of their own they try to find one through some one. These tourists do not exercise freedom to choose their destinations, but do show an interest in the tourist attractions that the town or city offers.

For example, a visit to a friend in Mumbai also offers beaches, amusement parks, pavement cafes, shopping and the Elephanta caves.

Gujarat Tourism has made an interesting “Roots” tourism itinerary for NRI Gujaratis on visits to the family or friends. They have linked major cities of the state with the places of interest both in the state as well as in neighbouring states.

The VFR tourist makes use of the surface infrastructure for tourism in much the same way as the business traveller often participates in linear or modal itineraries along with domestic and international tourists. Tourists often use friends and relations as hosts to visit areas of interest. In India we see an interesting combination of VFR and LTC to subsidise the cost of transport and accommodation so that there will be enough money to spend on sightseeing, leisure, recreation and shopping.

2.3.4 Business and Incentive Travel

Business travellers needs often overlap with those of the holidaymakers. The only difference is that business trips are not directed towards touristic centres or resorts, rather their demand is directed to centres of trade and commerce or diplomacy. They may demand special services like communication and secretarial facilities, meeting and convention facilities, car rental and accommodation, with less emphasis on recreational facilities although swimming pools and health clubs are popular services today.

A special area of interest to tourist destinations is conference, fairs and exhibitions. Today there are many organisations that feel that their executives are more creative and productive in a resort atmosphere. Hence, the number of corporate conferences is on the increase. Public and Private Sector associations and professional bodies (FHRAI, TAAI and IATO, etc.), trade unions and political parties are also customers for convention-cum-tourism complexes.

The needs for communication and specialisation have led to annual meetings of associations and professional bodies not only to meet and discuss new ideas and strategies but also to exhibit new products, new trends or product lines.

Fairs and exhibitions are a reflection of the health of an economy and give an opportunity to the participants to sample some of the local tourism offers. An area of emerging importance to the tourism industry is incentive travel or travel of a touristic nature as a reward for some special achievement or contribution of an employee to the firm. Most employees consider a paid holiday as a desirable perk because their standard of living ensures that there is no consumer durable that they don't have or can't have. International travel is, however, something not more than 10% to 15% can afford.

Secondly, the firm's incentive is always of a higher quality and standard than what an employee can afford on his own budget terms of services, distance and the length of stay at a resort.

Most tour operators find the incentive tour market attractive because it includes upmarket rates with people who may not have the discriminating tastes of the upper crust. Such services often overlap with the mass tourists who are directed towards resorts or on the sight seeing circuits. The Indian Association of Tour Operators (IATO) considers the incentive tour market an important segment for a long haul destination like India.

2.3.5 Health and Medical Care

This category includes, medical services received from hospitals, clinics, healing homes and, more specifically, health and social institutions, it includes visiting health and spa resorts and other specialized places to receive medical treatments based on medical advice, cosmetic surgeries but excludes any long term treatments beyond one year.

2.3.6 Shopping

This category includes, for example, purchasing consumer goods for own personal use or as gifts Excludes goods purchased for resale or for use in a future productive process, (in which case the purpose would be business and professional), etc.

Check Your Progress 1

1) What do you understand by a total resort concept?

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2) What is the 4S formula?

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3) Why is VFR tourist insignificant for the accommodation industry?

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4) How do Business and Conventions encourage tourism?

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2.4 SPECIAL INTEREST

In contemporary culture there is a dissolving of the boundaries between high and low cultures as well as between different cultural forms such as tourism, art, education, photography, T.V., music, sport, shopping and architecture, etc. All these forms lend themselves to the area of Special Interest in tourism which deviates from Mass Tourism because it does not consider people within a particular destination to be similar to each other. With shared tastes and characteristics, special interests in the end are to be determined by the providers of services. However, the increasing and changing power of different social classes also determines the importance of these areas of cultural production for

Special Interest Tourism. As the collective power of the working class declined and the service and middle classes increased after the post world war period new forms of tourism were generated in the west. The new cultural economy that these classes created related to people's consciousness, disposition, tastes and dislikes. Special Interest Tourism rejects "natural" enjoyment as coarse, vulgar and servile and replaces it with refined, disinterested and gratuitous pleasures that emphasise culture and art as the essence of the difference between the new power-elite and the old rich and the working class.

Studies have shown that such tourists enjoy good work and market conditions as well as educational credentials. They are primarily in the age group of 30 to 40. They share many of the preferences of intellectuals, like an interest in the most legitimate aspects of culture. Their interests include museums and folk art, sport, mountain climbing or walking tours. Many writers describe their taste for "ostentatious poverty" which is seen in their habit of dressing casually, liking bare and homely interiors and a cultivated relationship with nature.

Special interest tourists need not be in the middle salaried category alone. In Media, Advertising and Design areas, they have a very strong commitment of fashion, change and style. Their morality seeks pleasure as an ethnic, and as a taste for novelty. They look down on the Candy Floss image of the traditional holiday camp and resort because for them it is in the bad taste. They go towards health food, vegetarianism, heritage and natural pastures like walking, cycling, swimming and fishing. In Britain we have seen a campaign for Real Holidays as against the rise of the package tour. The special interest tourist equates Mass Tourism with mass production in things like beer, bread and ice cream, instead of real things, and wants a return to the authentic taste and flavour of the individual way of doing things. The essence of the Real Holiday Campaign is that:

- a) it involves a visit to a destination well away from the masses like Maldives, Bolivia or Lakshdweep. Thus, it opens up the whole world to the possibility of tourism, and
- b) the real tourist will make use of the specialist agent or operator rather than a few major companies who do not promote a discriminating independent form of travel. The small niche product will promote not touristic trips but voyages of discovery.

Special interest tourists have a reading list of useful books on different countries. They look for travel rather than tourism; they stress on individual choice, avoiding the package maker; they need to be educated. They go to the countryside and invoke a deferential past which has been constructed with elements which never perhaps existed together historically. They function according to what could be termed as a Tourism Bill of Rights, which respects nature, the rights of the host populations and their customs and culture.

For such tourists stately homes, areas or regions are rehabilitated as tourist attractions; factories have been turned into museums; garden festivals and theme parks are created in castles, industrial sites and ecological spheres. Craft demonstration turn theme/heritage sites into experiences where people can watch, learn and participate in a renaissance activity. In such cases they know that tourism has benefited or saved what might have otherwise been completely lost. Such tourists also participate in cleaning the environment by holidays spent in

clearing waste and debris on beaches and mountain slopes, and protecting wildlife.

Niche tour operators can also bring pressure, like their clients, on local governments to insist on conservation. This is done to ensure that mass tourism does not destroy the beauty of the destination, its natural attributes and customs. They promote traditional hand made crafts as souvenirs, accommodation in the vernacular architecture and textiles as well as local food and beverages. However, sometimes special interest tours and tourists can also stereo-type what is classified as authentic or real or typical about a destination. For example, Americans visiting Europe often feel like international refugees in a slow queue towards an unseen goal. “Push, push, push. These monuments are all the same. I haven’t met a single local person. How can I when we are on this schedule. You’d think we’d have a night off, but no, we have to go to a performance.” Such are the phrases commonly heard. Often, in season, crowds are so large that tourists don’t get a good view of the spectacle and they really get to see the spectacle in their photographs.

Check Your Progress 2

- 1) Discuss the requirements of a special interest tourist.

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- 2) Discuss the real holiday concept.

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2.5 ALTERNATIVE TOURISM

Alternative tourists like to do things differently. They want to be less with other tourists and more with the living cultures. They aim to avoid using special ‘tourist’ accommodation, transport and other services. They prefer to use or share the services of the local population. In this way they hope to experience some aspect of their lives.

Many tourists choose alternatives because they are concerned about the negative impact which Mass Tourism can have on a destination. Tour operators can specialise in such forms by focussing on people and their culture rather than providing created comforts. Such trips can be of an extended duration and can cost less than the traditional two-week vacation, but they can also be high priced.

Travel is with “local friends” and the purpose is to come to ones own understanding of political, social and religious traditions. Destinations are out-of-the way villages and tribal hamlets, or palaces of **ex-maharajas**. Hotels and homes are characterised by friendly atmosphere and cleanliness. Transport is crammed with locals going to market with their wares on camels or donkeys, boats in backwaters or treks in the mountains.

India is a popular alternative destination. It is a “subtle mix of ancient and modern, ritual and urban, filled with local colour and vitality”.

2.6 OTHER DETERMINANTS

Besides the motives mentioned in the earlier sections there are also certain other determinants of tourism.

2.6.1 Psychological

Is tourism desirable? Is it a good thing to have for the tourist and the destinations? Is it a justifiable means to an end? As a break from work or as a medical need, tourism provides relaxation in an environment that is completely different to the home surrounding. In that sense, it is a psychological break. Colleagues, neighbours and friends, however, influence our choices and pressure to conform is indeed great.

It is also fashionable to take a holiday at a certain time of the year or to a certain destination. Fashion in tourism is close to fashion in clothes. There can also be security in habitually taking the same holiday to a favourite hill or beach resort. In fact, tourism buying can be as customary as any other brand loyalty.

2.6.2 Socio-Political

Many societies encourage tourism as a form of rejuvenation. Many states give a tourism entitlement to their employees. In some countries trade unions include visits to spas for overworked or sick workers through a medical insurance scheme. Paid holidays also encourage participation in tourism. The political system also encourages certain preferences for holiday destinations as well as activities. This is done by choosing tourist destinations for holding conventions or conferences.

2.6.3 Economic

An important factor is disposable income or freedom from any money constraint. Tourism is psychologically and socially desirable as a consumer objective and the possession of the requisite means to satisfy the desire for tourism must be there.

In the West, when a person’s income rises by one unit, they spend $1\frac{1}{2}$ units on tourism. This indicates a high propensity to travel. Where incomes are not high and money is concentrated in a few hands, the propensity to travel is likely to be far less. Business and incentive travel is also likely to be constrained by the money constraint which can be affected by economic depressions or recession. Governments can encourage outbound tourism by their tax policies and the permission to take foreign exchange out of the country.

The price of tourism in relation to other consumer expenditures is also an important consideration. Special offers can, along with discounts, often make tourism a more attractive option than staying at home.

2.6.4 Time

Vacations are traditionally linked to tourism activity. Many institutions have increased breaks in the calendar rather than just single holidays so that people can avail the opportunity of free time to participate in leisure activity. These well regulated breaks in Europe in spring, summer and winter have encouraged people to take not one but perhaps two holidays in a year. In India also this is on the increase. For example people with school going children tour mainly during summer or winter vacations in the schools. The tour taken during the summer vacations may be longer when compared to one during winter. Price and time have a great impact on tourism demand. The tourism industry adjusts its tariffs with the seasons demand to encourage tourism as well as to increase profits.

There are other pressures – business, family, religious, educational and social that motivate tourists. Similarly, conferences and seminars, weddings, funerals or family reunions, or visits to centres of pilgrimage are factors that are supplementary or secondary feeders of tourism.

In India pilgrimage centres are a major attraction for domestic tourists. You must have seen caravans of buses taking them to either Hazur Saheb, Ajmer Sharif or Vaishno Devi.

In many cases facilities like accommodation, catering or special events and discounts etc. also act as “pull factors” to encourage tourism or attract tourists.

Check Your Progress 3

- 1) Why is Alternative Tourism considered the most positive motivation for tourism?

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- 2) What role can Governments play in encouraging tourism?

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3) What is the link between vacations and tourism?

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2.7 LET US SUM UP

People travel and tour because of different motivations. People may travel to escape from their daily environment or to seek information. It is possible that one may travel to satisfy many motives at a time rather than any single motive. A change in motivation or say different motivations have brought in new trends in tourism like Special Interest or Alternative Tourism. Knowing the motive(s) of tourist helps the tour operator/tourism professional to offer better services to the client and it is always better to ask for motivation and accordingly suggest the destination.

2.8 KEYWORDS

- Linear Itineraries** : Schedules of tourists which include rapidly changing places of stay, travel and sightseeing.
- Niche Tour Operators** : Specialised tour operators who share their clients concern for conserving and preserving areas of tourism from the destructive efforts of mass tourism.
- Roots Tourism** : Tourism which brings people settled abroad to their places of origin.
- Tourist Ghettos** : Standardised tourist accommodation and accompanying facilities facilitating mass tourism.

2.9 CLUES TO CHECK YOUR PROGRESS EXERCISES

Check Your Progress 1

- 3) See Sec. 2.2. You may expand on the concept of a complete holiday destination, marketed by tourist operators.
- 4) See Sub-sec. 2.3.1. The formula contains ingredients of an undisturbed tourist enclave.
- 5) See Sub-sec. 2.3.3.
- 6) See Sub-Sec. 2.3.4. It may bring high budget tourist at company expense.

Check Your Progress 2

- 4) See Sec. 2.4.
- 5) See Sec. 2.4. You may like to explain the concept as one which opens up new offbeat areas of visit and interests involving help of specialist tour operators.

Check Your Progress 3

- 4) See Sec. 2.5. You may like to point out the desire of such tourists to negate the negative impacts of mass tourism.
- 5) See specially Sub-sec. 2.6.2. You may point out the schemes for tourism offered by the Government.
- 6) See Sub-sec. 2.6.4.



UNIT 3 USE OF HISTORY

Structure

- 3.0 Objectives
- 3.1 Introduction
- 3.2 History as Tourism Product
- 3.3 Myths, Fables and History
- 3.4 Use of History in Tourism
- 3.5 Some Tips
- 3.6 Let Us Sum Up
- 3.7 Clues to Check Your Progress Exercises

3.0 OBJECTIVES

Our past profoundly affects our lives. Much of it is also passed on from age to age sometimes in the form in which it really “happened” but more often as “myths” or ‘fables’. In either form it is of cardinal importance to a tourism professional, especially in the situations such as the one obtaining in India with rich cultural heritage having continuity from the ancient. Our objectives in this Unit, therefore, have been to make you:

- appreciate the relevance and role of history in tourism,
- understand why history is termed as a tourism product,
- know the subtleties of difference between history and myths and fables along with their importance in tourism,
- realise the implications of distorting history for our own times as well as for the posterity, and
- learn to handle history, a potent weapon in the hands of a public man like you.

3.1 INTRODUCTION

The past, i.e., history has a lingering trait for all of us regardless of our liking for it or not. And every age has to reckon with “the attempt by human beings to give a continuing, present existence to what no longer actually exists, the past”. The past is so important to the present that we continuously attempt to produce some sort of **account** of our past. This is what becomes history. This accounting, not many of us though realise, is fraught with **serious** implications. Since it is difficult to apprehend past directly we have to **interpret** the past. It is here that we tend to deviate from the objective “truth” and induct our personal fancies, notions and sometimes images.

It is high time for us to realise the importance of history. History writing has now been evolved so much that it has almost become a scientific process. **Based on evidence, logic, reason and critical analysis we can follow the rules of objectivity in history writing.** In this Unit we have aimed at making you aware of the importance of correct-listing and its great use for the purpose of tourism.

The Unit starts with a discussion on history as a tourism product. It further analyses the difference between myths, fables and history along with a description of the use and misuse of history in tourism.

3.2 HISTORY AS TOURISM PRODUCT

India is primarily a cultural destination in international tourism – in these are the features of India marketed as a tourism product in international circuit. Not only in international tourism but in domestic tourism also history and its by products remain prime attractions. People often plan their travel so as to have a feel of their cultural heritage along with several other interests. In fact, tourism perhaps is the most important area today where history seems to become operative as an attraction, the pull factor or a product for the consumption of the tourists.

As a tourism product it figures in the:

- promotional literature,
- travel and tourism writings,
- descriptions and interpretations provided by the guides and escorts.

Offering historical destinations and museums as travel packages has been an old trade with tourism industry. With the growth of special interest tourism the relevance of history has further increased. For example those interested in painting can be attracted to Ajanta caves or Bhimbhetka; Forts and palaces attract tourists to Rajasthan; there is no dearth of destinations for those interested in temple architecture, etc.

In many cases fairs and festivals have also emerged as strong tourist attractions because they provide a good example of continuity and change. The age old rituals, traditions and customs are located in modern ambience in these fairs and festivals. Hemiz festival in Leh, Carnival in Goa, Cattle Fair at Pushkar or the Boat Races in Kerala are some illustrative examples. Moreover, history also figures in shopping and entertainment. For example, many tourists like to know the history of the designs, styles etc. of the jewellery or crafts they wish to buy; theme dinners are based on historical situations and sound and light shows bring to life historical periods. All this provides entertainment to tourists. Hence, it is necessary for tourism professional to have a sound knowledge of history.

3.3 MYTHS, FABLES AND HISOTRY

Myths and fables are an integral part of the Indian cultural tradition. Stories of divinity and miracles abound and events are assumed to have taken place. Very often imagination is transmited as reality. In most of the cases myths and fables become the beliefs of a community or a region. Here arises a crucial question – can myths/fables be accepted as history? Though the answer is in the negative the importance of myths and fables should not be lost to the historians. In spite of their being imaginary or creations of the fancies of individuals or groups we must remember that beliefs emerge in a given social context. In that sense they are a reflection of the existant social order and realities. According to Romila

Thapar “the significance of myth to the historian lies more in its being the self image of a given culture, expressing its social assumptions”. It is for this reason that we find myths in a variety of forms:

- origin myths,
- myths that provide social sanctions,
- myths that legitimise the changing political or social order, and
- myths that provide status, etc.

A similar situation is in the context of fables which talks of animals behaving in humanly ways. The folklore or the folk tales; the traditional stories, existence of which is unsupported but are heard by many. For example the folk tales attributed to Akbar and Birbal. They cannot be explained in terms of history. But they are fine specimens of social satire, sense of quick-wittedness, etc. In the same manner certain jokes demonstrate symbolic passive protest in a sort of mental satisfaction when one is not in a position to physically challenge the political order. For example, you must have heard the joke about an Englishman who was offered **saag** (vegetable) on a maize chapatti. He ate the **saag** and returned the chapatti saying “thank you and please take back your plate”. What is demonstrated in this is the fact that here are persons ruling over us who don’t even know our lifestyles.

Tourism is one area where myths and fables are used extensively to market the exotica of our culture. In doing so it often gets trapped in projecting these as ‘the history’ of a given culture or region. At its face value this appears something very innocent and harmless. However, people fail to realise that this presentation as “the history” can also have disastrous results. Suffice it to mention here that despite the fact that the historians do take note of myths for a critical analysis as a source, mythology is not history **per se**.

Check Your Progress 1

1) How is history used as a tourism product?

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2) How should a historian look at myths?

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3.4 USE OF HISTORY IN TOURISM

It has already been mentioned that history is offered as a product in tourism. In this Section, we attempt to analyse this relationship in terms of its merits and demerits.

History figures prominently in promotional literature. Many destinations have always been promoted through their historicity, like Bangaluru as a Garden City, Jaipur – Pink City and City of Palaces, Fatehpur Sikri – a city of Mughal splendour, etc. But history figures prominently in other forms of tourism also, for example:

- history of Golf Courses figures in Golf tourism.
- Rock climbing, Mountaineering, Skiing, etc. have their own history – in terms of peaks, trails taken by famous mountaineers, etc.

Similarly, in travel writing history is a popular theme to write upon and it can be the history of many things – destination, fort, palace, art, crafts, people, airline, railways, etc. However, a major problem with such write ups is that most of them do not differentiate between history, mythology and legends. Not only this but on many occasions distortions are put in as history and the element of evidence is totally ignored. This is also very common among the guides while describing monuments, etc. These distortions take place:

- i) Due to lack of awareness about scientific history and dependence on unauthenticated history books.
- ii) Intentionally, in order to propagate one's own bias and interpretation of history.
- iii) Subconsciously, just to add spice to write ups and make the destinations look more attractive, etc.

Let us examine the implications arising out of these distortions.

- 1) Making generalisations that are not substantiated by evidence can lead to embarrassing situations. Take for example Nandi Hills near Bangaluru. The guide describes a particular spot as **Tipu Drop** from where Tipu Sultan used to get people thrown down the hill. When you ask him about the authenticity of this or how many times Tipu visited this place, he either shies away or tries to create another story. At the same time there are many tourists who believe in the description and carry the tale back home to be told to friends over the coffee table. But imagine their embarrassment if asked for evidence by anyone and the answer being “Oh! The guide told me”.
- 2) Attributing things to divine powers or mythology is in fact **denying the people of that particular age the credit due to them in terms of their knowledge, wisdom or creativity**. For example, in a promotional brochure of a particular state tourism department it is mentioned that Sun rays go right upto the **garbhagriha** of a temple till late evening because an epic hero had changed the direction of the path of the sun. Pilgrims may believe it but historically speaking the architect and artisan's creativity is totally lost through such a description.

- 3) We all know how dangerous communalism is to the progress of a nation. Yet, thousands of domestic tourists are given communal versions of history at various destinations daily. Let us cite one example from Delhi. A plaque of the Archaeological Survey of India outside the Quwwat-ul-Islam Mosque at Qutab Minar mentions that 27 Jain and Hindu temples were destroyed for constructing the Mosque. The guide picks up from this and narrates about the destruction of temples by Qutbuddin to build the Qutab Minar. But the trouble begins when the narrative attributes to Sultan slaying of the 5000 Brahmins and the river Yamuna becoming red with their blood. This is how he creates a past suiting his own conviction, away from the 'truth of history'. Further, he adds in the commentary something he had read somewhere that it was not Qutab Minar built by Qutbuddin. It was a tower that was built by Prithviraj Chauhan. When these two contradictory versions are given, the tourist, by applying some logic, can ask was it Prithviraj who destroyed the temples. At the same time many may take home both the versions and further communal feelings.

This is not to say that there were no acts of barbarism during the medieval period. In many cases plunder and demolitions did take place. However, the crucial question is how far we can go back in relation to our contemporary social realities. **If we have a history of destruction and plunder we also have a history of harmony, cooperation and understanding between the different religious communities. The need of the hour is to strengthen this phase rather than harping upon the divide.**

3.5 SOME TIPS

In this Section, we suggest to you some interesting ways regarding the application of history in tourism. You must remember that all that is termed as history has to be based on evidence or what is termed as historical sources. These sources are varied and they differ according to periods also. For example, archaeological evidences generally tell us about the ancient and medieval periods.

In order to make a better presentation and use of history the following tips will be useful.

- 1) History has to be taken as a discipline seriously and there is **no scope in historical writings or presentation for imaginary events or even mythologies.**
- 2) Where the commentary or write up is based on myths and legends it should be clearly spelt out along with a mention that there is **no historical evidence to substantiate them.**
- 3) Similarly, anecdotes should be presented as anecdotes and not as history and there is always a way to do it. Look at this example. At Dauna Paula in Goa are the statues of a man and a woman. Many guides describe them as lovers; the woman, being the daughter of the Governor, committed suicide by jumping in the sea as the father was opposed to her marriage to the poor lover. But a good guide after mentioning this further tells the tourists: "please don't ask me to point out the spot from where she jumped into the sea for there is no such spot, nor she jumped into the sea nor is this story a real one, in reality these are the statues of so and so who loved this country and lived here".

- 4) You must also remember that the tourist is well informed in many cases. This is because of the availability of good guide – books and literature on the destinations. You come across situations where the tourist opens his guide-book to cross-check. Hence you should not take the tourist for granted. Imagine a guide telling the tourist that Shah Jahan used to present a rose to Mumtaz Mahal everyday sitting near the back minaret of Taj Mahal. The tourist smiles at the poor knowledge of the guide for he knows that Taj Mahal was built after the death of Mumtaz.
- 5) While describing monuments give due weightage to:
 - art styles and designs
 - architecture, and
 - artisans etc
- 6) Do not create history but re-enact it through sound reading based on authentic works.
- 7) Do not let your personal bias or perceptions overshadow historical reality.
- 8) Wherever necessary, draw comparisons with other sites but do not make over statements.
- 9) Avoid descriptions that may lead to communal hatred or divide. Remember communalism not only hinders progress but is also an obstacle in the growth of tourism.
- 10) Keep updating your knowledge' of history through recent publications and interaction with historians.
- 11) In your presentation or write up give due weightage to political, social, economic and cultural aspects rather than only harping upon the role of the kings or the deeds of the dynasties.

Check Your Progress 2

- 1) Why do distortions emerge in history?

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- 2) On what would you base your knowledge of history?

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- 3) Mention which of the following statements are right or wrong?
 - a) Myths, history and legends have no difference.
 - b) Since the tourist is ignorant about the history of a site you can give him anything you like as the history of the site.
 - c) It is good to narrate incidents which encourage communal hatred.
 - d) Historical description should be based on concrete evidence.

3.6 LET US SUM UP

History is a discipline based on evidence. Hence, when it is packaged or marketed as a tourism product this aspect has to be taken care of at the same time. One has to be extremely careful in making a distinction between myths, fables and history while making use of history in tourism. Similarly, personal bias and interpretation should be avoided in historical writings or description. You must update your knowledge of history by reading recent authentic publications. In your commentary or write up equal emphasis should be given on social, economic, political and cultural aspects of any given historical period. History is not just a study of kings and dynasties. It has varied facets and tourism professionals and researchers should take note of this.

3.7 CLUES TO CHECK YOUR PROGRESS EXERCISES

Check Your Progress 1

- 1) There are several ways, e.g., destination, promotional literature, etc. See Sec.3.2.
- 2) See Sec.3.3.

Check Your Progress 2

- 1) The distortions creep in history as a result of personal fancies and biases being accepted as a part of history. See Sec. 3.4.
- 2) Primarily on historical sources. See Sec. 3.5.
- 3) a) Wrong; b) Wrong; c) Wrong; d) Right.

SOME USEFUL BOOKS FOR THIS BLOCK

David W. Howell “Passport: An Introduction To The Travel and Tourism”, Ohio, 1989

Rob Davidson “Tourism”, London, 1993

Robbert Chrutie Mill “Tourism System”, New Jersey, 1992

Suhita Chopra “Tourism Development in India”, New Delhi, 1992

Eric Zuelow “The History of Modern Tourism”, Palgrave Macmillan, 2015

M.R. Dileep “Tourism: Concepts, Theory and Practice”, I.K. International Publishing House Pvt. Ltd, 2018

ACTIVITIES FOR THIS BLOCKS

Activity 1

On the leftside are given the motives to travel and on the right are the destinations. Mark the correct destination in relation to the motive.

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|------------------------------------|--------------------------------|
| 1) Escape (to wildlife) | - Beach on west coast |
| | - National park |
| | - Pilgrimage centre |
| 2) Liesure (sun and sand) | - Beach resort |
| | - River bank |
| | - Near tanks/ponds |
| 3) Mountaineering and Trekking | - Himachal Hills |
| | - Rajasthan cities |
| | - Rann of Kutch |
| 4) Escape (from hot weather) | - Desert Resort |
| | - Hill Resort |
| | - Museums |
| 5) Pilgrimage and Beach | - Jagannath Puri |
| | - Kovalam |
| | - Khajuraho |
| 6) To see land of forts and places | - Sikkim |
| | - Tamilnadu |
| | - Rajasthan |
| 7) All luxury | - Five Star Hotel, Casino etc. |
| | - Visit to Monastery |
| | - Trekking in Mountains |

- 8) Sking and Trekking
 - Hill Resort
 - Desert Resort
 - Beach Resort
- 9) Mughal Monuments
 - Varanasi and Agra
 - Agra and Fatechpur Sikri
 - Mathura and Jaipur
- 10) By train to a Hill Station
 - Ooty or Darjeeling
 - Nainital or Kodaikanal
 - Mount Abu or Dalhousie

Activity 2

Mention which of the following is an inbound, outbound or domestic tourist/s

- i) James came to Delhi from England to spend a Holiday.
- ii) Jogendra Singh and his family are going to Srinagar for two weeks. Their place of residence is Chandigarh.
- iii) Vijaya and her four friends are going to spend a holiday in Nepal though they reside in Chennai.
- iv) Inayat stays in Hyderabad. He visits Ajmer to see the dargah.
- v) Kutty has taken American nationality. He travels from New York to Warangal for holiday.

Activity 3

There are five tourists mentioned in Activity-2, identify their destinations and origin.

Activity 4

Visit a Railway Platform or a Bus Stand. There must be passengers waiting. Ask a few as to their motive/s of travels; whether they have been in touch with a tour operator? If yes why and if not why? Their duration of travel? Whether they have planned it or just left it to their friends or relative? Do this exercise 2/3 times and compare your finding of each visit and prepare a note on the following:

- a) Different motivations for travel.
- b) More common places to be visited.
- c) Percentage of those who go for a planned holiday.